

# Bad Drug Mega Phone - Combatting Opioid Abuse & Overdose through Community Engagement and Awareness

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*2023 Montana Opioid Abatement Trust Grants*

## ***South Central Regional Mental Health Center***

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# Application Form

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## *Region Selection*

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To collaborate with someone else on this request, click the blue "Collaborate" button in the top-right corner.

### **Project Name\***

Bad Drug Mega Phone - Combatting Opioid Abuse & Overdose through Community Engagement and Awareness

### **Select Abatement Region and/or Metro Region\***

Select the Multi-County Abatement Region **and/or** the Metro Region you are requesting grant funds from. Select all regions that apply, for example if you are collaborating with multiple Counties **and/or** Abatement Regions select each region the program/project will serve. Click [HERE](#) for a detailed map of Multi-County Abatement Regions and Metro Abatement Regions

Abatement Region 3  
Yellowstone County

## *Application Overview*

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### **About the Organization/Program\***

Give a brief description of the Organization/Program/Project. Include the mission statement and the services provided.

The South Central Montana Regional Mental Health Center (MHC) spearheads the "Bad Drug Mega Phone" initiative, a pioneering approach to combating opioid crisis. As a 501(c)(3) entity, our mission is to provide comprehensive mental health and substance abuse care, focusing on opioid abuse prevention through community engagement and awareness.

Our innovative "bad drug alert system" is designed to address the surge in synthetic opioid abuse, specifically fentanyl, by alerting the community about dangerous substances. This system promises to bridge the critical gap left by the decrease in prescription opioid abuse, targeting a broad spectrum of the community including drug users, their circles, first responders, and medical professionals. Our objective is not only to alert but also to provide resources and support, leveraging local media, organizations, and existing networks for a cost-effective and impactful response.

Projected to reach 60-80% of Yellowstone County (approximately 96,780 to 128,000 individuals) and extend further regionally, our initiative stands as a beacon of preventive action. With a budget of \$24,500, we prioritize technology development, partner engagement, and community outreach to ensure a sustainable and wide-reaching impact.

Outcomes include:

- A significant decrease in opioid-related overdoses through timely alerts.

- Enhanced community awareness and education on synthetic opioids.
- Strengthened partnerships for a unified and efficient response mechanism.
- A sustainable, low-cost model for future public health interventions.
- MHC is committed to creating a safer community through this targeted, proactive, and collaborative effort against opioid abuse.

### What category does the program fit into\*

Check the category/categories the program fits into. You may select more than one option.

Click [HERE](#) for a list of approved opioid remediation uses

Prevention

### How does the program meet the Opioid Remediation Guidelines\*

In detail, describe how the program fits into the approved Opioid Remediation Guidelines selected in the above question.

*Please be specific*

The "Bad Drug Mega Phone" program aligns with Opioid Remediation Guidelines by focusing on prevention and community engagement to combat opioid misuse and overdose. Specifically, it addresses prevention programs (G), leveraging media campaigns and community education to discourage opioid use, aligning with evidence-based prevention strategies outlined in the guidelines. By providing real-time alerts on dangerous drugs, it also indirectly supports harm reduction (H), enhancing community awareness and potentially reducing overdose deaths. The initiative's comprehensive approach to engaging various community stakeholders mirrors the guidelines' emphasis on broad, community-focused strategies for opioid abuse prevention and awareness.

### New Program or Existing\*

Is the funding intended for a new program or to expand an existing program?

A new program for your region.

## *Fiscal Information*

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### Requested Amount\*

\$24,500.00

### Program Budget\*

How will the funds be allocated? Attach a detailed line item budget breakdown for the program. If the funds are intended for a multi-year program please specify the amount budgeted for each year.

Bad Drug Mega Phone - Budget Break Down.pdf

### Source of Funding\*

Does the program currently receive funding from another source? If yes, please explain in detail. (i.e. amount, funding source, etc.)

Grant funding is intended for the creation or expansion of opioid prevention, treatment, and recovery projects. The money is **NOT** meant to replace or supplant existing funding.

This program does not currently receive funds from another source.

### Do you have a Fiscal Agent\*

Yes

## *Fiscal Agent Contact Info*

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### Fiscal Agent Name\*

South Central Regional Mental Health Center

### Fiscal Agent Email Address\*

abenjamin@scrmhmc.org

## *Program Abstract*

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### Program Description\*

Describe the objectives of this project. Provide a detailed overview of the program, including its purpose, priorities & objectives, and intended results.

