

HEALTHY SUSSEX QUARTERLY

Coming Together for a Healthy Sussex County

Special Edition

November 2021

THE OPIOID EPIDEMIC IS JUST ONE ISSUE OF A MUCH BIGGER PROBLEM!



According to the American Society of Addiction Medicine, "addiction is a treatable, chronic medical disease involving complex interactions among brain circuits, genetics, the environment, and an individual's life experiences.

People with addiction use substances or engage in behaviors that become compulsive and often continue despite harmful consequences."

They go on to say that:

"Prevention efforts and treatment approaches for addiction are generally as successful as those for other chronic diseases."

The opioid epidemic was a wake-up call and because it is so pervasive and life altering to so many Americans and Delawareans, we often forget the bigger picture around addiction. We focus resources on stopping the death rates through medical assisted treatment, prescription management and naloxone training. These, I agree, are important, and while we are making strides in putting the pieces together to address overdose rates, we are missing the mark when it comes to prevention. With a growing number of mental health related issues among all ages, increased alcohol consumption (a gateway to harder drug use), availability and access to a myriad of drugs and the emerging pipeline of methamphetamines, **we may be missing the bigger picture...Social and Emotional Community Wellness!**

What strategies create an environment for our youth, families, and communities using prevention methods which allows the choice for healthfulness over substance use and addictive behaviors? Addressing their immediate needs, yes, but stemming the tide must be a priority! Getting involved with the youth and increased prevention are a constant conversation, but the resources from a financial and programmatic standpoint are insufficient to create a culture of love, support, acceptance, and resilience that limit engagement in early, unhealthy choices and behaviors. If we look so long on the horizon without the proper vessel, provisions, and map, this journey will not end well.

SCHC may not have a lot of resources, staff, and products, but what we lack in capacity we make up for in collaboration, passion, expertise, and commitment. In the last three years, through the generosity of High Mark Blue Cross and Blue Shield of Delaware and other local partners, we have reached **over 150,000 Delawareans with messaging, over 2,500 youth with programming and support, over 200 organizations with education and products and put out over \$100,000 in resources to create awareness, educate and support our partners and community.**

What do you think we could we have accomplished if we were well resourced, more strategic in our work with adequate resources aligned more deliberately with state initiatives? Our CDC study, funded through Discover Bank, demonstrates our ability to create awareness saturation by 600%, prevention efforts by over 100%, as well as an increase in support services. This, along with the state's treatment efforts are making gains, but these initial steps are not enough! SCHC

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SCHC MISSION

The Sussex County Health Coalition exists to engage the entire community in collaborative family-focused effort to improve the health of children, youth and families in Sussex County.



SCHC VISION

We envision a community in which our citizens and institutions (public, private, and not-for-profit) are actively engaged in community health promotion as a shared community good, and working together to create a cultural and physical environment which supports healthy lifestyles for our children and their families.

is a grass roots organization that uses a collaborative effort, and we can do so much more! We hear how important collaboratives are from partners, state agencies, and even mandated through funders and yet, as important as it is, sustainable funding strategies on collective impact collaboration is missing. In this leaders' 16 years, several Healthy Neighborhood's lead, Healthy Community supporter, credible collaboratives still must fight to prove our worth and cobble together inadequate funding streams to support our partners and align critical work.

Isn't it time to create a sustainable funding stream for this critical community component? Dollars consistently go to restudy the community and its issues! The community says enough! When will we as a state truly seek to resource initiatives and partnership collaboratively so that: capacity

meets passion, collective competencies regulate spending priorities, and true community integrative work can create impact through financial empowerment and community advocacy? When will Delaware be BOLD and prioritize all its citizens by robustly supporting financially the strategies to address the growing tide of our public health crisis statewide?

"I know we want a working Delaware! Don't our citizens need and deserve to be healthy to do so?"

Peggy M. Geisler
Executive Director

ATTACK ADDICTION



Have you seen our new look?

atTAcK addiction is re-invigorating the Sussex County chapter and working with fantastic partners like the Sussex County Health Coalition.

We have begun in person meetings which are held on the 2nd Monday of each month. The team just completed the International Overdose Awareness day (IOAD) in Georgetown in August and our Annual Gala (an evening of celebration) in October. We are planning to support the Mommy and me houses in Sussex with the Christmas holiday approaching and will be getting clothes and gifts so they can enjoy the holidays. As we venture into 2022, we will be doing the 5K in Sussex Country again and look forward to all of your support.

