

Practical Steps to Engage & Equip Communities to Better Address the Opioid Crisis

INSIGHT *FORMATION* INC.

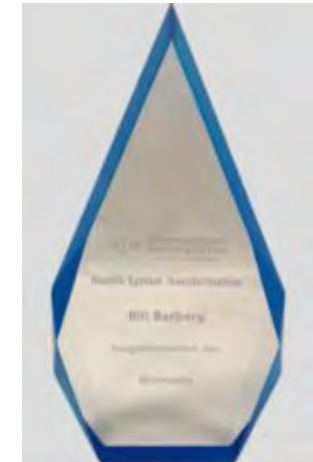
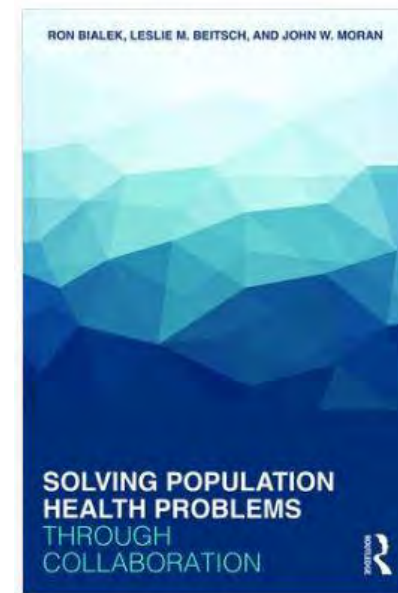
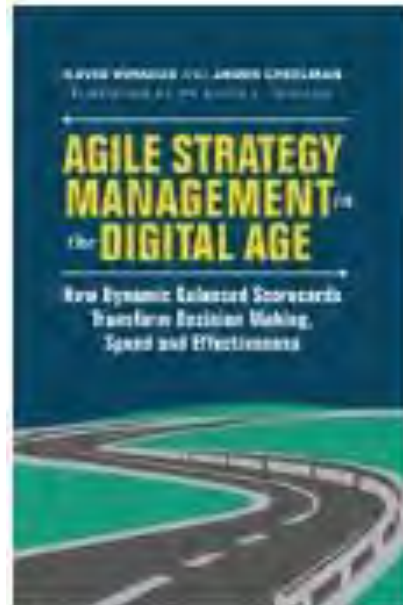
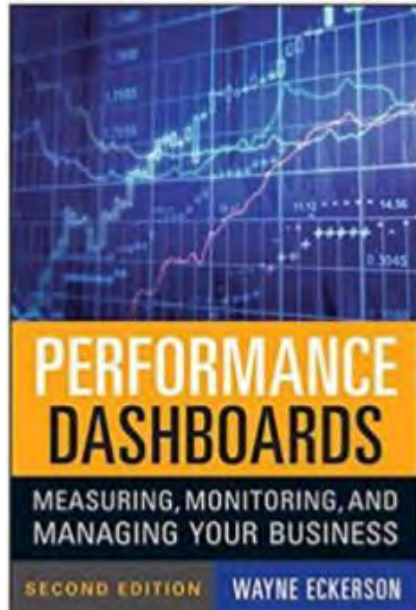
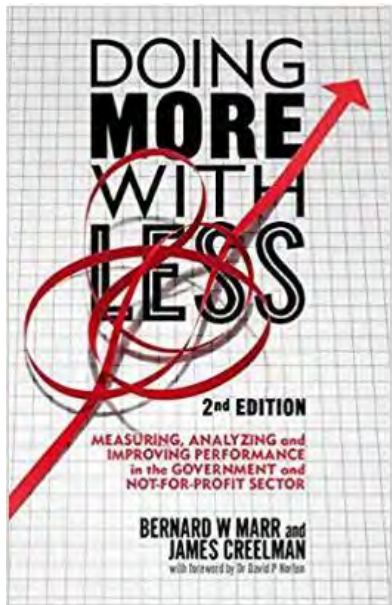
Bill Barberg, President & Founder



Today's Speaker: Bill Barberg



Bill Barberg
President & Founder,
Insightformation, Inc.



**2018 Health System
Transformation Award**
Communities Joined in Action

Practical Steps to Engage & Equip Communities to Better Address the Opioid Crisis

INSIGHT *FORMATION* INC.

Bill Barberg, President & Founder



Issues We Help Address

- *Population Health Strategies*
- *Public Health Performance Mgmt*
- *CHNAs, CHAs and CHIPs*
- *Opioid & Heroin Crisis*
- *Chronic Disease Prevention*
- *Educational Success*
- *Neighborhood Revitalization*
- *Affordable Housing/Homelessness*



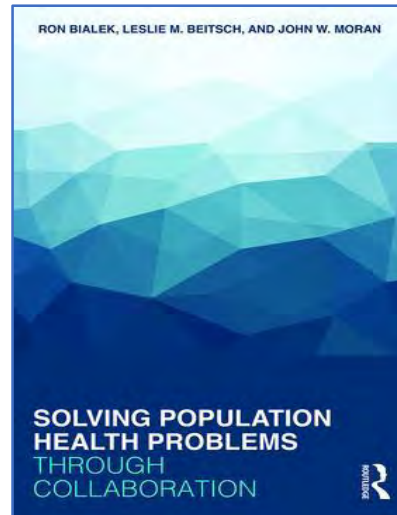
How We EQUIP Communities

TECH + TRAINING + TOOLS

*Award-winning
InsightVision
software to plan,
implement, and
monitor strategy
and performance*



*Industry-leading
training*



*Templates, webinars,
white papers,
resource commons
& more to accelerate
implementation*



**Chapter 22: Implementing
Population Health
Strategies**

The Right Tools are Key to Success!

- Different Tools for Different Purposes

- Auto Mechanic
- Carpenter
- Surgeon
- Dentist



- Many Different Tools Used to Improve Population Health

- Academic Research Tools (RCTs, statistical models)
- Program Evaluation Tools (Logic Models, SMART Goals, Work plans, Annual Reports)
- Quality Improvement (QI) Tools (Six Sigma, PDSA, Run Charts, etc.)
- Public Health Epidemiology
- Clinical Tools (Electronic Medical Records, Health Information Exchanges)
- *Organizational* Strategic Planning

The Need for New Tools and Techniques

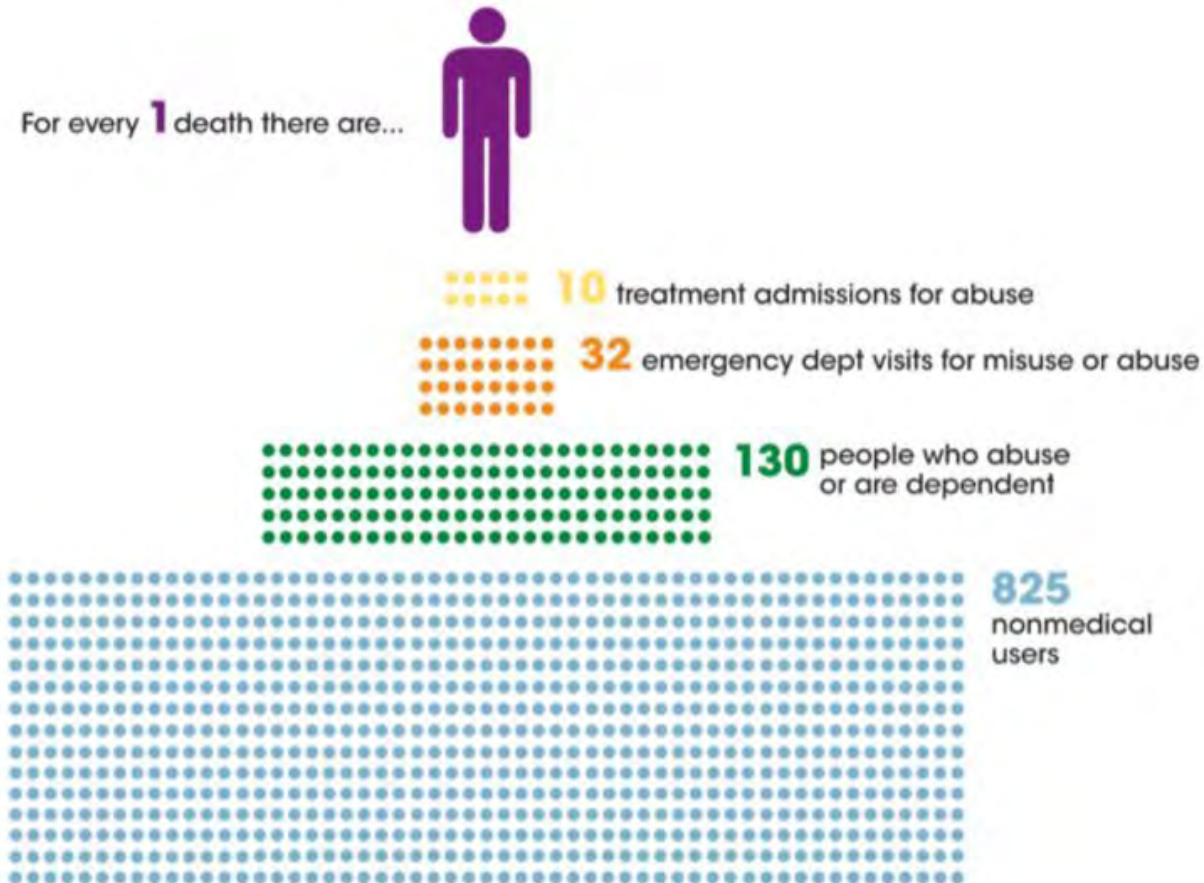
- The Challenges of Implementing Community Health Improvement Plans
- Very Complex Challenges
 - Health Equity
 - Chronic Diseases
 - Substance Misuse and Addiction
 - Social Determinants of Health
- “Moonshots” take different techniques
- Emerging Concepts to Address the Challenges
 - Collective Impact
 - Strategic Philanthropy for a Complex World
 - The Dawn of System Leadership
- Public Health Workforce Gaps
 - Strategic skills
 - System Thinking



Five Tools for Addressing the Opioid Crisis

- The **Framework**: Master Strategy Map Template
- The **Toolkit**: The Opioid Coalition Resource Hub (OCRH)
- The **Process**: The Community Coalition Accelerator (CCA)
- The **Management System**: InsightVision
- **Scalable Training**: E-Learning using Thinkific

About 130 People are Dependent for Each Death



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

SAMHSA NSDUH, DAWN, TEDS data sets

Coalition Against Insurance Fraud. Prescription for Peril.

<http://www.insurancefraud.org/downloads/drugDiversion.pdf> 2007.

Office of the
Governor



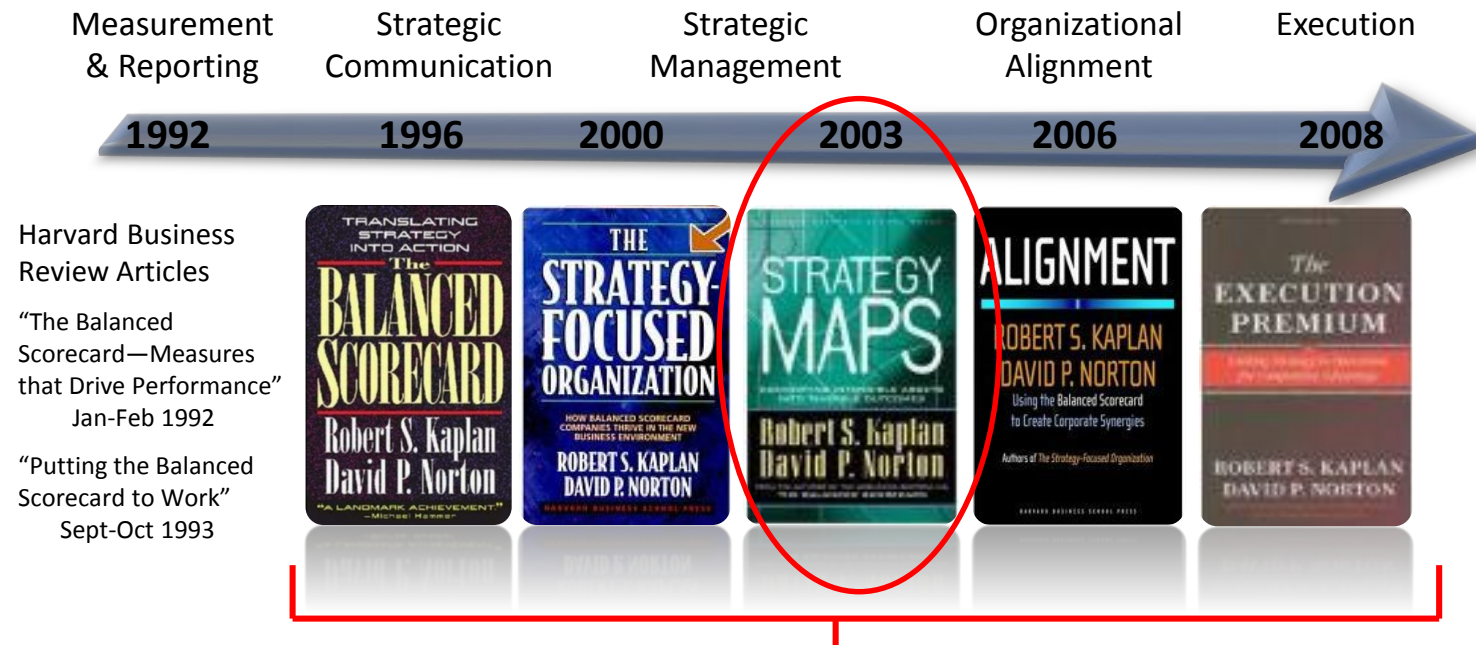
Case Studies of Using these Tools

- **MiHIA (Michigan Health Improvement Alliance)**
- **Jefferson City, Missouri**
- **Washoe County, NV**
- **State of Wyoming (Prevention Management Organization, Wyoming State Health Department)**

Characteristics of the New Tools

- Aspiration-based rather than problem-focused
- System Thinking (rather than looking for pump handle)
- Community Strategic Planning (rather than organizational)
- A Robust Framework rather than a narrow focus
- The Ability to Zoom in and Zoom out
- Fostering “generative” conversations
- Scalable and affordable (or free)

Strategy Maps: The Key to Strategy Execution



A Rich History of Research Supporting these Techniques

A History of Achieving Breakthrough Results

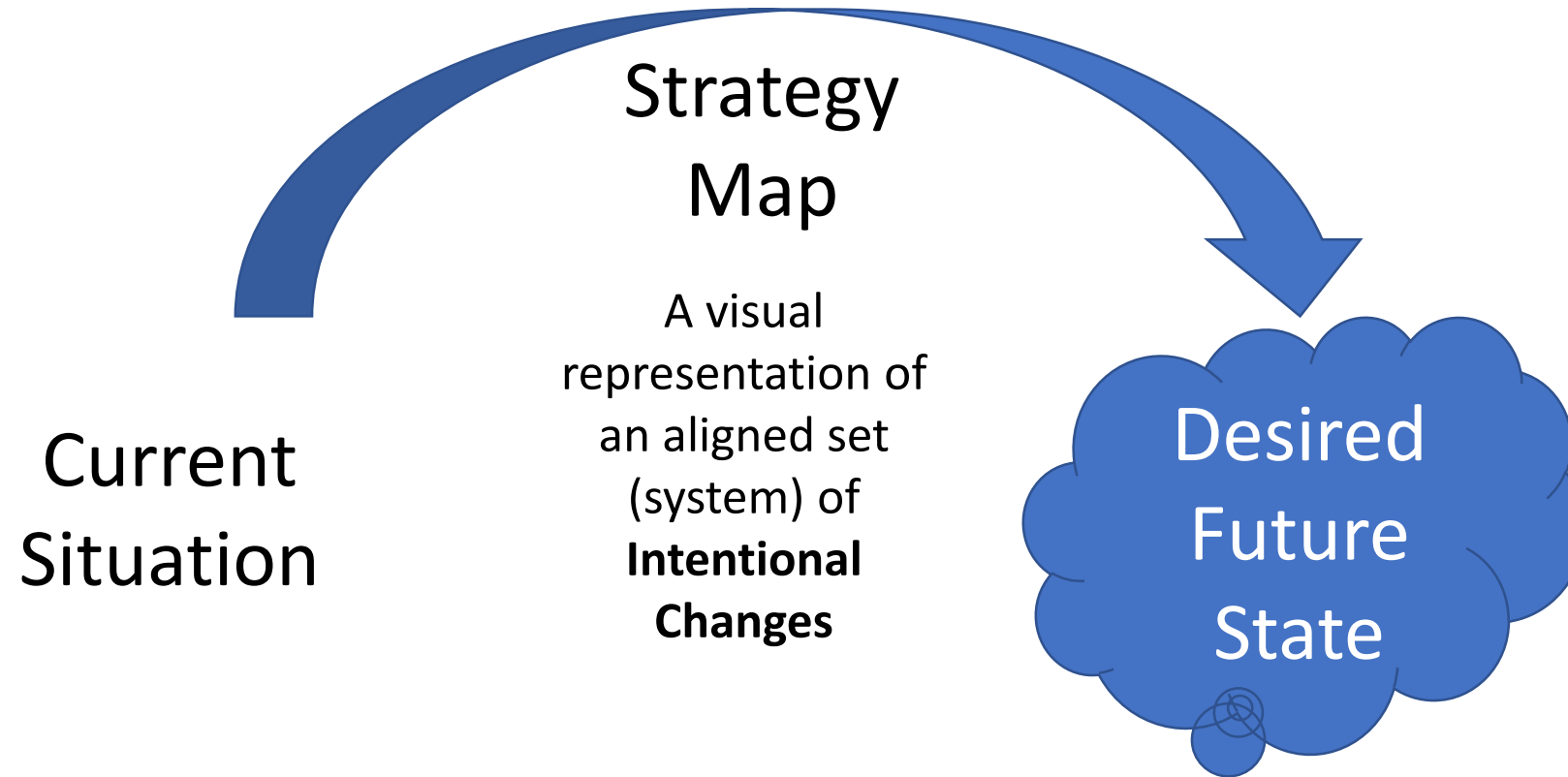
Palladium Balanced Scorecard Hall of Fame for Executing Strategy

A collection of over 180 stories of success.