The "Combatting Synthetic Opioid Abuse through Community Engagement and Awareness" initiative by the South Central Montana Regional Mental Health Center (MHC) is a groundbreaking project designed to address the escalating crisis of synthetic opioid abuse. Our program leverages innovative technology and community collaboration to create a comprehensive response to this urgent public health threat.

Objectives:

**Reduce Synthetic Opioid Abuse:** Significantly decrease the incidence of synthetic opioid overdose in South Central Montana by informing and educating the community on the dangers and identifying the presence of lethal substances like fentanyl.

**Enhance Community Awareness:** Increase public knowledge and understanding of synthetic opioids' risks through targeted awareness campaigns and education.

**Strengthen Community Response:** Mobilize community resources, including first responders, healthcare providers, and local organizations, to create a coordinated response to opioid incidents.

#### Program Overview:

At the heart of our project is the development of a "Bad Drug Alert System," an automated platform designed to disseminate real-time alerts about the presence of dangerous synthetic drugs within the community. This system aims to bridge the gap left by the decline in prescription opioid abuse, targeting a broad demographic, including at-risk individuals, their families, and professional responders.

#### Purpose:

The initiative seeks to prevent opioid-related fatalities by enhancing the community's capacity to respond quickly to the threat of synthetic drugs. By providing timely information and resources, we aim to empower residents with the knowledge needed to make safer choices and support those affected by opioid abuse.

#### Priorities & Objectives:

**Priority 1:** Implement the "Bad Drug Alert System" to provide immediate notifications about dangerous drugs detected in the community.

**Priority 2:** Conduct extensive outreach and engagement activities, including social media campaigns, public awareness events, and educational workshops, to spread critical information on opioid misuse and prevention.

**Priority 3:** Collaborate with local media, healthcare institutions, and community organizations to amplify our message and reach a wider audience.

#### Intended Results:

**Immediate Impact:** A measurable reduction in synthetic opioid overdoses as a direct result of enhanced awareness and community preparedness.

**Long-term Outcomes:** A sustained decrease in opioid misuse and a stronger, more resilient community equipped to tackle the challenges of substance abuse through education, cooperation, and proactive intervention.

Our comprehensive approach not only addresses the immediate dangers posed by synthetic opioids but also lays the groundwork for ongoing prevention efforts. By engaging directly with the community and leveraging existing networks, we can achieve a far-reaching impact, ensuring a safer, healthier future for South Central Montana.

## Program Reach

If you are requesting funds from multiple Abatement Regions please specify how your program serves each region. **Be specific.**

The "Bad Drug Mega Phone" initiative, spearheaded by the South Central Montana Regional Mental Health Center, is strategically designed to serve Yellowstone County within the selected Abatement Region 3. Our program's reach is systematically planned to cover this specific area with precision and effectiveness, capitalizing on our robust network of community partners, innovative technology, and comprehensive awareness campaigns. We anticipate reaching approximately 70% of Yellowstone County's residents, equating to 117,002 people, with the potential to extend further to an additional 50,000+ individuals in the surrounding areas.

#### 1. Tailored Alert System Deployment:

Our cornerstone, the "Bad Drug Alert System," is developed with the flexibility and capability to disseminate real-time alerts specifically tailored to the demographics and needs of Yellowstone County. This targeted approach ensures that alerts are relevant, timely, and actionable for the residents, thereby maximizing the program's impact on preventing opioid misuse and overdose.

#### 2. Partner Engagement Specific to Region:

We will work with our partner engagement strategy to include local organizations, healthcare providers, and first responders within Yellowstone County. Our partnerships are not just about disseminating information; they're about creating a cohesive, united front against the opioid crisis, leveraging local knowledge and resources to address the issue at its core.

#### 3. Community Outreach and Education:

Our community outreach efforts are designed to directly engage the residents of Yellowstone County through workshops, seminars, and public awareness events. These activities are strategically located and timed to reach a broad spectrum of the community, from schools and universities to community centers and local events, ensuring widespread awareness and education about the dangers of synthetic opioids and the availability of our alert system.

