Brunswick County
Substance Use and Addiction Commission

December 1, 2022
5:00 pm – 6:30 pm
Board Room, Health Services

Agenda

I. **Call to Order**
   A. Public Comment

II. **Regularly Occurring Items**
   B. Approval of Minutes: 11/03/2022
   C. Agenda Adjustments
   D. Local, State, National Drug Overdose Data Reports
       a. NC DETECT
       b. NC Opioid Dashboard
       c. Brunswick County Sheriff's Office Data
       d. Brunswick County EMS Data

III. **Presentations**

IV. **Old Business**
   A. Detox Sub-Group (Joshua Torbich)
   B. Brunswick Little Theater Awareness Drama
   C. Outreach Sub-Group (Bill Eberle)
   D. The Encompass Program (Bill Eberle)
   E. Commission Communication Plan 2023(Travis Greer)
   F. Quarterly Report for BOC Meeting

V. **New Business**

VI. **Commission Inputs**

VII. **Adjournment**

Next Meeting: January 5, 2023

Brunswick County
Substance Use and
Addiction Commission

Review of Monthly Data

December 1, 2022

Brunswick County Overdose Data via NC DETECT

DATA SOURCE:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final.

Predesigned Dashboards
Note: Date ranges include buffers to accommodate potential data delays. By date searches have a 2-day buffer, by week searches update every Tuesday and by month searches update on the 15th of every month. The default date parameters are by week. For the COVID-19 and Flu dashboards the default dates start with week ending June 26, 2021. For other dashboards the default dates are the previous 12 weeks.

Emergency Department Opioid Overdose V.2

2 Opioid Overdose ED Visits November 2022

Note: Counts based on ICD-10-CM diagnosis code of an opioid overdose: T40.0 (Opium), T40.1 (Heroin), T40.2 (Other Opioids), T40.3 (Methadone), T40.4 (Other Synthetic Narcotics), and T40.6 (Other and Unspecified Narcotics).

- ❖ 1-college, 1-young adult
- ❖ 100% White

4 Opioid Overdose ED Visits November 2021

Data Date Range: 10/30/2022-11/26/2022 Generated 11/28/2022

Data Sources: NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final

NC DETECT: ED; Custom Event: Overdose: Opioid Overdose V.2.(ICD-9/10-CM)
Case definition:This is the data point and definition used by the NC Division of Public Health for their monthly opioid overdose reports available at https://www.injuryfreenc.ncdhhs.gov/DataSurveillance/Poisoning.htm
Note: Counts based on ICD-10-CM diagnosis code of an opioid overdose: T40.0 (Opium), T40.1 (Heroin), T40.2 (Other Opioids), T40.3 (Methadone), T40.4 (Other Synthetic Narcotics), and T40.6 (Other and Unspecified Narcotics).

Data Query Parameters: Predesigned Dashboard, ED, Check Overdose category, Select County Brunswick, Week Other, must select dates from Sunday-Saturday

Emergency Dept. Unintentional/Undetermined Medication or Drug Overdose:

12 Medication/Drug OD ED Visits November 2022
- 2-College, 7-Young Adults, 3-Middle Aged
- 75% White, 25% Black

11 Medication/Drug OD-ED Visits November 2021

Data Date Range: 10/30/2022-11/26/2022 Generated 11/28/2022

Data Sources: NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final

NC DETECT: ED; Custom Event: Overdose: Opioid Overdose V.2.(ICD-9/10-CM)
This is the data point and definition used by the NC Division of Public Health for their monthly opioid overdose reports available at https://www.injuryfreenc.ncdhhs.gov/DataSurveillance/Poisoning.htm
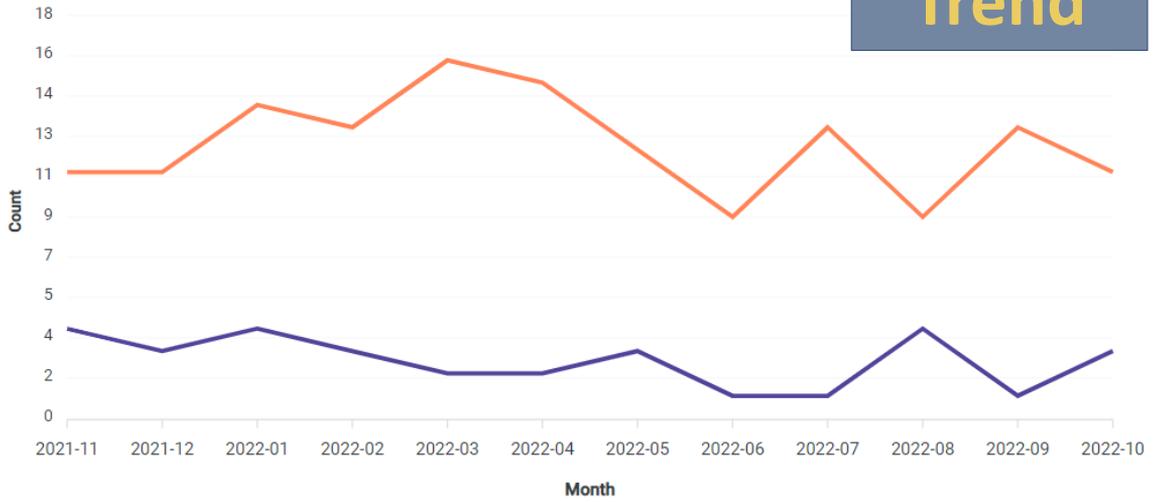
Definition: This syndrome is used to track overdose ED visits for medications or drugs with dependency potential. It is limited to ED visits by pages aged 15-65.