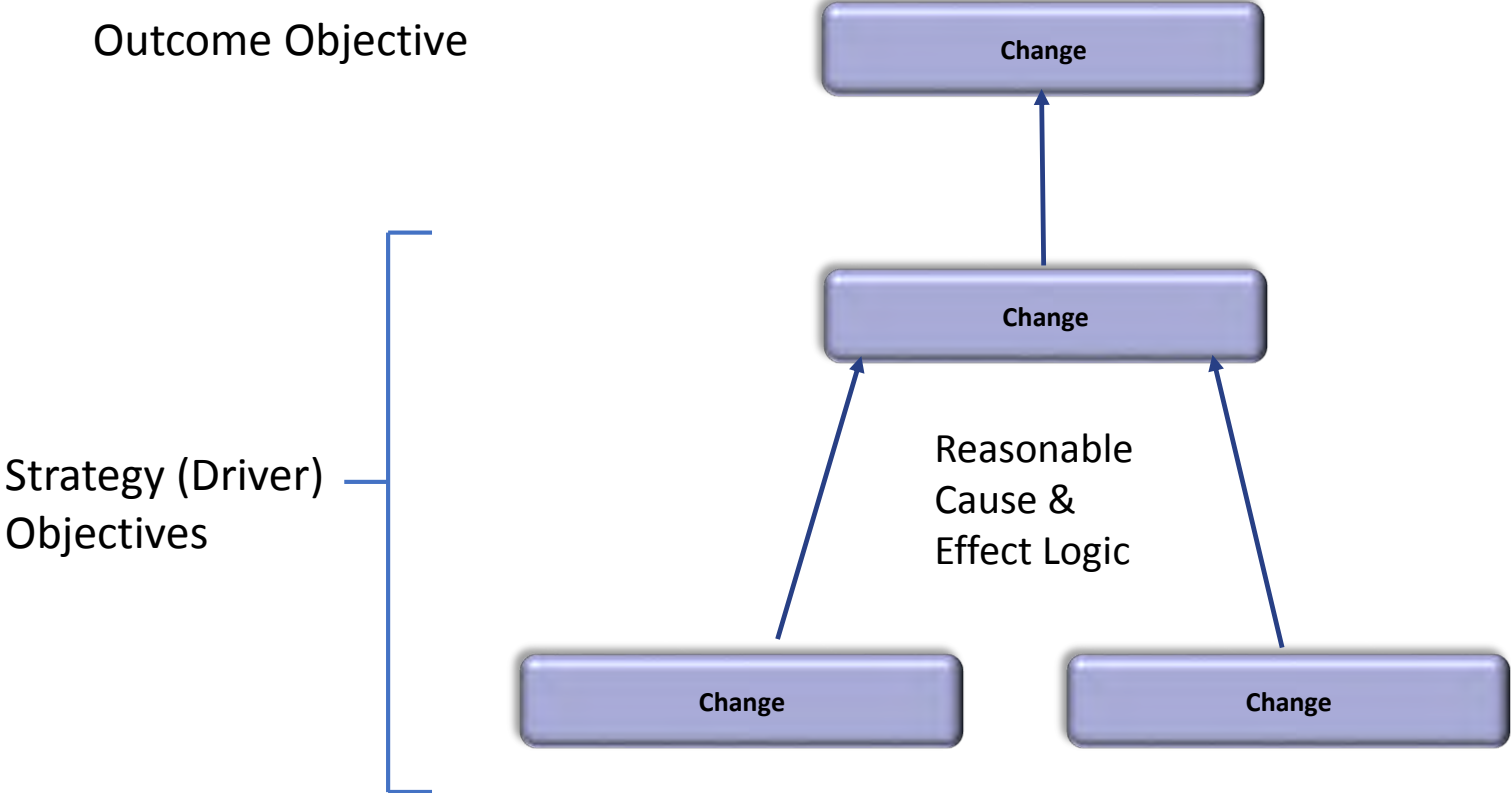
An unparalleled source of best practices.



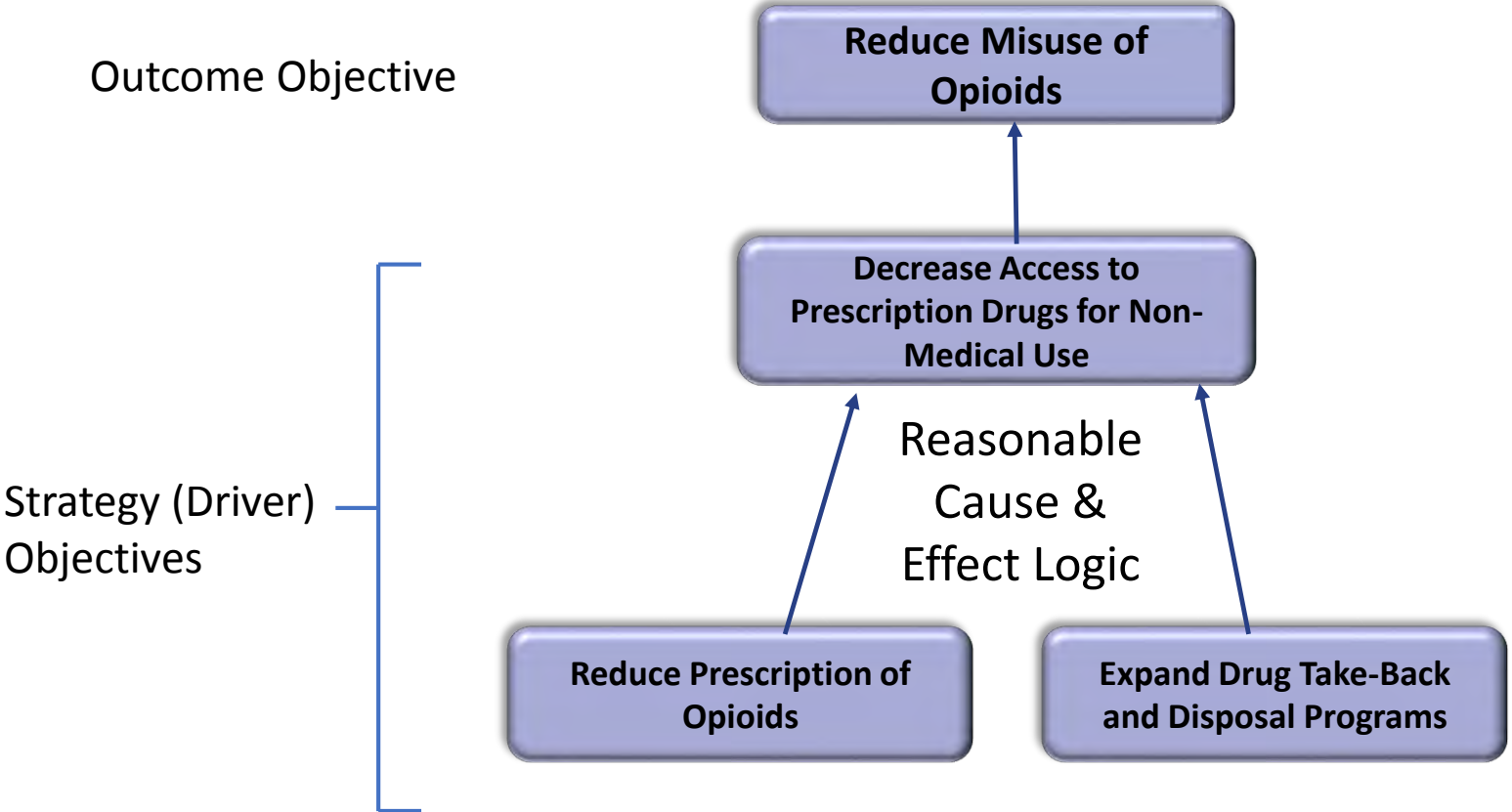
What is a Strategy Map?



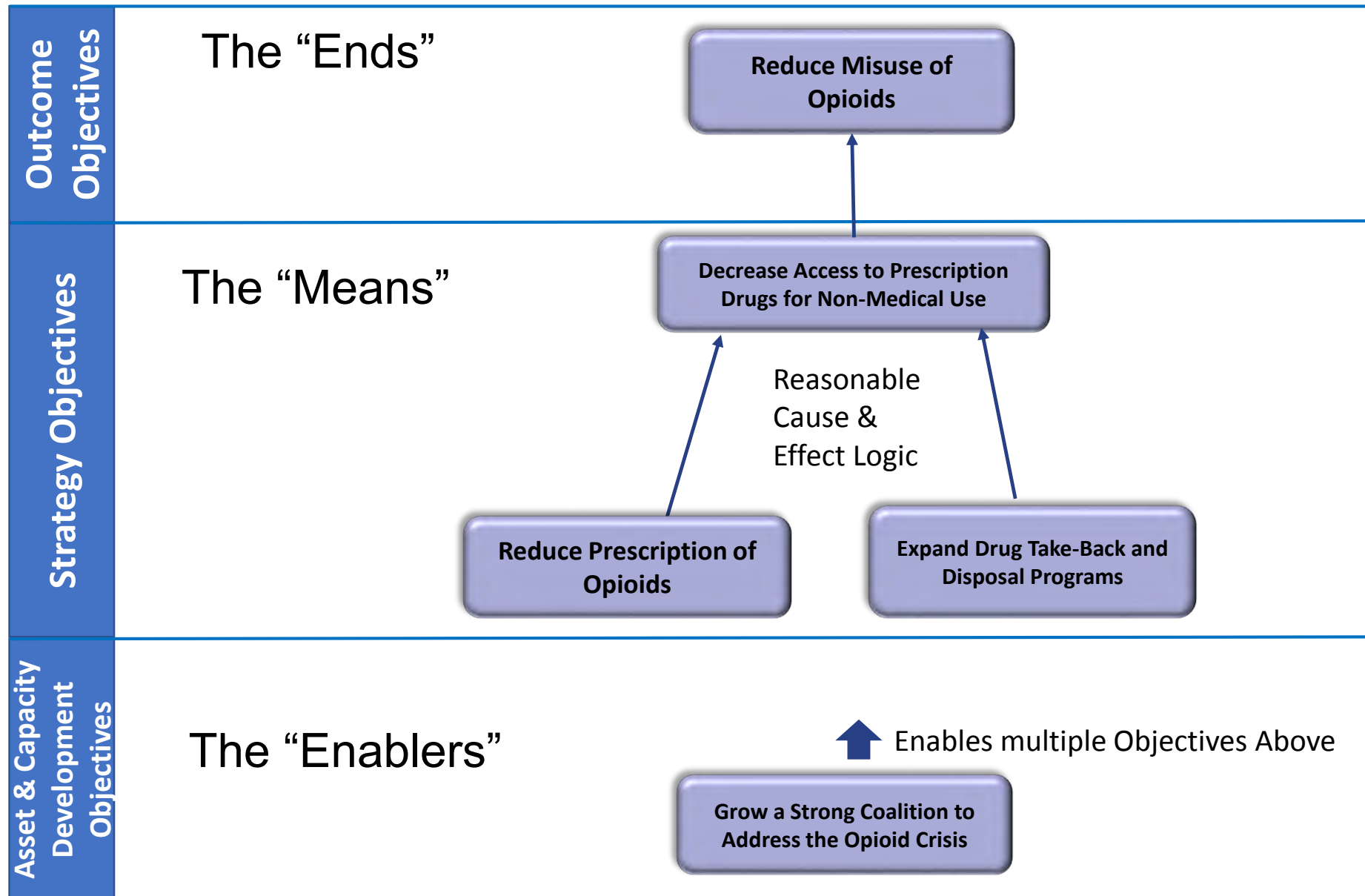
Objectives: The Building Blocks of Strategy Maps



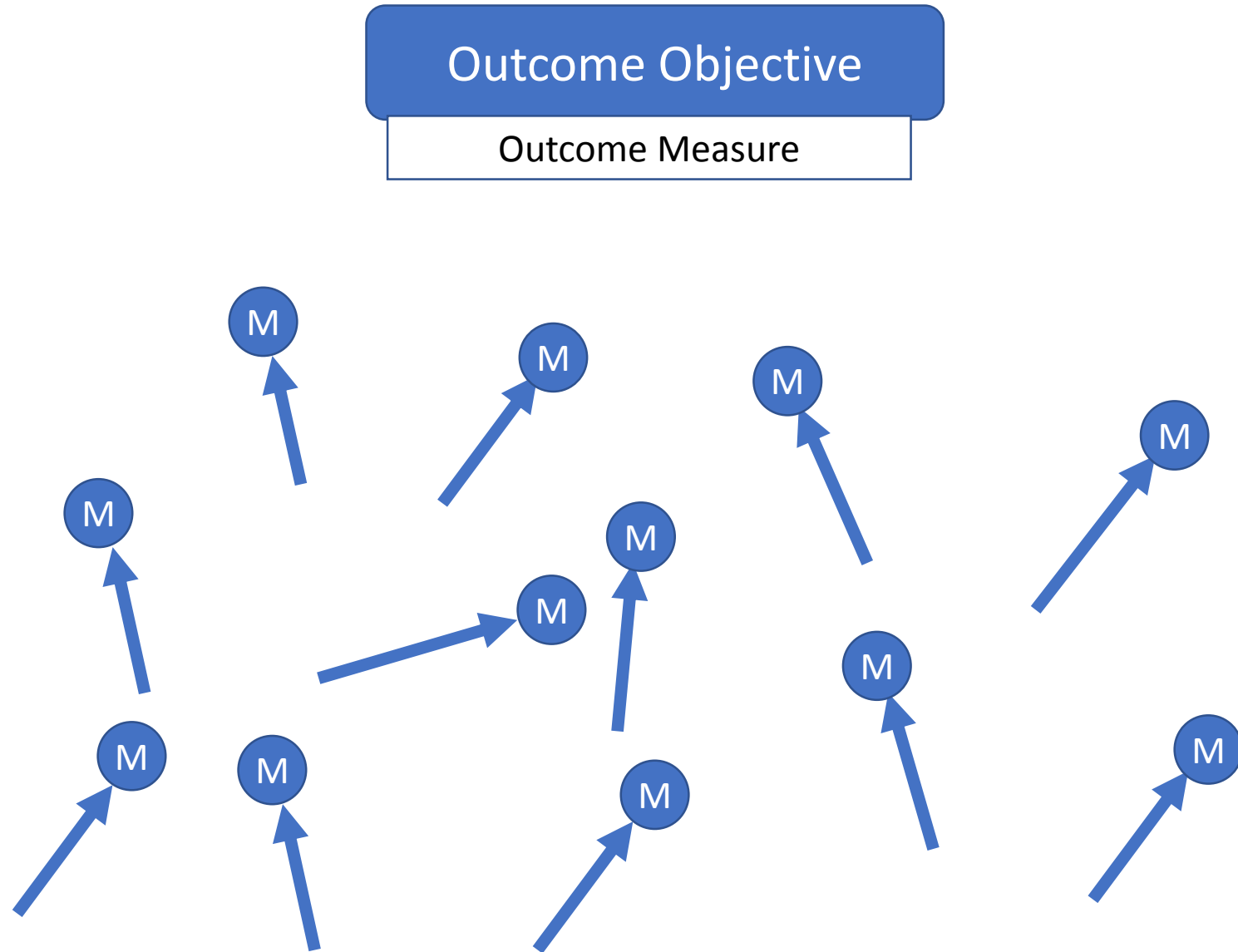
Objectives: The Building Blocks of Strategy Maps



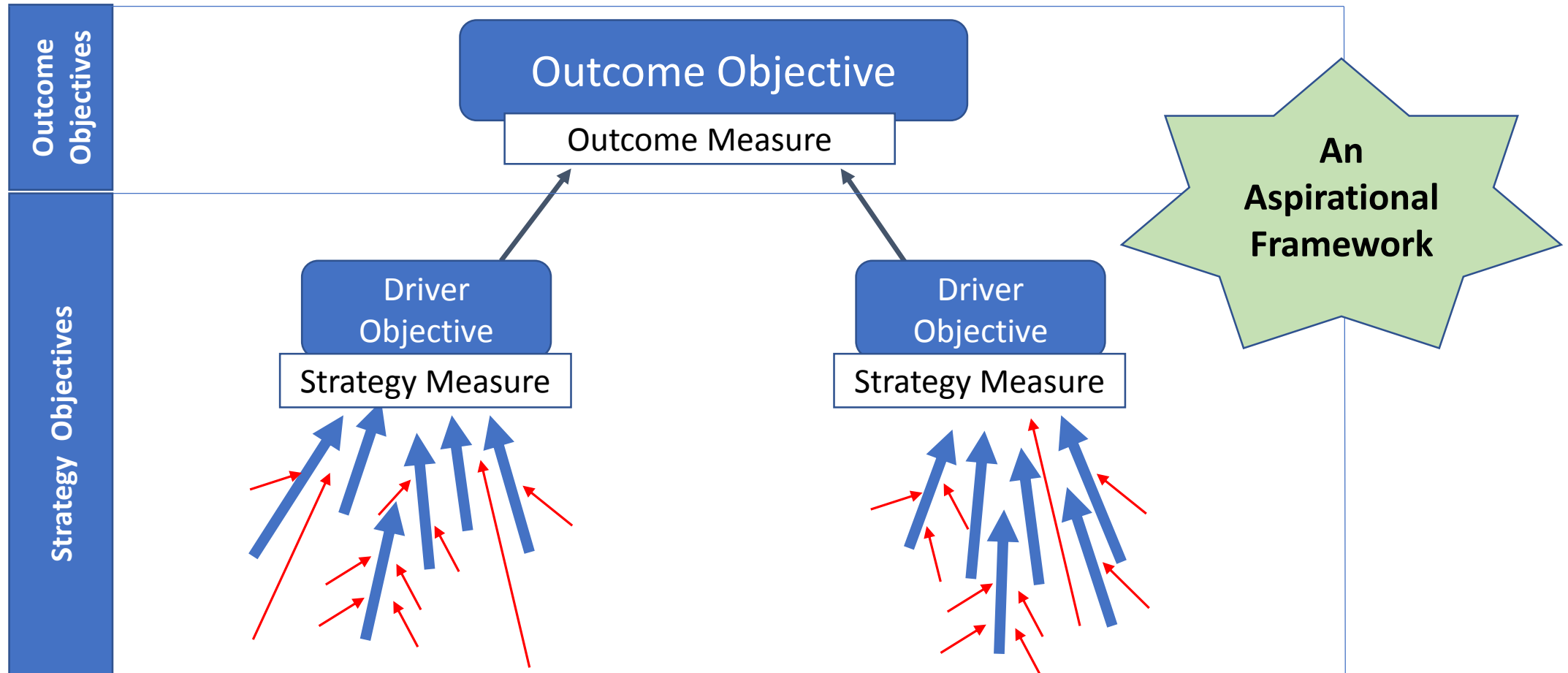
A Story of Intentional Change



Alignment Challenges without Strategy Measures



The Power of Community Strategy Measures

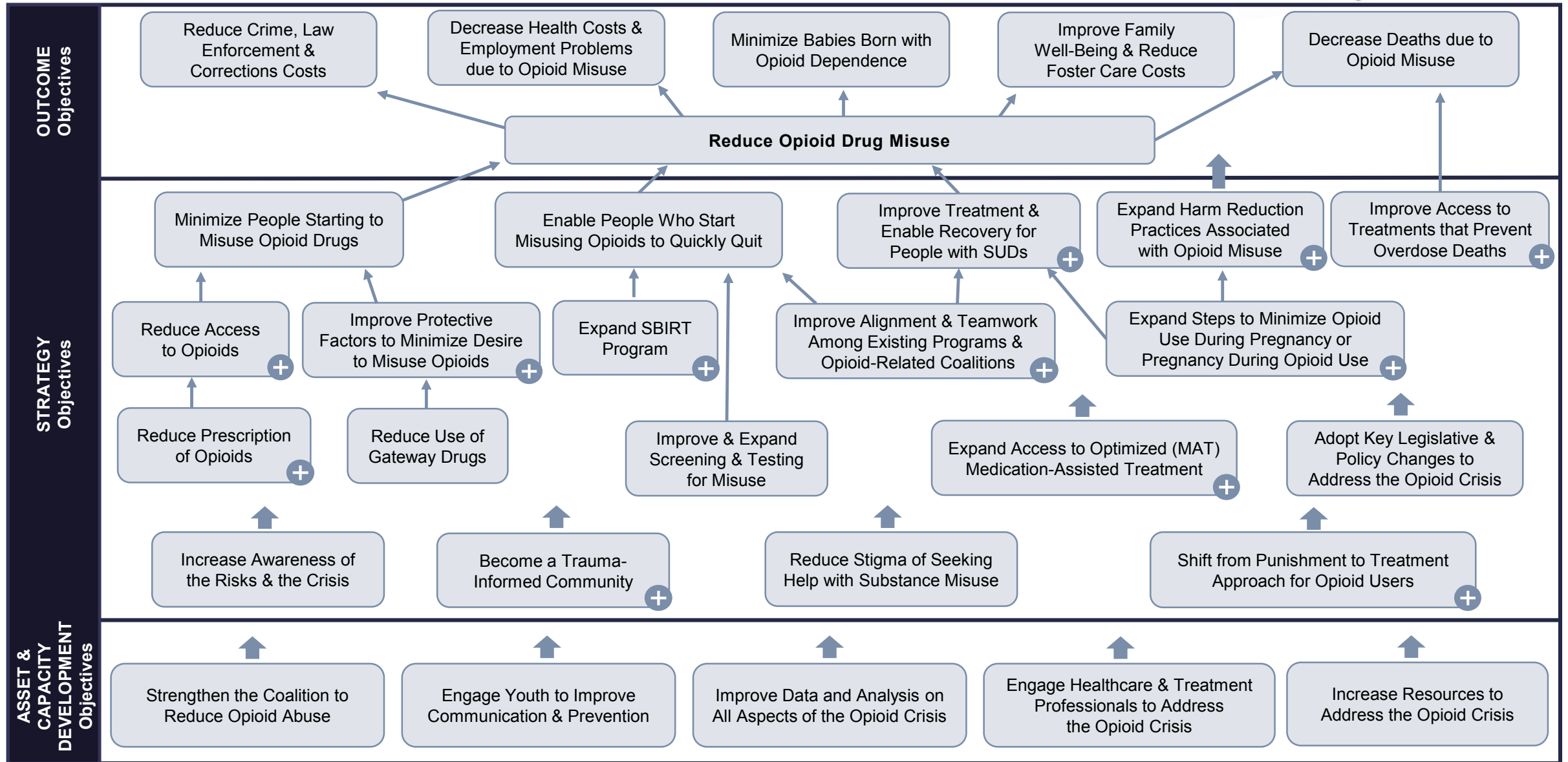


Important Shift: From either Grant-Centered or Action-Centered, to Strategy-Centered

