CDC: A National Epidemic

**NATIONAL DATA**

Drug overdose death rates in the US have more than tripled since 1990.

- In 2008, more than 36,000 people died from drug overdoses, and most of these deaths were caused by prescription drugs.

*Deaths are those for which poisoning by drugs (illicit, prescription, and over-the-counter) was the underlying cause.

Source: CDC
NATIONAL DATA

THE ROLE OF PRESCRIPTION PAIN KILLERS

- Nearly three out of four prescription drug overdoses are caused by prescription painkillers—also called opioid pain relievers.

- These drugs were involved in 14,800 overdose deaths in 2008, more than cocaine and heroin combined.

- The misuse and abuse of prescription painkillers was responsible for more than 475,000 emergency department visits in 2009, a number that nearly doubled in just five years.

Source: CDC
Number of U.S. deaths due to unintentional drug overdoses in 2008 alone exceeds that of one large jet crash killing 350 people every month for 8-1/2 years or every day for 3-1/2 months.
Why is this happening?

Contributing Factors

- Availability and Marketing of New Extended Release Rx Opioids
- Overall Growth in Rx Use:
  - New and better preventive drugs
  - HF insurance pressure
- Direct-to-Consumer Marketing of Rx
- Widespread Dispersion of Rx Drugs:
  - Internet
  - Pub Mills
  - Deception/Scam
  - Theft

Increased Exposure → Increased Substance Abuse → Epidemic → Changing Rx Pain Management Guidelines

Self-medicating habits of baby boomers
DRUG OVERDOSE DEATHS, OHIO\(^1\) VS. US\(^2\), 1999-2008 (2010 FOR OH)

- **Rate per 100,000**

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<th>Year</th>
<th>1999</th>
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<td>US Rate</td>
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<td>Ohio Rate</td>
<td>10</td>
<td>12</td>
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Source: 1. ODH Office of Vital Statistics  2. CDC WONDER,
There is a strong relationship between increases in exposure to prescription opioids and fatal unintentional overdose rates.

Unintentional fatal drug poisoning rates and distribution rates of prescription opioids in grams per 100,000 population by year, Ohio, 1997-2011 (2010 for deaths)

Drugs distributed – 643% increase
Death rate – 365% increase

3. Calculation of oral morphine equivalents used the following assumptions: 1) All drugs other than methadone are taken orally; methadone is applied transdermally. 2) These doses are approximately equivalent: oxycodone 30 mg, codeine 200 mg, oxycodone and hydrocodone, 30 mg, hydrocodone, 7.5 mg; methadone 2 mg; methadone 3.4 mg; buprenorphine, 30 mg. 4. US Census Bureau, Ohio population estimates 1997-2007. A provisional data for 2017.
EPIDEMICS OF UNINTENTIONAL DRUG OVERDOSES IN OHIO, 1979-2010\textsuperscript{1,2,3}

Prescription drugs are causing a larger overdose epidemic than illicit drugs ever have.

Ohio/Client Admissions Opiate Treatment Diagnosis

2001: 8 Counties

2009: 69 Counties

This map represents the percentage of clients in treatment with an opioid-related diagnosis. The highest concentrations for opiate admissions are in Cuyahoga County (14.3%), Montgomery County (12.5%), Mahoning County (12.2%), Summit County (12.1%), and Franklin County (10.1%).

Data Source: Multi-Agency Community Information Systems (MACIS) Map produced March 2011
Scioto County, Ohio

- Ohio’s most southern County-borders KY and very close to WV (also high rates)
- Rural/Scenic with hills and rivers/often called “the Little Smokies”
- 1937 Flood engulfed the City so a Floodwall was erected and painted murals detail the history of this resilient little River Town
- County Population 72,000
- Portsmouth is our County Seat (population 20,000)
- Hit hard by 20 yr. economic decline
- Evolving conditions sustained over a long-period created a high degree of vulnerability to substance abuse, trafficking, and criminal profiteering
Rx Opiate Distribution Rates OH- 2010

- Lowest Per Capita Dose Rate Holmes County 18.2
- 9.7 million doses dispensed in Scioto County in 2010.
- That’s 123 doses for every man, woman and child in Scioto County.
Distribution rates compared to fatal Rx overdose rates:

SOURCE: Ohio Dept. of Health, 2010
Scioto County Rankings 2010:

- Top five Ohio counties for fatal Rx OD are Scioto County and border counties
- Highest fatal OD rate in Ohio (2.2 X state average/ a 360% increase in 10 yrs.)
- Highest Hepatitis B and C rate in Ohio (3,000% increase in 10 yrs.)-IV drug use
- Highest homicide rate in state (violent pill murders inc. executions in front of small children)
- 1 in 5 infants born addicted or drug positive in 2011
- Considered one of the most significant places in the Nation for illegal Rx trafficking by DEA
- Opiate addiction rates 5X the national average
- Tremendous increase in Pharmacy and Bank Robberies

A “new flood” was occurring-a flood of Rx pills
Hepatitis C: Scioto vs. Ohio

The graph shows the rate of Hepatitis C per 100,000 population in Scioto and Ohio from 2003 to 2010. The rate in Scioto generally increases from 2003 to a peak in 2007, then decreases. In contrast, the rate in Ohio fluctuates but overall shows a slight increase.
Scioto County History:

Detroit Steel Mill-closed in the mid-1980’s……in the early 1990’s the Pill Mills began to evolve.
By 2010-there were nearly a dozen Pain Clinics in Southern Ohio
Two Decades of Pill Mills

1992-2001: Dr. David Proctor becomes established “pill” doctor in South Shore, Ky. after being removed from staff at the Portsmouth Ohio hospital. He employs many Scioto Countians with criminal tendencies.

Sentenced to 16 years on Conspiracy to Traffic Narcotics following an escape attempt (2003).

2000: OxyContin first appears in Portsmouth.

2001: Dr. John Lilly is arrested in Portsmouth and is charged with: Engaging in a Pattern of Corrupt Activity, Carrying a Concealed Weapon, Unlawful Possession of a Dangerous Weapon, Aggravated Trafficking in Drugs

Sentenced to 3 years in prison.

Dr. Lilly Video Clip from 20/20 (next)
ABC: Dr. John Lilly clip from 2002 (2.5 minutes)
Two Decades of Pill Mills

- 2003: Dr. Paul Volkman establishes a Pain Clinic in Portsmouth. Over one dozen patients die of overdose.
- Found guilty in 2011 of conspiracy to traffic narcotics and four wrongful deaths (sentenced to 4 Life terms).
- Many former Pill Mill Employees go on to become Owners over the next decade.
- PROBLEM: Lack of effective laws to prevent criminal involvement and plenty of Physicians willing to participate.

Welcome to Portsmouth!-2010
Pill Mills/Pharmaceutical Diversion: Classic Pyramid Marketing Scheme

- Manufacturers (B$)
- Wholesale Distributer (M$)
- Prescribers (M$)
- Sponsors (HT$)
- Patients (T$)
- Street Dealers (T$)
- New Recruits (H$)
- Consumers/ Addicts are recruited/
  Workforce constantly expanded

✓ The Addictive Product ensures marketability
In 2009-10 Pain Clinics are operating in Scioto County (50% owned by convicted Felons)

Home to a leading prescriber/dispenser oxycodone in the Nation (for the third time in 10 years!)

Entire sub-economy based on “pill dealing”

65% fatal Rx overdose victims died from illegal “street sales”

Southern Ohio experiencing the “Pharmaceutical Atomic Bomb” effect / Northern Ohio “in denial”
Why did this happen in Scioto County Ohio?

- **Geography:** “Hillbilly Heroin” began in Appalachia in 1996. Long distance from Enforcement Agencies.

- **Marketing:** History of aggressive Pharmaceutical marketing.

- **Bad Luck:** KY got their PMP first- No PMP sharing among states (spread the prescriptions!)

- **Poverty and Economic Vulnerability:** High SA levels/ pill dealing became an “economy”- Pills= currency.

- **Duration:** A long history of Pill Mills beginning in the late 1990’s. The community became frustrated and desensitized.

- **Poor Policies:** Lack of effective state laws regarding Pain Management Clinics. *This was the MAJOR PROBLEM!*
Public Health Problem

Prescription drug abuse is declared a “Public Health Emergency” January 2010

“The reason why, we rank number two in the state of Ohio for unintentional prescription overdose deaths. We rank three fold the state average for Hepatitis C, ninety percent of what's going on in our courts with the prosecutors office, is prescription drug related.....we have no choice, we cannot turn our backs any longer. We have to develop a team, we have to develop a plan and step forward”.

--Aaron Adams, M.D. Jan. 2010

“I would describe it as though a pharmaceutical atomic bomb went off”.