Data Query Parameters: Predesigned Dashboard, ED, Check Overdose category, Select County Brunswick, Week Other, must select dates from Sunday-Saturday

ED: Opioid Overdose V.2   ED: Unint/Undet Med or Drug OD (>14/<66) (ICD-10-CM or keyword)

Date Range: 11/1/2021 - 10/31/2022
County: Brunswick
Source: NC DETECT; Generated: 12/1/2022

Year Trend

Brunswick County EMS Substance Use Data

DATA SOURCE:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final.

EMS Opioid and Naloxone Encounters

10 Opioid Overdose Encounters
November 2022

18 Naloxone Administrations
November 2022

Data Date Range: 10/30/2022-11/26/2022 Generated 11/28/2022

NC DETECT Graph Generator of EMS,EMS: Naloxone, EMS: Opioid Overdose

Data Query Parameters: Graph Generator, EMS, Definitions: EMS Naloxone + Opioid Overdose From: select dates from Sunday-Saturday for weekly data Select County Brunswick, X-Axis Option: Week Y-Axis option: Counts

Data Sources:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final.
[1.] NC DETECT: EMS......
Data Query Parameters: Graph generator, Select EMS, Select Opioid Overdose, Check Overdose category, Select County Brunswick, Week Other, must select dates from Sunday-Saturday

Counts by Definition

Date Range: 11/1/2021 - 10/31/2022
EMS System County: Brunswick
Source: NC DETECT; Generated: 12/1/2022

Year Trend

● EMS: Naloxone   ● EMS: Opioid Overdose

Brunswick County Sheriff's Office Overdose Data

Accessed: Teresa Mobley

2022 Data							
	Jan.	Feb.	Mar.	April	May	June	
Overdoses	9	16	11	15	13	10	
Deaths	0	0	1	1	0	2	
Reversals	6	10	7	8	8	6	
	July	Aug.	Sept.	Oct.	**Nov.**	Dec.	YTD
Overdoses	5	12	19	12	**14**		136
Deaths	0	0	2	0	**0**		6
Reversals	-	9	14	7	**11**		86

Alcohol Data Dashboard

DATA SOURCE:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final.
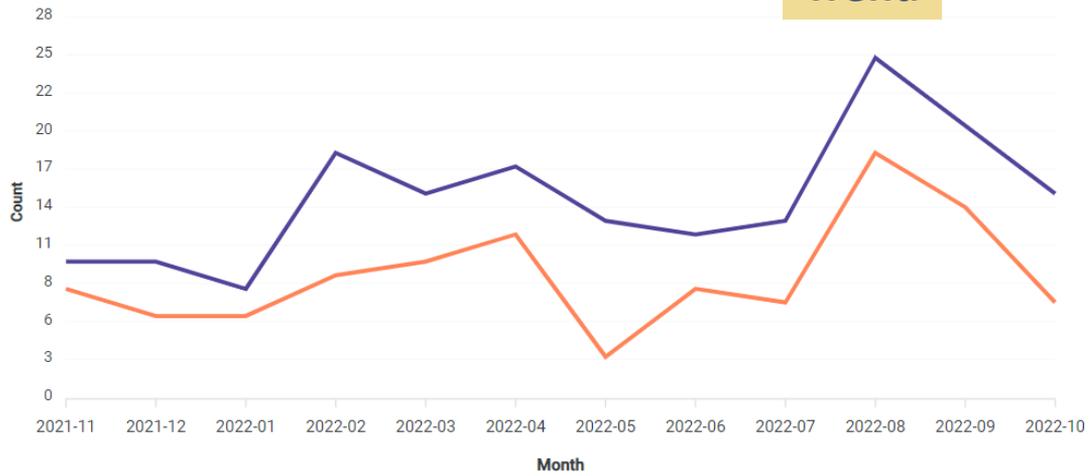
https://injuryfreenc.dph.ncdhhs.gov/ DataSurveillance/alcohol.htm

