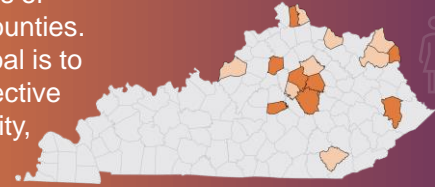


# HEALing Communities Study Factsheet

In 2019, the University of Kentucky received funding from the National Institutes of Health (NIH) to implement the HEALing Communities Study (HCS) in 16 KY counties. Massachusetts, New York, and Ohio were also awarded. At a high level, the goal is to study what combination of proven approaches lead to the fastest and most effective reduction in opioid overdose deaths in partnership with federal, state, community, public health, criminal legal system, behavioral health, & health care partners.

24 researchers from 7 UK Colleges made up the HCS faculty team

62 full-time UK staff positions supported since April 2019



## Overview

Data are as of 10/31/2023

### Using a Community Engaged Approach

Coalitions of dedicated local stakeholders who live and/or work in the county drove the decision-making and implementation process.

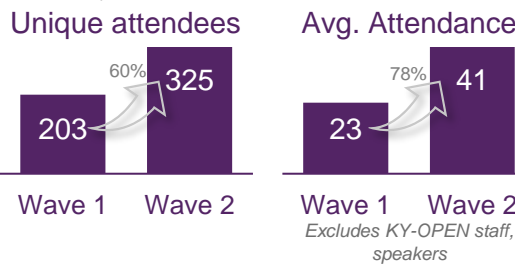


The HCS Community Advisory Board (CAB) included members from each HCS-KY county, a key government official, representatives from the criminal legal, healthcare, and behavioral health systems, and people with an OUD, in OUD recovery, and/or their family.

40 KY CAB members over the course of HCS

### Hosting >125 Interactive Teleconferences

KY-OPEN, a weekly teleconference, focused on topics like delivery of MOUD, addressing co-morbidities, regulatory issues, and other key OUD-related topics. Average session attendance increased nearly 80% from Wave 1 (23 attendees) to Wave 2 (41 attendees).



### Learning Collaboratives

were peer-based learning sessions designed to raise awareness of evidence-based prevention and treatment strategies. Attendees could expand their professional networks and learn about creative, sustainable programs and resources to address the opioid epidemic.

25 sessions

1,663 live session attendees

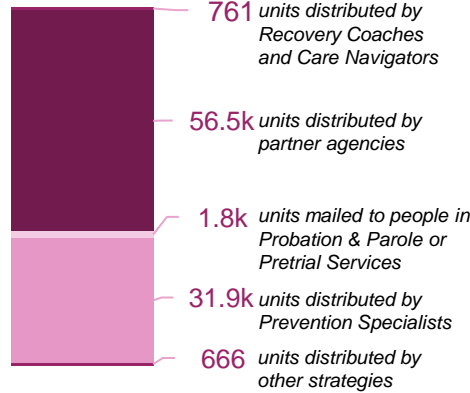
## Overdose Education and Naloxone Distribution

Increasing access to naloxone and educating individuals to appropriately respond to opioid overdoses were primary objectives of HCS. HCS-KY developed a Naloxone Hub at UK, where a small team dispensed naloxone to partner agencies, and other team members developed partnerships with organizations that then provided OEND to populations at high risk of opioid overdose and their communities.

91.6k

total units distributed in both Wave 1 & 2

Values may not sum due to rounding.



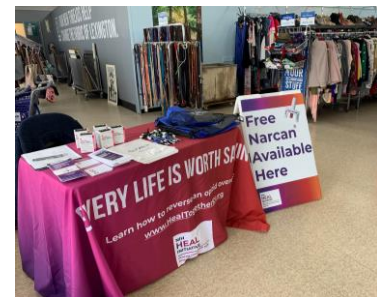
OEND Partner Locations = 346

SAVE a LIFE WITH a NASAL SPRAY



### HCS-KY's OEND Direct Delivery Model

In Kentucky's "direct delivery" model, Prevention Specialists provided education on recognizing opioid overdoses and administering nasal naloxone. They handed out nearly 32,000 units of naloxone to community members in a variety of settings, including community events and in agencies that may not have had the capacity to implement an OEND program like gas stations, libraries, and grocery stores.