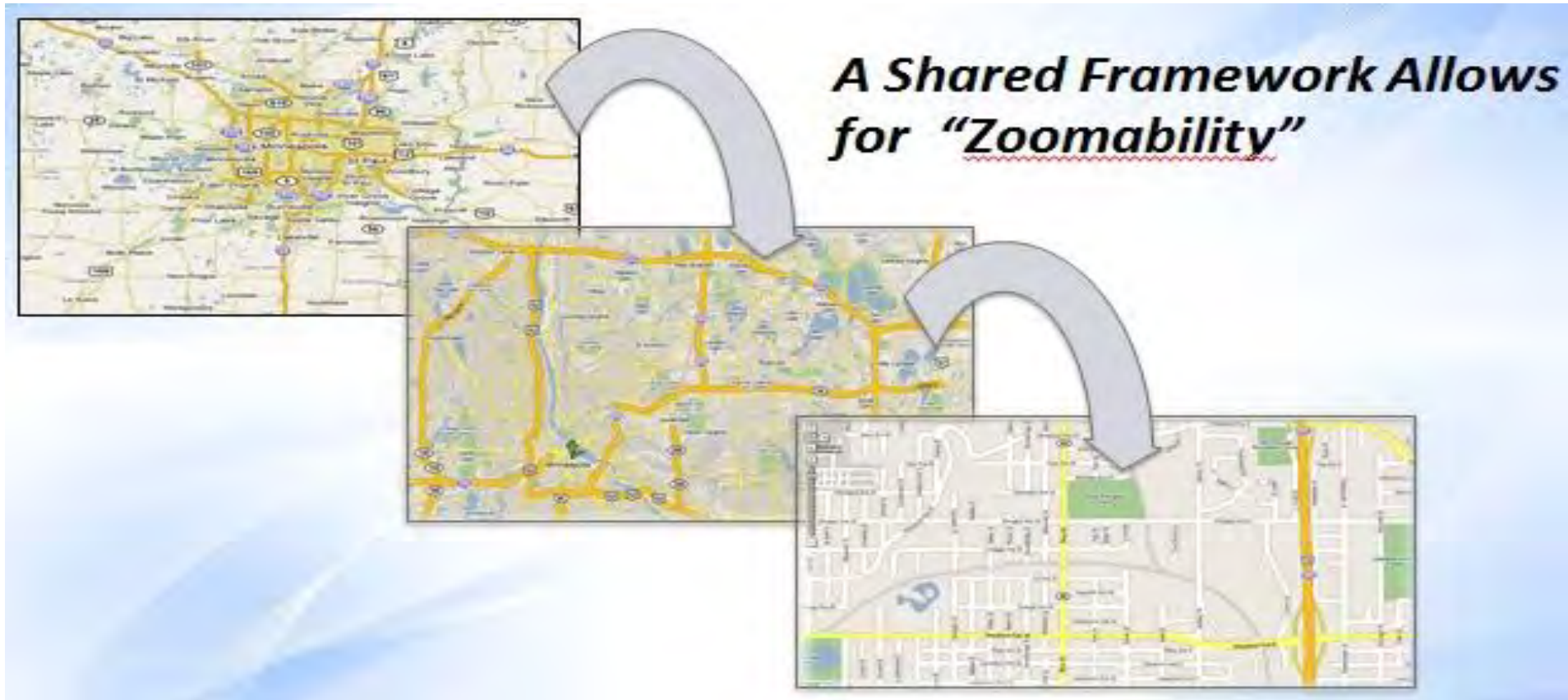
Established Definitions of Strategy Management Terms: OMTA

- **Objective** (The building block of the strategy maps)
 - Describes a CHANGE you desire to accomplish
 - Increase employment opportunities for people in recovery
 - Often has a “from-to gap” description of the change
- **Measure**
 - Monitors progress towards achieving the Objective
 - % of people with jobs 90 days after leaving treatment
 - Has a trend of data points, **Targets**, and color bands
- **Actions** (or Initiatives or Activities or Projects)
 - Work being done. Start & End Date. Budget.
 - Do a recruitment campaign to find employers willing to hire people in recovery
 - Launch program to provide training & support to employers
 - Train recovery coaches to help with job placement & retention
 - Measured by % complete

COMPREHENSIVE STRATEGY to address the Opioid, Heroin & Fentanyl Crisis

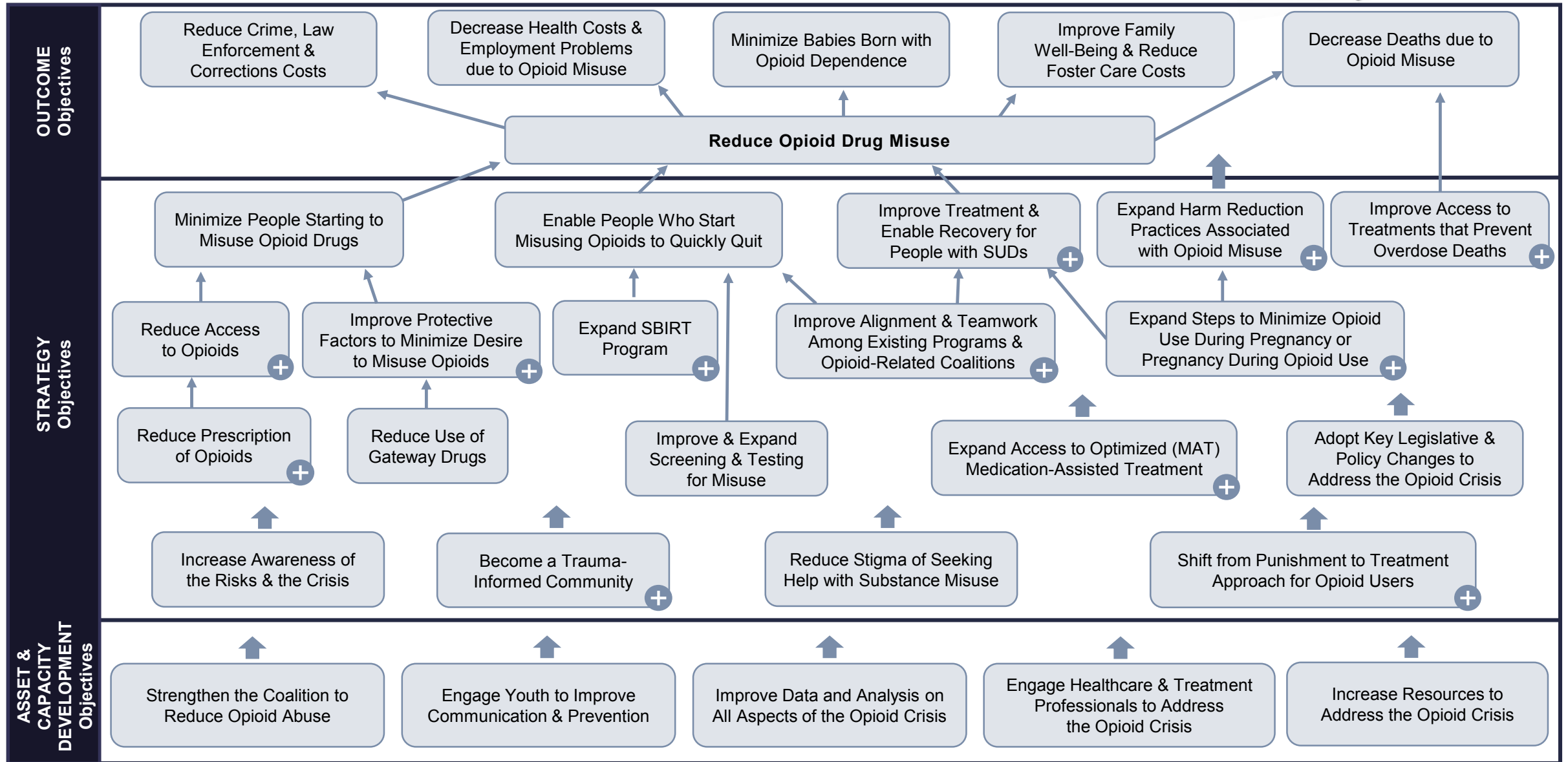


Think about Google Maps

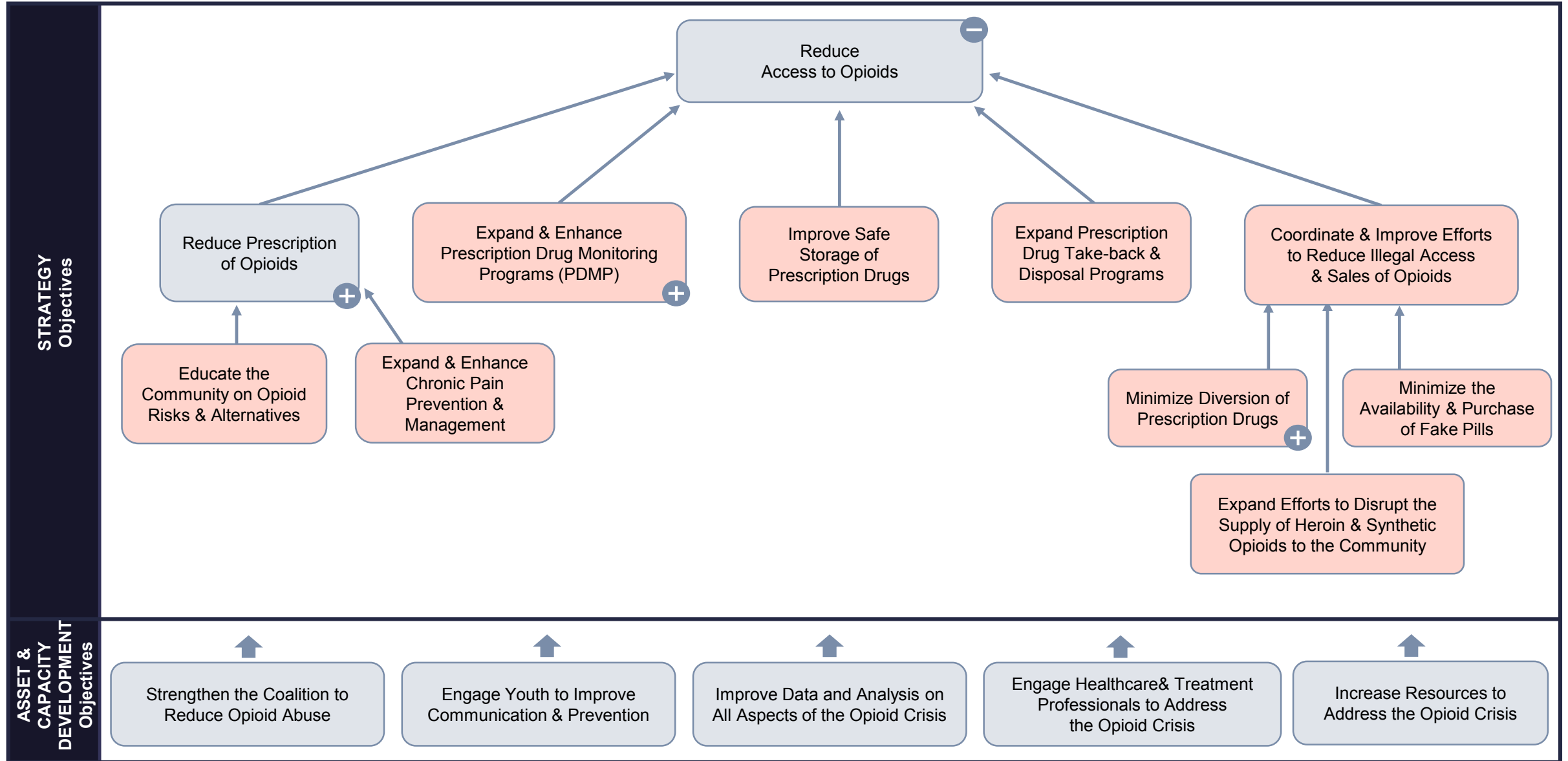


Manage huge amounts of information without being overwhelmed

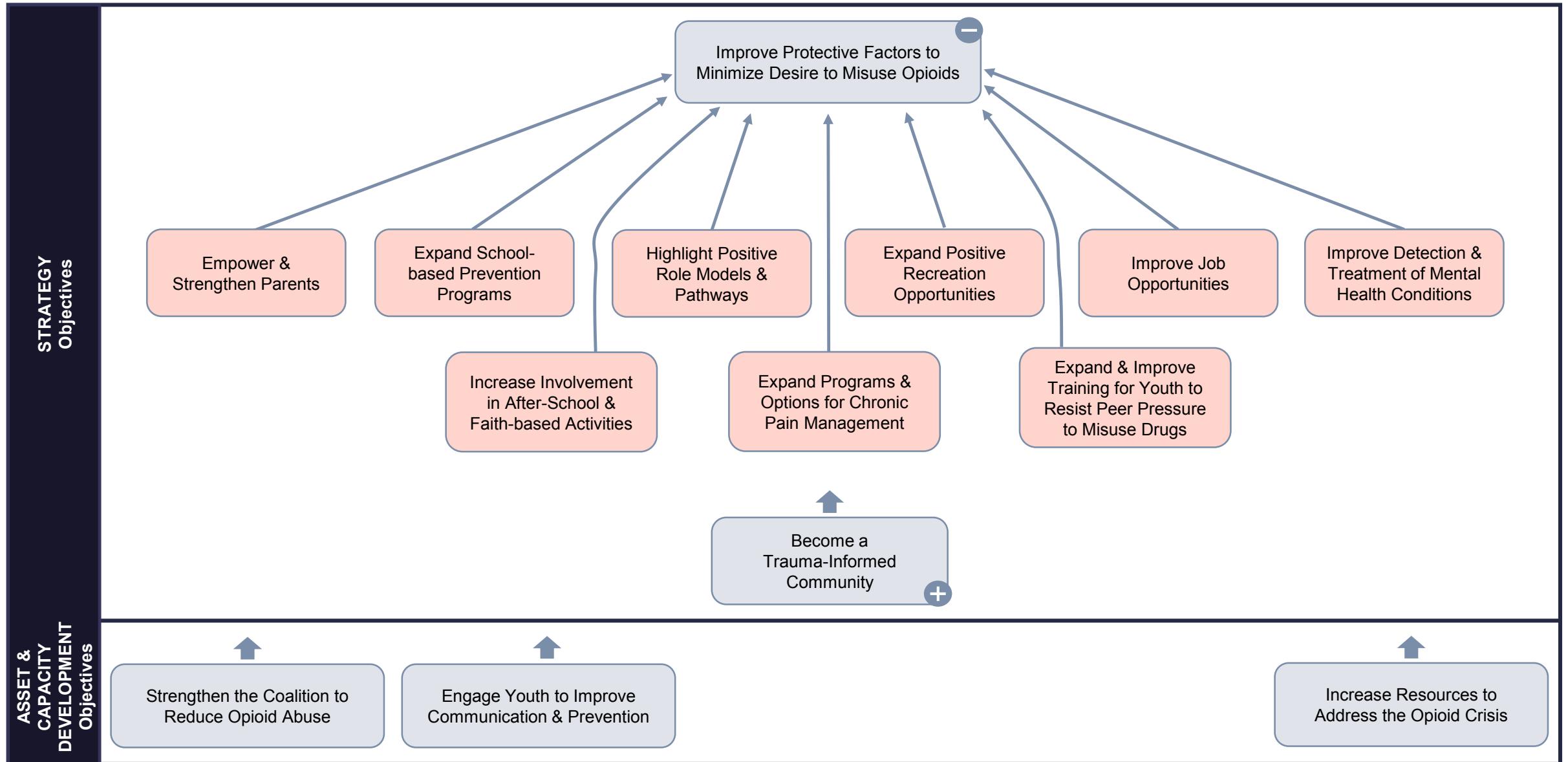
COMPREHENSIVE STRATEGY to address the Opioid, Heroin & Fentanyl Crisis