Predesigned Dashboards
Note: Date ranges include buffers to accommodate potential data delays. By date searches have a 2-day buffer, by week searches update every Tuesday and by month searches update on the 15th of every month. The default date parameters are by week. For the COVID-19 and Flu dashboards the default dates start with week ending June 26, 2021. For other dashboards the default dates are the previous 12 weeks.

Impact of Excessive Alcohol Use on North Carolina

North Carolina has a lower prevalence of excessive drinking than the national average. However, alcohol remains an important public health problem across the state. In North Carolina, the level of excessive drinking is **trending upward** (Behavioral Risk Factor Surveillance System, 2012-2020). Excessive drinking is defined by the Centers for Disease Control (CDC) as "binge drinking, heavy drinking, any drinking by pregnant women or people younger than age 21." In North Carolina, **26% of adults who drink reported binge drinking** in 2020, with **12% of adult drinkers reporting heavy drinking** in the previous 30 days. Excessive alcohol consumption is associated with increased **risky behavior, violence, suicide, homicide, and vehicular accidents**, and is the **third leading cause of preventable death** in North Carolina. **Excessive drinking is not the same as alcohol dependence.** 9 in 10 adults who are binge or heavy drinkers are **not** alcohol-dependent (CDC, 2014).

What is Excessive Drinking?
Excessive drinking is defined by the Center for Disease Control (CDC) as "binge drinking, heavy drinking, any drinking by pregnant women or people younger than age 21."

Binge Drinking	4+ drinks	5+ drinks
Heavy Drinking	8+ drinks per week	15+ drinks per week

Binge drinking is associated with short-term consequences, such as fatal car crashes and overdose.
Heavy drinking is associated with deaths due to illness caused by long-term alcohol misuse, such as liver cirrhosis.
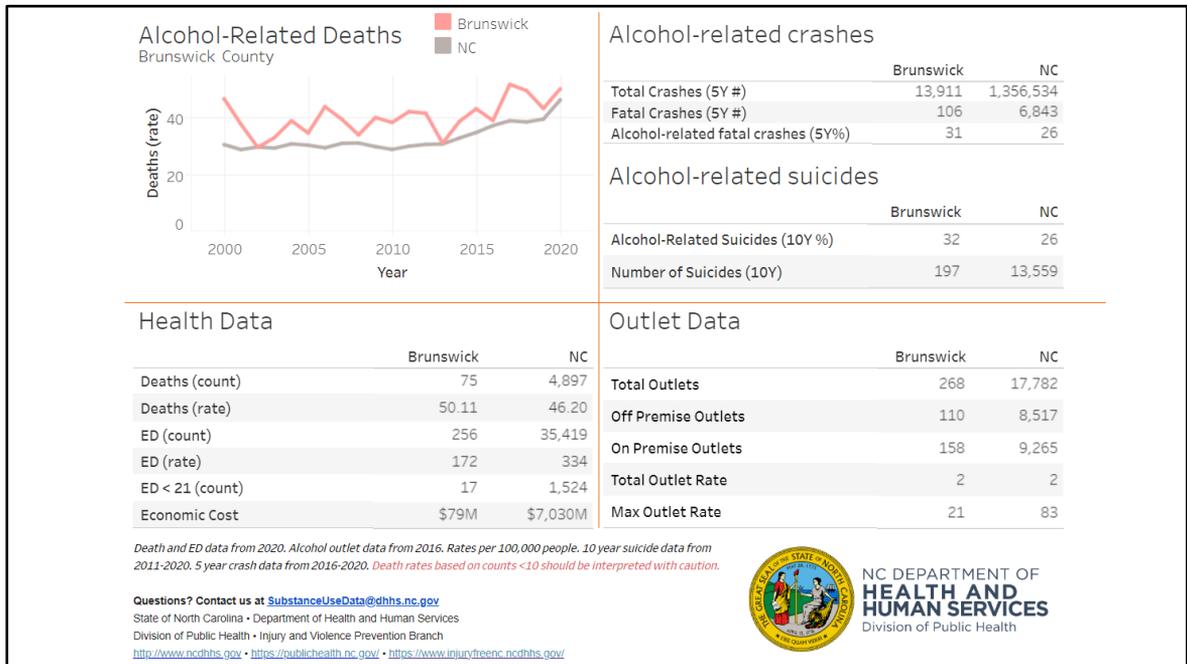
13

The Public Health Impact of Alcohol

The amount of alcohol consumed (level of alcohol consumption) has been associated with negative short- and long-term health outcomes, such as vehicle crashes, overdose, and liver cirrhosis; and high economic costs (CDC, 2018).