A few other ideas that are being considered to bring to Sussex include a special Facebook page for communication to our followers and enhancing education for schools and parents. More to come as these ideas continue to develop.

If you are looking for additional information, please go to attackaddiction.org or you can contact me directly at dawn.hess-fischer@attackaddiction.org.



DELAWARE 4-H AND UD COOPERATIVE EXTENSION SUPPORT FOR DELAWARE GOES PURPLE



UNIVERSITY OF DELAWARE
COOPERATIVE
EXTENSION

Throughout the month of October, the team at 4-H Youth Development and UD Cooperative Extension has facilitated a number of initiatives and campaigns to support and spread awareness of *Delaware Goes Purple*. Following is a snapshot at the main events and activities hosted:

- Delaware 4-H partnered with Consequences of Habit in a Plogging for Purple initiative.** Plogging/Pliking combines jogging, hiking, or biking and picking up litter to increase both physical and environmental wellness and serves communities. During this initiative, that lasts from October 15–November 30, participants are encouraged to wear their purple shirts, submit pictures of their group Plogging for Purple, and weight how much litter they have collected!
 
- 4-H developed a **Get Up and Move for DE Goes Purple** grab and go activity that aims to increase awareness of the *Delaware Goes Purple* campaign while getting youth or adults to engage in physical activity. This month's theme for our Health and Wellness Ambassador meeting was *Delaware Goes Purple*, where we were able to run this activity with our teens. After presenting facts about substance use and overdose, our teens were encouraged to sign the pledge and complete the activity with their clubs or their friends. Teens also heard from a guest speaker from Consequences of Habit.
- During Statewide Cooperative Extension staff meetings, DE Goes Purple has been on the agenda** at each meeting during the month of October. Staff at these meetings and at the Health and Wellness Advisory Group participated in the *Get Up and Move for DE Goes Purple* grab and go activity. Several county staff meetings also went purple during their meetings as well.
- To further the reach and spread more awareness, Extension Communications Department and 4-H **ran a social media campaign** where youth are encouraged to post pictures of themselves wearing purple, doing our purple activity, or teaching about substance use and overdose. On each post, youth use #delawaregoespurple or #DEgoespurple.



- Posted 3 videos of 4 teens and 1 adult** sharing how physical activity (running in this case) helps them develop positive life skills such as drive, focus, motivation, perseverance, and initiative and resist substance use. These posts included the link to the *Delaware Goes Purple* website.
- Students participating in **Botvin LifeSkills** sessions learned about *Delaware Goes Purple* throughout the month of October.
- During the **Sussex County Junior Council Meeting** junior leaders learned about *Delaware Goes Purple* during their October monthly meeting.
- Sussex County Cooperative Extension staff are holding a **walking event and creating a photo collage of staff wearing purple**.
- 4-H developed a **new Prevention Education:** Behavioral Health and Wellness website in October 2021 that features our *Delaware Goes Purple* events on the front page! Visit us at sites.udel.edu/4h-prevention for resources, data, and educational materials surrounding prevention.
- 14 social media posts** were run from October 1–31 sharing facts about the opioid epidemic and supporting *Delaware Goes Purple* with a reach of 4,293 and 212 views.

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4-H FACEBOOK PAGE

- 327/133** reached, *Delaware Goes Purple Take Action*
- 195** reached/**111** views, *Caroline Allen running Video*
- 402** reached, *Show how you are supporting Delaware Goes Purple*
- 226** reached, **85 million** people are impacted by substance use
- 193** reached/**101** views, *Braedon Higbee running video*
- 429** reached, 4-H agents and students on Health and Wellness Ambassadors Advisory Group
- 255** reached, overdose increased 29% in 2020
- 149/353** reached, *National Drug Take Back Day*
- 116** reached, *Plogging for Purple*
- 151** reached/**96** views, *Brenna Geidel and Maddison Crossley video*

COOPERATIVE EXT FACEBOOK PAGE

- 174** reached, *Delaware Goes Purple Take Action*
- 177** reached, **85 Million** people are impacted by substance use
- 746** reached, 4-H Agents and students on Health and Wellness Ambassadors Advisory Group
- 213** reached, overdose increased 29% in 2020
- 205** reached, *National Drug Take Back*

PLOGGING FOR PURPLE

Want to help the environment while improving wellness?

