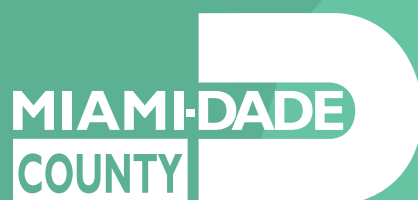
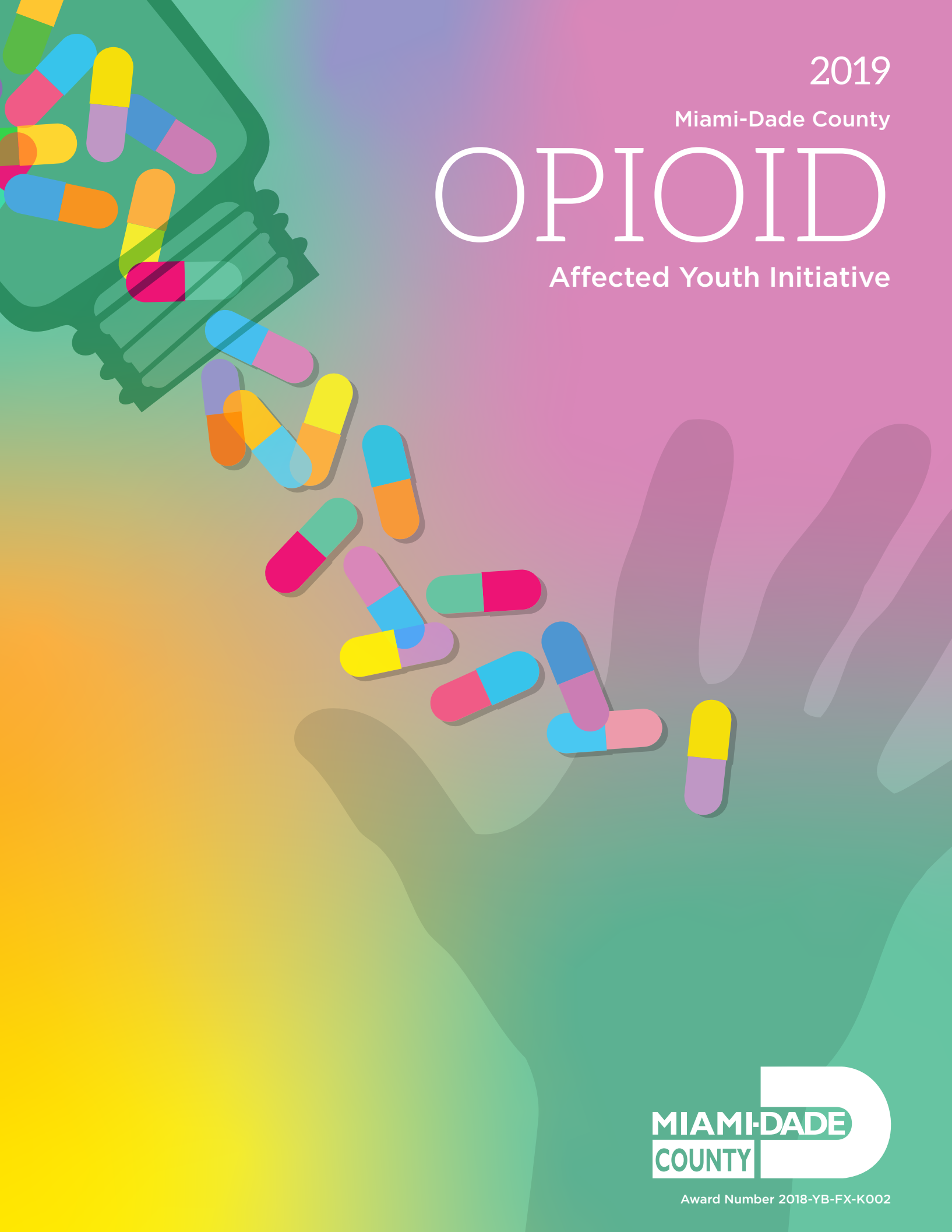


2019

Miami-Dade County

OPIOID

Affected Youth Initiative



Award Number 2018-YB-FX-K002

Background

The misuse, abuse, addiction, and overdose of opioids have become serious public health problems in Miami-Dade County. Over the past decade, alarming increases in opioid-related overdoses and deaths have been observed. Since 2008, an average of 140 members of our community have died annually due to opioid overdoses. The recent death toll due to opioids, however, has been striking, with overdose fatalities increasing more than five-fold since 2013 (from 58 to 311 deaths in 2017). Furthermore, thousands of additional Miami-Dade County residents have been admitted to hospitals and treatment centers or visited emergency departments each year due to opioid poisoning and abuse, resulting in distress upon individuals, their families, and our communities. While these dynamics have affected Miami-Dade County residents of all genders and age groups, the impact is particularly striking for males and young/middle-aged adults. During 2017, adults aged 25 – 54 years accounted for 71% of all opioid overdose deaths in Miami-Dade County despite comprising only 42% of the county's population. Opioid overdoses also predominately affect males, who accounted for 74% of all opioid-caused deaths among Miami-Dade County residents during 2017.

In Miami-Dade County, illicit opioid use continues to increase, resulting in a growing number of fatalities. During 2017, fentanyl was involved in 44% of all opioid overdose deaths in Miami-Dade County. Moreover, 68 (22%) heroin-involved deaths and 127 (41%) cocaine-involved overdose deaths also involved fentanyl. Although prescription opioid-involved deaths have been dropping since 2010, many individuals who use heroin report prior addiction to prescription opioids. When individuals with opioid use disorder have greater difficulty obtaining pharmaceutical opioids, they switch to heroin use due to its greater availability and lower cost. Heroin, however, brings higher risks of overdose and infectious diseases, such as HIV and Hepatitis C.

What began as a public health problem primarily among middle-aged white male adults is now an epidemic of prescription and illicit opioid abuse that is taking a toll on all segments of U.S. society, including youths (defined here as any individual aged 24 years or less). Millions of children, adolescents, and young adults are now routinely exposed in their homes, schools, and communities to these potent and addictive drugs. The opioid epidemic has had devastating consequences for children and families across the country, with growing social and financial implications for states. The estimated cost of the epidemic nationwide between 2001 and 2017 exceeded \$1 trillion from lost productivity and increased spending on health care, social services, education, and criminal justice. There has also been a dramatic rise in neonatal abstinence syndrome, which is costly to treat and poses long-term threats to a child's health.

In Miami-Dade County, a growing number of youths have died from opioid overdoses over the past decade. An average of 38 youths died from opioid overdoses in 2016 and 2017, which is more than four times greater compared to 2010 when only 9 youths died as a result of opioids. Although overdose locations for these deaths were spread throughout the county, many were concentrated in or near the City of Miami downtown area. The health consequences of opioid overdose, misuse, and abuse, however, affect considerably more youths. For example, from 2016 to 2017, there were 479 emergency department visits due to either opioid poisoning, abuse, dependence, or adverse effects among youths. During the same period, an additional 612 Miami-Dade County youths were hospitalized for either opioid poisoning, abuse, dependence, or adverse effects. Emergency responders are also treating large numbers of youths. Between 2017 and 2018,

there were 232 fire rescue Narcan-associated calls in Miami-Dade County responding to youths aged less than 25 years of which the majority (84%) were aged 18 – 24 years. A smaller proportion (14%) of calls involved youths aged 10 – 17 years. Two separate hotspot maps have been generated utilizing this data to show where the incident occurred and where the youth resided (see Appendix , pages 28-29). Lastly, the 2017 Youth Behavioral Risk Survey also indicates that 4.3% of high-school students have tried heroin at least once in their lifetimes which is more than double compared to 2013 (1.9%).

Substance abuse treatments for opioid use disorders among Miami-Dade County youths is also evident. According to the South Florida Behavioral Health Network, which is the managing entity for the administration, contracting, and monitoring of substance abuse and mental health prevention and treatment for both adults and children within the Southern Region of Florida, approximately 181 Miami-Dade County youths aged 15 – 24 years were served by substance abuse treatment facilities from 2016 to 2018, with opioids identified as the individual's primary drug of choice. Notably, two-thirds of these youths were male and 91% of them were either Hispanic or white Non-Hispanic.

Numerous calls regarding youth-related opioid poisonings have also been reported by Florida Poison Control Centers. From 2017 through 2018, 133 calls were placed to Florida Poison Control Centers where the victim was a Miami-Dade County youth affected by opioids. Approximately two-fifths were aged between 18 and 24 years of age. Among these affected youths, 85% had an outcome of a clinical effect to the victim with the breakdown of the drugs called about as follows (number of calls in parenthesis): Percocet (10), Heroin (8), Oxycontin (8), Tramadol (7), Fentanyl (4), and Other/Unknown (10).

An additional concern regarding youths is those who inject drugs. This group generally has been doing so for a shorter period of time compared to older adults. They, therefore, may be at particularly high risk for unsafe needle-sharing practices, given that individuals who have been injecting drugs for a shorter period of time tend to know less about the mechanisms of HIV or Hepatitis C transmission and to practice fewer risk reduction behaviors. Yet, according to the Infectious Disease Elimination Act (IDEA) Exchange program, which is currently the only such needle exchange program in Florida as of June 2, 2019, 12.5% of enrolled participants who visited the site during the past three months were aged 18 - 24 years. Moreover, 2% of participants aged 18 - 24 years have self-reported at least one overdose at enrollment or in the past 30 days during quarterly assessments.