Pictured from left to right: Pop-up event at gas station in Greenup County, Floyd County Farmers Market, and Fayette County Goodwill




# HEALing Communities Study Factsheet

## Designing and Launching 64 Locally Tailored Communication Campaigns

Campaigns focusing on providing naloxone to reverse opioid overdoses, reducing stigma about OUD, and encouraging treatment with MOUD were tailored to specific audiences like people with OUD, family members, healthcare workers, and community leaders.

**94** local persons feat. in materials

**40k** print materials distributed

Est. Views of Messages 

Outdoor **38.4 million**  
Billboards, bus ads

Paid Digital **35.1 million**  
Ads on Facebook, Instagram, Spotify, etc.

## Collecting, Processing, and Sharing Data and Analyses

**39** unique data points on public facing data dashboard

**60+** data and analysis requests fulfilled for manuscripts and presentations

**1.7m** administrative data points collected from partners and processed to create 113 unique HCS metrics

**9.2k** interviews completed

(e.g., qualitative interviews with community members, interviews with agencies to collect information about local resources, surveys asking about HCS-related time commitments, etc.)

## Access to Medication for Opioid Use Disorder

MOUD Partner Locations = **137**

### Expanding Capacity of MOUD Providers to Treat Patients

**175+** individuals received MOUD treatment through un- or under-insured patient payment programs at licensed Opioid Treatment Programs

**13** partner agencies who wanted to expand their capacity to provide MOUD treatment received financial support for staff positions

### Addressing Gaps in Transportation Resources with 57 Partner Locations

The transportation assistance program provided HCS-KY partner agencies with transportation resources (e.g., fuel cards, bus passes, salary support for an agency employed driver, etc.) for MOUD patients who may otherwise not have been able to travel to enroll and/or continue their treatment.

**11.3k** fuel cards distributed **6.9k** bus passes distributed **13.4k** Uber/Lyft rides provided

### Increasing MOUD Entry and Retention

**130** agencies implemented a linkage and/or retention program

Recovery Coaches and Care Navigators were placed at agencies that interact with people at high-risk for overdose, like jails and syringe service programs, to connect people with OUD to MOUD providers. Nearly **25%** (313) of enrollees were successfully linked to MOUD.

**1,200+** linkage program enrollees

Patients at partner MOUD providers could enroll in the retention program with a Recovery Coach or Care Navigator for support to stay in treatment.

**2,600+** retention program enrollees

### Coaches / Navigators Hired and Trained

Voices of Hope Recovery Coaches, 122 + 16 Supervisors	Bluegrass Care Navigators, 29
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### Reducing Barriers to Accessing MOUD Treatment for Nearly 1,800 Individuals



HCS-KY's Barrier Relief Program provided direct financial support to remove barriers to entering and staying in MOUD treatment and build recovery capital.

## Safe Opioid Prescribing, Dispensing, and Disposal

### Improving Education on Safe Opioid Prescribing and Dispensing

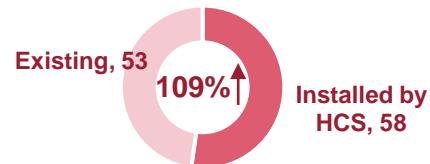
**458** participants in educational outreach, including 1-on-1, group, and recorded sessions

**724** visits to pharmacies to talk about opioid safety, naloxone, disposal and more

**1,816** best practices guides distributed to primary care providers and dentists



### Increasing Access to Safe Medication Disposal in Pharmacies



**6,628** lbs. of unused medication returned for incineration



Billboards, ads, social media, and PSAs including local community members raised awareness of medication disposal locations.