Alcohol **control strategies** and alcohol **retailer density** influence levels of alcohol consumption.

Lower Alcohol Retailer
Density

Alcohol Control
Strategies
promote healthier use

Lower overall
Consumption

Reduce negative
Health Outcomes
& **Economic Costs**

Having fewer alcohol retailers in communities (or lower outlet density), limits access to alcohol, which lowers consumption. Communities with lower alcohol outlet density have less excessive drinking. Alcohol control policies have been shown to successfully limit availability and exposure to alcohol, which then reduces consumption, and reduces negative health and economic outcomes (CDC, 2017).

Alcohol-Related Deaths
Brunswick County

Legend: Brunswick, NC

Y-axis: Deaths (rate) — 0, 20, 40
X-axis: Year — 2000, 2005, 2010, 2015, 2020

Alcohol-related crashes

	Brunswick	NC
Total Crashes (5Y #)	13,911	1,356,534
Fatal Crashes (5Y #)	106	6,843
Alcohol-related fatal crashes (5Y%)	31	26

Alcohol-related suicides

	Brunswick	NC
Alcohol-Related Suicides (10Y %)	32	26
Number of Suicides (10Y)	197	13,559

Health Data

	Brunswick	NC
Deaths (count)	75	4,897
Deaths (rate)	50.11	46.20
ED (count)	256	35,419
ED (rate)	172	334
ED < 21 (count)	17	1,524
Economic Cost	$79M	$7,030M

Outlet Data

	Brunswick	NC
Total Outlets	268	17,782
Off Premise Outlets	110	8,517
On Premise Outlets	158	9,265
Total Outlet Rate	2	2
Max Outlet Rate	21	83

Death and ED data from 2020. Alcohol outlet data from 2016. Rates per 100,000 people. 10 year suicide data from 2011-2020. 5 year crash data from 2016-2020. Death rates based on counts <10 should be interpreted with caution.

Questions? Contact us at SubstanceUseData@dhhs.nc.gov
State of North Carolina • Department of Health and Human Services
Division of Public Health • Injury and Violence Prevention Branch
http://www.ncdhhs.gov • https://publichealth.nc.gov/ • https://www.injuryfreenc.ncdhhs.gov/

NC DEPARTMENT OF
HEALTH AND HUMAN SERVICES
Division of Public Health

Public Health Impact of Excessive Alcohol Use in NC =Acute Outcomes
Preventable Deaths= 2,580 Avg. # of yearly alcohol –attributable deaths in NC due to acute causes.(ARDI,2020)
Alcohol outcomes can be sorted into two categories:
1. Immediate(acute)= include Motor vehicle crashes, falls, drowning, risky sexual behavior, and alcohol poisoning.
2. Long-term(chronic) include High Blood Pressure, liver disease, mental health problems, and alcohol dependence
SOURCE(Alcohol Use and Your Health, 2018)