Despite this ongoing epidemic, opioid prescriptions continue to increase among youths. Between 2015 and 2018, the number of opioid prescriptions filled for Miami-Dade County youths aged 16 – 24 years increased from 14,193 to 20,886, corresponding to a 47% increase over four years. Filled opioid prescriptions for Miami-Dade County youths during 2017 comprised a fourth of all prescription drugs filled for this population. Contributing to this issue is prescription drug misuse, which is among the fastest-growing drug problems in the U.S. According to the 2017 Youth Risk Behavioral Survey, 13.6% of high school students in Miami-Dade County either took a prescription pain medication without a prescription or took it differently than the instructions provided by their physician.

While these numbers alone highlight the importance of evidence-based strategies to help reduce opioid-related harms among older youths, younger children and adolescents are also directly impacted if a parent or caregiver has either died from an opioid overdose or are either abusing,

misusing, or addicted to opioids. As a result, younger children and adolescents can experience numerous negative consequences, including poor outcomes and costs associated with prenatal exposure to opioids; accidental opioid ingestion; increased risk of removal from the home and placement in the foster care system; and increased risk of trauma and adverse childhood experiences, which are linked to negative health consequences later in life. According to the Florida Department of Children and Families, there were twenty-seven investigations related to opioids during 2018 in Miami-Dade County, of which approximately two-thirds (63%) involved children less than five years of age and nearly three-fourths of these cases were parent/caregiver priors with substance abuse patterns. Additionally, nearly two-thirds (63%) of these cases were classified as either at “medium” or “high” risk. Lastly, according to the Florida Department of Health, fourteen children were born in Miami-Dade County during 2016 with opioid-related neonatal abstinence syndrome.

The Miami Dade County Opioid Addiction Task Force, founded in December 2016, developed a series of recommendations ranging from prevention methods and access to treatment, to public education and the role of law enforcement, health care, faith-based, educational, and governmental agencies and organizations in combatting the opioid epidemic. The recommendations and the actions taken in response to the recommendations were primarily focused on the adult users of opioids, leaving a wide gap in the community’s response to opioids and the impact on, and the victimization of, children and youth. The data provided in this document suggests that the development of a data-driven coordinated response is necessary to identify and respond to challenges resulting from opioid abuse that are impacting youth and community safety.

Implementation Plan

The Miami-Dade County Office of Management and Budget – Grants Coordination, in response to a \$1 million grant awarded from the U.S. Department of Justice, worked in concert with the Office of Juvenile Justice and Delinquency Prevention (OJJDP) and the Institute for Intergovernmental Research (IIR), as the technical assistance provider, to collaboratively build a strategic plan rooted in partnership engagement and community mobilization through the Miami-Dade County Addiction Services Board that supports the needs of youth and their families who have been affected by opioid use and misuse. Through the development and implementation of this comprehensive strategic plan, Miami-Dade County will be empowered to enhance and expand efforts to prevent and respond to the impact of opioids on children, youth, and their families through three overarching strategic priority areas.

To date, no scientific studies exist identifying the causal factors associated with opioid misuse among youth, although the negative consequences of opioid misuse have been widely documented. Researchers will independently investigate these causal issues through youth-targeted focus groups and educational sessions that will be conducted throughout the project. In the meantime, the project’s Research Partner will evaluate the effectiveness of the project’s outreach efforts, that is, the effectiveness of the curriculum, educational sessions, and other publicity campaigns in reducing the most adverse consequences of opioid misuse, using several performance measures including deaths, hospital visits, Narcan-associated fire rescue responses, and poison control calls among Miami-Dade County youths using an interrupted time series analysis. This design is increasingly being used for the evaluation of public health interventions and is appropriate for population level interventions introduced over a clearly defined time period and target population-

level health outcomes. It has been used for the evaluation of a wide range of public health interventions including new vaccines, cycle helmet legislation, and traffic speed zones.

First and upon approval of the Strategic Plan, the Research Partner will coordinate data sharing among numerous agencies to collect data for future scientific analysis and program evaluations. These data will enable researchers to quantify the level, degrees, locations, and types of opioid misuse among youth in Miami-Dade County.

Second, these data will allow the Research Partner to confirm the reliability of baseline data and trends as well as identify the degree to which this project's programs are effective in mitigating the outcomes of opioid misuse among youth in Miami-Dade County.

Lastly, these data will inform other opioid intervention and treatment efforts of entities in the future. With a stronger empirical understanding of behavioral and situational risk factors associated with opioid misuse by youth, agencies dedicated to reducing opioid misuse can implement more effective intervention strategies and programs. This project is an important first step in the direction of more effective opioid intervention programs. The following goals and objectives are developed by Miami-Dade County in conjunction with Florida International University (Research Partner) to address the impact of opioids on youth within our community.

Strategic Priority Area 1: Reduction of opioid misuse and abuse and its associated risks among Miami-Dade County youth.

Goal 1: Educate adolescents and young adults about the risks associated with opioid misuse and abuse.

Objective 1.1: Develop and implement periodic informational sessions for school-aged youths during 2021 focusing on educating students and families regarding the dangers of opioid use and how to prevent opioid misuse and addiction.

Education regarding opioid abuse is an important part of helping individuals understand the many aspects of these substances. This information can include factual data about what opioid abuse is; warning signs of abuse/misuse and addiction; information about how opioids affect the mind and body; the consequences that opioid addiction can have on one's physical and mental health, family, relationships, and other areas of functioning; and how and why opioids are abused. Education may also include information on how to deal with a family member or friend who is struggling with an opioid use disorder, and how to be supportive during the detoxification and rehabilitation process.

Therefore, we will develop and implement periodic 2-hour educational sessions conducted by drug prevention educators for school-aged youths (aged 12 – 18) during 2021 focusing on the dangers of opioid use and how to prevent opioid misuse and addiction. During September and October 2020, drug prevention educators will be recruited and selected via a competitive process. Educators will be selected based on credentials, experience, and education. While the curriculum provided is critical, we believe based on discussions with community partners and other youths that to the extent possible someone in the same age range as our target audience should deliver the sessions to bring about a greater impact.

Once drug prevention educators are selected, we will finalize contract agreements and secure all necessary departmental and County approvals during September and October 2020 in order to begin developing the educational sessions and selecting the virtual platforms where they will be

held. Once selected, drug prevention educators will hire and train facilitators during September - October 2020 who meet selection criteria requirements and competencies to assist in delivering sessions.

As stated above, during September 2020, the Miami-Dade County Office of Management and Budget – Grants Coordination and drug prevention educators will begin to select virtual platforms for sessions. Educational sessions will be scheduled and combined whenever possible with activities or events that promote overall wellness or provide and/or promote healthy alternative activities that will also serve as protective factors against not only opioid misuse but other unhealthy behaviors. One such example where the educational sessions can be combined is when youths are learning about or engaging in other healthy activities like the arts, volunteering, sports, and hobbies. During this period, all session presentation/educational materials and toolkits will also be created. Sessions will be promoted at least one month prior to the event through social media and flyers which will be distributed by community partners to youths and their families at afterschool programs, youth church groups, and youth-related occasions such as health fairs or sporting events.

After IIR and DOJ approval of materials/curriculum in November 2020, between January and June 2021, drug prevention educators and facilitators will deliver 1 to 2-hour educational sessions in at least one virtual platform. Presentation/educational materials and toolkits will be provided to all attendees prior to the beginning of each session. At the completion of each session, we will evaluate the educational/training session effectiveness based on an evaluation and pre- and post-test completed by attendees. Sessions will be continuously adjusted based on the evaluation feedback and pre- and post-tests.

Objective 1.2: Design, implement, and evaluate a mass-media campaign during 2021 focusing on prescription opioids directed at adolescents and young adults.

One of the plan's priorities is to develop a mass communication campaign that seeks to educate both youth (ages 12-17) and adults (over the age of 18) on the risks of prescription opioid misuse particularly among our target population (ages 12-24), how to properly store prescription drugs in households, and how to properly dispose of them. This campaign will be planned and implemented by Miami-Dade County's Communications Department and Office of Management and Budget in partnership with Florida International University's Research Partner.

During September and October 2020, Miami-Dade County Office of Management and Budget – Grants Coordination and the Research Partner will contract with an addictions treatment expert or organization to work with the Miami-Dade County Communications Department to develop, adapt, and finalize coordinated opioid prevention messages and public service announcements. Consistent dissemination of key messages to create social awareness will be ensured during the mass media campaign. Specific messages to be focused on will include, but not be limited to: the types and hazards of opioids; their negative health effects; beliefs and misconceptions, safeguarding of prescription medications and disposing of unused pills; and availability of treatment resources. It will also include youth-directed messages such as discouraging young people from misusing opioids if pressured by their peers.

Several messages and public service announcements will be developed to be advertised through various channels such as social media platforms and Miami-Dade television. The method/platform used will depend on the audience. Examples include TikTok for teens; Instagram for teens and

young adults; and Facebook for older adults. Messages and public service announcements will be pilot-tested on a target audience focus group prior to its launch to assess whether the messages are memorable, understandable, and consistent with objectives. After IIR/DOJ approval of messages in November 2020, the mass media campaign will begin launching in January 2021 and will run through June 2021.

A series of virtual focus group sessions consisting of 8 – 10 participants each will also be held throughout the mass-media campaign in order to assess whether the target audience is being exposed to and impacted by the media messaging. Participants will examine and provide feedback on all opioid-related media messaging released through television and social media channels. Participants will also be asked to discuss their perceptions of the messaging, its content, and the strategies they might employ for enhancing its reliability and usefulness.