Join Delaware 4-H and Consequences of Habit in plogging, an activity that combines jogging and picking up litter in your local neighborhood or park. In support of *Delaware Goes Purple*, we are hosting a plogging campaign. This campaign raises awareness of recovery while improving environmental, physical, emotional, and social wellness.

Participants have between October 15–November 30 to complete this event(s). Over the month, weigh how much trash you or your club collect. Clubs who send the amount of their total weight collected will be included in a raffle for a \$100 Amazon gift card.

The first 150 participants will receive a t-shirt, gloves, and a pick up stick per group. Sign up and learn more here: [Plogging for Purple Environmental Event](#)

VAPING CURRICULUM

Interested in learning more about the impact of vaping on adolescents? University of Delaware's Cooperative Extension has revised their adolescent vaping lesson. This activity-based curriculum is targeted towards those ages 11–adult and focuses on nicotine products, the health effects of vaping, and how to have beneficial conversations including quitting.

Please fill out [this form](#) if you are interested in learning more!



GET UP AND MOVE FOR DE GOES PURPLE



For each question, students will engage in the specified movement until someone answers the question correctly. Then, move on to the next movement and ask the next question! Enjoy, and let's GO PURPLE!



Scan here to sign the pledge!

Movement 1: Squats
Name 3 things that are purple

Movement 2: Jumping Jacks
List 3 health benefits to engaging in physical activity

Movement 3: Toe Touches
Name a sport that starts with a P for purple

Movement 4: Lunges
How many minutes of physical activity is recommended per day for children and adolescents?

If your favorite color is purple, do 10 high knees!

If your favorite color is not purple, do 10 butt kickers!

udel.edu/4-h



UNIVERSITY OF DELAWARE
COOPERATIVE
EXTENSION

This program is brought to you in part by the University of Delaware Cooperative Extension, a service of the UD College of Agriculture and Natural Resources—a land-grant institution. This institution is an equal opportunity provider. If you have special needs that need to be accommodated, please contact the office two weeks prior to the event.

MEET THE FUNDER VIRTUAL UPDATE



SCHC is pleased to announce our next virtual Meet the Funder featuring:

The Carl M. Freeman Foundation
Hosted by Lindsay Richard,
Executive Project Manager

Tuesday, November 16
10 am via Zoom

Carl M. Freeman[®]
FOUNDATION

SUN BEHAVIORAL DELAWARE GOES PURPLE IN OCTOBER 2021



By Esther Curtis, Community Liaison

When it comes to *Delaware Goes Purple*, few organizations in Sussex County “go purple” as passionately as SUN Behavioral does. As the only inpatient program for mental health and substance use disorders in Sussex County, Delaware, SUN’s team knows that prevention of overdoses in the community begins with awareness.

Each October, SUN Delaware hosts a “SUN Goes Purple” campaign that has both internal and external elements. Because October is SUN Delaware’s official “birth month,” the organization combines events to celebrate the anniversary of its grand opening in 2018. SUN Delaware held its Annual Employee Appreciation Event at Sand Hill Fields in Georgetown, Delaware.

SUN’s Purple Celebration began with a collaboration with Indian River High School’s football team. The school made announcements before the event to ask football fans to wear their best purple gear to promote overdose awareness. Staff from SUN Delaware and the Sussex County Health Coalition worked together to pass out purple giveaways and ask people to sign *Delaware Goes Purple* pledge cards promising they would make overdose prevention a priority.

Each October, all of SUN Delaware’s swag is purple, and our outreach team distributes literature created for the sole purpose of educating recipients about overdoses. This year, SUN gave out purple bracelets, bags, pens, face masks, and other goodies to give people easy ways to “go purple.” Staff distributed signage to local healthcare offices to make their own statement that this office “Goes Purple” in solidarity against overdoses. SUN sponsored numerous professional or

community events throughout the region, including the NAMI Inspiring Hope Conference on October 4-5 and the 25th Annual Delaware Healthcare Forum hosted on October 28 by the Delaware Healthcare Association. And of course, SUN Delaware passed out candy and information at Halloween celebrations and “Trunk or Treats” throughout the state.

Collaboration with the sports continued through October with SUN’s Pharmacy Department hosting a NARCAN giveaway at the Cape Vikings Pop Warner practice on Thursday, October 14. Staff gave away NARCAN kits and conducted overdose prevention training for each recipient. The NARCAN kits were provided as part of a collaboration with the Delaware Division of Substance Abuse and Mental Health.

