

**Local SUD Prevention Planning  
CONCEPT PAPER**

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**Proposal for Local Assistance Funding**

Submitted by:

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## Community Based and Street Outreach & Engagement for Individuals At-Risk, in Recovery, or Using Substances

Outreach Specialists act as the link between community resources, supports and services and the people those services aim to assist.

On one side, you have systems ready to provide aid or services, and on the other, you have an individual with needs. Outreach Specialists bring the two together in a non-threatening manner that meets the individual where they are. People are where they are, despite the desire for them to be further along, more willing, more committed. We usually want people to do what we would like them to do according to what we have planned for them. Pushing someone to change does little more than increase their unwillingness. Evidence suggests that working with, rather than against, the resistance is optimal.

Meeting people where they are means:

Strive to understand where they are emotionally. Respect their perspective. Be sensitive to cultural attitudes. Some of this is physical, going out of the office and being where the client is. It means meeting people where they are in terms of their background knowledge. Find familiar ground and explain insights in a way that will resonate with what they already know. Engage the person by meeting them where they are, versus telling them how and where to be. To achieve this, interact in a way that makes them feel valued and empowered.

Involve them at their own pace, to develop their own plan of action. Change is far more likely when a person develops their own (intrinsic) motivation and can have personal ownership of the decision to change. If you remove your desire for someone to be different, you can meet them where they are. They are where they are. Remove the pressure and conflict brought on by the desire to *improve* them and merely strive to engage. This is how change happens.

## Proposed Program Outline

### **Objectives**

The general purpose of the *OutReachOut* option is to engage and develop appropriate professional, trusting relationships with individuals At-Risk, in Recovery, or Using Substances in order to introduce them to resource, support, housing, treatment, social, employment, educational opportunities.

Outreach Specialists will:

- Facilitate access to crisis intervention services
- Provide information and referral
- Assist in eliminating/overcoming potential barriers to services
- Create community awareness of *OutReachOut* option and promote its presence through marketing, and direct presentations
- Initiate and develop key relationships between individuals or groups in the community and the *OutReachOut* option

### **ReachOut**

Develop Gatekeeper partnerships to build and empower a broad network of community helpers across many and varied locations and services throughout the County. Partner with existing programs working with at risk populations. Gatekeepers will be educated about *OutReachOut* option and serve as linkage points to facilitate connections with Outreach Specialists and submit locations for street outreach based on observations. Wallet cards are available to distribute providing *OutReachOut* option information.

Gatekeeper Role:

- Question the individual to identify a need and desire for change
- Persuade the person to seek and accept help
- Refer or provide info for appropriate resources

### **OutReach**

- Provide street based and drop-in outreach working directly with individuals at risk.
- Partner with site based programs for drop-in opportunities to connect with persons at risk.
- Partner with in-community workers to function as integrated teams.
- Be present and available at community events.
- Distribute wallet cards providing information about local resources.

### **Outcome Measurements**

- Decrease ED presentations for overdose (2016=78) New York State - Opioid Annual Report Oct2017
- Decrease number of opioid overdose deaths (2016=15) New York State - Opioid Annual Report Oct2017
- Decrease reported Naloxone administrations by EMS and Law Enforcement (2016=118) New York State - Opioid Annual Report Oct2017
- Decrease number of incarcerated persons with opioid addiction (*data needed from jail*)
- Increase utilization of Crisis Regional Open Access Center (ROACA) (Q1 2018=3) OASAS CPS Open Access monthly reporting by SBH
- Increased retention rates in Outpatient SUD programs (20xx = ??)

## Staffing

- Coordinator/Supervisor
- Outreach Specialists
- Per Diem Outreach Specialists

## Equipment

- Vehicle, Cell phones, iPads, etc

## Hours of Availability

- Flexible: Days, Evenings, Weekend coverage
- On-Call availability for off schedule hours

## Partnership Opportunities (Including but not limited to):

- OCO Homeless Services Street Outreach
- OCO YES! (Youth Emergency Services)
- OCO The PATH (Program to Assist the Teenage Homeless)
- OCO Youth Shelter
- OCO SAF
- OCO Youth Health Advocate Project (YHAP)
- OCO Youth Clubhouse
- OCO Residential Programs (AH, TL, Supported Hsg, Backstreet)
- Salvation Army Bridging the Gap
- Salvation Army Daily meals served
- OFA (OCO) Congregate Meal Sites & Home Delivered Meal program
- DARE
- Oswego County Stop DWI
- COCOAA Community Education- alcohol, problem gambling, & substance abuse information and prevention education
- COCOAA Project UTurn- for under-age youths who have been charged with DWI, DWAI
- COCOAA Project Intervention- for non-violent first-time drug offenders aged 25 and younger
- COCOAA SPORT-Universal Prevention for
- COCOAA Responsible Server Trainings
- SBH STR/COTI Peer Outreach & Engagement
- Alcoholics anonymous, Narcotics Anonymous
- Liberty Resources Mobile Crisis
- Liberty Resources Crisis Respite
- CC Community/Emergency Services
- CC Adult Drop-In
- CC CYO
- 211
- NY CONNECTS
- CCC & SUNY Oswego - student services/residential services, campus police
- Schools
- Farnham School Based Prevention Programs
- Case Management & Mentoring Catholic Charities, OCO, OH, OH ACT, OFA, Hillside, LRI, ACR
- ARISE ILC
- Probation
- Parole
- Victory House
- OH MH Inpatient Unit
- Outpatient SUD & MH Clinics
- ER & Urgent Cares
- Primary Care offices
- Pharmacies
- City of Oswego Youth Center
- Jail
- CC Forensic MH at Jail
- Courts, Drug Court
- YB Youth Court
- First Responders, Law Enforcement
- Motels
- Churches
- Food Pantries
- CENTRO, OCO OPT
- DSS Caseworkers
- DSS Assessments/Screenings-COCOAA, Farnham, HL
- DSS Temporary Assistance Programs
- Oswego County E & T Partner with Disconnected Youth program
- Municipal employees, parks maintenance, etc.
- Community members/business owners
- Community & Tabling Events: Walks, Fairs, Farmers Markets, Conferences, Documentary showings