#### 4. Leveraging Local Media and Awareness Campaigns:

Our marketing and awareness campaigns will be specially curated to resonate with the residents of Yellowstone County. By partnering with local media outlets and utilizing social media platforms, we aim to ensure that every household is aware of the risks associated with synthetic opioids and the preventive measures they can take.

### Specific Goals\*

What are the specific goals of the program? List several goals the program hopes to accomplish and how the program intends to meet these goals.

The program is set to develop a comprehensive communication tool designed to be the project's backbone, aiming for a user-friendly rating from the steering committee. This tool's introduction is critical to enhancing the efficiency and reach of our "bad drug alert system," ensuring it's easily adoptable by both partners and the community at large.

Additionally, the project commits to engaging with at least 50 partner organizations and media outlets. This collaboration is essential for disseminating alerts effectively, as determined by medical professionals and first responders. By achieving this level of partnership, we anticipate significantly broadening our alert system's impact, reaching approximately 70% of Yellowstone County's residents, equating to 117,002 people, with the potential to extend further to an additional 50,000+ individuals in the surrounding areas.

The intended outcomes of these efforts include establishing a highly structured and low manual input communication system, increasing community awareness regarding synthetic opioids, and creating sustainable communication lines for ongoing education on opioid and substance abuse. This strategic approach not only addresses the immediate threats posed by synthetic opioids but also lays the groundwork for long-term preventative measures and community resilience against substance abuse challenges.

### Evaluation Method\*

Describe how you plan to evaluate the effectiveness of the program and what the method for evaluation will be.

Quantitative Measures:

**Pre and Post Program Surveys:** Conduct surveys among community members and key stakeholders, including first responders and healthcare professionals, before and after the program's implementation. This will measure changes in awareness levels about synthetic opioids, perceived effectiveness of the "Bad Drug Alert System," and the community's ability to respond to drug-related incidents.

**Data Analysis:** Utilize local health department data and project records to quantify the reduction in synthetic opioid-related incidents, including overdoses and hospital admissions, comparing the year prior to implementation and each subsequent year of the program.

**Partner Engagement Metrics:** Track the number of organizations and media partners actively participating in the program, aiming for the goal of 50 partners as outlined. Additionally, monitor the frequency and reach of alert dissemination through these channels.

#### Qualitative Measures:

**Stakeholder Interviews and Focus Groups:** Conduct interviews and focus groups with project partners, participants, and impacted community members to gather in-depth feedback on the program's effectiveness, the usability of the alert system, and suggestions for improvement.

**Case Studies:** Compile case studies of specific incidents where the alert system was utilized, detailing the process, community response, and outcomes. This will help illustrate the program's real-world impact and areas for enhancement.

**Feedback Loops:** Implement a continuous feedback mechanism through surveys and direct feedback channels from users of the "Bad Drug Alert System" and partners. This will allow for real-time adjustments and improvements to the system and program strategies.

The combination of these quantitative and qualitative evaluation methods will provide a robust framework for assessing the program's success in achieving its goals: developing a comprehensive communication tool, engaging with a wide network of partners, enhancing public awareness, and ultimately reducing the prevalence and impact of synthetic opioids in the community. This multi-faceted approach ensures that the program can be dynamically refined based on evidence and feedback, maximizing its effectiveness and sustainability.

## Awareness\*

How do you plan to create awareness of this program? Briefly describe what action the program plans to take to create awareness in the community.

To create awareness of the "Bad Drug Mega Phone" program, the plan encompasses a multi-faceted approach aimed at leveraging existing partnerships and media channels for broad and effective dissemination. The project seeks to:

**Engage Local Media and Organizations:** By partnering with established local media outlets and organizations that already have a strong presence and credibility in the community, such as newspapers, radio stations, and social media platforms, the program ensures that alerts and educational content reach a wide audience swiftly. This includes utilizing the networks of The Phoenix, Big Brothers Big Sisters, and similar organizations.

**Utilize Social Media Channels:** Social media platforms will be employed to amplify the reach of our alerts and educational efforts. By creating shareable content that highlights the risks associated with synthetic opioids and the availability of the "bad drug alert system," we can engage a broader segment of the community, including younger demographics.

**Conduct Community Outreach and Education:** Direct community engagement through workshops, seminars, and public meetings will be a cornerstone of the awareness strategy. These events will provide opportunities

for in-depth discussions, Q&A sessions, and personal engagement with community members to raise awareness about the dangers of synthetic opioids and the existence of the alert system.