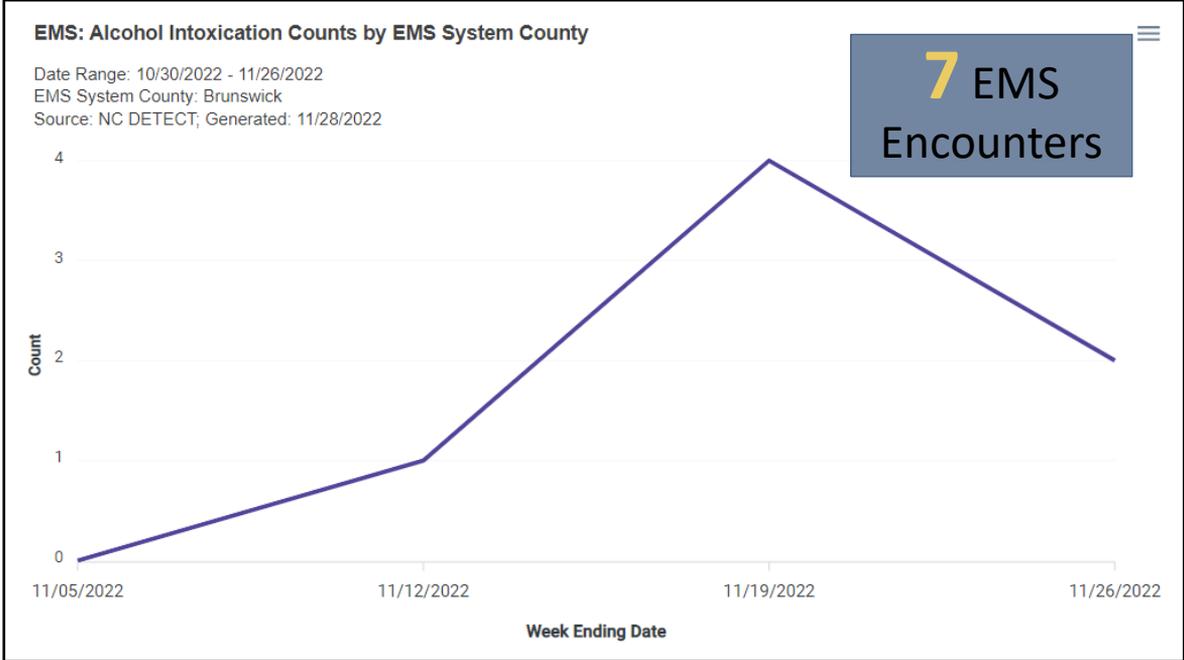**Alcohol and Motor Vehicle Crashes**
In 2020, of all fatal crashes in North Carolina, **24%** involved alcohol. However, alcohol is only involved in **5%** of total crashes, demonstrating that alcohol increases the risk of a fatal incident. (NC Department of Transportation (NCDOT), 2020).

In **Brunswick**, there were **13,911** car crashes from 2016-2020. **106 (.76%)** of these crashes resulted in a fatality. Of those fatal vehicle crashes in **Brunswick**, **31% (N=33)** involved alcohol.

Immediate Impacts

- **Alcohol and Drug Use**
- Alcohol use in combination with other drugs can increase the risk of an adverse event, such as hospitalization due to poisoning. In 2020, there were **533 unintentional poisoning deaths** across North Carolina that involved alcohol. Between 2016-2020, there **were 34 deaths** by unintentional medication or drug poisonings that also involved alcohol in **Brunswick**.
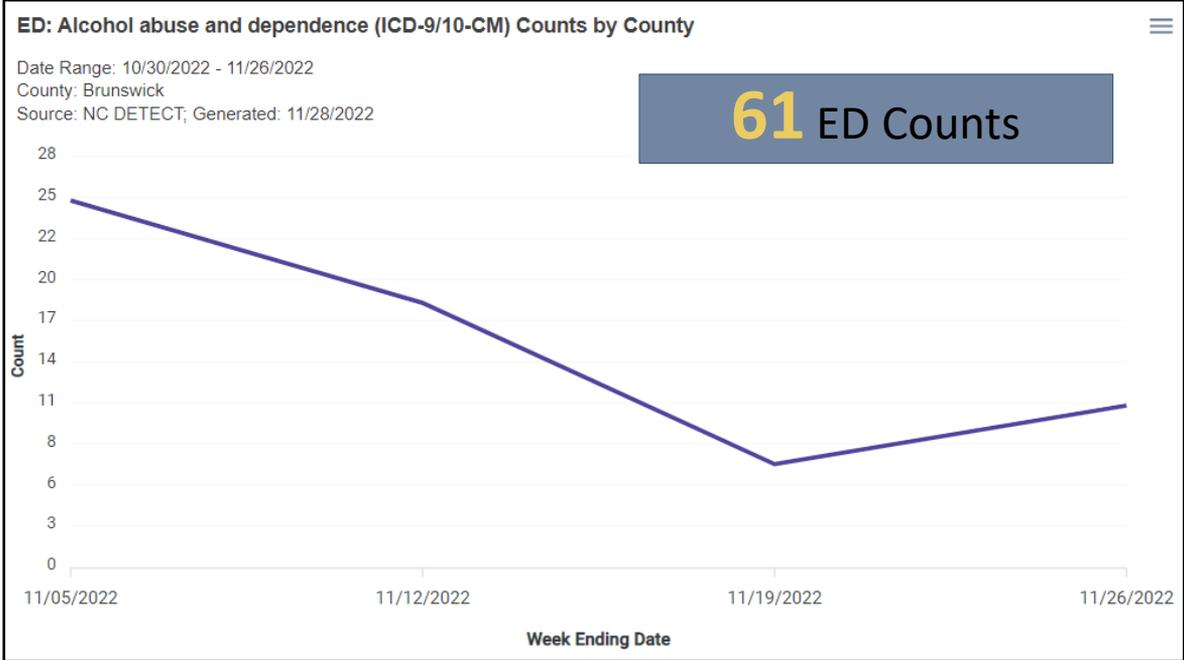
EMS: Alcohol Intoxication Counts by EMS System County