The campaign will be evaluated using several short- and long-term outcome measures. Short-term measures, specific to the campaign, will be the frequency of advertisements and public service announcements presented and the percentage of audiences that advertisements and public service announcements reach. In order to assess whether the campaign impacted audiences to change their attitude and/or behaviors consistent with the plan's objectives, and to measure the extent that the campaign had on improved community knowledge regarding prescription opioid misuse, we will assess: 1) long-term outcome measures such as the prevalence of school-aged youths that misuse prescription and illicit opioids such as heroin; 2) the number of deaths attributed to opioid overdoses among youths aged 18 – 24 years; 3) the number of individuals aged less than 25 years receiving Narcan administrations as reported by county and municipal fire-rescue departments; and 4) the number of opioid-related emergency department visits and hospitalizations among school-aged adolescents.

Objective 1.3: Develop and disseminate educational materials and resources by January 2021 to inform parents, children, youth and young adults, schools, workplaces, and communities about the facts and consequences of opioid use and misuse.

To further achieve Strategic Priority Area 1, we will also develop and disseminate educational materials and resources to parents, children, youth and young adults, schools, workplaces, and communities, in addition to advocacy groups and other healthcare organizations, to educate youths and their families regarding the facts and consequences of opioid use and misuse. Materials and resources will consist of science-based messaging to educate individuals on the types and hazards of opioids; their negative health effects; beliefs and misconceptions, safeguarding prescription opioids, disposing of unused pills, and not sharing prescription opioids; and availability of treatment resources.

Between September and October 2020, the Miami-Dade County Office of Management and Budget – Grants Coordination will recruit, select, and contract with an addictions treatment expert or organization to work with opioid prevention partners, stakeholders, and Miami-Dade County Communications Department to develop educational materials and resources (e.g. newsletters, website updates, social media materials, fact sheets, brochures, etc.) for use in opioid misuse prevention activities. After their development, Miami-Dade County will conduct a series of focus group sessions during November 2020 and June 2021 with selected target audiences and stakeholders to evaluate the materials and resources. During these meetings, educational materials with the greatest impact will be identified for dissemination. Focus groups will also be utilized to

review and identify any opioid-related materials which require revision and amendments for greater impact.

Miami-Dade County will seek IIR/DOJ approval of materials in December 2020 and will disseminate printed educational materials and resources beginning in January through June 2021 to target audiences. Dissemination will occur through a variety of channels, social contexts, and settings on a wide scale across Miami-Dade County through schools, community events, health fairs, faith-based organizations, health-care providers, and other local stakeholders who will assist in distributing and discussing these materials with youths and families.

Objective 1.3 will be assessed using the following outcome measures. First, we will measure the number of focus group sessions conducted and participants attending. This measure is critical to establish what messages or materials might work best to meet the need. Secondly, we will measure the number of opioid prevention materials and resources approved for use in primary prevention services and activities as this indicates the level of knowledge that can be gained by youths and families through these materials. It also increases awareness of available prevention and treatment programs and services. Third, to measure whether the materials had a wide impact throughout the County, we will measure the number of opioid prevention printed materials and resources distributed to local media groups, stakeholders, and target audiences.

We hope that by achieving this objective, there will be several long-term outcomes attained including 1) a 10% decline in the number of individuals aged less than 25 years receiving Narcan administrations as reported by county and municipal fire-rescue departments by June 2021; and 2) a decline of at least 10% in the number of opioid-related emergency department visits and hospitalizations among school-aged adolescents decline by at least 10% by September 2021 as measured by emergency department and hospitalization data. The outcome performance measurement goals were determined based on: 1) Arizona's opioid strategic plan (azhealth.gov/opioid); and 2) Fresno County, California's Alcohol and Other Drug Strategic Prevention Plan which focuses on youths.

(<https://www.co.fresno.ca.us/home/showdocument?id=17228>)

Lastly, the County will develop a landing page on its website which will contain these materials as a repository of resources that will be available to the public and can be downloaded or viewed by anyone. The website will automatically count the number of page hits and downloads as part of the evaluation effort.

Objective 1.4: Promote and support middle and high schools to participate in National Drugs and Alcohol Chat Day during National Drug and Alcohol Facts Week ® in April 2021.

The National Institute on Drug Abuse's (NIDA) Drug Facts Chat Day website (<http://drugfactsweek.drugabuse.gov/chat/>) offers some insights into young people's curiosity for accurate information about drugs and the lack of accessibility to information. National Drugs and Alcohol Chat Day is an annual live online chat held between high school students and NIDA scientists during National Drug and Alcohol Facts Week®. Students from around the country ask the questions they most want the answers to about drugs and drug misuse, including drug effects, how to help friends or family that are abusing drugs, and what causes addiction. This event not only highlights the hazards of opioids, but also other substances youth may be exposed to such as marijuana, alcohol, and vaping products.

In January – March 2021, we will begin to target a variety of local outlets to publicize the event—including broadcast (television and radio), print (magazine, daily newspaper, community paper, high school papers) and online (TikTok, Twitter, Instagram, Facebook, Patch.com, Instagram). Miami Dade County’s Communications Department will contact metro/local reporters, as well as health, youth, education, and lifestyle reporters. For TV and radio stations, producers will be contacted to schedule guest experts for on-air interviews. Influential bloggers who cover issues related to health, youth, or drug and alcohol abuse will also be contacted to promote the event. A compelling and concise sales pitch will be adapted from the National Institute on Drug Abuse and delivered January through March 2021 to journalists, broadcasters, editors, etc., at a variety of outlets explaining the purpose of the event and why it should be promoted. The pitch will focus and highlight how the event serves a need in the community, tied to recent news (local issues with teens and opioids, alcohol, or other drugs), list attendance of VIPs/important community leaders, an intent of a number of schools and youths participating, and highlighting photo and video opportunities at the event. Information will be provided to relevant media via emails and phone calls and reminders will be sent on a weekly basis and 1 – 2 days prior to the event. A plan will be developed to coordinate with reporters who have expressed interest in, or confirmed their attendance at, the event including designating a media point of contact, sending point of contact’s phone number to reporters/producers, distribution of press materials to be shared with relevant parties, and identifying spokespersons prior to event day.

We will also prepare and disseminate social media content (photos, videos, relevant graphics, links to resources, or quotes, etc.) outlining the topic and promoting the event. A schedule will be created for using County social media channels outlining the event and its associated topics and activities. We will add creative assets such as social media share buttons to encourage potential event participants to share posts related to the event. Graphic templates and facts will also be posted through social media to use as a tool to promote the event and visually enhance posts for opioid-related facts. We will also encourage our followers and event participants to share their content as well.

After the event, we will evaluate its effectiveness by publicizing a summary in addition to opioid-related content [e.g. Photo with the greatest engagement (likes, shares, favorites, etc.)] or new information resulting from the event through social media. A summary will be sent immediately after National Drugs and Alcohol Chat Day to all media contacts who expressed interest or attended the event. We will also create a Twitter Moment (<https://twitter.com/i/moments>) capturing a summary of the event which will be measured according to the number of likes, retweets, comments, and replies for up to one week after the event. Within one month after the 2021 event is completed, a SWOT analysis will be conducted consisting of Miami-Dade County Office of Management and Budget – Grants Coordination, Miami-Dade County Communications Department, and the Research Partner to identify factors that made the event successful and how it can be improved in the future.

Goal 2: Educate and increase awareness of parents regarding the risks and behaviors associated with opioid misuse and abuse among youths.

Objective 2.1: Combine Objective 1.1 with periodic 1 – 2-hour family-based educational sessions during 2021 focusing on educating parents regarding the dangers of opioid use among youths and how to prevent opioid misuse and addiction.

A way people access prescription drugs is by taking them from friends or family, or by using someone else's prescribed medications, unbeknownst to them. Either way, they are often taken directly from the home. According to the 2011 document released by the Executive Office of the President of the United States titled "Epidemic: Responding to America's Prescription Drug Abuse Crisis," a recommended strategy was the education and proper disposal of prescription drugs. Unused and readily accessible medicines have the potential to be misused and abused, especially by youth. Parents and youth need to be better educated regarding the dangers of misuse and abuse of prescription drugs. Many are still not aware that the misuse or abuse of prescription drugs can be as dangerous as the use of illegal drugs, leading to addiction and even death. Explaining safe storage and disposal in the context of the overall epidemic will help parents adopt these habits. Therefore, we plan to combine Objective 1.1 with periodic 1 – 2-hour family-based educational sessions during 2021 focusing on educating parents and caregivers regarding the dangers of opioid use among youths, recognizing the warning signs of opioid abuse and misuse, and proper storage and disposal of prescription opioids and other drugs.

Drug prevention educators and staff team members who are contracted by the County through Objective 1.1 will deliver the educational sessions to parents. Similar to Objective 1.1, during September 2020, we will also select platforms for sessions to be held virtually, i.e. Zoom. Parents will be recruited during October 2020 – June 2021 to participate in a session through social media, afterschool care programs, and faith-based group events, and high school sporting events. We may also create pre-recorded videos that will be accessible through the landing page mentioned in Strategic Priority 1, Goal 1, Objective 1.3. Drug prevention educators and staff team members will assist in recruiting families. To facilitate parents, each session will be held at the same time as the youth sessions stated in Objective 1.1. During the same period, we will create and purchase the required educational program materials for the sessions. Presentation/educational materials and toolkits will be provided to all attendees prior to the beginning of each session. We expect to begin conducting the 1 – 2-hour sessions beginning in January through June 2021.

At the completion of each session, we will evaluate the educational/training session's effectiveness based on an evaluation and pre and post-tests completed by attendees. Sessions will be continuously adjusted based on the evaluation feedback and pre and post-tests.