--Lisa Roberts R.N.
Communities
Getting Involved

Scioto County says "Enough is enough!"

Community “Take Back” Project 2010

- A “Call to Action” Oct 2009
- Rx Action Team est. 1-2010
- Three Town Halls and News Series “In a World of Hurt”
- Public Health Emergency Declared Jan. 2010
- Petition to Governor 2010
Governor’s Task Force est. 2010

- Formed by Executive Order/Governor’s Press Conference in Portsmouth
- 33 members across various systems

Gov. Kasich “Drive the Devil Out of Scioto County!”

- Visited in Dec. 2010-held a Press Conference in Portsmouth
- Solicited advice and went to War on the Rx problem in Ohio- (and boy he meant business!)
- Called in BWC, BCI, Medicaid, OSMB, the OAG to help the federal agencies.
## Average annual costs of unintentional poisonings in Ohio

<table>
<thead>
<tr>
<th>Type of Costs</th>
<th>Fatal Costs $</th>
<th>Non-fatal, hospital admitted costs $</th>
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</thead>
<tbody>
<tr>
<td>Medical</td>
<td>$5,160,120</td>
<td>$21,189,500</td>
</tr>
<tr>
<td>Work loss</td>
<td>$1,260,480,808</td>
<td>$5,856,300</td>
</tr>
<tr>
<td>Quality-of-Life loss</td>
<td>$2,333,600,989</td>
<td>$8,459,500</td>
</tr>
<tr>
<td>Total</td>
<td>$3.6 billion</td>
<td>$35.5 million</td>
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It takes a community, working together, to address the Rx epidemic—but we needed some help!

The Governor: Calling in the partners: Local, State, and Federal

• USDOJ-DEA and FBI and IRS
• State & U.S. Senators
• ODADAS
• Ohio Department of Health
• Ohio House of Representatives
• Ohio State Medical Board
• Ohio Pharmacy Board
• Ohio Attorney General’s Office
• Ohio Bureau of Workers’ Compensation
Ohio Attorney General 2011
New Special “Pill” Prosecutors

2011-Aaron Haslam is sworn in by USA Carter Stewart
Rollin’ up the Welcome Mat!

2009

30 million Americans SUFFER significant chronic pain every single day

2010

Proven leadership fighting Rx drug abuse for over a decade

Dr. Terry Johnson for state representative

........We NEEDED a Doctor “in the House”
Scioto County Public Awareness Campaign Summer 2010

"BE THE WALL" Campaign

*SOLACE- Displayed photos of our lost Loved Ones in the middle of Town Square
Grassroots Organizations

1) **Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose**
   - 3,874 Members on Facebook as a public forum to discuss prescription drug abuse
   - Established communication mechanisms/Confidential “Tip Line”/Voluntary Witnesses!!!!

2) **Scioto County Rx Drug Action Team**
   - Meets monthly, representatives from various State & local agencies attend

3) **SOLACE**
   - Support group for people who have lost someone due to drug addiction or drug-related crimes
Grassroots Community Activities

- Used Social Networking for Community Event organization
- Pill mill protests “Farewell Tour 2010”
- T-shirts “Be The Wall” for the citizens
- Seven Marches in Seven Weeks

*Drove the Pill Mill ‘s to the Into the defensive Position!*
Policy Changes: State and Local

Portsmouth Ordinance:

Ohio HB93 - the “Pill Mill Bill”
- Introduced under “Emergency Status”

- Called for a Moratorium on new Pain Clinics
- Called for existing ones to Register with the Health Dept., pay a Fee, undergo inspection, licensing rules

They sued us.....
The Portsmouth Pain Clinic Ordinance April 2011....
“Be the Wall”-a community effort!

Community made things difficult for Pill Mills!

