

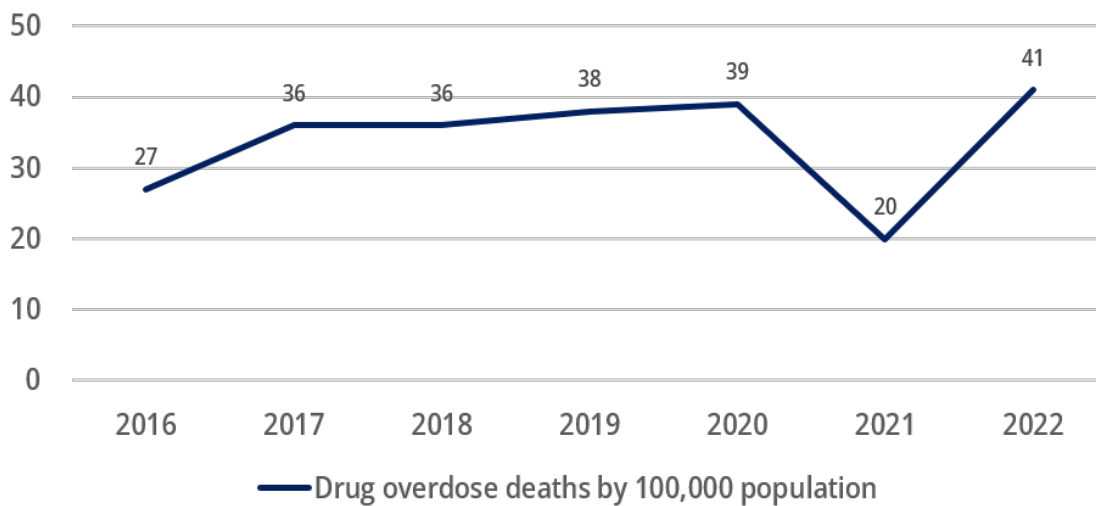


# Substance use

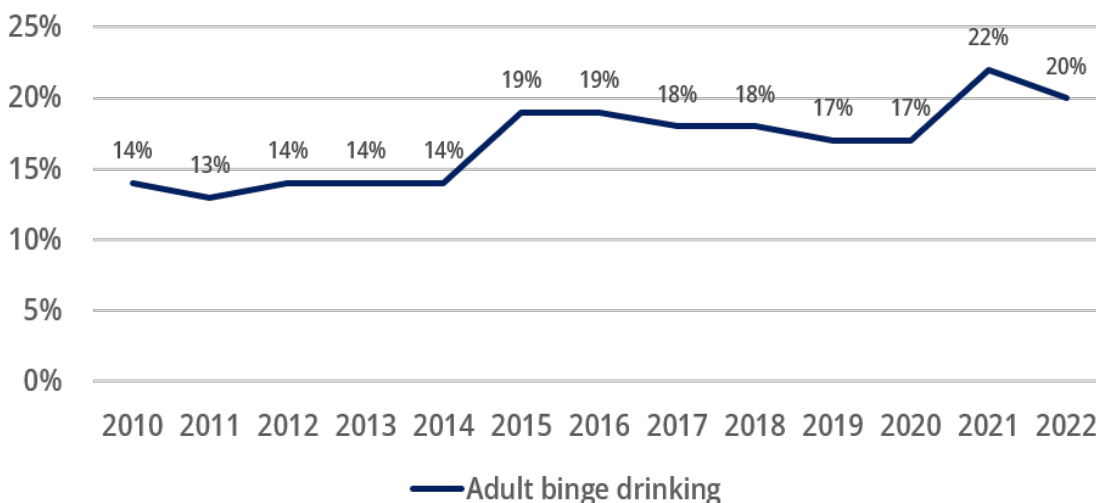
## Overarching goal

Increase community engagement to prevent harmful substance use, including nicotine

County Health Rankings & Roadmaps:  
Klamath County



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Klamath County



### Lead agency

Klamath County  
Public Health

### Benchmarks

By October 2025 reduce drug overdose deaths by three per 100,000 population, reduce binge drinking by 5% and reduce adult smokers by 5%.

