The Cecil County Drug and Alcohol Abuse Council (DAAC) seeks to reduce substance use disorders and related consequences through development and implementation of an integrated and comprehensive prevention/early-intervention, treatment, recovery support and public safety system.

The Council’s plan, entitled “Plans, Strategies and Priorities for Meeting the Identified Needs of the General Public and the Criminal Justice System for Alcohol and Drug Abuse Evaluation, Prevention, and Treatment,” was developed by local and regional stakeholders and multiple agencies to guide the improvement of current services, as well as document the need for new initiatives. The goals of the jurisdictional plan include the following:
1) Establish an accessible and integrated continuum of substance abuse treatment services for adult residents of Cecil County.
2) Establish and enhance resources and programs to address the substance use disorder concerns among individuals referred by the criminal justice system.
3) Establish an accessible and integrated continuum of substance use disorder prevention, intervention and treatment services for children, adolescents and their families of Cecil County.
4) Educate and assist the Cecil County community to live healthy and drug free lives.
5) Decrease obstacles to prevention, early-intervention, treatment and emergency response programs.
6) Develop a recovery-oriented systems approach that builds on the strengths and resilience of individuals, families, and communities to take responsibility for their sustaining health, wellness, and recovery from alcohol and drug problems.
7) Decrease the number of drug exposed newborns born in Cecil County.
8) Establish an accessible and integrated continuum of gambling prevention, intervention and treatment services.
9) Reduce incidence of fatal and non-fatal overdoses in Cecil County.

The above goals are supported by 46 objectives and related performance targets.

During the development of the local plan, the Cecil County Drug and Alcohol Abuse Council identified three priorities (objectives) for specific focus through June 2019. The priorities are aligned with the Cecil County Community Health Improvement Plan, and include the following:

1) Increase protective factors and resiliency to prevent or delay the initiation of substance use and other high risk behaviors among youth in Cecil County (Goal 3, Objective E);
2) Increase overdose prevention education and related outreach to individuals and groups identified as high risk. Educate community members in overdose recognition and response (Goal 9, Objective E);
3) Increase communication, collaboration, and, where possible consolidation, among various stakeholder groups (Goal 5, Objective F).

Select accomplishments and recent progress toward the above priorities and the overall plan follow:

- **Expanded Environmental Prevention, Alcohol Server Training:** the Cecil County Maryland Strategic Prevention Framework-2 (MSPF-2) Coalition successfully implemented an environmental prevention strategy with a local policy change. Environmental strategies are those focused on changing the context around substance use and abuse, and include efforts to change or influence community conditions, standards, systems and policies. The MSPF-2 Coalition sought to expand environmental prevention by increasing training for employees of alcohol-serving establishments with TIPS (Training for Intervention ProcedureS). TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. Previous Cecil County policy required TIPS training for only one employee of an alcohol-serving establishment. The Coalition proposed a policy change which would
require TIPS for all bartenders and any employees in a supervisory position. This proposed policy change achieved support from the Cecil County Executive, the Cecil County Council, the Cecil County Delegation, many alcohol-serving establishments, and other local leaders. During February and March 2018, the new training policy was presented to the Economic Matters committee of the Maryland House of Delegates (House Bill-0411), and the Education, Health, and Environmental Affairs committee of the Maryland Senate (Senate Bill-1057). With favorable support from both committees, the MSPF-2 policy was successively approved by the State Senate on March 27, 2018, the House of Delegates on April 3, 2018, and the Governor on April 10, 2018. The effective date for the new Cecil County policy was July 1, 2018.