We will evaluate this objective using several measures including the number of families that are recruited at each location to receive an educational session which will be measured according to the number of families that sign up for a session as measured through completed registration sheets and the number of sessions held quarterly within each county district as measured by the number of signatures in sign-in sheets and completed evaluations. We will also measure the session's effectiveness according to pre- and post-test results. Through these sessions, we expect that at least 75% of families who originally signed up for a session will attend as measured by sign-in and post-training evaluation sheets; and that parents will increase their knowledge about the harmful consequences of opioid misuse by at least 10% as measured by pre- and post-test results.

Objective 2.2: Develop and implement a social media marketing plan during 2021 to increase awareness and knowledge among parents.

Changes in technology and the social media landscape present new opportunities to deliver innovative prevention interventions to parents. Information regarding the dangers of opioids can now be more accessible to parents by strategically leveraging social media, blogs, and news media to promote new findings, inform the public about emerging drug trends, and educate the

community on opioids. Therefore, the Miami-Dade County Communications Department will work with a contracted addictions treatment expert or organization to develop and implement a social media marketing plan during 2020 and 2021 to increase awareness and knowledge among parents and caregivers regarding the dangers of opioid use among youths, recognizing the warning signs of opioid abuse and misuse, and proper storage and disposal of prescription opioids and other drugs.

During October - November 2020, we will work with an addiction specialist and the Miami-Dade County Communications Department to develop a parent-focused opioid misuse prevention webpage on the Miami-Dade County website consisting of a toolkit and supporting marketing materials to include information about the harmful effects of opioids, personal testimonials, and other related opioid use/misuse resources and where to get help. A marketing plan will be developed in conjunction with Miami-Dade County Communications Department, an addiction specialist, and the Research Partner by October 2020 incorporating social media to increase awareness. During this time, the Miami-Dade County Office of Management and Budget – Grants Coordination, an addiction specialist, and Miami-Dade County Communications Department will also create and implement management services for the website in addition to curating and developing the toolkit and marketing materials for the website. To ensure the progress of the website development, we will establish a communications calendar for ongoing updates and social media interconnection. In addition to the County website, Miami-Dade County will also provide information via parent-focused social media websites (e.g. Facebook, Twitter, Instagram), through posts, messages, etc., to raise awareness and increase knowledge of the nature and extent of opioid abuse and misuse, increase safe use, storage, and disposal of prescription drugs, and provide support for addiction, prevention, and recovery awareness resources. We expect that all materials will be posted online and through social media by January – June 2021. In order to continuously educate parents regarding new opioid-related trends and facts, Miami-Dade County will hold bi-monthly meetings through June 2021 with the Miami-Dade County Communications Department and Research Partner to continuously review the impact of and update opioid-related materials posted on the webpage/social media websites and identify new high-impact materials which can be added.

Miami-Dade County and the Research Partner will continuously evaluate the website and social media content by regularly reviewing whether the materials contain consistent and credible messaging, that it is focused on the target audience (parents and caregivers), and its accuracy, as it pertains to that the information, conforms to a certain standard and that it is grammatically and typographically error-free. Miami-Dade County will also evaluate the volume, reach, exposure and amplification of messages and posts according to the monthly number of URL clicks and shares, conversions, likes, retweets, comments, and replies which will be measured throughout the project.

Strategic Priority Area 2: Improve the capacity of school systems to educate, identify, respond, and refer youths at risk of opioid misuse and abuse.

Goal 1: Educate school-based personnel including counselors, athletic coaches and school nurses to deliver prevention messages regarding the dangers of opioid misuse and abuse along with identifying and engaging youths who are at risk of misusing or abusing opioids.

Objective 1.1. Develop, implement, and deliver train-the-trainer workshops for school-based personnel during 2021 as evidenced by the number of workshops delivered and staff trained.

Schools are a critical partner in any and all youth prevention work. Miami-Dade County and its partners will form and expand partnerships with after-school programs to work with Miami-Dade County Public Schools (MDCPS) students to coordinate resources that will ensure an integrated approach to opioid abuse prevention in middle and high school youths. Tools for school-based personnel are essential to enhance knowledge of the dangers of opioid use, as well as early intervention strategies for at-risk children with environmental and individual risk factors (trauma, foster care, adverse childhood experiences, and developmental disorders). Given the importance of schools, which can serve as a protective factor in providing prevention and early intervention services, Miami-Dade County aims to develop, implement, and deliver a train-the-trainer module during 2021 to enhance the knowledge of school-based personnel (e.g. counselors, social workers, or nurses) including the administration of opioid abuse screening tools and benefits of early interventions. We expect that this training workshop will enhance the dissemination of knowledge as it pertains to opioids and its related harms. The training workshop will be based on research and evidence-based content from SAMSHA and will consist of the risks associated with opioid misuse, youth-related opioid data focusing on Miami-Dade County, strategies to prevent opioid misuse and its related harms, an overview of opioid-use disorders and treatment and local resources, and screening tools to identify at-risk youth.

Drug prevention educators and staff team members who are hired by the County through Objective 1.1 will deliver the training workshops to the school-based personnel. The virtual platforms for the trainings will be selected, and attendees will be recruited during October/November 2020 based on specific criteria. Between January and May 2021, the drug educators will provide training for school-based personnel on the signs, symptoms, and risk factors of opioid abuse, misuse, and dependence to detect students at risk.

Miami-Dade County will also increase training opportunities for school-based personnel to increase knowledge on the nature, extent, and risk factors of opioid abuse and misuse as a student health and safety issue. The Miami-Dade County Office of Management and Budget – Grants Coordination will arrange and hold a meeting with MDCPS during early 2021 to identify the approaches used to provide school-based personnel with opportunities to complete these training including, but not limited to, online training, in-service training (continuing education), and individual professional development plans. These training will include prevention, recognizing symptoms and behavioral patterns of opioid abuse/misuse, appropriate intervention strategies, and treatment options for students showing signs of opioid misuse. Miami-Dade County aims to commence the trainings by the beginning of January 2021.

This objective will be evaluated according to several measures including the annual number of school-based personnel who receive training; the monthly number of school-based personnel who receive other opioid-related training (e.g. online, in-service, and professional development plans); and whether a training module focused on opioid abuse/misuse is integrated into existing training by September 2021.

Priority Area 3: Expand and enhance data surveillance capabilities to improve the understanding of and response to opioid-affected youth.

Goal 1: Expand the participation and collaboration of community organizations to assess the prevalence of parents/caregivers who abuse or misuse opioids.

The opioid epidemic continues to have devastating consequences for families across the nation with young children directly impacted by opioid use disorder among their parents/caregivers. Young children can experience numerous negative consequences due to opioid use disorder among their parents/caregivers, including:

- Poor outcomes and costs associated with prenatal exposure to opioids;
- Accidental ingestion of opioids;
- Increased risk of removal from the home and placement in the foster care system; and
- Increased risk of trauma and adverse childhood experiences, which are linked to negative health consequences later in life.

During the first year of the Opioid Affected Youth Initiative, we found a weakness pertaining to a lack of information within Miami-Dade County of the impact on children whose parents are abusing or misusing opioids. We also found some informational deficiencies regarding opioid-distinct data indicators among youth, that is, a lack of opioid-specific statistics within drug-associated youth data sources. In order to address this issue, Miami-Dade County aims to expand and enhance data surveillance capabilities to improve the understanding of and response to opioid-affected youth within the County through these objectives. Miami-Dade County's Research Partner will play a central role in collecting, organizing, clarifying, storing and disseminating existing and new data on opioid misuse among youth. The Research Partner is engaged in the first stage of organizing data-sharing agreements with various agencies. Next, he will begin efforts to differentiate, harmonize, and standardize data, where possible, to facilitate future research and inform opioid outreach efforts. Throughout these processes, he will ensure data integrity, confidentiality, security, and proper dissemination of non-confidential data.

Objective 1.1: Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect data pertaining to children less than 18 years of age whose parents are affected by opioid use disorders.

For our first objective, we will define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect data pertaining to children less than 18 years of age whose parents are affected by opioid use disorders. During September and October 2020, Miami-Dade County and the Research Partner will set and hold meetings with relevant partner agencies and other stakeholders. These meetings will include several of our stakeholders including, but not limited to, the Miami-Dade County Medical Examiner's Office, Florida Department of Children and Families, and Thriving Minds (South Florida Behavioral Health Network). During these meetings, we will assess the capability of each partner to begin identifying, collecting, and sharing relevant data indicators that identify the prevalence, risk factors, and impact associated with children less than 18 years of age whose parents are affected by opioid use disorders. Examples of data indicators include the number of parents that died due to opioid overdoses with children that were under 18 years of age at the time of the fatality; and the number of parents that have undergone substance abuse treatment with opioids as the primary drug of choice. We expect that it will take approximately one month to hold meetings with all the partners identified for this objective. By December 2020, the County will develop and sign data-sharing agreements with those partner agencies who are able and agree to collect and share relevant data.

The success of this objective will be based on the number of partner agencies and stakeholders who sign data-sharing agreements with Miami-Dade County.

Goal 2: Expand the participation and collaboration of community organizations to improve the specificity of opioid-affected youth data.

Objective 2.1: Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect opioid-distinct data indicators.

Achieving this objective will entail a similar process to Objective 1.1. We will define needs, identify gaps, and craft a plan by December 2020 to collect opioid-distinct data indicators. During September and October 2020, Miami-Dade County and the Research Partner will set and hold meetings with relevant partner agencies and other stakeholders. These meetings will include several of our stakeholders including, but not limited to, the Florida Department of Children and Families, and local police departments. During these meetings, we will assess the capability of each partner to begin identifying, collecting, and sharing relevant data indicators that distinguish opioids from other drugs. Examples of data indicators include the number of opioid-related civil citations and arrests; and the number of child maltreatment cases due to opioid misuse. We expect that it will take approximately one month to hold meetings with all the relevant partners identified for this objective. Within a month after these meetings are held, the County will develop and sign data-sharing agreements with those partner agencies who are able and agree to collect and share relevant data.