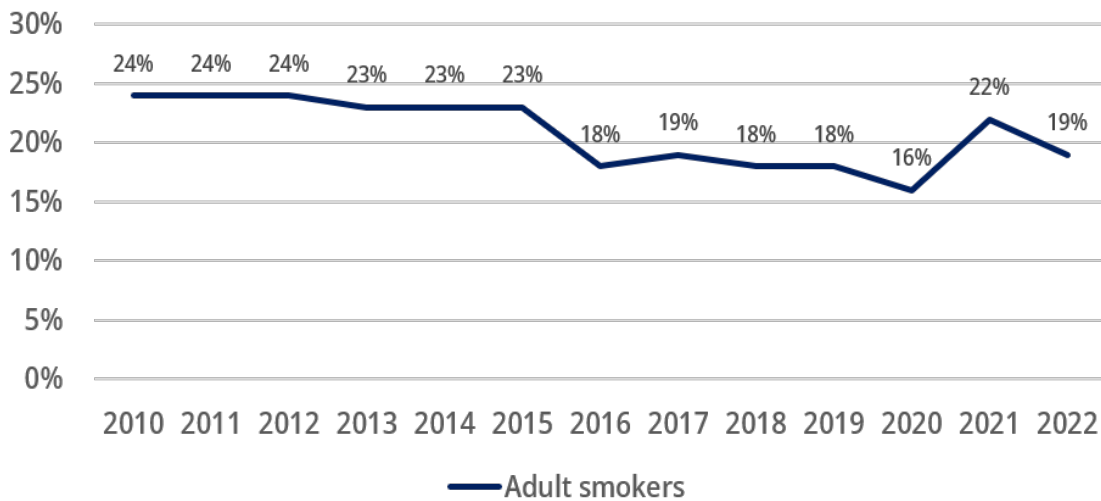
### Baseline

In the 2022 County Rankings & Roadmaps, the drug overdose death rate was 41 per 100,000 people. 20% of Klamath County adults reported excessive drinking. Also, 19% of adults were smokers.

### Oregon

In the 2022 County Rankings & Roadmaps, the rate for drug overdoses was 16 per 100,000 people; 21% of Oregonians reported excessive drinking.

# County Health Rankings & Roadmaps: Klamath County



## Objective 1

Support and collaborate in community prevention activities

### Measurements

1. One community event each quarter promoted as an alcohol, nicotine and drug-free event
2. Two best practices promoted annually through social media or other medium
3. One youth-based program initiated each year for three total at the end of the plan
4. One annual environmental campaign

### Strategy 1

Promote a positive community norm that alcohol consumption is not necessary at community events (This is an alcohol, nicotine and drug-free event)

#### Tasks

- Explore tobacco, nicotine, alcohol and drug prevention messaging/signage opportunities in public places
- Participate in national Alcohol Awareness Month, National Prevention Week and National Recovery Month activities

### Strategy 2

Promote best practices as a positive community norm

#### Tasks

- Research best practices
- Implement selected practices
- Create community norm that cultural practices are best practices

### United States

The 2021 America's Health Rankings report indicated the drug overdose rate was 21.5 per 100,000 population; 17.6% reported excessive drinking.

### Equity elements

Ensure messaging is available in English and Spanish, explore opportunities for use of Klamath Tribal languages, sign language and potential functional needs adaptations; promote cultural practice as a best practice; be mindful that a large number of local youth identify as Two-Spirit/LGBTQ+

- Create an environment where those in recovery are welcome and their experience builds community strength

### Strategy 3

Implement school and community-based prevention education targeting youth 12-20

#### Tasks

- Present substance use education in health classes, starting in middle school (or earlier)
- Collaborate with other local agencies providing in-school education
- Collaborate and promote youth-based prevention campaigns
- Reduce advertising and access to substances through retail environments
- Increase positive advertising, why staying clean and sober is healthy, in schools and local businesses
- Use youth activities and culture to help youth peers create a clean and sober community. Engage youth in creating the environment. (Straight Edge, Addicts to Athletes, Phoenix Multi-sport)

### Strategy 4

Decrease the continued use of substances by youth in middle and high school

#### Tasks

- Introduce suspension diversion classes, such as INDEPTH (Intervention for Nicotine Dependence, Education, Prevention, Tobacco and Alcohol and Health) at local schools. Inform all youth during the education class that these sessions are available.
- Inform youth about programs such as N.O.T. (Not on Tobacco) to learn skills to quit nicotine and reduce the risk of future use of other substances.

### Strategy 5

Collaborate with multiple local and regional agencies to provide environmental campaigns targeting underage drinking and substance use

#### Tasks

- Implement Chiloquin First campaigns, with possible expansion into other communities.
- Continue Sticker-shock campaign encouraging adults not to purchase alcohol for youth, seeking local advocates in each community.
- Educate the community on the Keep Tobacco Sacred campaign.
- Investigate ways to incorporate the trauma cycle and generational healing into the prevention, use and recovery landscape.
- Pursue policy work around increase in penalties for purchasing alcohol for youth; marijuana and alcohol products.