- “Be the Wall”- RPH
- “Be the Wall”- Landlord
- “Be the Wall”- Mailman
- “Be the Wall”- patients

- “Be the Wall”- citizens as community monitors and reporters (innovative surveillance techniques!)
"Pill Mill Farewell Tour 2010"
The Media Drives Home a National Message.... And a National Response: 2011

Ohio County Losing Its Young to Painkillers' Grip

Drugs, Inc

“A County Takes Down Pill Mills” “Hillbilly Heroin”

Drug Czar Town Hall 7-2011
"A Town Addicted to Pain Killers"

2011-3-Part series “Prescription Drug Abuse: America’s Epidemic”
Seven Marches in Seven Weeks
(led by area churches)

1219 Findlay St.

Designed to “Bring down the Walls of Jericho”
......and on the Seventh Week
May 17, 2011 “Independence Day”
Massive Federal Clinic Raids/Scioto County

DEA issues ISO’s on
4 Physicians
2 Pharmacies

“Top News Story” for 2011
May 2011: HB93 becomes Ohio Law

- Known as the “Pill Mill Bill”
- Established Rule-Making Authority to Enforcement Agencies:
  - ODJFS
  - Ohio Medical Board
  - Ohio Pharmacy Board
  - Ohio Attorney General
- Removed the Criminal Element from Pain Clinics
HB93: Major Components

- Defined a Pain Clinic: Over 50% patients receive Rx for CS
- Set new strict licensing standards for Pain Clinics
- Created a new Category III Terminal Distributor License for licensure under Ohio BOP
- Requires Physician ownership, background checks on employees, mandates OARRS utilization for CS, allows immediate suspension of license for suspected misconduct
- Allowed $5,000 fine plus daily fine for non-compliance
- Authorized ODJFS to implement Rx control/Pharmacy “Lock In”
- Required continuing education for Prescribers re: Pain, Prescribing, and Addiction
- Created Drug-Take Back Programs under the Ohio Attorney General
- Nearly eliminated “In-House” Pill Dispensaries (only 72 hr. supply)
The Seventh March

A Double Rainbow over Portsmouth “The Flood is Over!”
Christmas 2011-the last Pill Mill goes down!

Sentenced 10-12-2012 to 10 Years in prison for owning/operating a Pill Mill in Scioto County
Two Federal Drug Fighting Programs for Scioto County:

Increase in local and Federal Resources from the Office of National Drug Control Policy:

- **HIDTA (High Intensity Drug Trafficking Area)** designation by Congress October 2011 (Focus: Interdiction and Supply Reduction)

- **Drug Free Communities Support Program** October 2012 (Focus: Prevention and Demand Reduction)

Sen. Portman announces federal support for Scioto County
Environmental Systems Changes in Ohio

Reducing diversion and Easy Access to harmful Rx drugs:

- Semi-Annual Rx Take Back Events with DEA
- Permanent Rx Drop Boxes in each Ohio county through OAG
- Scioto County got FOUR
New and Pilot Programs in Scioto County

- Project DAWN: Deaths Avoided With Naloxone-opioid overdose antedote
- “Second Chance” Center
- Medication Assisted Out-Patient Treatment expanded
- Vivitrol MAT-Relapse Prevention Program
We even got us some new billboards.........
Scioto County - “in Recovery”

2012

ZERO PAIN CLINICS

- 1.5 Million less Pain Pills dispensed
- 17% reduction in fatal overdose
- 42% reduction in drug-related deaths
August 4, 2012 “Scioto Rally for Recovery” - a Celebration!

Still fighting the Battle, but things are better overall

- Pharmaceutical occupation has ended—the “good guys” won!
- We are embracing our afflicted—and turning them into allies through MAT, treatment, support, and community acceptance!
- We celebrated with a 1st. Annual “Rally for Recovery” and raised $7,132 for indigent addiction treatment.
Aug. 4, 2012 - Rally for Recovery

- Poker Run
- Food!
- T-Shirts
- Luminary Launch
- Battle of Bands/Evening Concert
ED’s and Acute Care Facilities adopted the “Ohio Emergency and Acute Care Facility Opioids and C.S. Prescribing Guidelines”

- Working on PMP sharing among states and a “Flagging” system
- Piloting a CrossChx “biometric Rx authentication system’ using thumbprints as an ID/ similar to Dept. of Defense ID system
- Working on opioid prescribing guidelines using 120 MED’s a day as a maximum

Results: 6.7 Million less opioid pain pills prescribed in Ohio in 2011 than 2010
The Players/ Where are they now??????

SOLACE-went Statewide

H.B.93 Legislators
Rep. Johnson and Bubt were re-elected

Gov. Kasich-Balanced the Budget in under 1 yr.

Sen. Portman amended the FDA and CS Acts
and as for these guys
Whenever the people are well-informed, they can be trusted with their own government. Whenever things get so far wrong as to attract their notice, they may be relied on to set them to rights.

Thomas Jefferson
Scioto County Drug Action Team

Transforming a Community “In Times Like These” (next slide)