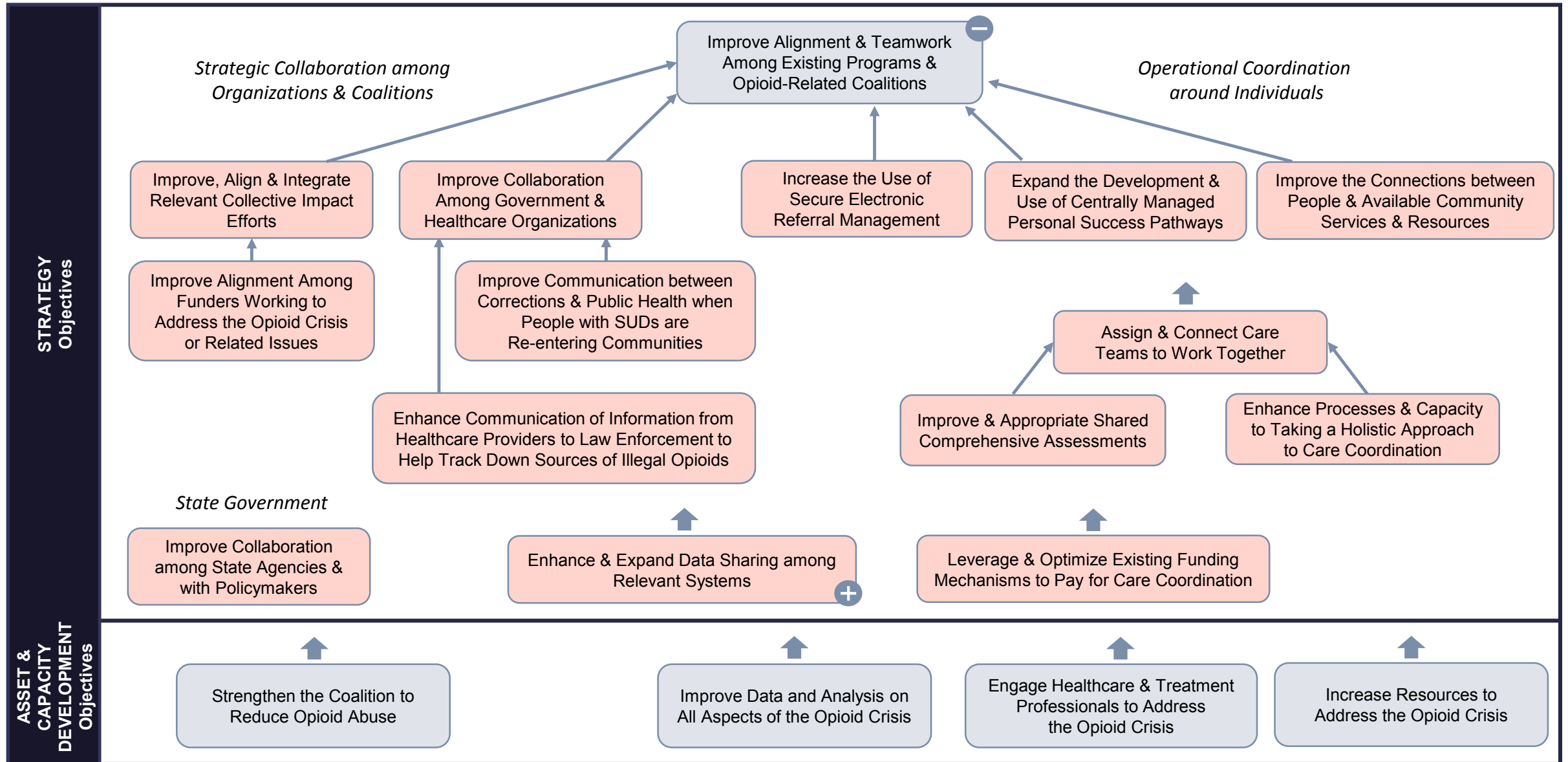
STRATEGY to reduce access to opioids



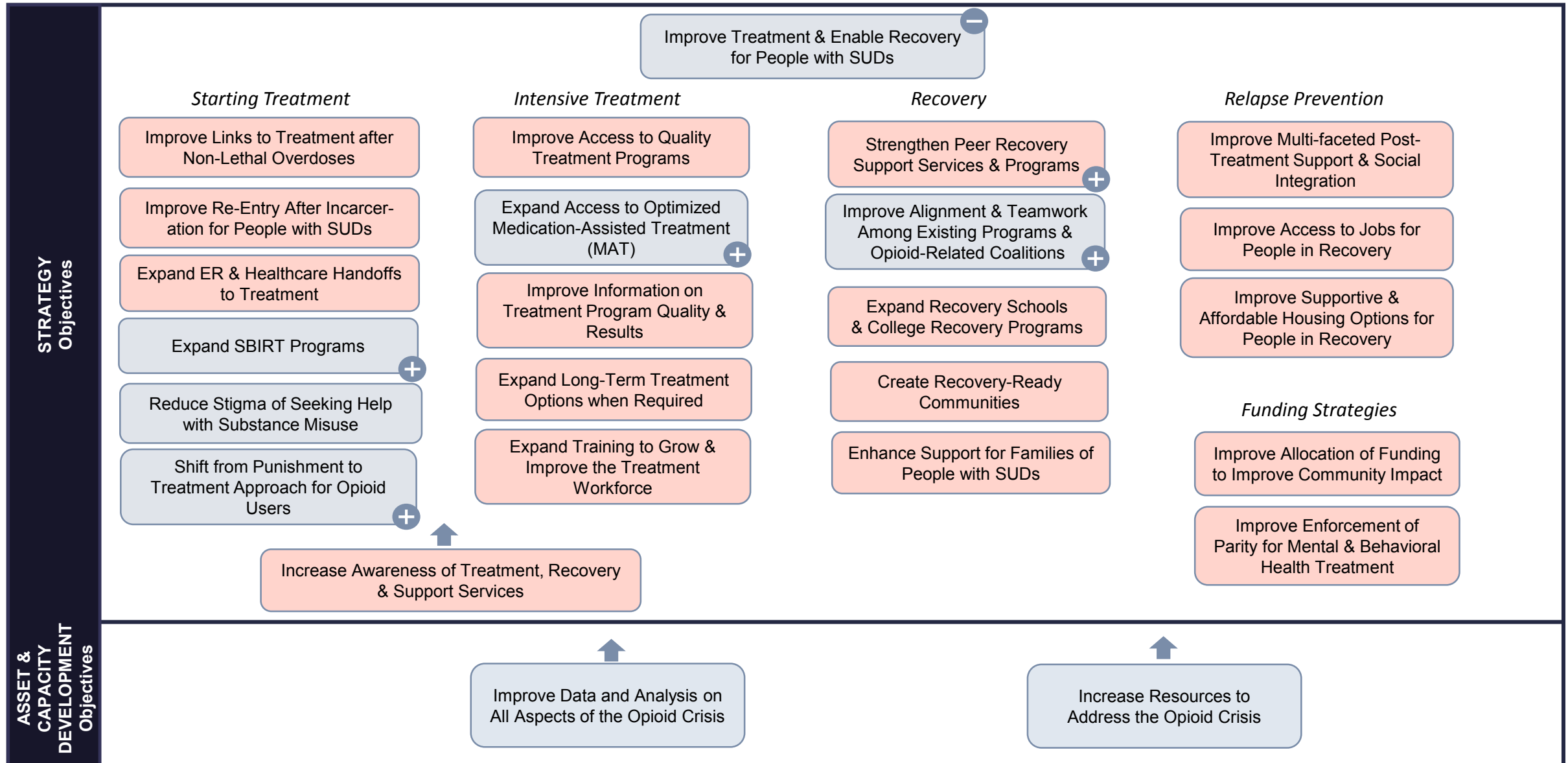
STRATEGY to improve protective factors to minimize desire to misuse opioids



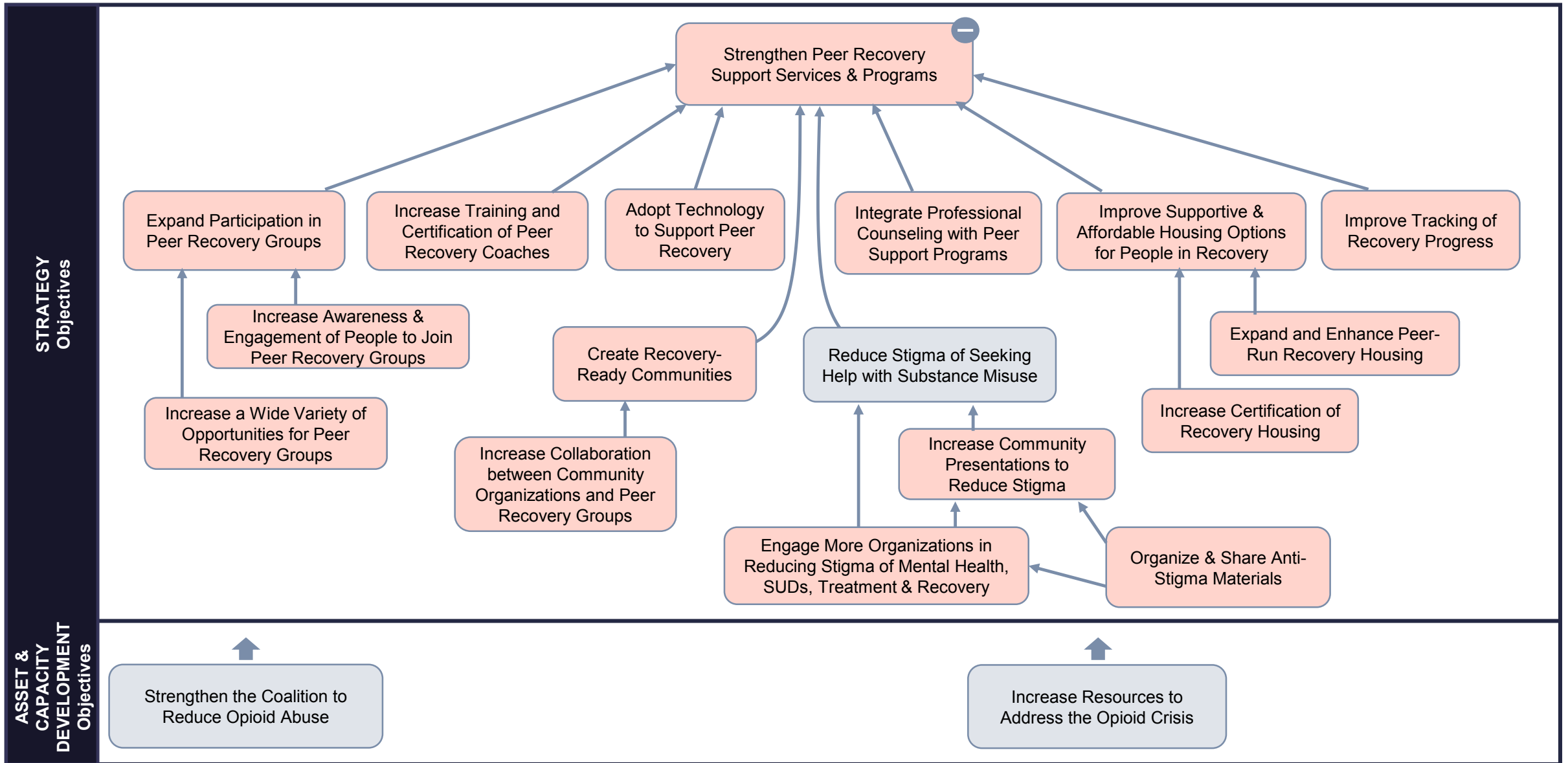
STRATEGY to improve alignment & teamwork



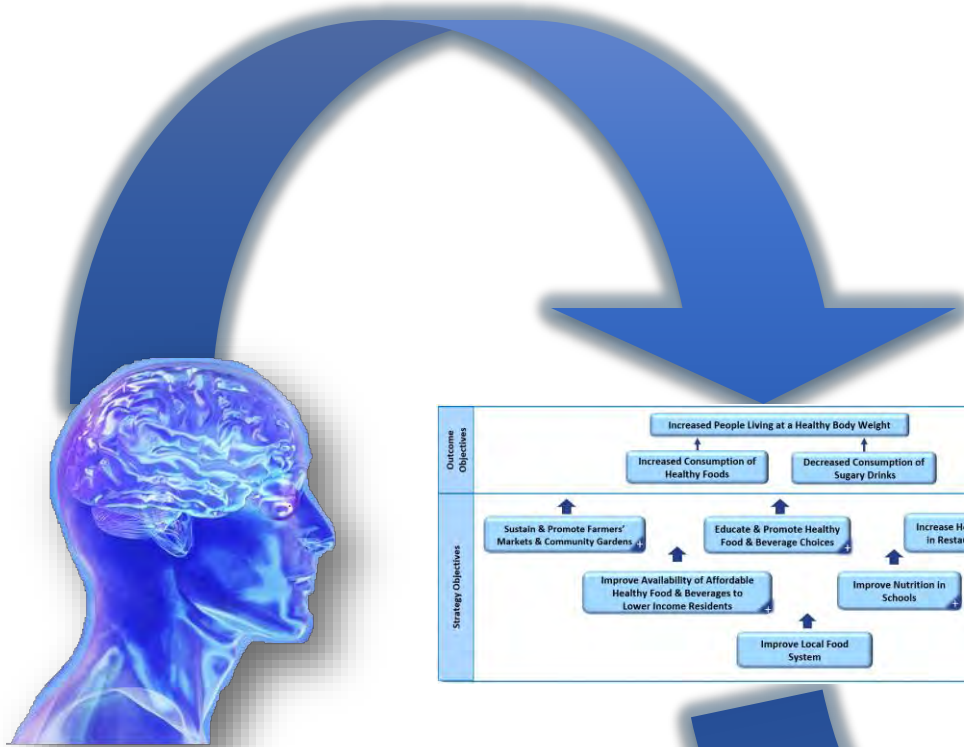
STRATEGY to improve treatment & enable recovery for people with SUDs



STRATEGY to Strengthen Peer Recovery



Use Strategy Maps to Clarify & Communicate



Staff and Community Partners



The Best Collective Thinking of Steering Committee Leaders



Strategy Maps & Scorecards Promote Communication

*Effectively engage
community organizations
& individuals for input
and engagement*



**Steering Committee
Leaders**



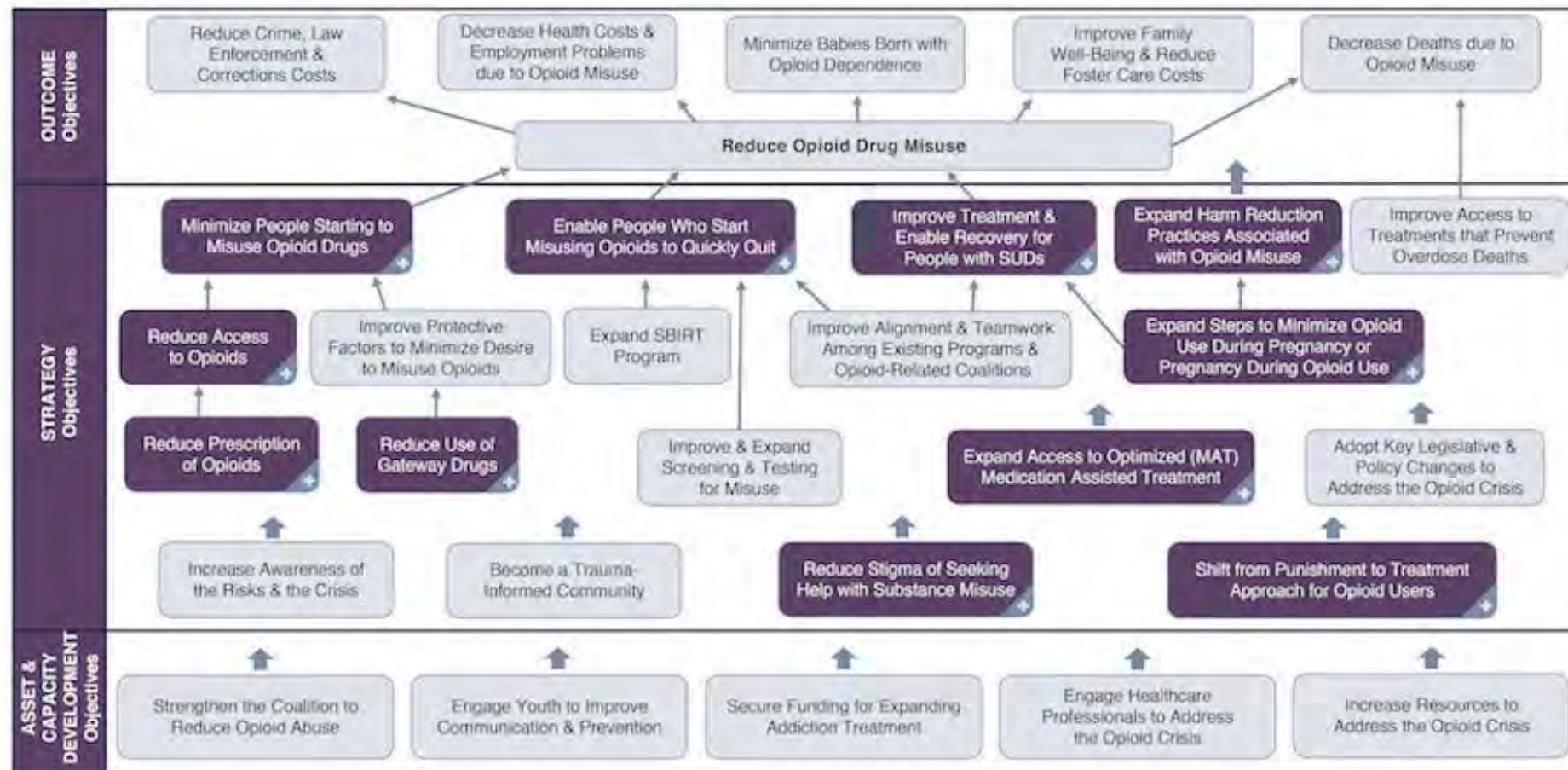
**Staff and Community
Partners**



Strategy Map (from the Template)



COMPREHENSIVE STRATEGY to address Opioid + Heroin Abuse



Key Benefits of Strategy Maps

- **A Stable, Streamlined Strategic Framework**
 - Doesn't contain the specific actions
 - Doesn't include the measures or targets
- **Improved Understanding of the Strategy**
 - Clarifies *System Thinking*
 - Each Objective has more details
- **Organizes Other Details for Strategy Management**
 - Powerful set of measures (outcomes and drivers)
 - Organize Mutually Reinforcing Activities
 - Structure for the Opioid Coalition Resource Hub
- **Ideal Tool to Create a “Common Agenda”**
 - The Strategy is not just the things that the coalition does.
 - It is the framework to organize the efforts of the community over several years

Five Tools for Addressing the Opioid Crisis

- ✓ **The Framework:** Master Strategy Map Template
- **The Toolkit:** The Opioid Coalition Resource Hub (OCRH)
- **The Process:** The Community Coalition Accelerator (CCA)
- **The Management System:** InsightVision
- **Scalable Training:** E-Learning using Thinkific

Building a Playground in a Day



Building a Playground in a Day



Building a Playground in a Day



Building a Playground in a Day



How Do They Do It?



- Could 300 people just show up and build a playground?
- It requires systematically breaking a big project into many smaller jobs that all work together.
 - The zoomable **Strategy Map** does that for the Opioid Crisis.
- Create a culture of *“We can do this if we all work together!”*
- Don’t try to keep everyone up to speed on the details of everything going on. Divide & Conquer!
- Volunteers need to be equipped with tools
 - The **Opioid Coalition Resource Hub (OCRH)** provides tools

What Kind of Tools to Coalitions Need?

- **General Information**
- **Examples, case studies, lessons learned**
- **Research information relevant to coalitions**
- **Tools, toolkits, checklists, draft action plans**
- **Media and files to modify**
- **Objective details (descriptions, From-To Gaps)**
- **Potential Measures (calculations, data sources, rationale)**
- **Partner ideas & outreach materials**
- **Sample E-mails, FAQs, presentations, website text, images**

The Opioid Coalition Resource Hub



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Site Introduction

Welcome to the Opioid Coalition Resource Hub

This site is a high-value wiki (like Wikipedia) and shared resource commons for coalitions addressing the opioid crisis.

The goal of the Opioid Coalition Resource Hub is to build a nationwide network of individual volunteers, schools, non-profits and other organizations that are sharing information and digital assets to help everyone else work more effectively. As it grows, this wiki will be filled with valuable information, strategy templates, educational tools and other digital resources that can be used freely by other states or coalitions that are striving to address the many different challenges of the opioid epidemic.

To start exploring the site, [CLICK HERE](#)

Use Freely.

There is no charge for using this resource hub. It is possible that there may be sponsors in the future, but there will never be a charge for the community coalitions, students or others to access the information and resources. (The resource hub may include some things that are not free, but the main purpose is to get people access to freely shared information and tools.) This is intended to be non-commercial, like Wikipedia, but with more tangible resources to share beyond just information.

Share Generously.

If you have expertise or information or anything you can share that will help others, Materials would ideally be shared in formats that allow coalitions to modify them for their own use (e.g. Word format instead of PDF). If someone creates a powerful video, it would be ideal for others to be able to re-use some or all of that video as they create their own educational materials. If a coalition develops a successful community engagement meeting format, they may share that format with others to use.

The combination of the "zoomable" structure of the [opioid crisis strategy map](#) and the flexible wiki format should make it easy for people in a coalition to very quickly find the information and tools that will be most helpful to them.

Volunteer Enthusiastically.