## Objective 2

Support and collaborate in community drug overdose prevention plan

#### Measurements

1. Two annual meetings of the multi-sector stakeholder group
2. Emergency response protocol tested, refined and in place by September 2025
3. One coordination meeting held quarterly for harm reduction efforts
4. One annual overdose prevention project

5. Increase school-based prevention programs by one each year (This could be separate programs at the same school, or a single program offered at different schools.)
6. Three partner agencies will share prevention messaging to amplify efforts at least twice annually

## Strategy 1

Engage a multi-sector stakeholder group to assist with drug overdose prevention initiative

### Tasks

- Gather input, consensus, and approval from key stakeholders including, but not limited to: emergency department, law enforcement, emergency medical service (EMS), addictions treatment specialist, medical provider, Local Public Safety Coordinating Council (LPSCC) board members, emergency manager, health promotion and prevention staff, the justice system, Klamath Tribes
- Convene 6 meetings with the overdose coalition (host emergency meeting as necessary)
- Identify new coalition members (rural EMS departments, recovery organizations, Behavioral Health Resource Network (BHRN) members) recruit to join the overdose coalition group
- Enhance data sharing across public health and public safety partners, such as law enforcement, first responders, emergency rooms, fire department, etc.
- Develop or strengthen programmatic partnerships to leverage the resources and expertise of law enforcement officers (LEO), first responder organizations, and rural fire departments. (for example, clearinghouse, hand out Narcan)
- Collaborate with community partners, supporting and promoting the related work of each. These include, but are not limited to, Klamath Basin Behavioral Health, Sky Lakes Medical Center, Klamath County Office of Emergency Management, Red is the Road to Wellness, Community Corrections, Klamath County Sheriff's office, Klamath Tribes, Klamath Falls Police Department, Chiloquin Fire, Circuit Court, Lutheran Community Service, Transformation Wellness, Bestcare, Tayas Yawks, City and County Schools, Citizens for Safe Schools, Healthy Klamath, Oregon Health Authority, Lake County, Local Alcohol and Drug Planning Committee, LPSCC, Klamath County

## Strategy 2

Implement overdose emergency response protocols. Use data to alert and inform community partners of overdose spikes and clusters.

### Tasks

- Gather input, consensus, and approval from key stakeholders including, but not limited to: emergency department, law enforcement, EMS, addictions treatment specialist, medical provider, Local Public Safety Coordinating Council (LPSCC) board members, emergency manager, health promotion and prevention staff, the justice system, Klamath Tribes
- Conduct tabletop exercise to test plan
- Modify plan as needed based on table top exercise
- Create after action reports based on table top findings
- Create memorandum of understanding between partners to adopt plan
- Expand and train 1 new partner each quarter on Overdose Detection Mapping Application Program (ODMAP) within the county with support from law enforcement, EMS and other local rural partners (4 partners total).
- Expand systems-wide overdose emergency response plans among physical, mental, and behavioral health providers, hospitals, emergency departments, first responders, treatment and recovery systems, corrections and other providers as appropriate.

### Strategy 3

Coordinate naloxone and other harm reduction strategies to prevent overdoses in the county by assessing or coordinating naloxone availability and partnering with harm reduction organizations, first responders, clearing house recipients and people who use drugs.

#### Tasks

- Host naloxone trainings for 2 new partners each quarter agencies/businesses/ community action teams.
- Identify 2 new agencies/ businesses willing to have a naloxone “first aid” kit in their building for a total of 8 new locations.
- Identify additional funding sources for ordering naloxone. (for example: clearinghouse, grants)
- Address stigma around drug use through activities such as media campaigns, etc.
- Recruit local organizations to receive clearinghouse supplies, such as Narcan.
- Build and strengthen relationships with organizations that received clearing house supplies to further overdose prevention work
- Outreach/activities to get the word out about local resources, harm reduction efforts, Living Well, and addressing stigma

### Strategy 4

Develop and implement sustainable overdose prevention projects such as strengthening linkages to care.

#### Tasks

- Connect harm reduction resources for inmates released from jail.
- Develop a post-overdose protocol to improve opportunities to link people to care following a non-fatal drug overdose.
- Analyze strength, feasibility of Healthy Klamath Connects referral platform for Klamath County.
- Operationalize referral system (Healthy Klamath Connects referral platform)
- Test referral system
- Announce referral system go-live via partner staff meetings, newsletters, press release, social media, health alert network
- Work with County and City schools to create a naloxone policy

### Strategy 5

Expand local school-based prevention programs.

#### Tasks

- Engage with schools (such as Sources of Strength) to determine programming for youth. Identify opportunities to partner and assist with prevention messaging.
- Engage with youth-serving organizations to determine partnership opportunities.
- Develop campaign messages — ensure linguistically and culturally responsive — social media, audio/visual, and print
- Roll out campaign.

### Strategy 6

Expand local prevention messaging, empowering individuals to make safer choices.

#### Tasks

- Engage with youth-serving organizations to determine partnership opportunities.

- Develop campaign messages- ensure linguistically and culturally responsive — social media, audio/visual and print
- Roll out campaign.
- Promote the Good Samaritan Law so people know they will not be held responsible for being in the vicinity of illegal drugs
- Share lived experience stories, including parents who have used with their children; youth who have their own inspirational story; those who have overcome generational use or addiction
- Homeless outreach
- Explore opportunities to work with pharmacies