On October 27, SUN Delaware hosted a virtual continuing education seminar on Substance Use and Mental Health with guest speaker Stacy Henson, LCSW, ACSW, of The Recovery Village in Columbus, Ohio. The seminar was attended by nearly 100 people, who earned professional credits in exchange for their attendance.

Finally, on October 28, SUN Delaware collaborated with Hero Help, a division of the New Castle County Police Department, to distribute NARCAN kits at the Sparrow Run neighborhood. This event was a collaboration with the Delaware Community Response Team (CRT) which is tasked with providing NARCAN and overdose training throughout the State of Delaware.

SUN Delaware believes that overdose prevention requires a community effort. That’s why SUN’s team works to distribute NARCAN, trains recipients how to use it, and encourages everyone to remember that overdoses can (and do) happen all around them. Prevention begins in the home, in the neighborhood, in public places, and with those who choose to be part of a lifesaving team.





You don't want to miss our ROCKIN' FOR RECOVERY CONCERT EVENT

**Hosted at Hudson Fields in Milton, Delaware
in early May 2022**

Recovery house residents in Delaware & Maryland are eligible
for free tickets

Check out the photos from two of the confirmed bands!
We will let you know if anyone else is added.

Thank you to our
signature sponsor
Matt Hayley Trust



DOVER BEHAVIORAL HEALTH GOES PURPLE



GO PURPLE WITH US

Nearly every day, someone in Delaware loses their battle with heroin, prescription painkillers, or other addictive drugs. Both teens and adults need to talk about substance use and understand the risks and consequences.

Did you know that one of the greatest challenges for people seeking help from addiction is the stigma surrounding their addiction? Those struggling should know that their disease is not one that they should be ashamed of or keep hidden. *Delaware Goes Purple* empowers the community to stand up to erase the stigma and to support individuals who need it the most. [Delaware Goes Purple](#)

ADULT INPATIENT DETOXIFICATION

The Adult Chemical Dependency Inpatient Program at Dover Behavioral Health System is a highly structured program for adults over the age of 18 with a need for medically supervised detoxification or for a recovery program. Inpatient services are intended to be brief with the goal of stepping the patient down to less restrictive level of care for continued rehabilitation as soon as medically indicated.

The Disease Concept Model and 12-step involvement are emphasized throughout our inpatient addiction treatment programs. The multidisciplinary treatment team is led by a psychiatrist and includes a certified alcohol and drug counselor, social worker, nurse and activity therapist. The treatment is individualized and guided by a tailored treatment plan that addresses specific needs.

Treatment Components Include

- Medical detox
- Chemical dependency education/recovery dynamics
- Individual therapy
- Group therapy
- Family therapy
- Activity therapy
- Spirituality therapy
- Nursing education
- Relapse prevention
- AA/NA meetings
- Medication management
- Dietary counseling

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SUBSTANCE USE DISORDER INTENSIVE OUTPATIENT PROGRAM (IOP)

Dover Behavioral Health System is pleased to offer an Adult Intensive Outpatient Program (IOP) for substance use disorder at our locations in Dover and Georgetown, Delaware. The Adult IOP program is provided by our dedicated, experienced staff of healthcare professionals in a positive, healing environment.

Chemical dependency is a highly treatable disease and the Adult IOP program offers customized treatment for individuals with substance use disorder problems to help them overcome their dependency on alcohol and/or drugs.

Our assessment and referral center is available 24 hours a day, 7 days a week. Call us at 302-741-0140 for a no-cost, confidential assessment today.

Program Components include:

- Psychosocial assessment
- Chemical dependency assessment
- Groups 9:00 a.m. to 1:00 p.m. Monday through Friday
- Educational groups
- Relapse prevention groups
- Matrix model
- 12-step program
- Stages of change
- Family support sessions
- Individualized relapse prevention plan
- Random urine drug screens

SCHC PROUDLY THANKS OUR GENEROUS SPONSORS FOR THEIR SUPPORT!

PLATINUM



GOLD

R. Short Roofing, LLC
SUN Behavioral
Sussex County Council

SILVER

AmeriHealth Caritas Delaware
City of Seaford
Delaware State University
Discover Bank
Dover Behavioral System
Lakeshore Motor Company
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