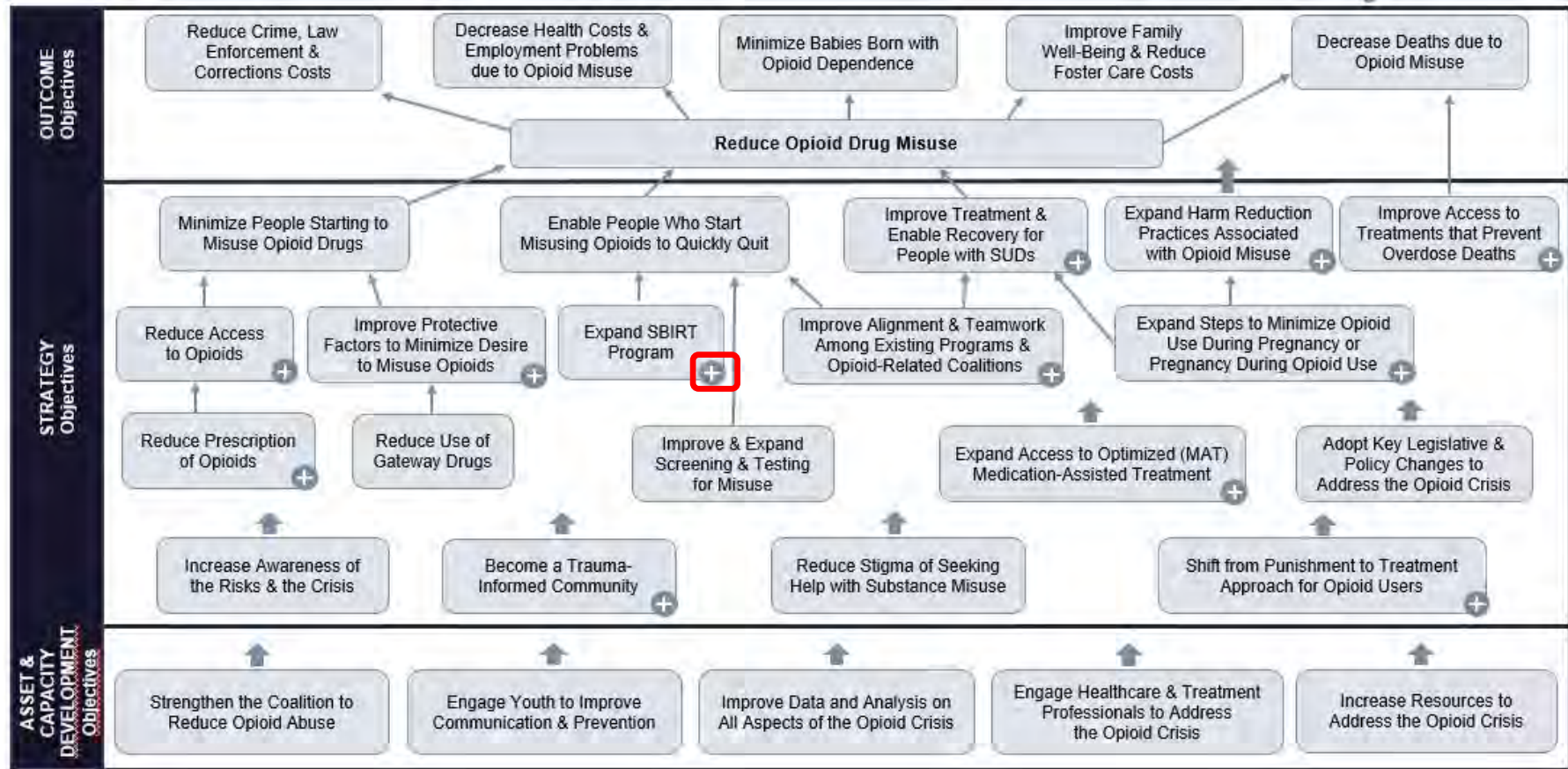
To keep this free, we will all rely on each of us to volunteer our time and resources to help everyone else. Some volunteers may become Page Managers who help keep their pages clean and others will be Subject Matter Experts who will review pages for technical and scientific accuracy on a periodic basis. There is an abundance of new research and reports coming out each month, and most pages have links for "Resources to Investigate" (RTI) that volunteers can work on.

Organized by the Strategy Map Template

Opium Top-Level Strategy Map

Navigating the Map

Below is a strategy map template for communities to address the opioid crisis. This strategy map template provides the organizing structure of the Opioid Coalition Resource Hub. *Click* on an objective **box** to open the corresponding page. Use the link "Return to Opioid Top Level Strategy Map" at the top of each topic page to return here. Click on the plus to load the "zoom" sub-level map.



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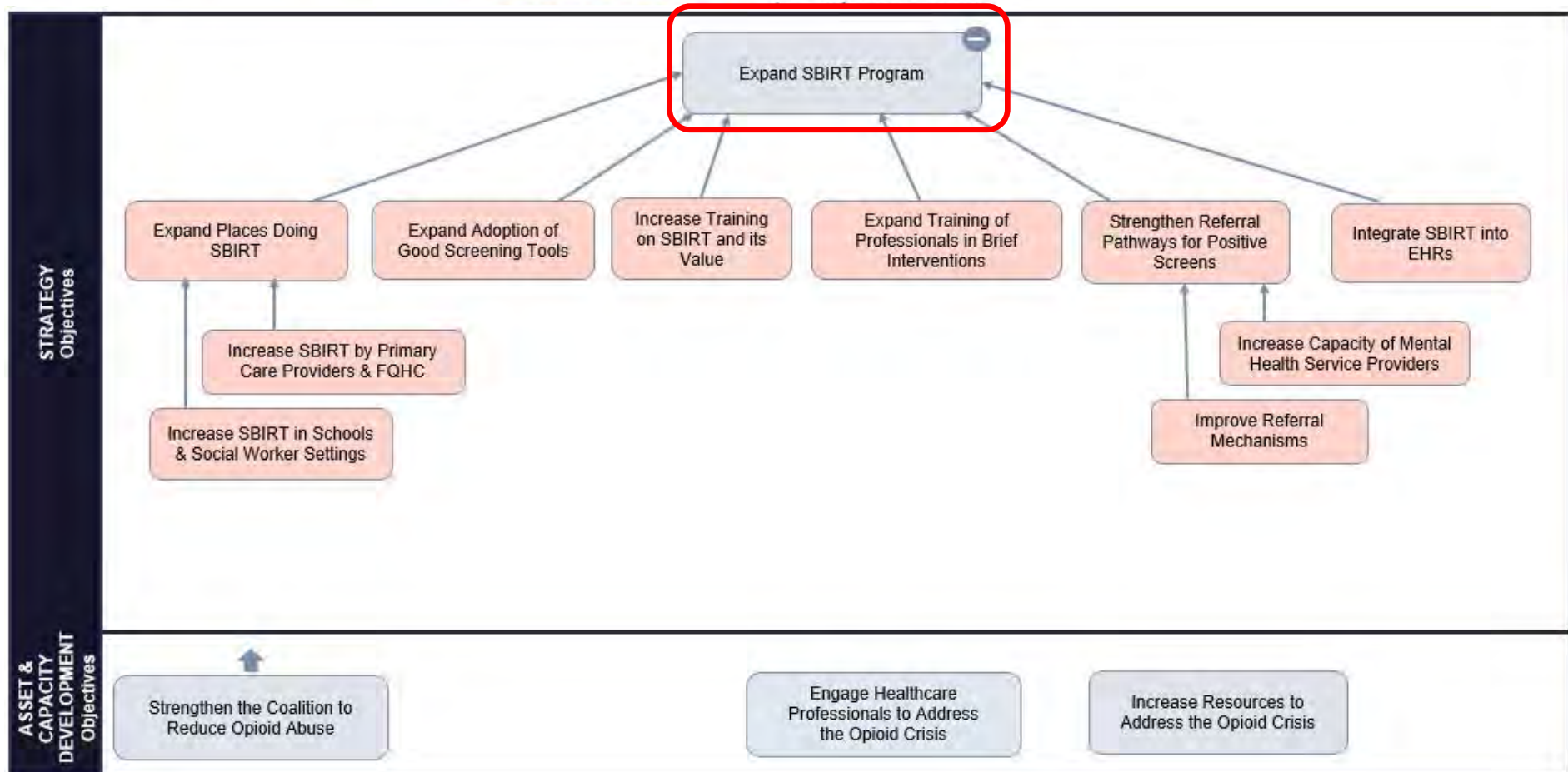
NEED A COMPREHENSIVE

Zoom into More Details



ZOOM MAP – Expand SBIRT

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Information to Support Action

Expand SBIRT Program

Return to Opioid Top-Level Strategy Map or Zoom Map - Improve Treatment to Enable Recovery for People with SUDs

Go to [Zoom Map - Expand SBIRT Program](#)

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Background [edit]

Screening, Brief Intervention and Referral to Treatment (SBIRT) is used to provide care for substance users across the spectrum from early intervention to extensive specialized treatment. This represents a paradigm shift in substance-abuse treatment, which has historically focused on people that meet the criteria for substance abuse or dependence as defined by the *Diagnostic and Statistical Manual of Mental Disorders*, Fourth Edition.

The SBIRT model screens all patients regardless of an identified disorder, allowing healthcare professionals in a variety of settings to address a patient's behavioral health even when that patient is not actively seeking treatment or care for their behavioral health problems. While SBIRT is well-established as an effective intervention for risky alcohol use researchers and clinicians are just beginning to explore it as an intervention for risky drug use.^[1]

By expanding the use of SBIRT and improving SBIRT practices, communities should be able to reduce the number of people who develop a dependency on opioids or Opioid Use Disorder. It should provide pathways for people to get appropriate help sooner--which reduces the potential negative impact of using opioids. SBIRT can be done in many different settings, and there are a variety of ways to do each element of SBIRT. This creates many opportunities to expand and improve SBIRT practices

Research on the Effectiveness of SBIRT [edit]

While the strongest evidence for the effectiveness of SBIRT relates to using it to address alcohol misuse, there is growing evidence in its effectiveness in accelerating people getting help with misuse of opioids

[This 2017 report summarizes five years of research on SBIRT](#)

The research covered eleven multi-site programs in two cohorts of SAMHSA grant recipients were each funded for 5 years to promote the use and sustained implementation of SBIRT. They screened more than 1 million people. The programs used substance use specialists instead of medical generalists to deliver services

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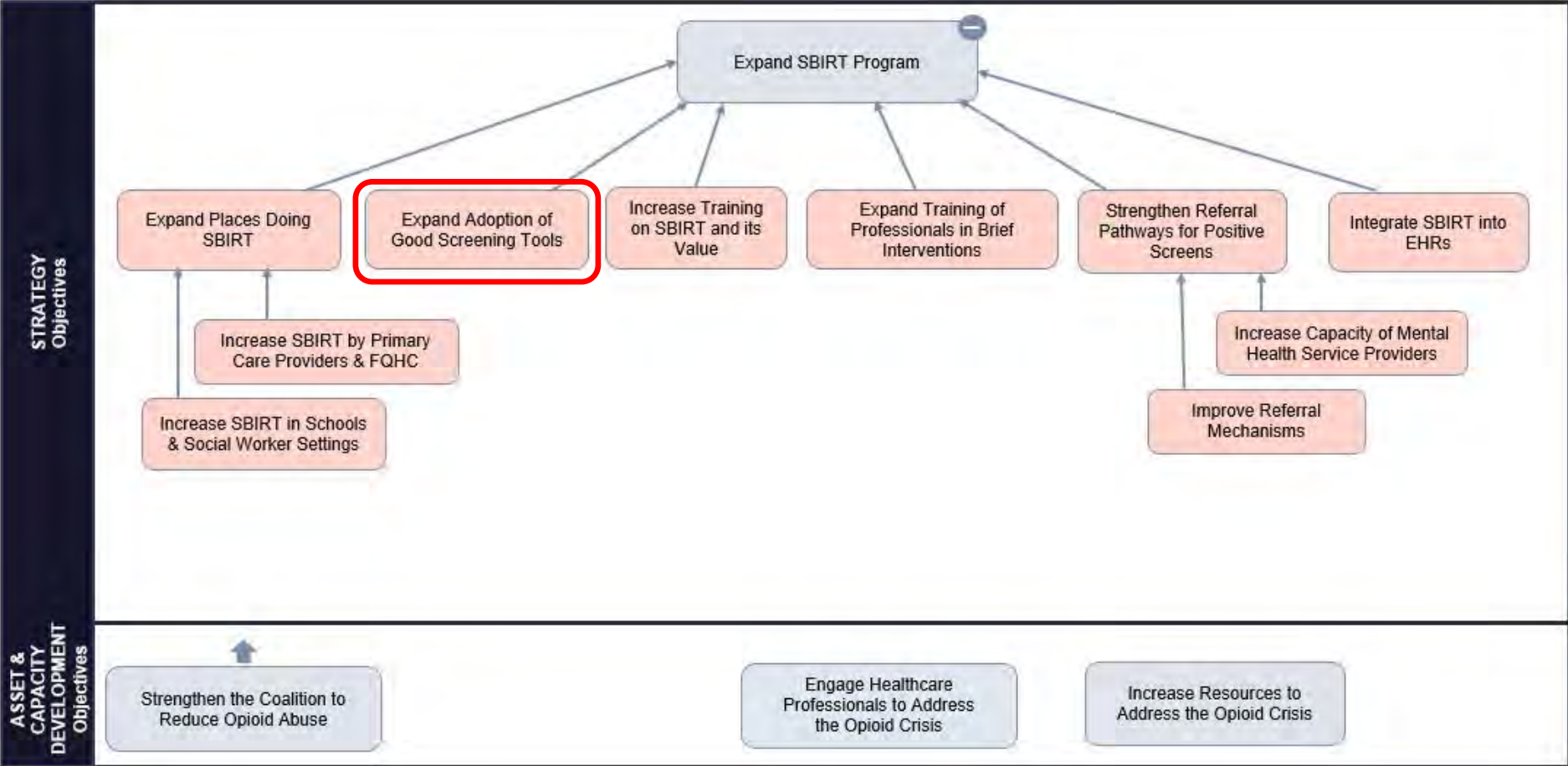
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Expand Adoption of Good Screening Tools

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Using Technology-Enhanced Screening Tools [\[edit\]](#)

One of the most promising ways to enhance SBIRT is to use some of the new screening tools that are based on new science and that use new technology. The use of tools make it easier for screenings to be done, and the results of the screenings should be more detailed and valuable. Also, in many cases, the screening is a billable event, and if it is done using technology, then it will minimize the burden on the healthcare professionals.

OARS

Opioid Abuse Risk Screener (OARS) was developed as a comprehensive self-administered measure of potential risk that includes a wide range of critical elements noted in the literature to be relevant to opioid risk.^[1] This 43-question assessment is administered using an iPad (tablet) and takes about 10 - 12 minutes to complete. It is HIPAA compliant, EMR supported, and has high reliability, validity and predictability scores. The assessment is instantly scored and a report is available to the prescribing physician that provides a summary opioid risk profile and a multidimensional assessment of risk factors. The OARS also provides depression and anxiety scores that can be used for SBIRT assessments and wellness visits, including scores for the PHQ-9 and the GAD-7. All information is provided in a compressive easy to read report which clearly identifies aberrant behavior and risk factors for followup by the provider with the patient during the visit.

The OARS is reimbursable with an average rate of \$40/screening. Providers can get reimbursed in most cases with the CPT Code 96103 or the SBIRT codes while taking important steps to identify individuals that may be at risk for opioid misuse or abuse.

InteraSolutions, the company that developed OARS, received a 2018 recipient of the State of Ohio's Opioid Science Challenge  that seeks to identify and support scientific breakthroughs that help to address the opioid crisis. The OARS screening tool was recognized as one of these important breakthroughs.

[More information on the Opioid Abuse Risk Screener \(OARS\)](#)

**OPIOID
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RESOURCE
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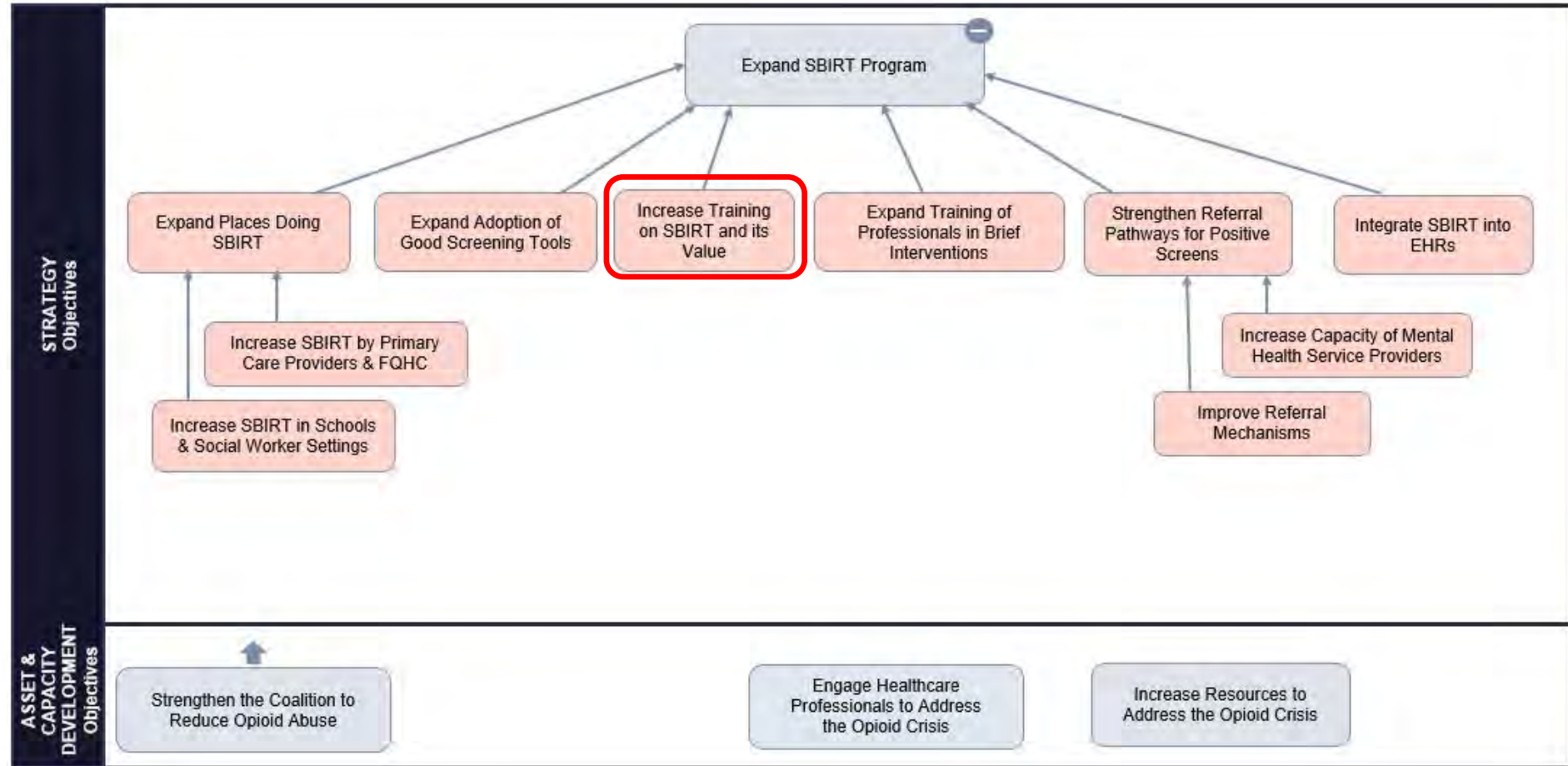
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Increase Training on SBIRT and its Value

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One of the keys to expanding the use of Screening and SBIRT tools is to increase the g
risk of misusing substances) as soon as possible.