Date Range: 10/30/2022 - 11/26/2022
EMS System County: Brunswick
Source: NC DETECT; Generated: 11/28/2022

7 EMS Encounters

Case Definition=Chief complaint terms: alcohol OR "alcholo*" OR alchohol OR "inebriat*" OR ETOH OR "drunk*"' AND NOT "detox*" OR "withdraw*" OR "feel drunk*" OR "feels like I''m drunk" OR "feel like I''m drunk" OR "feel like Im drunk"'

DATA SOURCE:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final

Data Query Parameters: Graph Generator, Highlight- ED, Select-Substance Use: Alcohol abuse and dependence (ICD-9/10-CM), Select County Brunswick, Week Other, must select dates from Sunday-Saturday
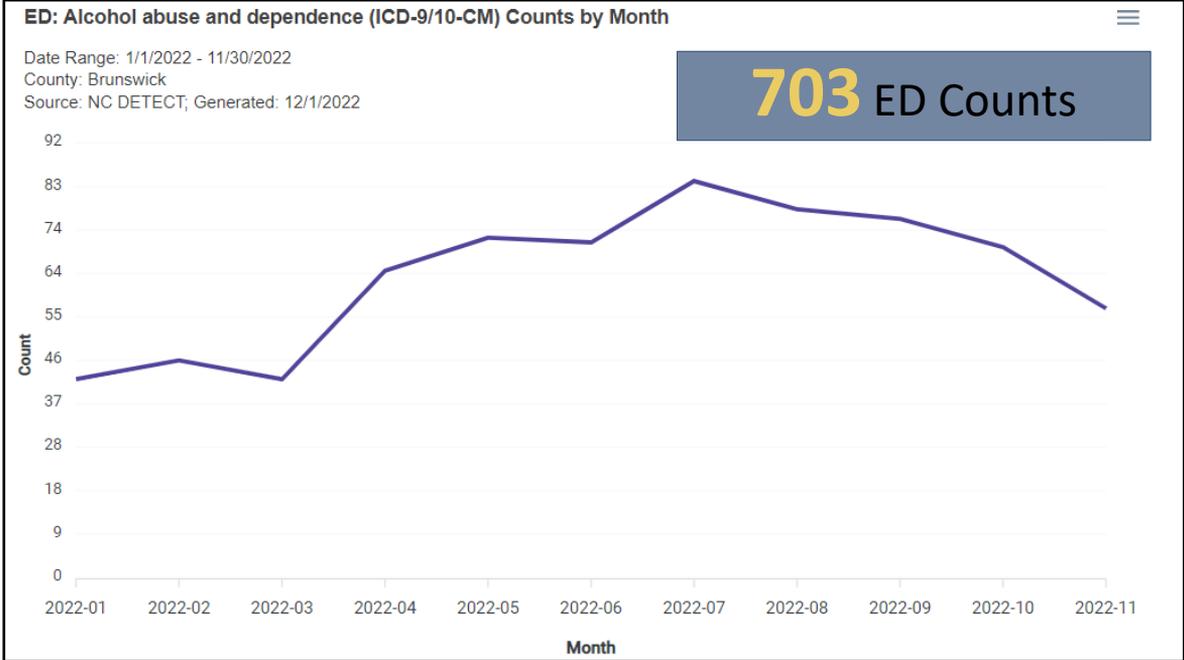
ED: Alcohol abuse and dependence (ICD-9/10-CM) Counts by County

Date Range: 10/30/2022 - 11/26/2022
County: Brunswick
Source: NC DETECT; Generated: 11/28/2022

61 ED Counts

Case Definition=This definition includes all of the alcohol-related abuse and dependence codes but does not include alcohol poisoning codes.
Data Query Parameters: Graph Generator, Highlight- ED, Select-Substance Use: Alcohol abuse and dependence (ICD-9/10-CM), Select County Brunswick, Week Other, must select dates from Sunday-Saturday
DATA SOURCE:
ED Data-NC DETECT is North Carolina's statewide syndromic surveillance system. ED visit data from NCDETECT are provisional and should not be considered final

ED: Alcohol abuse and dependence (ICD-9/10-CM) Counts by Month

Date Range: 1/1/2022 - 11/30/2022
County: Brunswick
Source: NC DETECT; Generated: 12/1/2022

703 ED Counts

Case Definition=This definition includes all of the alcohol-related abuse and dependence codes but does not include alcohol poisoning codes.