The success of this objective will be based on the number of partner agencies and stakeholders that sign data-sharing agreements with the County. We expect that at least five partner agencies and stakeholders sign data-sharing agreements with the County which will, in turn, expand and enhance data surveillance capabilities that will result in improving the understanding of and response to opioid-affected youth within the County.

Goal 3: Disseminate improved quality and completeness of opioid affected-youth related data.

Objective 3.1: Analyze and disseminate improved opioid-affected youth data indicators obtained from relevant partner agencies.

Once data-sharing agreements are signed and finalized, Miami-Dade County in conjunction with the Research Partner will begin to collect and analyze relevant data indicators on a monthly basis. The Miami-Dade County Office of Management and Budget – Grants Coordination will act as a liaison where they will directly obtain all data from each partner and forward it to the Research Partner who will then analyze the data and identify prevalence, trends, and risk factors.

Beginning in February 2021, the Research Partner will present these findings on a bi-monthly basis during Miami-Dade County Addiction Services Board meetings. This objective will be evaluated according to the number and types of data indicators collected from partners and stakeholders who signed data-sharing agreements with Miami-Dade County; and the number of presentations delivered to the Miami-Dade County Addiction Services Board. We hope that by February 2021, at least 10 new data indicators obtained from data-sharing agreements are collected, analyzed, and disseminated to the Miami-Dade County Addiction Services Board and other stakeholders. Based on the success of this strategic priority, Miami-Dade County aims to adopt additional evidence-based interventions that improve the quality of lives among opioid-affected youth.

Priority Area 1: Reduction of opioid misuse and abuse and its associated risks among Miami-Dade County youth.

Goal 1: Educate adolescents and young adults about the risks associated with opioid misuse and abuse.					
Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
1.1: Develop and implement periodic sessions for school-aged youths during 2021 focusing on educating students and families regarding the dangers of opioid use and how to prevent opioid misuse and addiction.	1. Select drug prevention educators via competitive process.	–September - October 2020	Miami-Dade County Office of Management and Budget (MDC OMB)	Number of responses received from drug prevention community partners.	Number and percentage of youths that successfully complete the sessions based on pre and post-tests.
	2. Finalize contract agreements and secure all necessary departmental and County approvals.	September - October 2020	MDC OMB	Finalized, approved, and signed contract agreement with selected drug prevention educators.	By June 2021, the prevalence of school-aged adolescents that misuse prescription opioids decline by at least 10% as measured by the Youth Risk Behavior Survey (YRBS) By June 2021, the number of opioid-related emergency department visits and hospitalizations among school-aged adolescents decline by at least 10% as measured by emergency department and hospitalization data.
	3. Select and train facilitators to assist in delivering sessions.	September - October 2020	Drug Prevention Educators	Number of facilitators that successfully complete the course training.	
	4. Select virtual platforms.	September - October 2020	MDC OMB, Drug Prevention Educators	Number of virtual platforms.	
	5. Implement and deliver sessions.	January – June 2021	Drug Prevention Educators and Facilitators	Number of sessions held.	
1.2: Design, implement, and evaluate a mass-media campaign during 2021 focusing on prescription opioids directed at adolescents and young adults.	1. Work with Miami-Dade County Communications Department (MDC CD) and contractor to develop, adapt, and finalize coordinated opioid prevention messages and public service announcements.	–October - December 2020	MDC OMB, MDC CD, contracted Addictions Treatment Provider, and Research Partner	Development of coordinated substance abuse prevention media messages and public service announcements.	The frequency of advertisements and public service announcements presented. The percentage of audiences that advertisements and public service announcements reach. By June 2021, the prevalence of school-aged youths that misuse

	2. Identify and select print and social media mediums.	–September - October 2020	MDC OMB and MDC CD	The number and types of broadcast mediums used to deliver media campaign messages. (e.g. television, newspapers, magazines, posters, billboards, bus ads, print materials, etc.).	prescription opioids declines by at least 10% as measured by Youth Risk Behavior Survey (YRBS). By June 2021, the number of deaths attributed to opioid overdoses among youths aged 18 – 24 years decline by at least 25%.
	3. Identify advertising schedules	October 2020	MDC OMB and MDC CD	Finalized time period in which media campaign messages will be disseminated.	
	4. Disseminate prescription opioid prevention media campaign using selected broadcasting mediums.	January – June 2021	MDC CD	The number of unique prescription opioid abuse prevention media campaigns conducted.	By June 2021, experience a 10% decline in the number of individuals aged less than 25 years receiving Narcan administrations as reported by county and municipal fire rescue departments.
	5. Conduct a series of focus groups to assess media campaign impact.	November 2020 – June 2021	MDC OMB	The number of focus group meetings held.	By June 2021, the number of opioid-related emergency department visits and hospitalizations among school-aged adolescents decline by at least 10% as measured by emergency department and hospitalization data.
1.3: Develop and disseminate educational materials and resources by January 2021 to inform parents, children, youth and young adults, schools, workplaces, and communities about the facts and consequences	1. Work with opioid prevention partners, stakeholders, and MDC CD to develop educational materials and resources (e.g. newsletters, website updates, social media materials, fact sheets, brochures, etc.) for use	–September - October 2020	MDC OMB, MDC CD, and Research Partner	Development of original opioid prevention educational materials and resources for use in primary prevention services and activities.	Create a county resource to include validated resources collected in Objective 1.3, and made available to all stakeholders. By June 2021, experience a 10% decline in the number of individuals aged less than 25 years receiving Narcan administrations

of substance use and misuse.	in opioid misuse prevention activities.				as reported by county and municipal fire rescue departments.
	2. Conduct focus group with selected target audiences and stakeholders to evaluate printed educational materials and resources.	November 2020 – June 2021	MDC OMB, MDC CD, and Research Partner	The number of focus groups conducted and participants attending.	By June 2021, the number of opioid-related emergency department visits and hospitalizations among school-aged adolescents decline by at least 10% as measured by emergency department and hospitalization data.
	3. Revise and amend printed educational materials and resources based on focus group results.	December 2020	MDC OMB, MDC CD, and Research Partner	The number of opioid prevention materials and resources approved for use in primary prevention services and activities.	
	4. Disseminate printed educational materials and resources to target audiences.	January – June 2021	MDC CD, Opioid Prevention Partners and Stakeholders	The number of opioid prevention printed materials and resources distributed to local media groups, stakeholders, and target audiences.	
1.4: Promote and support middle and high schools to participate in National Drugs and Alcohol Chat Day during National Drug and Alcohol Facts Week ® in April 2021.	1. Create a targeted media list including but not limited to: local TV stations, radio stations, and newspapers, including college and high school papers.	Jan – Mar 2021	MDC OMB, MDC CD	The number of targeted media outlets reached out to assist in promoting National Drugs and Alcohol Chat Day.	A post-event summary capturing the number of middle and high schools, estimated students, stakeholders, and media outlets that attended the event. Number of likes, retweets, comments, and replies in response to the Twitter Moment for up to 1 week after the event.
	2. Adopt NIDA message to create a compelling and concise sales pitch for journalists, broadcasters, editors, etc., at a variety of outlets explaining the purpose of the event and why it should be promoted.	Jan - Mar 2021	MDC CD	The number of targeted media outlets that promote information regarding the National Drugs and Alcohol Chat Day event.	

	3. Adapt and disseminate social media content (photos, videos, relevant graphics, links to resources, or quotes, etc.) outlining the topic and promoting the event.	Jan - Mar 2021	MDC CD	The number of social media content publicized to promote National Drugs and Alcohol Chat Day.	
	4. Create a schedule for social media channels (e.g. Twitter, Facebook) that outlines the topics and activities regarding the event.	Jan – Mar 2021	MDC CD	The number of social media content publicized to promote National Drugs and Alcohol Chat Day.	
	5. Post-event, publicize a summary in addition to opioid-related content (e.g. Photo with the greatest engagement (likes, shares, favorites, etc.) or new information resulting from the event through social media.	May - June 2021	MDC OMB, MDC CD	A summary sent immediately after National Drugs and Alcohol Chat Day to all media contacts who expressed interest or attended the event. Create a Twitter Moment (https://twitter.com/i/moments) which captures a summary of the event.	