This set of Webinars provides valuable background and could be shared with many diffe

More SBIRT Training Resources are available at <http://www.sbirteducation.com>

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HOME MEDICAL/BEHAVIORAL HEALTH WORKPLACE/EAP ADDICTION ADOLESCENTS FREE WEBINARS



Screening, Brief Intervention, and Referral to Treatment (SBIRT) Initiatives hosted by NORC at the University of Chicago

NORC at the University of Chicago spearheads initiatives aimed at changing the way medical, behavioral health, addiction, and employee assistance professionals assess and intervene for risky substance use by adopting evidence-based screening, brief intervention, and referral to treatment (SBIRT) practices.

To access education and resources on implementing SBIRT among medical, behavioral health, workplace, military, addiction, or employee assistance professionals, please select from the buttons below:

[FREE WEBINARS](#) [MEDICAL/BEH HEALTH PROFESSIONALS](#) [ADDICTION PROFESSIONALS](#)
[ADOLESCENTS](#) [WORKPLACE / EAP PROFESSIONALS](#) [MILITARY \(COMING SOON...\)](#)

What is SBIRT?

Screening, brief intervention, and referral to treatment (SBIRT) is an evidence-based practice used to identify, reduce, and prevent problematic use, abuse, and dependence on alcohol and illicit drugs.

Actionable Information for Each “Driver”

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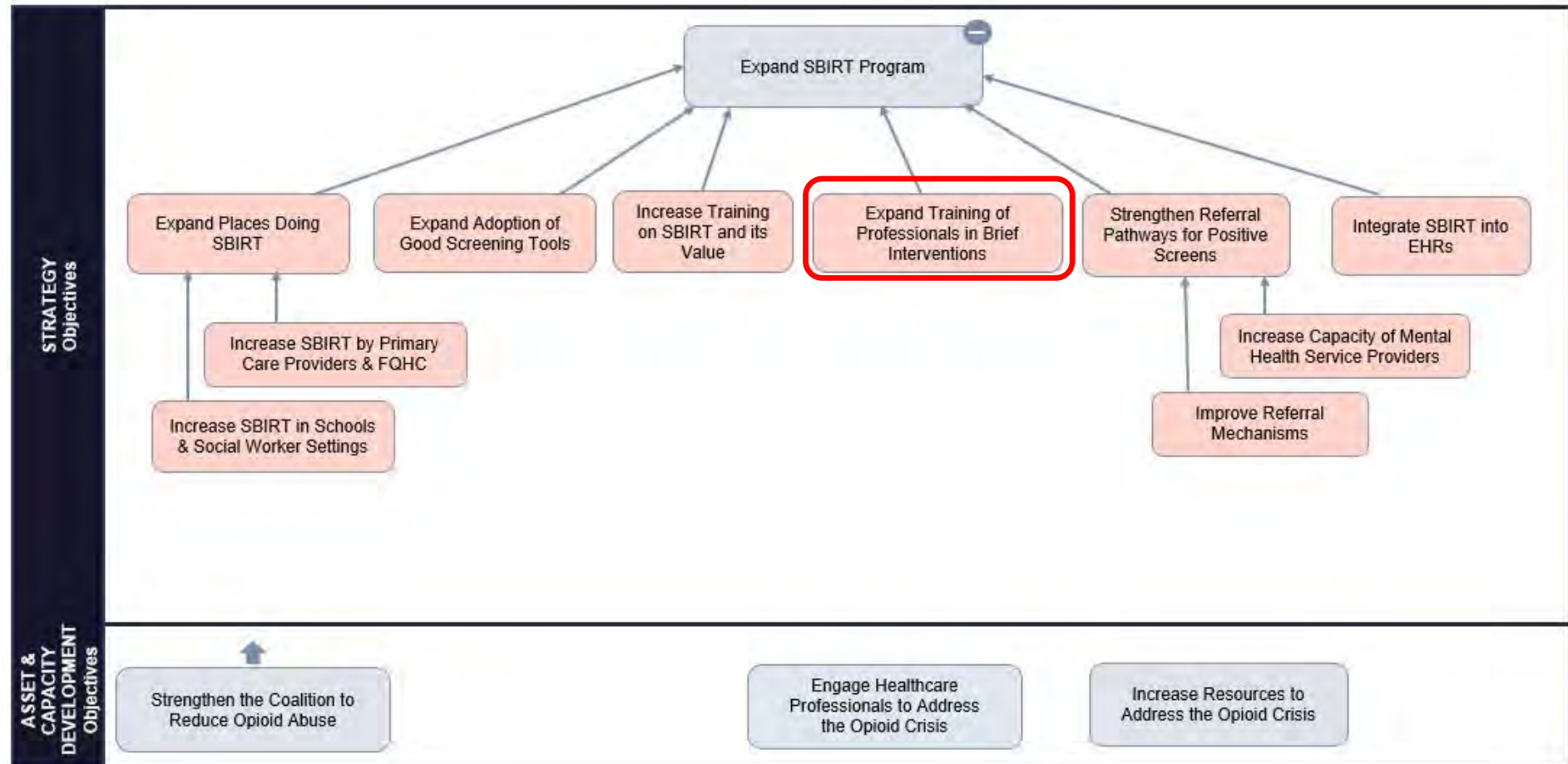
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Expand Training of Professionals in Brief Interventions

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In addition to using the most appropriate screening tools, it is important to training people (professionals in various roles) on how to do the brief interventions.

Scaling Up Training through Technology

Efforts to significantly expand SBIRT in a region will require significant training

Kognito offers and accredited technology-based training on Screening and Brief Intervention training.

The program was developed in collaboration with NORC at the University of Chicago and supports the integration of substance use SBI in primary care settings.

The Kognito Conversation Platform has an innovative behavior change model where users enter a virtual environment and engage in role-play conversations with virtual patients to build competency to lead similar conversations in real life. Kognito is the only com

The screenshot shows the Kognito website interface. At the top, there is a navigation bar with the Kognito logo and links for ABOUT, APPROACH, PRODUCTS, RESEARCH, INDUSTRIES, and RESOURCES. A 'BUY' button is visible in the top right corner. The main content area features a large image of a virtual simulation. The simulation is titled 'SBI with Adolescents' and is described as an interactive role-play simulation where health professionals build and assess their skills in conducting substance use Screening & Brief Intervention (SBI) with adolescent patients and providing referrals to treatment when appropriate. Below the description, there are two buttons: 'WATCH TRAILER' and 'TAKE DEMO'. The background of the simulation shows a virtual doctor in a white coat interacting with a virtual adolescent patient in a clinical setting.

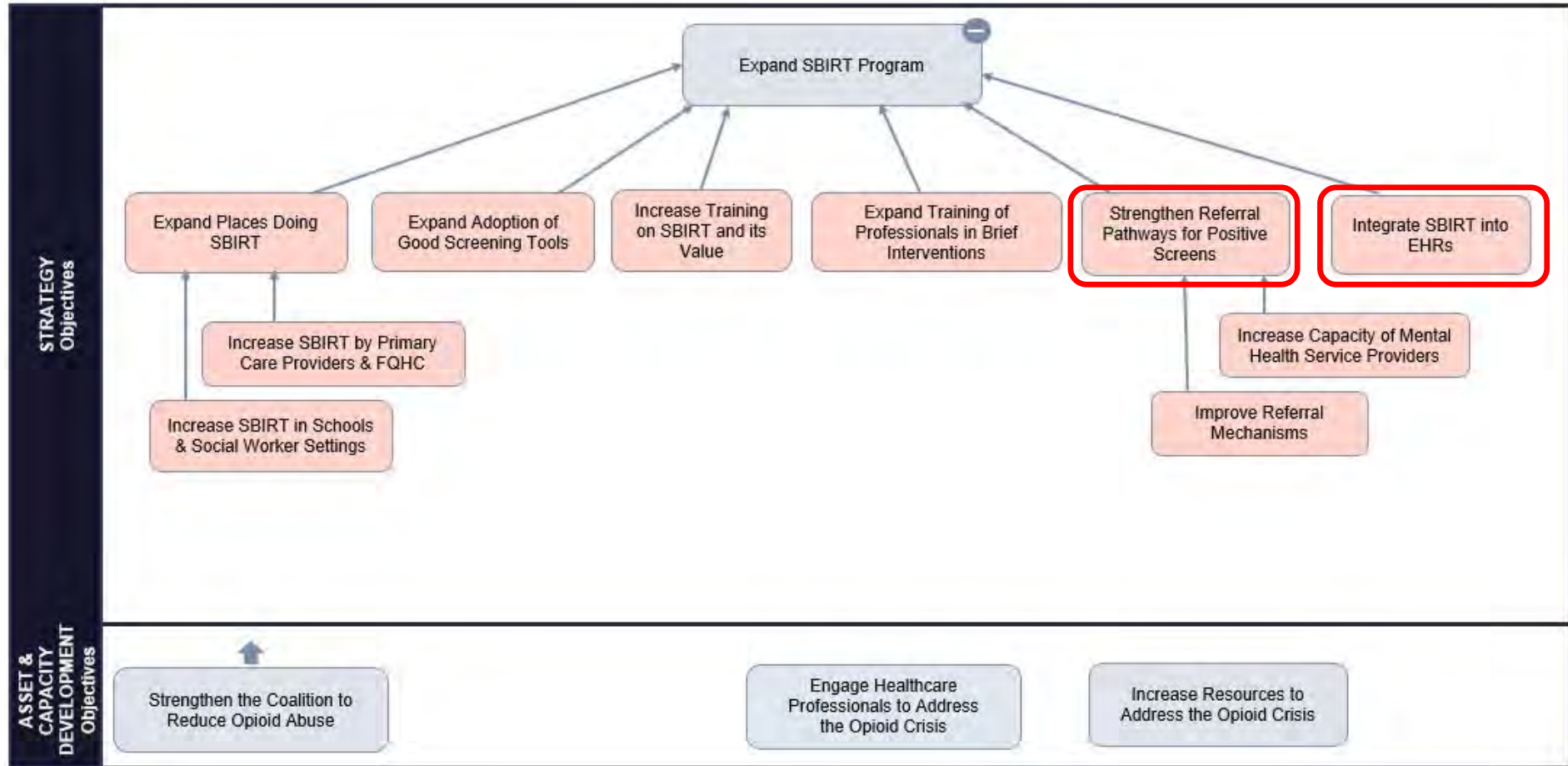
Developed in collaboration with NORC at the University of Chicago and adopted by more than 40 schools of health professions and state agencies, this online, CE-accredited solution helps improve patient-provider communication and supports the integration of substance use SBI in primary care settings.

Zoom into More Details



ZOOM MAP – Expand SBIRT

Return to [Opioid Top-level Strategy Map](#) or to [Reduce Access to Opioids](#)



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Five Tools for Addressing the Opioid Crisis

- ✓ **The Framework:** Master Strategy Map Template
- ✓ **The Toolkit:** The Opioid Coalition Resource Hub (OCRH)
- **The Process:** The Community Coalition Accelerator (CCA)
- **The Management System:** InsightVision
- **Scalable Training:** E-Learning using Thinkific

Community Coalition Accelerator



- Strategy Map Template
- Opioid Coalition Resource Hub
- **Community Coalition Accelerator** (CCA) Process
- Piloted in Saginaw, Michigan in 2018, Done Remotely in Jefferson City, MO and Washoe County, NV in 2019
- Offered in an innovative “Local + National Simulcast” CCA
 - April 2019
 - **August 2019**

Invite your opioid coalition and key stakeholder to our May 7 and 9 Webinar that features the CCA case study

Steps in the Process

- **Collaborate on a Draft Strategy Map**
 - Strategy Map Template has lots of well-structured content
- **Focus on Several Objectives for the Workshop**
 - These are not the only important Objectives
 - Build capacity to address other Objectives
- **Pre-Workshop Preparation**
 - Short (10-minute) video to introduce key concepts (Strategy Maps, OCRH)
 - Select breakout group facilitator and scribe, and train them in their roles
 - Pre-assign people to breakout groups (and recruit others)
 - View a short (10-minute) overview of the OCRH for your topics
 - Have groups explore their section of the Opioid Coalition Resource Hub

Community Coalition Accelerator Workshop

Engage 30 to 100 people from many different organizations

Mix between large group sessions and 5 breakout topics

Facilitate the “Copernican Shift” from organizational to community strategy.



From CCA in Saginaw, Michigan in August 2018

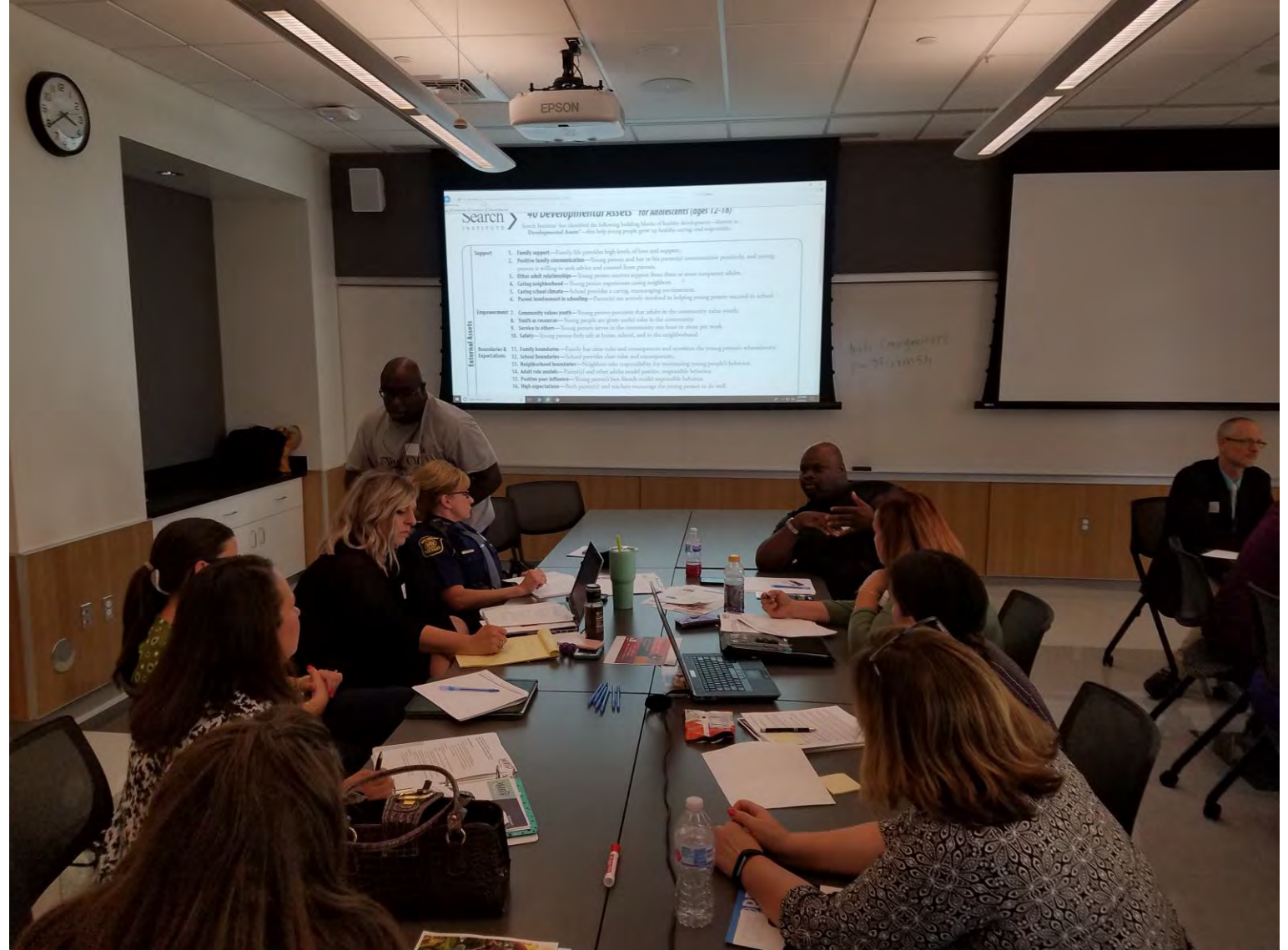
First Breakout Session (5 Topics)

Discuss important
Community “Drivers” to
achieve the Objective

Discuss existing efforts

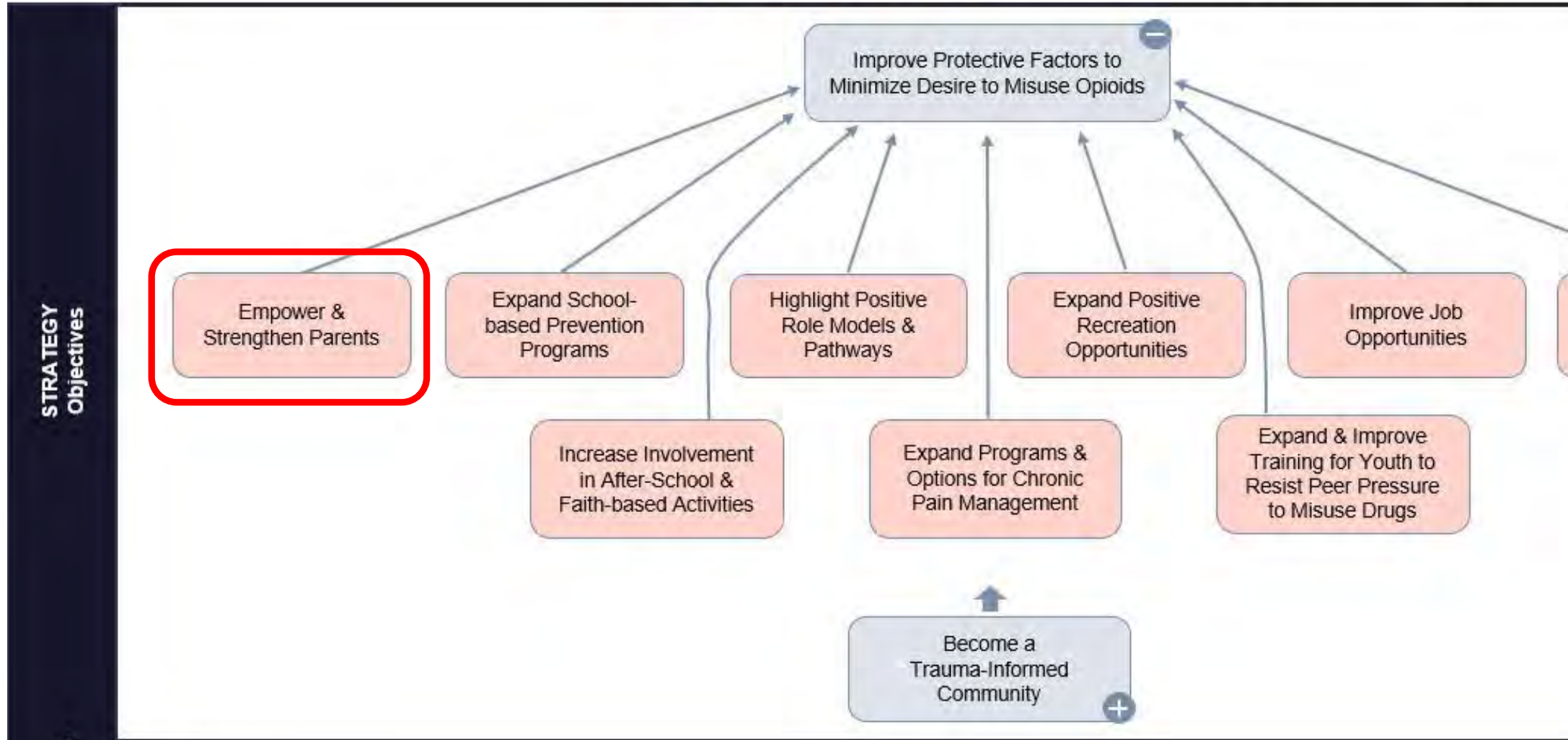
Pick 3 or 4 key “driver
Objectives” to focus on.

