

MOTIVATING NEW MOMS




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The Prescription Drug Abuse Problem



The Problem

- There has seen a dramatic increase in the misuse of Prescription Drugs, as well as continued abuse of alcohol and other illicit drugs
- NICU's filled with infants experiencing NAS and a child welfare system struggling to deal with abuse and neglect.
- The systems are overloaded and funding is decreasing. The current system is inadequate.

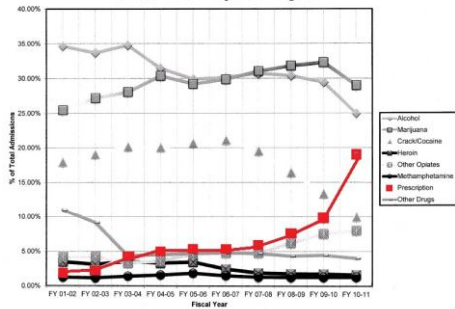




Prescription Drug Abuse Data

- 1 in 20 individuals over the age of 12 reported using prescription drugs for non-medical reasons (CDC-2010)
- 2,609 deaths in Florida where at least 1 prescription drug is the cause of death (FL Medical Examiner-2011)
- 1,300 infants classified as substance-exposed newborns in 2010

Ten Year Trend Analysis of Drug of Abuse

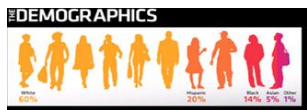


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Prescription Drug Abuse Data

Opioid Admissions to treatment increased from 2.6% in 1999 to 15.8% in 2009 and 62% for those under 30 years of age

(SAMHSA Treatment Episode Data Sets-1/2011)



The Pinellas Problem



- In 2008, 70 infants were born substance exposed
- In 2009, that number rose to 114 representing a 62.8% increase
- In 2010, the number of newborns born substance exposed was 153, representing a 118.6% increase from 2008
- As of October 28, 2011, of the 80 infants in the neonatal intensive care unit at All-Children's Hospital 24 (30%) were classified as substance exposed newborns, a 160% increase over the full 2008.

Substance Use Behavior: Prescription Drug Abuse

- **217** prescription drug related accidental deaths in Pinellas (2011)
- Majority were from **Alpazolam, Diazepam, Oxycodone, Hydrocodone, & Methadone**; majority adult population ages 30-59.

(Source: Data provided to the coalition from the District 6 District 6 Medical Examiner's Office, 2010.)

- **790** Total prescription drug occurrences in ME Cases (present & cause) for Pasco & Pinellas Counties (2011)

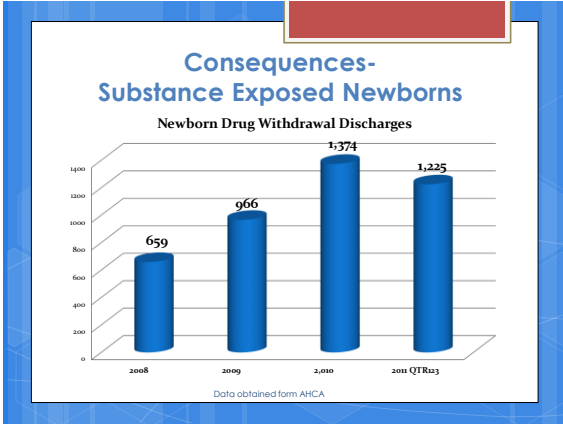


Substance Use Behavior: Prescription Drug Abuse

- **276** Children Removed from Parents Custody due to prescription drugs in Pinellas County from 9-2011 to 9-2012 - (Eckerd Community Alternatives - ECA).
- From 9-2011 to 8-2012, ECA spent approximately **\$179,230** for 1 month placement of children into licensed foster care in Pinellas & Pasco counties; if the children remained in foster care for 6 months, the cost is **\$1,122,400** for Rx drug placement
- **323** emergency room admissions in Pinellas County with prescription drugs as the primary diagnosis in 2008.


(Source: AHCA)





Why Prescription Drug Abuse?

- Sense of safety- Physician prescribed
- Ease of obtaining
- Emphasis on Pain Management
- Insurance issues
- Physician lack of knowledge about dependence



Differences Between Therapeutic Use and Abuse

- **Dose and Frequency of Dosing**
 - Lower, fixed regimes vs. higher escalating use
- **Route of Administration**
 - Oral vs. injection, smoking, snorting
- **Expectation of Drug Effects**
 - Expectations of clinical benefits vs. euphoria "high"
- **Context of Administration**
 - School, clinic, home vs. bar, club

Prescription Abuse and Pregnancy

- Pregnant women do not always admit to use
- Physicians may not understand the problem
 - Pain Medication Physicians do not do pregnancy tests
 - OB's discharge to other physicians
- Physicians may require the woman to detox during pregnancy
- Pregnant woman may not seek prenatal care
- May leave and not return when confronted



Prescription Abuse and Pregnancy (cont.)

Poor Birth Outcomes

- Preterm Birth
- Low Birth Weight
- Smaller head circumference
- Small for gestational age (SGA)
- Intrauterine growth retardation (IUGR)



State and Community Response

- March of Dimes Prescription Drug Task Force
- City Match Grant
- Healthy Start Substance Exposed Newborn Committee
- Live Free! Substance Abuse Prevention Coalition of Pinellas County Comprehensive Community Action Plan
- CPI/Community Based Care/Substance Abuse & Mental Health Providers Planning Group
- Juvenile Welfare Board Community Response Meeting



Motivating New Moms: A Collaborative Response

- Joint effort of the Juvenile Welfare Board, Operation PAR, Inc., Pinellas Hospital Neonatal Intensive Care Units (NICUs), High Risk Pregnancy Health Clinics, CPI
 - Multi-pronged approach
 - Linkage from delivery/NICU to intervention specialists
 - Parenting assistance/engagement (Nurturing Parenting)
 - Case Management
 - S-BIRT (Screening, Brief Intervention, Referral to Treatment)
 - Linkage to high risk pregnancy health centers
 - S-BIRT
 - Medication Assisted Treatment and
 - Detox (Postpartum Only)

A Day In The Life Of MnM



Client Reactions

- Refusal
- Initial Engagement
- Treatment Referral
- Disengagement
- Re-engagement



Barriers

- **System Issues**
 - Parallel, not collaborative/connected systems
 - Lack of trust
 - Training differences/Credentialing
 - Data Sharing
 - Whose client is it?
- Beliefs/Training/Lack of knowledge
- Perceived Issues with Confidentiality
- Mom's reasons for Pregnancy



Outcomes to Date

- **To date:**
 - 110 referrals from NICU's, High Risk Clinics, Healthy Start, Treatment, etc. in the Community.
 - 50+ in services with PAR MAPS or other Methadone provider (45+%)
 - 21 have been admitted to intervention/treatment programs (24% of those not already in treatment)
 - 37 have been admitted to MnM Parenting Services with Nurturing Parenting (42%)
 - 22 did not engage in services (20%)

CONTACT INFORMATION

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