Data Query Parameters: Graph Generator, Highlight- ED, Select-Substance Use: Alcohol abuse and dependence (ICD-9/10-CM), Select County Brunswick,
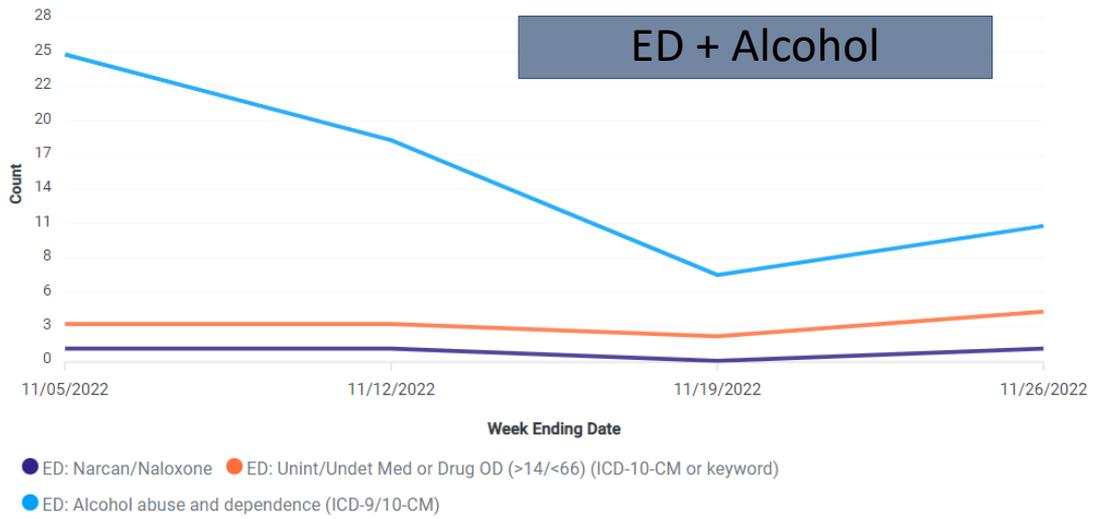
DATA SOURCE:
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Counts by Definition

Date Range: 10/30/2022 - 11/26/2022
County: Brunswick
Source: NC DETECT; Generated: 11/28/2022

ED + Alcohol

- ED: Narcan/Naloxone
- ED: Unint/Undet Med or Drug OD (>14/<66) (ICD-10-CM or keyword)
- ED: Alcohol abuse and dependence (ICD-9/10-CM)

Count

Week Ending Date

11/05/2022   11/12/2022   11/19/2022   11/26/2022

Data Schedule Suggestion

Bi-monthly

- Drug/Medication Overdose
  - *Jan. Mar. May. July. Sept. Nov.*
- Alcohol
  - *Feb. Apr. Jun. Aug. Oct. Dec.*

Bi-Annually

- Tobacco Use and Mental Health
  - *January, July*

THOUGHTS?

2023 Substance Use and Addiction Commission Communication Plan

Purpose

The mission of this Brunswick County Substance Use & Addiction Commission is to serve in an advisory capacity to make recommendations regarding the substance use and addiction program needs of Brunswick County. This communication plan outlines methods the Commission can use to attain its mission and foundational goals listed below:
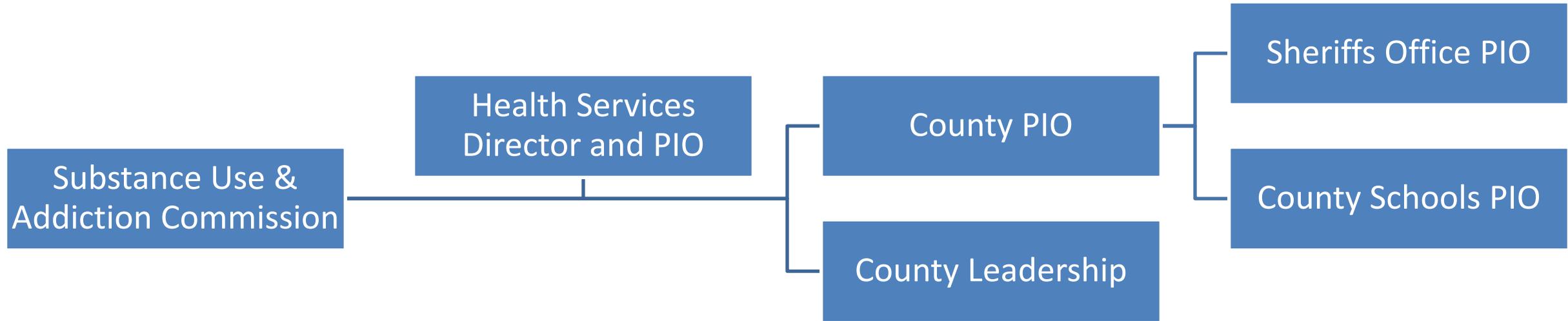
1. Increase public awareness of substance abuse and addiction