Goal 2: Educate and increase awareness of parents regarding the risks and behaviors associated with opioid misuse and abuse among youths.					
Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
2.1: Combine Objective 1.1 with periodic 1 – 2-hour family-based educational sessions during 2021 focusing on educating parents regarding the dangers of opioid use among youths and how to prevent opioid misuse and addiction.	1. Contract drug prevention educators and staff team members via competitive process.	–August - September 2020	MDC OMB	Drug prevention educators and staff team members are hired to provide educational sessions.	<p>Parents will increase their knowledge about the harmful consequences of opioid misuse by at least 10% as measured by pre- and post-tests.</p> <p>At least 75% of families who originally signed up for a session attended as measured by sign-in and post-training evaluation sheets.</p>
	2. Select virtual platforms.	September 2020	MDC OMB, Drug Prevention Educators	The number of locations selected to host educational component for parents.	
	3. Recruitment of parents to participate via social media, afterschool care programs, high school sporting events.	October 2020 – June 2021	Drug Prevention Educators, Staff Team	The number of families that are recruited at each location to receive an educational session.	
	4. Purchase required program materials.	September - October 2020	Drug Prevention Educators, Staff Team, MDC OMB	Required materials are purchased prior to the beginning of sessions.	
	5. Conduct 1 – 2-hour sessions.	Ongoing January – June 2021	Drug Prevention Educators, Staff Team,	The number of sessions held quarterly within each county district.	
2.2: Develop and implement a social media marketing plan during 2021 to increase awareness and knowledge among parents.	1. Work with MDC CD and contractor to develop a parent-focused opioid misuse prevention webpage on the MDC website consisting of a toolkit and supporting marketing materials to include information about the harmful effects of opioids, personal	–October - November 2020	MDC OBM, MDC CD, Drug Prevention Educators, contractor, and Research Partner	Creation of publicly available website consisting of materials and toolkit with consistent messaging. Tracking URL shares, clicks and conversions.	<p>By June 2021, the prevalence of school-aged youths that misuse prescription opioids declines by at least 10% as measured by Youth Risk Behavior Survey (YRBS).</p> <p>By June 2021, experience a 10% decline in the number of individuals aged less than 25</p>

	testimonials, and other related opioid use/misuse resources and where to get help.				years receiving Narcan administrations as reported by county and municipal fire rescue departments.
	2. Develop a marketing plan in conjunction with MDC CD and contractor incorporating social media to increase awareness.	October 2020	MDC OBM, MDC CD, Drug Prevention Educators, contractor, and Research Partner	Development of a plan focusing on the types of materials and resources to be included, information to be provided, campaign time period, and setting of social media benchmarks.	Increased community knowledge and awareness of the effects, risks, and symptoms associated with opioid abuse and misuse based on social media measurement benchmarks.
	3. Provide information via parent-focused social media websites (e.g. Facebook, Twitter, Instagram), through posts, messages, etc., to raise awareness and increase knowledge of the nature and extent of opioid abuse and misuse, increase safe use, storage, and disposal of prescription drugs, and provide support addiction, prevention, and recovery awareness resources.	January – June 2021	MDC OBM, MDC CD, Drug Prevention Educators, and Research Partner	Volume, reach, exposure and amplification of monthly messages and posts. Monthly number of likes, retweets, comments, and replies.	

Priority Area 2: Improve the capacity of school systems to educate, identify, respond, and refer youths at risk of opioid misuse and abuse.

Goal 1: Educate school-based personnel including teachers, athletic coaches, and school nurses to deliver prevention messages regarding the dangers of opioid misuse and abuse along with identifying and engaging youths who are at risk of misusing or abusing opioids.

Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
1.1: Develop, implement, and deliver train-the-trainer workshops for school-based personnel during 2021 as evidenced by the number of workshops delivered and staff trained.	1. Select and hire qualified drug prevention educators who meet selection criteria requirements and competencies to provide trainings for school-based personnel.	– September - October 2020	MDC OMB	Number of drug prevention educators who meet selection criteria requirements and competencies hired to provide trainings for school-based personnel.	By June 2021, the prevalence of school-aged youths that misuse prescription opioids declines by at least 10% as measured by Youth Risk Behavior Survey (YRBS). School-based personnel will increase their knowledge about the harmful consequences of opioid abuse and misuse by at least 10% as measured by pre- and post-tests.
	2. Provide trainings for school-based personnel on the signs, symptoms, and risk factors of opioid abuse, misuse, and dependence to detect students at risk.	January – May 2021	Drug Prevention Educators	Monthly number of school-based personnel who receive pre-service trainings.	
	3. Increase training opportunities for school-based staff to increase knowledge on the nature, extent, and risk factors of opioid abuse and misuse as a student health and safety issue.	January – June 2021	Drug Prevention Educators	Monthly number of school-based personnel reached out to receive opioid-related trainings and percentage of those who receive them.	
	4. By December 2020, develop and implement an opioid abuse/misuse training module to be integrated into existing trainings for school-based personnel.	December 2020 – June 2021	Drug Prevention Educators	A training module focused on opioid abuse/misuse is integrated into existing trainings by December 2020.	

Priority Area 3: Expand and enhance data surveillance capabilities to improve the quality and completeness of opioid affected-youth related data.

Goal 1: Expand the participation and collaboration of community organizations to assess the prevalence of parents/caregivers who abuse or misuse opioids.					
Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
1.1: Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect data pertaining to children less than 18 years of age whose parents are affected by opioid use disorders.	1. Set and hold meetings with relevant partner agencies and other stakeholders.	–September - October 2020	MDC OMB, Research Partner	Number of meetings held with relevant partner agencies and other stakeholders	At least 5 partner agencies and stakeholders agree to share relevant data indicators pertaining to children less than 18 years of age whose parents are affected by opioid use disorders.
	2. Assess capability of each partner to identify, collect, and share relevant data indicators that identify the prevalence, risk factors, and impact associated with children less than 18 years of age whose parents are affected by opioid use disorders.	–September - October 2020	MDC OMB	Number of partners and stakeholders who are able and agreeable to sharing relevant data indicators.	
	3. Develop and sign data sharing agreements by December 2020 with partner agencies who can collect and share relevant data.	December 2020	MDC OMB	Number of partners that sign data sharing agreements with MDC.	At least 5 partner agencies and stakeholders sign data sharing agreements with MDC.

Goal 2: Expand the participation and collaboration of community organizations to improve the specificity of opioid-affected youth data					
Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
2.1: Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and	1. Set and hold meetings with relevant partner agencies and other stakeholders.	–September - October 2020	MDC OMB, Research Partner	Number of meetings held with relevant partner agencies and other stakeholders	At least 5 partner agencies and stakeholders agree to share relevant data indicators that distinguish opioids from other drugs.

collaboration of community organizations to collect opioid-distinct data indicators.	2. Assess capability of each partner to identify, collect, and share relevant data indicators to distinguish opioids from other drugs.	– September - October 2020	MDC OMB	Number of partners and stakeholders who are able and agreeable to sharing relevant data indicators.	
	3. Develop and sign data sharing agreements by December 2020 with partner agencies who can collect and share relevant data.	October - November 2020	MDC OMB	Number of partners that sign data sharing agreements with MDC.	At least 5 partner agencies and stakeholders sign data sharing agreements with MDC.

Goal 3: Disseminate improved quality and completeness of opioid affected-youth related data					
Objectives	Tasks	Timeline	Person(s) Responsible	Performance Measurement	Output/Outcome Indicators
3.1: Analyze and disseminate improved opioid-affected youth data indicators obtained from relevant partner agencies.	1. By January 2021, begin to collect and analyze relevant data indicators on a monthly basis from partners and stakeholders who signed data sharing agreements with MDC.	January – June 2021	Research Partner	Number and types of data indicators collected from partners and stakeholders who signed data sharing agreements with MDC.	By January 2021, at least 10 new data indicators obtained from data sharing agreements are collected, analyzed, and disseminated to the MDC ASB and other stakeholders.
	2. Beginning in February 2021, provide bi-monthly presentations during MDC Addictions Services Board (ASB) meetings.	February – September 2021	Research Partner	Number of presentations delivered to the MDC ASB.	Improve the dissemination and translation of opioid-affected youth findings to adopt evidence-based interventions that improve the quality of lives among youth.

Evaluation and Monitoring Plan

An essential component of Miami-Dade County's Office of Management and Budget – Grants Coordination (Miami-Dade County) Implementation Plan is ongoing performance monitoring, evaluation, and reporting based on an established accountability and performance monitoring framework. Tracking the plan's results will show its progress towards achieving intended outcomes and will support continued improvements and maintain accountability to the those involved with the project. The project's Research Partner will serve as the formal evaluator.

The Opioid Affected Youth initiative will be evaluated monthly to document its success in meeting its objectives and milestones and to assess its impact on the youth and families it serves. As discussed below, the evaluation is designed to ensure that: a) implementation will be monitored systematically and continuously; b) specific progress measures will be used to assess the quality and completeness of project activities; and c) specific progress measures will be aligned with the goals, targets and expected outcomes set forth in the implementation plan so that progress towards achieving them can be accurately assessed.

Miami-Dade County will work with the Research Partner to ensure that an extensive evaluation is conducted on the Opioid-Affected Youth Initiative project. The Research Partner will provide objective summative (impact) and formative (process) evaluation services for the project including: monitoring, accuracy checks and audits, producing summative evaluation reports, developing a formative evaluation system, and generating semi-annual progress reports. The Research Partner will collect and analyze all project data on a quarterly basis, as well as reporting findings within one month of the close of each quarter. Thus, Miami-Dade County and all project stakeholders (including the Miami-Dade County Addiction Services Board) will have four opportunities annually to assess project success and make recommendations on any modifications that may be necessary. Miami-Dade County and the Addiction Services Board will finalize all modification actions.

The evaluation will include both formative and summative performance measures. Miami-Dade County will assist the Research Partner collect required data regarding performance measures. Formative evaluation methods will entail the effectiveness of the project's procedures, practices, and activities in implementing the project and meeting project milestones in conformance with the proposed timelines.

A crucial function of the formative evaluation is to collect, analyze, and disseminate data over the course of the project to help the project partners and staff to stay "on track" in implementing project activities and to promote ongoing project improvement. Therefore, formative evaluation data will be shared with project partners and staff on a monthly basis throughout the project via conference calls and meetings. Key formative evaluation questions include: a) Are project partners carrying out project activities that are conforming with the implementation plan's goals and objectives? b) Has the project met its annual targets for staffing, training, and coordinating delivery of services? c) Has project staff used information effectively throughout the implementation phase—including formative evaluation data—for self-assessment and program improvement? d) Has the project met its targets regarding implementation of specific initiatives and dissemination of project results? e)

Is management effectively supporting the project in accomplishing its proposed activities and meeting its milestones? f) Are project activities conforming to timelines set forth in the implementation plan?