Begin exploring how the
community can better
support those efforts



Strategy Map (from the Template)

STRATEGY to improve **protective factors** to minimize desire to misuse opioids



Exploring the OCRH

Gobi [\[edit\]](#)

Parent involvement is critical in preventing teen substance use. As a parent, it can be extremely difficult to talk about drug use with your kids in an engaging and effective way. [Return to Opioid Top-level Strategy Map](#) [View Expand Steps to Minimize Opioid Use During Pregnancy](#) To help make sure there is never a problem, Gobi can help.

[Gobi](#) is the only online prevention program designed by professionals and young adults for teens and their families. Gobi is based on the proven principles of professional drug and alcohol prevention. It's designed specifically for teens, and it speaks their language—using a tool they already have in hand. Every day for 21 days teens get an email assignment on their smartphone and it takes only 5 minutes per day. Several times a week they get a supportive text message that is meant to be irreverent, humorous, cynical, and just offensive enough to keep them laughing (and engaged).

Parents are involved and get their own series of emails on adolescent development and communication skills. Teens will be asked three times to schedule a time to talk with their parents. Topics and guidelines will be included to make the conversation as successful as possible, and parents will also receive program support.

Teens Using Gobi Report: [\(Get source\)](#)

- Improved relationship with their parents
- A decrease in their use of drugs and alcohol
- Better ability to manage stress
- Increased awareness of their choices

Signing up for [Gobi](#) is free to use by both parents and youth. [More information on adopting the Gobi program](#)

Exploring the OCRH

OPIOID COALITION RESOURCE HUB



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Opioid Strategy Maps

Partner Roles

- [About the OCRH](#)
- [Other Existing Plans & Programs](#)
- [Resources to Investigate](#)
- [Wiki How-to Guide](#)

Contact Us

All Pages

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Strengthen and Empower Parents

Return to [Opioid Top-level Strategy Map](#) or to [the Zoom Map](#)
View [Minimize Babies Born with Opioids](#)

lp parents to reduce the likelihood of their kids using drugs.

Fathers' Uplift [\[edit\]](#)

[Fathers' Uplift](#) empowers fathers to overcome barriers and become positively engaged in their children's lives.^[5]

Parent Education [\[edit\]](#)

DEA Books [\[edit\]](#)

The DEA produced two books, "Growing Up Drug Free: A Parent's Guide to Prevention" and "Prescription for Disaster: How Teens Abuse Medicine." Copies of each resource can be found in [Tools & Resources](#).

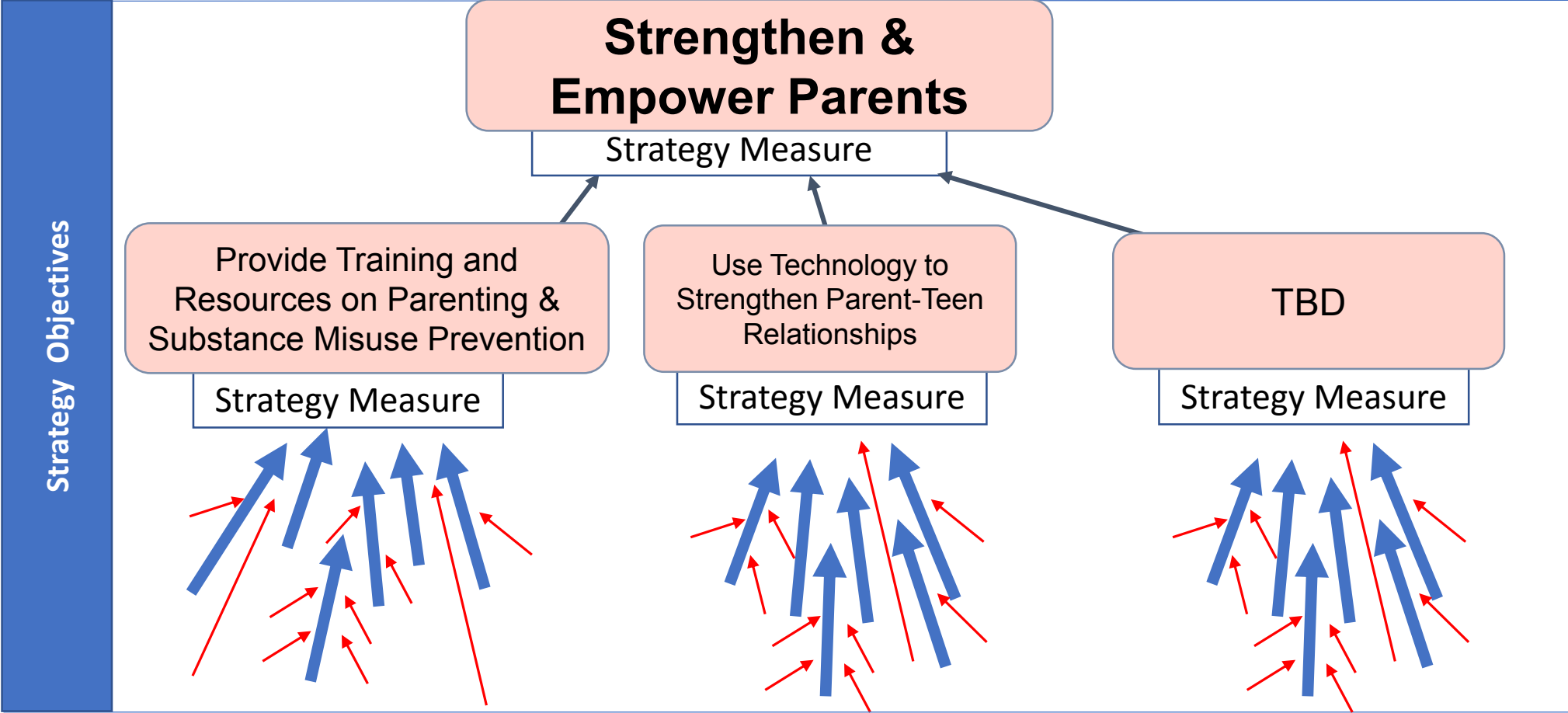
Family Life's Art of Parenting [\[edit\]](#)

[FamilyLife's Art of Parenting](#) FREE online course gives parents a simple vision and creative ways to make faith the core of their parenting.

Tools & Resources [\[edit\]](#)

TR - Empower & Strengthen Parents

Building out Details on “Driver” Objectives



CCA Secret Sauce: Facilitating “Assists”



Each breakout group sends up a representative to share the “Driver Objectives” they decided on.

We asked if any participants in the workshop either could directly help accomplish those Objectives or if they could make an introduction to an organization that could.

Second Breakout Session

Clarify more details on their
“Driver Objectives”

Who else should be
recruited for this Objective
or any of the Driver
Objectives?

**Note: Have a separate room for
each breakout session!**



Take Advantage of Examples in the OCRH

PO - Empower & Strengthen Parents

[Return to Empower & Strengthen Parents](#)

[Go to Measure Details](#)

Examples of a Description for this Objective [\[edit\]](#)

Parents have a major role in increasing the protective factors that reduce substance misuse among youth (Get research citation). But, parenting is hard--especially if a person didn't have good role models growing up. Communities can help to empower and strengthen parents in a variety of ways. There are excellent resources that can be distributed, and there are free or very low-cost online parenting programs for people in different situations or with different preferences. A community coalition can work to provide these training courses and resources to many parents who might otherwise not access them.

Examples of a From-To Gap [\[edit\]](#)

Current State	Desired State
Many tools and resources have been developed for parents that could be shared in a cost-effective manner to many other parents, but many parents who could benefit from these tools and resources are not aware of them or lack access to them.	Community organizations work together to help improve the awareness of and access to resources and tools that help parents have a positive influence on reducing risk factors or enhancing recovery.
<i>Faith groups do not host parenting workshops or classes for members of their congregation.</i>	<i>Many faith groups in the community are hosting parenting workshops and classes for their members and non-members, including talking to their kids about drugs.</i>

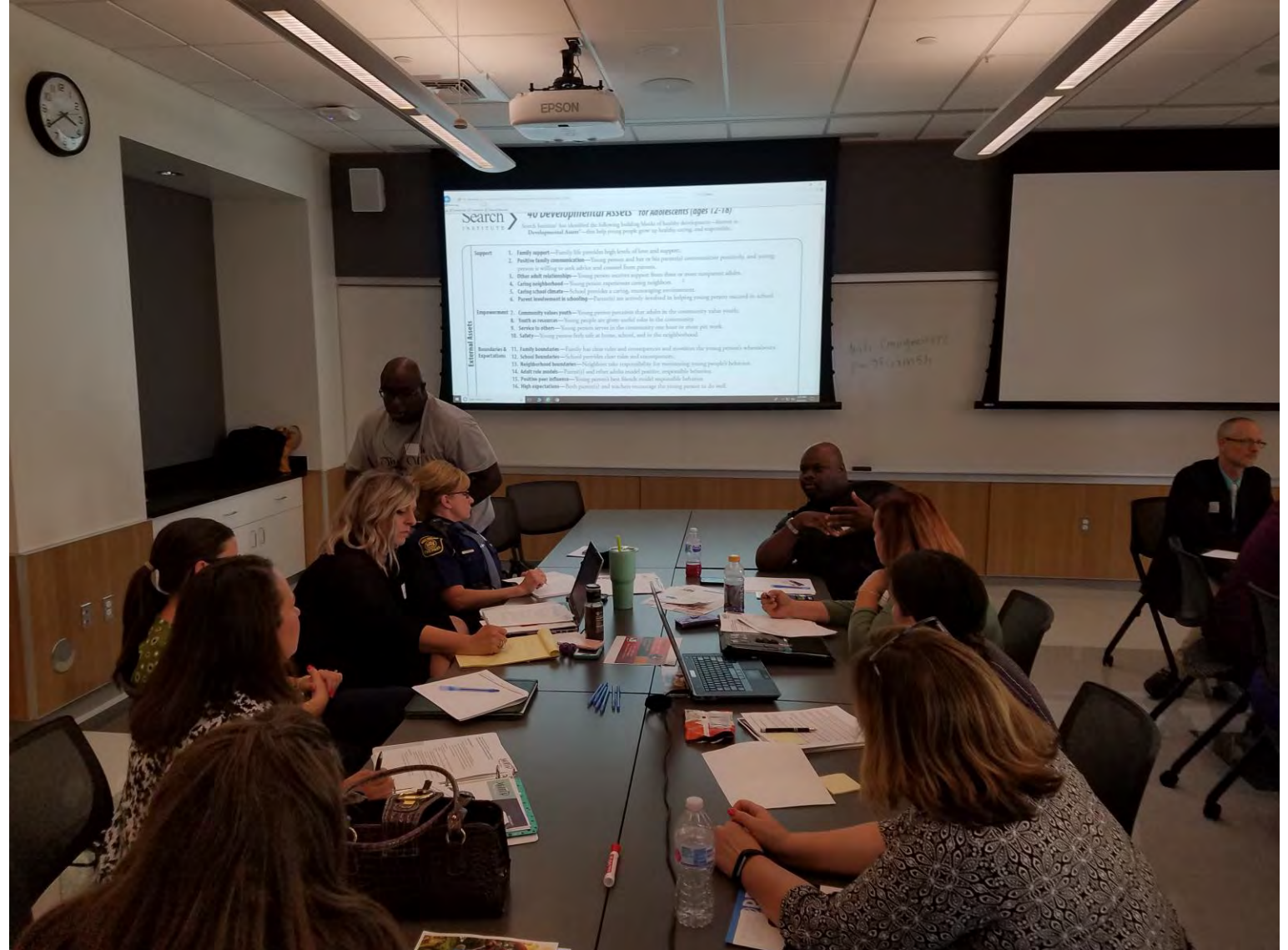
Quote from Rebecca

- **People want to do something...**
- **Make it easy.**
- **They don't want to take on too much.**

Third Breakout Session (5 Topics)

Identify some short-term “Wins” that you can use to build momentum.

Develop Actions to move towards those “Wins”



Clarifying Details on the Driver Objectives

Short-Term Actions

30-day (or 60-day) Actions

- Contact & recruit key allies
- Seek leadership support
- Create lists of organizations
- Study the OCRH for ideas & tools
- Identify obstacles to overcome
- Start working on a budget

For Each “Driver” Objective:

Provide Training and
Resources on Parenting &
Substance Misuse Prevention

90-day (or 180-day) Wins

- Select (and use) key resources from the OCRH
- Provide training to targeted audiences
- Solidify a team to work on this Objective
- Gain leadership support from key organizations
- Begin to get resources (or apply for funding)
- Make progress on key processes

Similar to a “Sprint” in the Agile methodology

Long-Term Vision

More detailed description of the strategy

- Borrow from the examples in the OCRH
- Get input and buy-in from key people
- Explore measures & data sources

Fill in the From-To Gap template

- Describe “Current State” and the “Desired State” in 3-5 years
- See examples in the OCRH
- Get input and buy-in from key people

A framework to organize many sprints and other strategies and partner efforts.

Template for Quick Wins and Actions

Early "Wins" and Action Planning Worksheet

Topic: _____

"Wins" We May Be Able to Accomplish in 180 Days	Action Steps to Take in the next 60 Days	Person Responsible for 60-day Actions

Post-Workshop Feedback

“It is very energizing to convene with so many other people who are passionate about addressing the opioid crisis.”

“Was a day full of useful information – that’s rare”

“Regional collaboration is key to solving the opioid epidemic. The community coalition accelerator program will facilitate this.”

*“Inspiring & motivational....
Gave hope that change is possible.”*

“Helped to refocus the community engagement process leading to effective practices and community change.”

Post-Workshop Feedback

- **89%** agreed (44.74%) or strongly agreed (44.74%) that their organization will have the **ability to play an active role in the action plans** developed today.
- **95%** agreed (51%) or strongly agreed (44%) that participating in the accelerator program **adds value to the work their organization does.**
- **100%** agreed (46%) or strongly agreed (54%) that **information presented in the breakout sessions was useful.**
- **95%** of the respondents said they **would participate in an event like this again.** 0% said they would not. 5% were undecided.

Quote from Rebecca

- **People want to do something...**
- **Make it easy.**
- **They don't want to take on too much.**

Inspiration From the KaBOOM! Approach



- The **Zoomable Strategy Map** Creates Many Organized Objectives
- The **OCRH** Provides Volunteers & Organizations with Instructions & Tools
- Many Community Organizations or Individuals can Contribute in Mutually-Reinforcing Ways
- Do real work in the Workshop (creating valuable content & action plans)
- Make the most of existing resources in the community so your budget goes a lot farther!

Media Coverage in Jefferson City, MO

News Tribune

News

Opinion

Business

Sports

Life

Obituaries

Photos

Video

Events

Classifieds

Autos

Jobs



LOGIN | REGISTER

Summit commits to overcoming opioid epidemic in Cole County

February 28th, 2019 | by Joe Gamm | in News | Read Time: 3 mins.



Akwila Cooks, right, takes notes in the breakout session as other participants raise their hands to rate options. Seated from left is Officer Todd Bickel of the Jefferson City Police Department's Community Action Team, Lt. Les Thurston of the Missouri Highway Patrol and Jim Marshall. They were among several dozen people from various disciplines of law enforcement, social service agencies and more who gathered in the Community Room of Hawthorn Bank on Amazonas Drive to participate in Wednesday's opioid summit.

Photo by [Julie Smith](#) /News Tribune.

Techniques for Teamwork

- Apply Strategy Management techniques
- Leverage Technology to do heavy lifting
- Adopt the mindset of a Social Entrepreneur
 - Find ways to create value
 - Harness existing resources (bootstrap) rather than depending on new money
 - Look for opportunities to advance your strategy
- Build your coalition capacity to do more!

2019 Community Coalition Accelerator Program

- Local + National Simulcast workshop on August 20, 2019
- We train local facilitators to support the groups
- You find the space, local facilitators and participants, and **we do the rest!**
- Includes pre-Workshop Videos and Post-Workshop Webinars & Coaching Sessions
- Share materials with other coalitions via the Opioid Coalition Resource Hub

Value and Cost of the Turnkey CCA Program

- 6-hour Workshop on August 20, 2019
- We create a customized event Website, do registration, collect payments, etc.
- We provide guides and tools for promoting the event (including E-mail templates for getting sponsors, social media posts and many tips and tricks for a successful event).
- Super-Early Bird \$1,500 per community by May 31 (\$2,000 in June, \$2,500 in July)
 - up to 100 participants & 5 breakout groups
- Charge \$49 per person -- 41 registrants pay for it
 - Get the space donated (large churches work great)
 - Early-bird offer of a free guest for each early-bird registrant
 - Get sponsors to pay for scholarships so people can attend for free.
 - Get sponsors for lunch and snacks

Learn more at www.insightformation.com/cca or request information in the info request form

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A New Approach to Managing Information

- Developing and implementing Population Health strategies involves a LOT of information
- Shift from **big static reports** to a **dynamic information management platform**
 - Does creating the reports help you manage information, or is it just a burden?
 - Who actually reads the reports you create?
 - What would help **YOU** manage all the information?
- Tools to manage information for large-scale, long-term strategies should:
 - Support the OMTA information model
 - Have interactive strategy maps
 - Have different types of dashboards and scorecards to streamline measurement
 - Allow tracking of actions and supporting information (Presentations, documents, etc.)
 - Allow select material to be viewed via public Websites
- Example of the InsightVision Platform
 - Prevention Management Organization (PMO) in Wyoming

Using Technology to Manage a Comprehensive Collective Impact Strategy



Prevention Management Organization of Wyoming

Our objective is to simplify the data collection and reporting requirements and increase the ability to manage results and outcomes for your community. Please take a few minutes to watch this incredible video on building community to improve health by Dr. Mark Hyman.

"Coming together is the beginning. Keeping together is progress. Working together is success." – Henry Ford

Public Health DEMO Wiki

For video tutorials and support resources visit our InsightVision Support Center.

Featured Measures Tablet

Select

Campbell: # of Emergency Department Discharges Related to Opioids

2015

6

Description
The number of emergency department discharges related to opioids* Data Source: Wyoming Hospital Association via

1

Natrona: % of Youth Reporting Misuse/Abuse of Prescription Drugs in Past 30 Days-HS

2016

2.5%

Description
Percent of students in 10th and 12th grades that reported misusing/abusing prescription drugs in the 30 days prior...

1

Weston: # of Pounds of Medication Collected at Take-Back Events and LE Dropbox(es)

FY 2017

27.50

Description
The number of pounds of medication collected take-back events and LE dropboxes (the data is combined by LE).

2

Weston: # of Take-Back Events Held

FY 2017

1

Description
The number of take-back events held Data Source: Local level data collection

1

Weston: % of Youth Reporting Misuse/Abuse of Prescription Drugs in Past 30 Days-HS

2016

1.7%

Description
Percent of students in 10th and 12th grades that reported misusing/abusing prescription drugs in the 30 days prior...