**Collaborate with First Responders and Medical Professionals:** First responders and healthcare providers will be key in spreading awareness about the program. By equipping them with the necessary information and tools to share with patients and at-risk individuals they encounter, the program ensures that accurate and helpful information permeates throughout the community.

**Feedback and Continuous Improvement:** Soliciting feedback from the community and partners on the effectiveness and reach of awareness efforts will be integral. This feedback will inform ongoing improvements to ensure the messaging remains relevant, engaging, and widespread.

This strategic approach, combining traditional and digital media with direct community engagement and leveraging the credibility and reach of local organizations and professionals, ensures a comprehensive awareness campaign that is poised to effectively inform the community about the "Bad Drug Mega Phone" program and its critical mission.

## *Additional Documents*

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**Use this section to upload or explain any additional information regarding the program/organization. ie. a detailed budget projection, program/organization history, etc.**

### **Upload #1**

Rocky Mountain HIDTA Letter of Support.pdf

### **Upload #2**

### **Upload #3**

### **Additional Information**

This program is intended to augment current programs and efforts including the OD2A maps that have been extensively worked on and developed. The letter of support from Rocky Mountain HIDTA highlights the positive step this program will take in transforming that intel and insight to community ready education and outreach.



## File Attachment Summary

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### *Applicant File Uploads*

- Bad Drug Mega Phone - Budget Break Down.pdf
- Rocky Mountain HIDTA Letter of Support.pdf

## **Budget Breakdown:**

### **Project Management (\$4,000):**

- **Project Coordinator Salary:** At a rate of \$40/hour, the role will involve approximately 100 hours of work, focusing on coordination, oversight, and administrative tasks.

### **Technology Development (\$11,000):**

- The development, testing, and deployment of the "Bad Drug Alert System" will be allocated approximately 110 hours in total at a rate of \$100/hour. This includes all phases from software development to deployment.

### **Partner Engagement (\$1,000):**

- Outreach and workshops to engage community partners are budgeted for, with planning and coordination at \$45/hour and workshop delivery at \$85/hour, balancing the hours to stay within the \$1,000 allocation.

### **Monitoring and Evaluation (\$4,000):**

- Data collection and analysis tools setup and utilization will be conducted over approximately 35 hours at a rate of \$115/hour, ensuring effective program monitoring.

### **Marketing and Awareness Campaigns (\$2,500):**

- Social Media Advertising is allocated 20 hours at \$85/hour for creating and managing targeted ad campaigns.
- Print and Digital Materials production is allocated 20 hours at \$40/hour for designing and producing educational content.

### **Community Outreach Events (\$2,000):**

- Public awareness events planning and execution are allocated 30 hours at \$65/hour, aiming to educate the public on synthetic opioid dangers.



**Rocky Mountain HIDTA**  
369 Inverness Parkway  
Suite # 300  
Englewood, CO 80231

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To Whom It May Concern,

I am writing to express my full support for the "Bad Drug Mega Phone" project, a vital initiative aiming to deploy rapid community awareness in response to an influx of dangerous drugs. As the Drug Intelligence Officer for the Rocky Mountain HIDTA, my role provides me with a unique perspective on the challenges our communities face regarding drug abuse and the devastating impact of synthetic opioids and other harmful substances.

The ability to alert the public in real-time has the potential to save lives by preventing overdose deaths and encouraging those affected to seek help sooner. The initiative proposed here addresses this gap effectively by creating an automated alert system designed to reach a wide audience through diverse channels, ensuring that critical information is accessible to those most in need. Moreover, the project's commitment to engaging community partners, including law enforcement, healthcare providers, and local organizations, further amplifies the potential benefits.

The "Bad Drug Mega Phone" project would greatly enhance our efforts to combat the opioid crisis. Its focus on rapid response, community engagement, and widespread awareness aligns perfectly with the goals and priorities of law enforcement and public health officials alike. I believe it can serve as a model for other communities grappling with similar challenges and ultimately help save lives.

Sincerely,

A handwritten signature in black ink that reads "W. Janisch". The signature is written in a cursive, slightly slanted style.

William Janisch

Drug Intelligence Officer Rocky Mountain High Intensity Drug Trafficking Area (HIDTA)