- **Increase Youth Knowledge of Opioid Risks**: the Cecil County Public Schools, in partnership with the Cecil County Department of Emergency Services and the Cecil County Health Department helped facilitate several presentations by Tony Hoffman titled: "Breaking the Stigma: Recovery Advocacy & Addiction Awareness." Tony Hoffman - a former BMX Elite Professional, Rio Olympic Games Coach and an individual in long term recovery - "has dedicated his life, to bringing awareness around the country, describing how dangerous prescription pill and heroin abuse are, as well as advocating a shift in thinking towards current addiction-recovery processes." In Cecil County, Hoffman's presentations helped increase awareness of risk factors for opioid misuse and addiction, and elevate protective factors for a drug free lifestyle. More than 2,300 Cecil County students attended events on March 13th, 14th and 15th at North East Middle School, Perryville Middle School, Rising Sun Middle School, Cherry Hill Middle School, Elkton Middle School and Bohemia Manor Middle School. Approximately 90 community members attended an evening community presentation of “Breaking the Stigma” on March 13th at Elkton High School. Hoffman's visit to Cecil County was supported by funds provided by the Cecil County Opioid Information Team (OIT) via the Maryland Opioid Operational Command Center. The project expanded on local efforts to "Increase Youth Knowledge of Opioids." 

- **Opioid Information Team**: during FY2018, the OIT, pursuant to the Governor’s declaration of a State of Emergency on the opioid crisis, identified priorities for opioid related funding. In addition to the above referenced Increase Youth Knowledge of Opioid Risks project, the OIT also approved funding for an update to www.rewriteyourscript.org. The website update progressed during the spring of 2018, and a related campaign is ongoing in support of increased awareness of resources for behavioral health treatment, substance use disorder and overdose prevention, and recovery support. For FY2019, the OIT approved funding to: (1) hire an additional Peer Recovery Specialist in support of the hospital outreach and the Outreach to Survivors of Overdose (OSO) project; (2) augment transportation assistance (taxi and bus vouchers) to reduce barriers and expand access to services for individuals coping with substance use disorders; (3) help support the 2018 Cecil County Student Leadership Summit and related development of “youth-led, adult-guided” action plans for reducing adolescent substance use; and (4) with support of a behavioral health consultant, develop a plan of action for coordinating and expanding community behavioral health crisis response.
• **Outreach to Survivors of Overdose:** initiated on April 3, 2017, the OSO project is facilitated in partnership between the Cecil County Sheriff’s Office (CCSO) and the Cecil County Health Department. Objectives for the program include the prevention of disease progression, future overdose incidents and death. The project strives to connect with individuals who survived an overdose event but refused transportation to Union Hospital or other healthcare provider. The CCSO provides overdose incident data and contact information for many of the overdose survivors. Health Department Peer Recovery Specialists and overdose prevention staff employ the CCSO data to contact the survivors, offer assistance and community resources, and encourage treatment admission. Through June 30, 2018, five-hundred, forty two contacts (initial and subsequent) were initiated with survivors. From these attempts, 127 connections were successful, and 37 individuals enrolled into substance use disorder treatment.

• **Student Created Public Service Announcements:** on March 27, 2018, during a meeting of Cecil County Board of Health, several substance use prevention public service announcements (PSAs) created by Cecil County high school students were officially unveiled. The PSAs (eight short videos and five billboard messages) were created by students who had participated in the Fall 2017 Cecil County Student Leadership Summit. The Summit had been facilitated by NorthBay Adventure Camp, Cecil County Public Schools, the Cecil County Drug Free Community Coalition and the Cecil County Health Department. Forty-eight students from five county high schools (Bohemia Manor, Elkton, North East, Perryville, Rising Sun) attended the two-day event during November 2017, and advanced “youth-led, adult-guided” action plans to reduce adolescent substance use through impacting school environments and changing social norms. The PSAs were developed to inspire and influence students and the community to work towards a “Drug Free Cecil.” Topics included: parents talking to their children about substance use disorders, the abuse of over the counter drugs, the consequences of marijuana use, and the benefits of healthy alternative activities. The videos and related messages were distributed throughout Cecil County Public Schools and from partner agency websites including [www.rewriteyourscript.org](http://www.rewriteyourscript.org). One of the eight videos was awarded second place at the Cecil County Public Library - 2018 Teen Film Festival, and one of the videos was entered in the Drug Enforcement Administration’s 2018 Operation Prevention Video-Challenge contest. All of the PSAs were featured at Cecil College’s “Spotlight on Students,” a night of student performances that facilitated a youth perspective of the drug challenges in the Cecil County. Also, beginning in June 2018, the student videos were broadcast on the several television networks throughout Cecil County, including: ESPN, TBS, Adult Swim, Animal Planet, Comedy Central, Discovery, E, Freeform, FS1, FX, NBC Sports, MTV, Nickelodeon, SYFY, TLC, Cartoon Network, Travel Chan, TRU TV, NFL Network, and VH1. The television broadcasts are scheduled to continue through October 2018.