Formative evaluation approaches include a) monthly in-person/online meetings and conference calls with project staff/partners and other project stakeholders; b) structured observations of project activities during meetings; c) frequent reviews of project educational session schedules and records; d) frequent reviews of documents, procedures used, and results of the mass media campaign; and e) reviews of questionnaire and survey instrument results such as evaluation forms and pre-post tests administered during each quarter; and reviews of interim and year-end reports prepared by project staff.

Formative evaluation results will be included in semi-annual reports and will be shared with project staff, partners, and stakeholders, in writing or through meetings. Formative evaluation data will also be included in evaluation and year-end reports to the Department of Justice - Office of Juvenile Justice and Delinquency Prevention and the Institute for Intergovernmental Research, the technical assistance provider.

Summative evaluation methods will address project implementation and consequent changes in outcome and output indicators regarding project objectives. Key summative evaluation questions to be answered include: a) Is the project achieving its objectives and performance targets?; and b) What is the project's impact on youths who reside in Miami-Dade County? Summative evaluation will examine the project's impact on:

- Opioid misuse among youths, including analysis of opioid-related overdoses, prevalence of opioid misuse, opioid-related emergency department visits and hospitalizations, frequency of Narcan administrations, and other relevant indicators. Data will be collected, analyzed, and disseminated to key local stakeholders including the Miami-Dade County Addiction Services Board.
- Increased community knowledge and awareness of the effects, risks, and symptoms associated with opioid abuse and misuse through analysis of pre- and post-test results, number of individuals (parents, youths, Miami-Dade County Public School staff, etc.) who receive educational sessions, and development of a curriculum opioid education as part of continuing education. Data will be collected, analyzed, and disseminated to key local stakeholders including the Miami-Dade County Addiction Services Board.
- Increased knowledge and awareness of the effects, risks, and symptoms associated with opioid abuse and misuse among youths and families through analysis of mass media campaign-related indicators, including analysis of social media measurement benchmarks (e.g., Monthly number of likes, retweets, comments, and replies) and conventional media measurement indicators (e.g., frequency of advertisements and public service announcements presented and percent of audiences that advertisements and public service announcements reach).
- Expanded and enhanced data surveillance capabilities to improve the understanding of and response to opioid-affected youth through analysis of the number of new data indicators obtained from data-sharing agreements that are collected, analyzed, and disseminated to

the Miami-Dade County Addiction Services Board and other stakeholders throughout the implementation phase.

Summative evaluation reports will be submitted to the project partners and key local stakeholders including the Miami-Dade County Addiction Services Board, and its data and results will be included in year-end reports to the Department of Justice - Office of Juvenile Justice and Delinquency Prevention and the Institute for Intergovernmental Research, the technical assistance provider. For each stated objective, process measures, data collection methods, tools, and timelines are detailed on the chart below:

Objective	Process Measure	Data Tool	Timeline
Develop and implement periodic sessions for school-aged youths during 2021 focusing on educating students and families regarding the dangers of opioid use and how to prevent opioid misuse and addiction.	<ul style="list-style-type: none"> → Finalized, approved, and signed contract agreement with selected drug prevention educators. → Number of locations within each district selected for sessions. → Number of sessions held within target area. 	→ Copy of contract agreements	→ Oct 2020
		→ Email confirmations	→ Oct 2020 – June 2021
		→ Attendance records	→ Jan – June 2021
Design, implement, and evaluate a mass-media campaign during 2021 focusing on prescription opioids directed at adolescents and young adults.	<ul style="list-style-type: none"> → Development of coordinated substance abuse prevention media messages and public service announcements. → The number and types of broadcast mediums used to deliver media campaign messages. → The number of unique prescription opioid abuse prevention media campaigns conducted → The number of focus group meetings held 	→ Digital media files	→ Jan 2020 – June 2021
		→ Media agreement records, media releases	→ Jan 2020 – June 2021
		→ Media agreement records, media releases	→ Jan 2020 – June 2021
		→ Attendance records	→ Nov 2020 – June 2021
Develop and disseminate educational materials and resources by January 2021 to inform parents, children, youth and young adults, schools, workplaces, and communities about the facts and consequences of opioid use and misuse.	<ul style="list-style-type: none"> → Development of original opioid prevention educational materials and resources for use in primary prevention services and activities. → The number of focus groups conducted and participants attending. → The number of opioid prevention materials and resources approved for use in primary prevention services and activities. → The number of original opioid prevention printed materials and resources distributed to local media groups, stakeholders, and target audiences. 	→ Digital media files	→ Sept – Oct → 2020
		→ Attendance records, Report Summary	→ Nov 2020 – June 2021
		→ Email confirmations, Digital Media Files	→ Nov 2020 – June 2021
		→ Records of acknowledgment	→ Jan – June 2021
Promote and support middle and high schools to participate in National Drugs and Alcohol Chat Day during National Drug and Alcohol Facts Week ® in April 2021.	→ The number of targeted media outlets reached out to assist in promoting National Drugs and Alcohol Chat Day.	→ List of contacts, emails	→ Jan - Mar 2021

	<ul style="list-style-type: none"> → The number of targeted media outlets that promote information regarding the National Drugs and Alcohol Chat Day event. → The number of original social media content publicized to promote National Drugs and Alcohol Chat Day. → A summary sent immediately after National Drugs and Alcohol Chat Day → Create a Twitter moment summarizing the event. 	→ Email confirmations, media releases	→ Jan – Mar 2021
		→ Records of social media posts	→ Jan - Mar 2021
		→ Copy of summary	→ May – June → 2021
		→ Records of likes, retweets, comments, and replies in response to the Twitter Moment	→ May – June → 2021
Conduct 1 – 2-hour family-based educational sessions during 2021 focusing on educating parents regarding the dangers of opioid use among youths and how to prevent opioid misuse and addiction.	<ul style="list-style-type: none"> → The number of locations within each district selected to host educational component for parents. → The number of families that are recruited at each location to receive an educational session. → Required materials are created/purchased prior to the beginning of sessions. → The number of sessions held quarterly within each country district. 	→ Email confirmations	→ January – June 2021
		→ Completed Registration Forms	→ Sept 2020 – June 2021
		→ Digital media files	→ Oct 2020 – June 2021
		→ Attendance records	→ Jan – June 2021
Develop and implement a social media marketing plan during 2021 to increase awareness and knowledge among parents.	<ul style="list-style-type: none"> → Creation of publicly available website consisting of materials and toolkit with consistent messaging. → Development of a plan focusing on the types of materials and resources to be included, information to be provided, campaign time period, and setting of social media benchmarks. → Assess the impact of social media marketing plan. 	→ Website URL	→ Oct -Nov 2020
		→ Summary report of marketing plan	→ Oct 2020
		→ Records of URL shares, clicks and conversions.	→ Jan – June 2021
Develop, implement, and deliver train-the-trainer workshops for school-based personnel during 2021 as evidenced by the number of workshops delivered and staff trained.	<ul style="list-style-type: none"> → Monthly number of school-based personnel who receive trainings. → Monthly number of school-based personnel reached out to receive opioid-related trainings and percentage of those who receive them. → A training module focused on opioid abuse/misuse is integrated into existing trainings by June 2021. 	→ Attendance records, pre and post-test records, evaluation records	→ Jan 2020 - June 2021
		→ Email confirmations, completed online registration sheets (e.g. Survey Monkey), attendance records	→ Jan 2020 – June 2021
		→ Contract agreement, email confirmation, media releases	→ Dec 2020 - June 2021
Develop piloted opioid education curriculum for middle and high school sports coaches, athletic trainers, and school-based personnel.	<ul style="list-style-type: none"> → A meeting is held with school-based administrators agreeing to develop opioid education curriculum for coaches, athletic trainers, and other school officials. → Presentation dates and locations are finalized and confirmed. 	→ Attendance records, summary report	→ Jan – Feb 2021
		→ Email confirmations	→ Jan – Feb 2021
		→ Email confirmations, completed online registration sheets (e.g. Survey Monkey)	→ Jan – Feb 2021

	<ul style="list-style-type: none"> → The number of coaches, athletic trainers, and school officials identified to receive trainings. → The number and percentage of middle and high school sport coaches, athletic trainers, and school-based personnel identified who receive an opioid education curriculum. 	→ Attendance records, pre and post-test records, evaluation records	→ Mar –June2021
Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect data pertaining to children less than 18 years of age whose parents are affected by opioid use disorders.	<ul style="list-style-type: none"> → Number of meetings held with relevant partner agencies and other stakeholders. → Number of partners and stakeholders who are able and agreeable to sharing relevant data indicators. → Number of partners who that sign data sharing agreements with MDC. 	→ Attendance records, email confirmations, agenda copies	→ Sept - Oct 2020
		→ Email confirmations	→ Sept - Oct 2020
		→ Data sharing agreement records	→ Dec 2020
Define needs, identify gaps, and craft a plan by December 2020 to expand the participation and collaboration of community organizations to collect opioid-distinct data indicators.	<ul style="list-style-type: none"> → Number of meetings held with relevant partner agencies and other stakeholders. → Number of partners and stakeholders who are able and agreeable to sharing relevant data indicators. → Number of partners who that sign data sharing agreements with MDC. 	→ Attendance records, email confirmations, agenda copies	→ Sept - Oct 2020
		→ Email confirmations	→ –Sept - Oct 2020
		→ Data sharing agreement records	→ Dec 2020
Analyze and disseminate improved opioid-affected youth data indicators obtained from relevant partner agencies.	<ul style="list-style-type: none"> → Number and types of data indicators collected from partners and stakeholders who signed data sharing agreements with MDC. → Number of presentations delivered to the MDC Opioid Addiction Task Force. 	→ Summary report, Microsoft PowerPoint presentation copy	→ Jan – June 2021
		→ Transcript records	→ Feb 2020 – Sept 2021