2. Engage community members on a large scale

3. Reduce stigma surrounding addiction and mental health

4. Assess the availability and accessibility of mental health, drug addiction treatment services, and overdose reversal throughout the county, and identify areas that may be underserved

5. Support efforts to expand access to new, evidence-based treatment to underserved areas

6. Support efforts to divert non-violent drug offenders to recovery and treatment in lieu of incarceration

Communication Timeline

Commission Meetings	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Commission Meeting Schedule (1st Thursday of every month)	5th	2nd	2nd	6th	4th	1st	6th	3rd	7th	5th	2nd	7th
Send your agenda items and content to: mnelke@crcirecovery.org and travis.greer@brunswickcountync.gov by the following dates→	23rd	20th	27th	24th	22nd	26th	24th	28th	25th	23rd	27th	28th
Commission reports to the County Commissioners (Quarterly) Tentative Dates FY22-23 Commissioners Mtg Schedule		20th only				5th or 19th				2nd or 16th		
Public Notices/Press Releases on Commission Actions	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Success/ Results of The Encompass Program												
Brunswick Little Theater Drama- *Trailer of Drama, Promo, Ticketing*												
Possible Proclamations for Commission/County Commissioners	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
National Prevention Week –Treatment, Prevention, and Recovery |SAMHSA May 7-13 *Draft/adopt proclamation in April* Mtg					1st							
National Substance Abuse Prevention Month | *Draft/adopt proclamation in September*										2nd		
Monthly Observances Social Media Posts	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
• National Poison Prevention Month • Take Down Tobacco National Day of Action *(March 31)*			X									
• Alcohol Awareness Month • Medication Take Back Day *(last Saturday in April 29)*				X								
• National Prevention Week -Treatment, Prevention, Recovery | SAMHSA (May 7-13)					X							
• National Overdose Awareness Day (August 31) • National Fentanyl Prevention and Awareness Day								X				
• National Recovery Month									X			
• National Substance Abuse Prevention Month • Red Ribbon Week (October 22-28) • Medication Take Back Day *(last Saturday of October 28)*										X		

Communication Roadmap and Partners

Org. / Dept.	Staff Contact	Position	Staff Contact Email
Health Services	David Stanley	Interim Health Director	david.stanley@brunswickcountync.gov
Health Services	Travis Greer	Health Educator II/PIO	travis.greer@brunswickcountync.gov
County Admin	Meagan Kascsak	Communications Director	meagan.kascsak@brunswickcountync.gov
County Admin	Amber Merklinger	Communications Specialist	amber.merklinger@brunswickcountync.gov
County Schools	Gordon Burnette	Chief Communications Officer	gburnette@bcswant.net
Sheriff's Office	Emily Flax	PIO	emily.flax@brunswicksheriff.com

Detailed Design

Topic	Notes

Brunswick Little Theater (BLT) Drama 2023 Substance Use
 Fall of 2023
	• Purpose and outcomes of this drama will meet commission goals 1-3 on page 1
	 • Communication needs:
	     a. Casting call promotion on social media for roles work with BLT
	     b. Paid social media post for drama promotion
	     c. Creation video trailer to promote
	     d.

Encompass Program Communication Plan Strategy	• County website make a home for Encompass 101, registration link etc. • Follow up with Father Bill 12/7-12/9
Social Media Accounts to tap into throughout the year	• BrunsCo Govt pages, Health Services Pages, • BrunsCo Schools • BrunsCo Sheriffs Office pages •
Printing	•
	•
	•

DRAFT-2023 Substance Use and Addiction Media and Communication Plan