• **Rx. Abuse Leadership Initiative - Deterra Drug Deactivation System:** in April 2018, the Cecil County Drug Free Community Coalition (DFC) was honored with its selection to join the Rx. Abuse Leadership Initiative (RALI) of Maryland. RALI is an alliance of more than a dozen local, state and national organizations committed to finding solutions to end the opioid crisis in Maryland. (RALI membership includes: the Community Anti-
Drug Coalitions of America, the Maryland Chamber of Commerce, the Maryland Fraternal Order of Police, the Maryland Pharmacists Association, the Maryland Realtors Association, the Maryland Rural Health Association, the Maryland State Grange, MedChi-Maryland State Medical Society, and others.) During the spring of 2018, RALI initiated a multi-pronged approach to help address the opioid crisis in this nation, including efforts to remove unwanted drugs (including opioids) from circulation. In support of the above, the alliance selected the Cecil County DFC to distribute 50,000 Deterra Drug Deactivation System bags throughout Maryland. The Deterra System provides an easy method for people to deactivate and dispose of unused, expired or unneeded medications in their home. The Deterra bags deactivate prescription drugs, rendering them inert, unavailable for misuse and safe for the environment. During May and June 2018, the Cecil County DFC coordinated distribution of said bags to multiple organizations, including: the East Baltimore Drug Free Community Coalition, the Frostberg State University Drug Free Community Coalition, the Garrett County Health Department, the Montgomery County Health Department, the Morgan State University Drug Free Community Coalition, the Pocomoke Drug Free Coalition, the Queen Anne's County Department of Health, the University of Maryland Eastern Shore Project Achieve Coalition, the Western Anne Arundel County Substance Abuse Prevention Coalition, the Wicomico County Health Department, and others. The Division also initiated distribution of an additional 5,000 bags throughout Cecil County. Additional information on the Deterra System is available here: https://deterrasystem.com/

- **Peer Recovery Specialists Recognition:** on June 14th, the Maryland Department of Health (MDH) recognized the Health Department’s Peer Recovery Specialists with the 2018 Employee Recognition Award for Team Innovation. The award acknowledged the exemplary services provided by Peer Recovery Specialists throughout the Cecil County. The Peers are integrated within the local behavioral health, social service and somatic care system; Peer Recovery Specialists are embedded within Cecil County’s Department of Social Services, Department of Parole and Probation, Detention Center, Drug Court, Mary Randall Center, as well as bedside within the emergency room and on every floor of Union Hospital. Peer Recovery Specialists frequently interact with individuals within the above settings and throughout the community to connect those in need to behavioral health treatment, as well as housing, vocational, care coordination services and other recovery support resources. Similar to the MDH recognition, the Cecil County Peer program had previously received accolades from Union hospital and the Maryland Association of Counties; Cecil County was the first jurisdiction in Maryland to embed Peer Recovery Specialists inside a hospital.

- **Naloxone and Overdose Response Program:** the Cecil County Overdose Response Program (ORP) provides substance use disorder education, overdose identification and response guidance, and naloxone distribution. Naloxone is a life-saving opioid antagonist medication that counters the effects of an opioid overdose, reversing the depression of the central nervous system and respiratory system. The education and medication distribution were available for individuals with a history of opioid use and to those that could be in a position to witness and respond to an overdose. Between April 30, 2014, and June 30, 2018, the program provided training and naloxone to
2,361 community residents and 335 law enforcement officers; (2701 total trained). Through June 30, 2018, a minimum of 233 lives was reported saved as a result of actions taken by ORP trained individuals. (This count includes lives saved by community participants and law enforcement officers. The count does not include naloxone administrations by paramedics and other medical emergency service responders.)

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