2

Community Strategy Scorecard for Weston County, WY

Weston County Reduce Opioid Abuse Scorecard

Edit Mode | Make Default | Print to PDF | Print to PPT

Expand All | Collapse All

Scorecards: Weston County Reduce Opioid Abuse Scorecard

Outcomes

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: Decrease Prescription Drug Misuse/Abuse Among Youth and Adults						
Weston: # of Reported Schedule II Prescriptions Filled per Capita	0.6	0.6	→ 1	0.0	2015	
Weston: % of Youth Reporting Misuse/Abuse of Prescription Drugs in Past 30 Days-HS	1.9%	1.7%	↓ 2	0.0%	2016	
Weston: Treatment Admissions for Primary Presenting Problem of Opiates per 100,000 (Age 18+)	97.43	69.12	↓ 2	0.00	FY 2016	
Weston: Treatment Admissions for Primary Presenting Problem of Opiates per 100,000 (Under 18)	0.00	0.00	→ 2	0.00	FY 2015	

Strategies

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: Increase Safe Storage and Disposal of Prescription Drugs						
Weston: # of Community Organizations Engaged in Distributing Deterra Kits	0	3	↑ 1	25	FY16Q4	
Weston: Expand & Promote Prescription Drug Take-Back Events and Options						
Weston: # of Community Organizations Engaged in Promoting Take-Back Events	5	8	↑ 1	100	FY 2016	
Weston: # of Disposal Options in the Community	2	2	→ 1	100	FY 2016	
Weston: # of Pounds of Medication Collected at Take-Back Events and LE Dropbox(es)	65.00	27.50	↓ 2	150.00	FY 2017	
Weston: # of Take-Back Events Held	3	1	↓ 1	5	FY 2017	
Weston: Educate the Community about the Problem and Harms of Opioid Misuse/Abuse						

Details on Each Strategic Objective

Outcomes

- Weston: Decrease Prescription Dr...
- Weston: # of Reported Sche...
- Weston: % of Youth Reporti...
- Weston: Treatment Admissio...
- Weston: Treatment Admissio...

Strategies

- Weston: Increase Safe Storage an...
- Weston: # of Community O...
- Weston: Expand & Promote Presc...
- Weston: # of Community O...
- Weston: # of Disposal Opti...
- Weston: # of Pounds of Me...
- Weston: # of Take-Back Ev...
- Weston: Educate the Community a...
- Weston: # of Research-Bas...
- Weston: # of Stakeholders...
- Weston: # of Trainings Hel...

Objective Presentation ✕

Weston: Expand & Promote Prescription Drug Take-Back Events and Options Edit Print to PDF

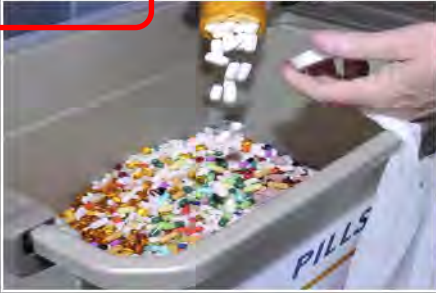
Description From-To Gap Evidence Activities & Ideas Community Conditions Short-Term Evaluation

Expand & Promote Prescription Drug Take-Back Events and Options

Provide adequate Take-Back Events and options countywide.

Lead Advocate: Kristi Lipp, 307-746-5457, klipp@pmowyo.org
Action Team: Newcastle PD Chief Jim Owens, WC Sheriff Bryan Colvard, Jennifer Hinkhouse

[Return to Reduce Opioid Abuse Strategy Map](#)
[Return to Reduce Access to Opioids Strategy Map](#)



Target Value	Most Recent Period	Comments/ Actions
0.0	2015	
0.0%	2016	
0.00	FY 2016	
0.00	FY 2015	

Target Value	Most Recent Period	Comments/ Actions
25	FY16Q4	
100	FY 2016	
100	FY 2016	
150.00	FY 2017	
5	FY 2017	
N/A	N/A	
100	FY17Q4	
2	FY 2016	

Measures

Line

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: # of Community Organizations Engaged in Promoting Take-Back Events	5	8	↑ 1	100	FY 2016	
Weston: # of Disposal Options in the Community	2	2	→ 1	100	FY 2016	
Weston: # of Pounds of Medication Collected at Take-Back Events and LE Dropbox(es)	65.00	27.50	↓ 2	150.00	FY 2017	
Weston: # of Take-Back Events Held	3	1	↓ 1	5	FY 2017	

Actions

View By: All | Active

Prefix	Name	Status	% Complete	Assigned To	Due Date
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Details on Each Measure – One Click Away









INSIGHTVISION Welcome, IFI (CEO) Bill Barberg | Help | Logout | Change Password

Home | Scorecards | Reports | Strategy Maps | Scorecard Builder | Administration Search















Weston County Reduce Opioid Abuse Scorecard

Expand All | Collapse All Scorecards: Weston County Reduce Opioid Abuse Scorecard

Outcomes

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: Decrease Prescription Drug Misuse/Abuse Among Youth and Adults						
Weston: # of Reported Schedule II Prescriptions Filled per Capita	0.6	0.6	→ 1	0.0	2015	 
Weston: % of Youth Reporting Misuse/Abuse of Prescription Drugs in Past 30 Days-HS	1.9%	1.7%	↓ 2	0.0%	2016	 
Weston: Treatment Admissions for Primary Presenting Problem of Opiates per 100,000 (Age 18+)	97.43	69.12	↓ 2	0.00	FY 2016	 
Weston: Treatment Admissions for Primary Presenting Problem of Opiates per 100,000 (Under 18)	0.00	0.00	→ 2	0.00	FY 2015	 

Strategies

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: Increase Safe Storage and Disposal of Prescription Drugs						
Weston: # of Community Organizations Engaged in Distributing Deterra Kits	0	3	↑ 1	25	FY16Q4	  
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Weston: # of Pounds of Medication Collected at Take-Back Events and LE Dropbox(es)	65.00	27.50	↓ 2	150.00	FY 2017	  
Weston: # of Take-Back Events Held	3	1	↓ 1	5	FY 2017	  
Weston: Educate the Community about the Problem and Harms of Opioid Misuse/Abuse						

Measure at a Glance Screen

INSIGHTVISION
Bill Barberg | Help | Logout | Change Password

Home | Scorecards | Reports

Weston County Reduce

Expand All | Collapse All

Outcomes

- Weston: Decrease Prescription D
- Weston: # of Reported Sch
- Weston: % of Youth Report
- Weston: Treatment Admiss
- Weston: Treatment Admiss

Strategies

- Weston: Increase Safe Storage a
- Weston: # of Community
- Weston: Expand & Promote Pres
- Weston: # of Community
- Weston: # of Disposal Op
- Weston: # of Pounds of M
- Weston: # of Take-Back E
- Weston: Educate the Community

Measure at a Glance

Weston: Expand & Promote Prescription Drug Take-Back Events and Options

Weston: # of Pounds of Medication Collected at Take-Back Events and LE Dropbox(es)

Display Settings
Apply

Edit
Print
Embed

Time Period	Target Value	Actual Value
FY 2017	150.00	27.50
FY 2016	150.00	65.00
FY 2015	150.00	73.00
FY 2014	150.00	70.00
FY 2013	150.00	30.00

Time Period	Target Value	Actual Value
FY 2017	150.00	27.50
FY 2016	150.00	65.00
FY 2015	150.00	73.00
FY 2014	150.00	70.00
FY 2013	150.00	30.00

About Actual Values

Time Period	Target Value	Actual Value	Notes	Created By	Created On	Edit
FY 2017	150.00	27.50	27.5 # collected at National Take Back Event on 4/29 at Weston County LE Center	Kristi Lipp	05/03/2017	
FY 2016	150.00	65.00	Includes pounds from Take Back Events and Drop Box at LE Center.	Kristi Lipp	03/20/2017	
FY 2015	150.00	73.00	Includes pounds from Take Back Events and Drop Box at LE Center.	Kristi Lipp	03/20/2017	
FY 2014	150.00	70.00	Includes poundage from Take Back Events and Drop Box at LE Center.	Kristi Lipp	03/20/2017	
FY 2013	150.00	30.00	This data only includes pounds disposed at Take Back Events (this was prior to Drop Box installation).	Kristi Lipp	03/20/2017	

Search

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Target Value	Most Recent Period	Comments/ Actions
0.0	2015	
0.0%	2016	
0.00	FY 2016	
0.00	FY 2015	

Target Value	Most Recent Period	Comments/ Actions
25	FY16Q4	
100	FY 2016	
100	FY 2016	
150.00	FY 2017	
5	FY 2017	

Integrated Access to the Actions

Weston: Expand & Promote Prescription Drug Take-Back Events and Options						
	 Weston: # of Community Organizations Engaged in Promoting Take-Back Events 	5	8	 1	100	FY 2016
	 Weston: # of Disposal Options in the Community	2	2	 1	100	FY 2016

Integrated Access to the Actions

Weston: Expand & Promote Prescription Drug Take-Back Events and Options									
Weston: # of Community Organizations Engaged in Promoting Take-Back Events									
Name	Status	%Complete	Assigned To	Notes & Sub Actions					
Collaborate with Upton Town Officials and healthcare providers to offer a National Take-Back Event	On Track	10%	Megan Zaharas	[Icons]					
Promote take-back events in the county	Approved but Not Started	0%	Sylvestri -	[Icons]					
Weston: # of Disposal Options in the Community									

Dynamic Workplan to Monitor Actions

Weston County Reduce Opioid Abuse Workplan

Edit Mode Make Default Print to PDF Print to PPT

Expand All | Collapse All

Scorecards: Weston County Reduce Opioid Abuse Workplan

Outcomes

- Weston: Decrease the Harmful Consequences of Opioid Abuse
- Weston: Decrease Prescription Drug Misuse/Abuse Among Youth and Adults

Strategies

Name	Prior Period	Current Value	Change	Target Value	Most Recent Period	Comments/ Actions
Weston: OVERARCHING OBJECTIVE: Reduce Access to Opioids						
Weston: Increase Safe Storage and Disposal of Prescription Drugs						
Name	Status	%Complete	Assigned To	Notes & Sub Actions		
Collaborate with social service agencies and healthcare providers to offer at home disposal kits	On Track	10%		[Icons]		
Promote all existing and new disposal options in the county	On Track	15%	Sylvestri -	[Icons]		
Weston: Expand & Promote Prescription Drug Take-Back Events and Options						
Name	Status	%Complete	Assigned To	Notes & Sub Actions		
Collaborate with Upton Town Officials and healthcare providers to offer a National Take-Back Event	On Track	10%	Megan Zaharas	[Icons]		
Create and implement educational campaign about the importance of safe storage and disposal	On Track	20%	Newsletter Journal -	[Icons]		
Promote take-back events in the county	Approved but Not Started	0%	Sylvestri -	[Icons]		
Weston: Educate the Community about the Problem and Harms of Opioid Misuse/Abuse						
Name	Status	%Complete	Assigned To	Notes & Sub Actions		
Create and implement educational campaign about the importance of safe storage and disposal	On Track	20%	Newsletter Journal -	[Icons]		
Educate Task Force members on importance of locking up, proper disposal of meds & dangers of opioids	On Track	10%		[Icons]		

Up-to-Date Details on All the Actions

Outcomes

- Weston: Decrease the Harmful Conse
- Weston: Decrease Prescription Drug

Strategies

- Weston: OVERARCHING OBJECTIV
- Weston: Increase Safe Storage and
 - Collaborate with social ser
 - Promote all existing and ne
- Weston: Expand & Promote Prescri
 - Collaborate with Upton Tow
 - Event
 - Create and implement educ
 - Promote take-back events
- Weston: Educate the Community ab
 - Create and implement educ
 - Educate Task Force memb
 - of opioids
 - Train Task Force members

Asset & Capacity Development

- Weston: Strengthen Community En
- Weston: Gather and Share Data on

Action Presentation

Weston: Create and implement educational campaign about the importance of safe storage and disposal

Comments Edit Status Edit Print to PDF

Description Edit

Develop and share a series of talking points, a media campaign and supporting materials to improve awareness of the importance of safe storage and disposal of prescription drugs.

Status On Track

Start Date 11/01/2016

End Date 06/30/2017

Percent Complete 20%

Assigned To Newsletter Journal -

Assigned By Kristi Lipp

Last Updated 08/23/2017 07:41 by IFI (CEO) Bill Barberg

Status Update History Line View

Updated At	Updated Status	Updated By	% Completed	Status
5/4/2017 2:39:26 PM	Continuing to work on developing media campaign. After determining talking points, workgroup decided that we ...	Kristi Lipp	20%	On Track
5/4/2017 2:32:33 PM	4/11/17- Talking points have been selected and print ads are being worked on. 5/4/17- Continuing to work on d...	Kristi Lipp	20%	On Track
4/11/2017 10:06:06 AM	Talking points have been selected and print ads are being worked on.	Kristi Lipp	20%	On Track

Attached Documents

Actions Select

File Name	Document Type

Target Value Most Recent Period Comments/ Actions

Target Value Most Recent Period Comments/ Actions

Notes & Sub Actions

Notes & Sub Actions

Notes & Sub Actions

Target Value Most Recent Period Comments/ Actions

Awards & Accolades

“Finalist” 21st Century Communities Technology Challenge
Winter Innovation Summit, 2017

2016 **“Achievement Award”** to San Diego County

“Deployment of an Application to Capture Collective Impact”
National Association of Counties

“Technical Innovation in Public Health” to North Colorado Health Alliance
Public Health in the Rockies Conference, 2016

“Pacesetter Community” to the North Colorado Health Alliance
100 Million Healthier Lives Campaign, 2015

“Promising Practice” to Weld County, 2015
National Association of County and City Health Officials (NACCHO)

Five Tools for Addressing the Opioid Crisis

- ✓ **The Framework:** Master Strategy Map Template
- ✓ **The Toolkit:** The Opioid Coalition Resource Hub (OCRH)
- ✓ **The Process:** The Community Coalition Accelerator (CCA)
- ✓ **The Management System:** InsightVision
- **Scalable Training:** E-Learning using Thinkific

Carefully Designed Interactive Courses



Public Health & Pop Health
Strategy Skills

ALL COURSES SIGN IN

Overview on Managing Community Health Improvement Strategies

BUY \$95.00

akeso

The image shows a healthcare professional in a dark blue uniform with an 'akeso' logo on the chest, smiling and interacting with a patient. The professional is standing next to a medical monitor displaying data. The background is a clinical setting with a whiteboard.

100% discount code for 30-day access for CJA Members or Conference Attendees

Carefully Designed Interactive Courses

A brief message about the course

Videos of me
sharing on
key topics



Carefully Designed Interactive Courses

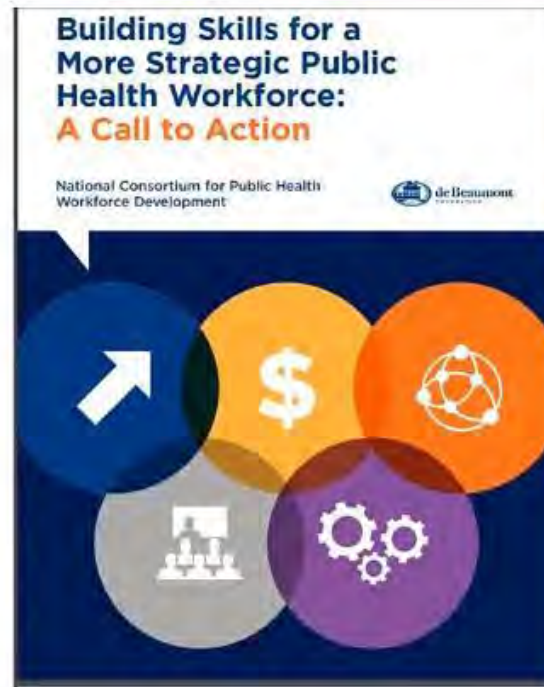


INSIGHTFORMATION INC.

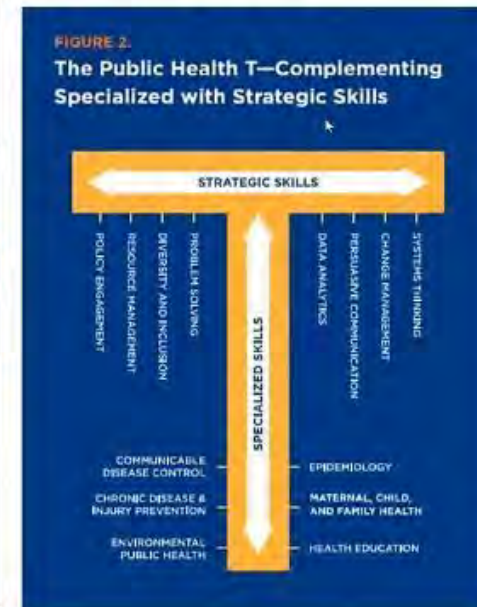
Importance of Enhancing Strategic Skills

Content from our live training sessions—in 3 to 7 minute videos.

Developing Strategic Skills



Elevate strategic skills to equal status with specialized skills. Build systems, not silos.



Systems Thinking

Change Management

Persuasive
Communication

Problem Solving

Resource
Management

Carefully Designed Interactive Courses

Testing Your Learning

0 DISCUS

Test your learning after each module.

Which of the following was NOT mentioned as an important strategic skill in the “Call to Action” report from the National Consortium for Public Health Workforce Development?

Choose only ONE best answer.

A a.) Change Management

B b.) System Thinking

C c.) Resource Management

D d.) Program Evaluation

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Testing Your Learning

Option to track
process of a group
of participants

Good job!

You passed this quiz with a score of

100%

You need 100% to pass

CONTINUE →

RETAKE QUIZ

You answered 1 out of 1 questions correctly

Join the Population Health Learning Collaborative

www.ImprovePopHealth.org



The image shows a screenshot of the website www.ImprovePopHealth.org. The header features the logo "Improving Population Health" with a red icon of three people, and navigation links for "About", "Resources", "Workshop", and "Sponsors". The main content area has a large heading: "Introducing a learning collaborative to accelerate community teamwork to improve population health". Below this is a paragraph of text describing the collaborative's focus on refining and adopting practices like CHNAs, CHAs, and CHIPs.

Improving Population Health 

[About](#) [Resources](#) [Workshop](#) [Sponsors](#)

Introducing a learning collaborative to accelerate community teamwork to improve population health

ImprovePopHealth.org is the Website for a new learning collaborative that will focus on **improving and accelerating the refinement and adoption of practices that will improve population health**. The initial focus is on current Community Health Needs Assessments, (**CHNAs**), Community Health Assessments (**CHAs**) and Community Health Improvement Plans (**CHIPs**) development and management practices. There are an extraordinary number of innovations that can greatly enhance each of these foundational practices, and this learning collaborative is a space for interested organizations and individuals to *come together to share and learn*.

Free Kickoff “Virtual Workshop” on May 23 (6 hours, interactive)

Read and Share the E-book & Other Resources

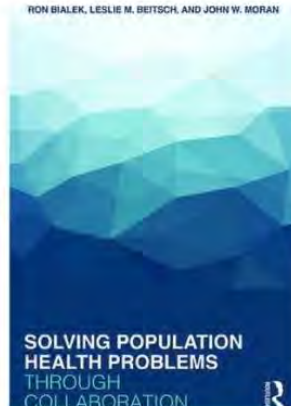
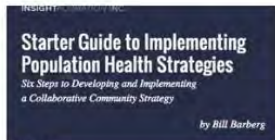
www.insightformation.com > Solutions > Population Health Implementation

Learn a better way to Implement Population Health Strategies

Go deeper into the topic of population health collaboration with the exciting new book, *Solving Population Health Problems through Collaboration*, where InsightFormation founder and President, Bill Barberg, was sought out to author the chapter titled "Implementing Population Health Strategies". Bill offers six steps which cover developing and implementing a collaborative community strategy to achieve the most successful and beneficial impact throughout your community.

See our starter guide based on Bill's work, linked below, to help you strategically address the population health issues affecting your community.

GET OUR FREE STARTER GUIDE



View the recording of our March 7 Webinar.

Population Health: From Strategies to Solutions

Features a case study of the CCA in Saginaw

www.insightformation.com/webinars

Invite people in your coalition to attend the May 7 or 9 Webinar as preparation for the August 20 CCA Workshop

For More Information...

- Contact Liz.Gallagher@Insightformation.com 763-331-8291 or Bill.Barberg@insightformation.com
- Visit our Website at www.insightformation.com
 - Recorded Webinars
 - More information on InsightVision
 - Download free E-Book on Implementing Population Health Strategies
 - Case Studies