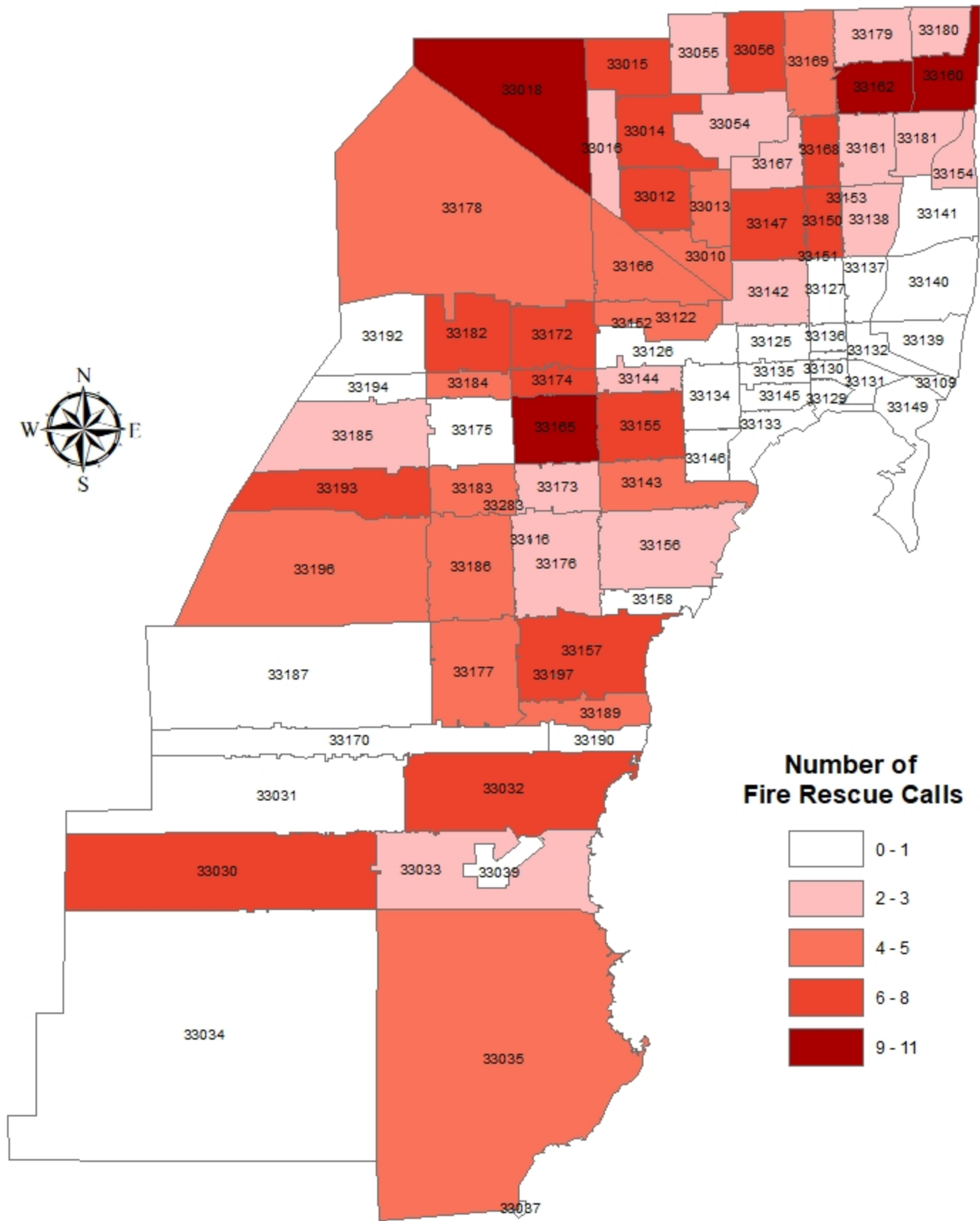
APPENDIX

Miami-Dade Fire Rescue Narcan-Associated Calls

Youths Aged < 25 Years

Miami-Dade County, 2017 - 2018

By Incident Zip Code

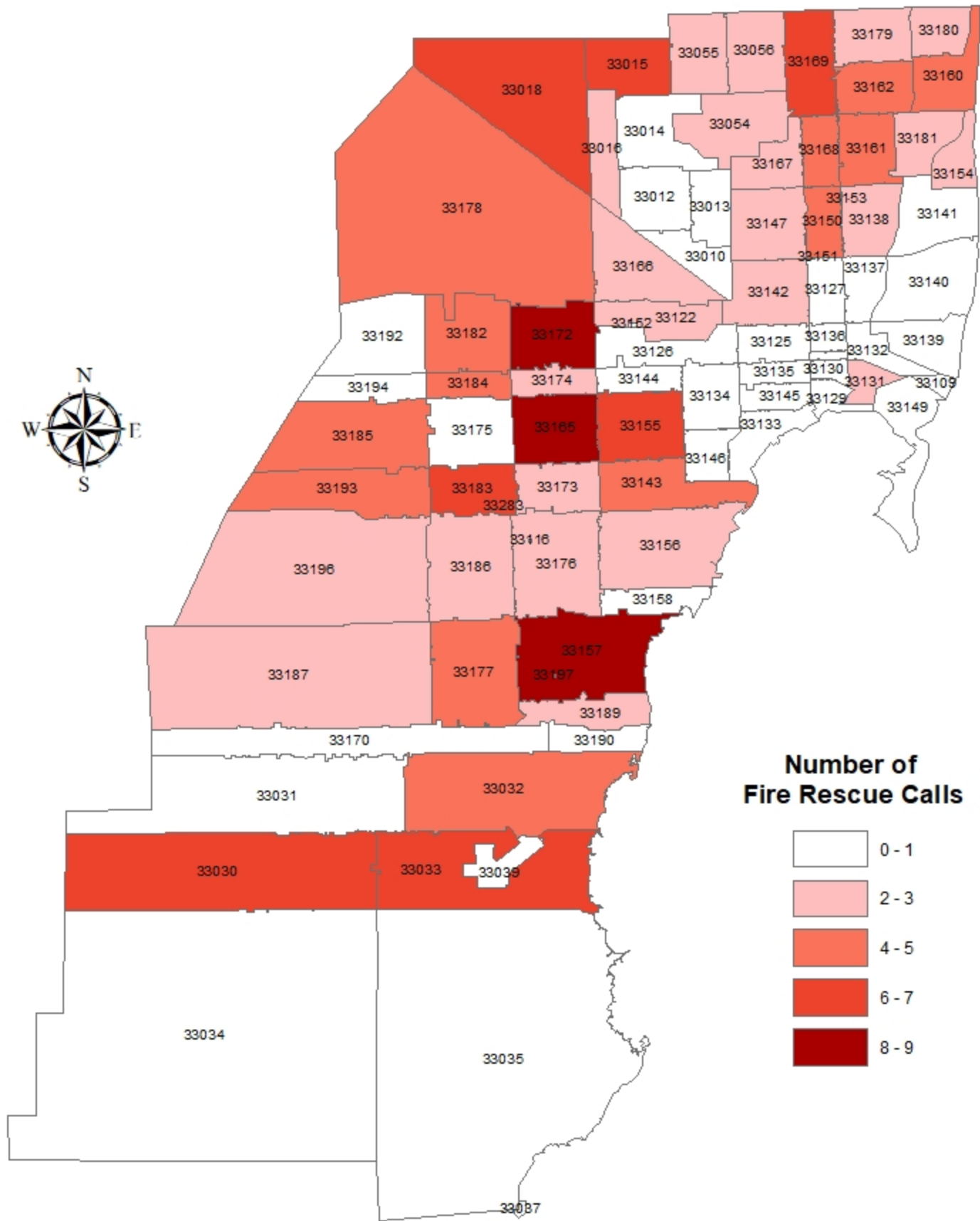


Miami-Dade Fire Rescue Narcan-Associated Calls

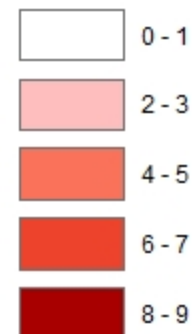
Youths Aged < 25 Years

Miami-Dade County, 2017 - 2018

By Residential Zip Code



**Number of
Fire Rescue Calls**



MIAMI-DADE COUNTY OPIOID AFFECTED YOUTH INITIATIVE

PARTNERSHIP AGENCIES

- City of Miami Department of Fire Rescue •
- City of Miami Human Services Department •
- City of Miami Police Department • E-FORCSE®
- Eleventh Judicial Circuit Court of Florida •
- Florida Department of Children and Families
- Florida Department of Health in Miami-Dade County •
- Florida Department of Juvenile Justice
- Florida Poison Information Center • Jackson Behavioral Health System •
- Miami-Dade County Juvenile Services Department •
- Miami-Dade County Community Action & Human Services Department •
- Miami-Dade County Corrections & Rehabilitation Department •
- Miami-Dade County Public Defender's Office •
- Miami-Dade County Public Schools •
- Miami-Dade County Fire Rescue •
- Miami-Dade County Homeless Trust •
- Miami-Dade County Medical Examiners •
- Miami-Dade County Police Department •
- Miami-Dade County State Attorney's Office •
- South Florida Behavioral Health Network, Inc. •
- The Children's Trust •
- U.S. Attorney's Office •
- U.S. Drug Enforcement Administration
- University of Miami Infectious Disease Elimination Act (IDEA) Exchange



"This publication was prepared under grant #2018-YB-FX-K002 from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), U.S. Department of Justice.

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