



# PREVENTION & OUTREACH



UNIVERSITY OF  
CHARLESTON

SCHOOL OF PHARMACY

**Destination. PHARMACY.**

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# What we know . . .

West Virginia is ground zero for the nation's opioid epidemic. The opioid overdose death rate in West Virginia is more than double the national average, increasing 605% between 1999 and 2010. In addition, nationwide more than 5,700 people ages 12 and older misuse pain medication for the first time every day. Statistics also indicate that the average age for first (mis)use of prescription or illicit drugs is 9-to-12 years of age. Addiction and overdose are not the only concerns that come with the opioid crisis. Intravenous drug use puts persons at risk for contracting and spreading infectious diseases.

WEST VIRGINIA  
**RANKS #1**  
in the nation for  
**OVERDOSE DEATHS  
OF ALL AGES**



According to the CDC

**28** of **55**  
WEST VIRGINIA  
COUNTIES

are at risk for an HIV/HCV  
outbreak, largely because  
of intravenous drug use.

RATES OF ACUTE HEPATITIS B  
increased **220%**  
OVER SEVEN YEARS IN WEST VIRGINIA (2007-14)  
**14 TIMES THE NATIONAL AVERAGE**

In Kanawha County  
alone, there was a **322%**  
INCREASE IN HEPATITIS B CASES  
FROM 2012 TO 2015.

The treatment costs for these diseases are astronomical and are on their way to creating a public health and economic crisis for our state.

WEST VIRGINIA  
**RANKS #1**  
in the nation for the incidence of  
**NEONATAL ABSTINENCE  
SYNDROME (NAS)**

NAS refers to issues that occur in a newborn  
exposed to drugs while in the womb.

## Destination. RESULTS.

Statistics provided by the Centers for Disease Control and Prevention (CDC) and the West Virginia Department of Health and Human Resources (WVDHHR).

# What we are doing about it

In an attempt to reverse the rapid increase of drug abuse in our region, UCSOP has established partnerships with a number of community agencies, governmental offices, and private organizations to help address this devastating health problem in our state. Our faculty, comprised of pharmacy, public health, and education experts, work with our student pharmacists to:

- Engage in prevention and education initiatives
- Participate in harm reduction programs that include syringe services, point of care testing, and access to care
- Help reduce the stigma of addiction
- Promote recovery resources
- Connect the community with healthcare professionals



## Academic Detailing Program

In March 2018, UCSOP partnered with the CDC to pilot the National Resource Center for Academic Detailing (NaRCAD) program at the Boone County Health Department in Southern West Virginia. Academic detailing is a one-on-one outreach education technique that allows pharmacists, pharmacy students, and other healthcare professionals to educate prescribers on the dangers of overprescribing opioids and also recognize the signs of opioid abuse. Four UCSOP students and one faculty member have been trained to provide this service.

## Neonatal Abstinence Syndrome (NAS) Reduction through Education in Correctional Facilities

UCSOP Fellows are working with the WV Department of Corrections and WV Department of Health and Human Services to plan and execute a program designed to educate female inmates about the many problems that can occur in a newborn baby exposed to addictive illegal or prescription drugs while in the mother's womb. In addition, student pharmacists will educate the women about the availability of voluntary, long-acting reversible contraceptives (VLARC) for preventing pregnancy that may potentially result in a NAS baby.

## Naloxone Distribution & Training

Our faculty work to educate first responders, business and community leaders, and pharmacists on the use of Naloxone to prevent opioid overdose deaths. In 2018, UCSOP received a donation to provide approximately 8,000 doses of Naloxone to first responders throughout the state. In addition to distributing the fast-acting drug reversal agent, our pharmacists provide Naloxone training to first responders, community members, and health professionals through the Kanawha-Charleston Harm Reduction Program and many other events throughout the surrounding area.

### Harm Reduction Programs

Student pharmacists and members of the UCSOP faculty have provided more than 200 volunteer hours during the 2017-2018 academic year alone to harm reduction programs at health departments and free clinics. We lend our expertise in a variety of avenues, including point-of-care testing (POCT) for infectious diseases caused by intravenous drug use such as Hepatitis B, Hepatitis C, and HIV; access to long-term birth control; and encouraging and educating addicted patients on recovery resources and services.

### Generation Rx

Generation Rx is an evidence-based program developed in collaboration with the Cardinal Health Foundation, the American Pharmacists Association (APhA), and The Ohio State University School of Pharmacy. The curriculum is designed to increase public awareness of prescription medication abuse and medication safety. Each year, over 60 of our student pharmacists visit more than 500 third-grade students in 25 classrooms throughout Kanawha County to discuss medication safety, including how to store medications and dispose of prescriptions properly, and the dangers of prescription drug misuse.

### Live Blog Talk Radio Series

Our faculty and students team up with health profession experts to deliver a live internet radio series focused on discussing topics such as disease management, proper medication disposal, and the importance of medication adherence. To access these recordings, visit: [www.ucwv.edu/pharmacy](http://www.ucwv.edu/pharmacy).

### Point-of-Care Testing

Our faculty and students provide point-of-care testing for infectious diseases caused by intravenous drug use, including Hepatitis B, Hepatitis C, and HIV in both public health and community pharmacy settings

### Harm Reduction Coalitions

Many of our faculty serve on harm reduction coalitions throughout the state, including the Kanawha Charleston Health Department Harm Reduction Coalition and the Great Rivers Harm Reduction Coalition.

### Prevention First Network

In 2018, UCSOP partnered with West Virginia Prevention First in collaboration with the West Virginia Department of Health and Human Resources Bureau for Behavioral Health and Health Facilities, the West Virginia Office of Drug Control Policy to launch the Help & Hope WV Initiative. This one-of-a-kind media content strategy links local information, social media, state and national resources and data, in one place in real time. This new initiative is the hub of information, resources, and educational links that are propelling the State of West Virginia ahead in our efforts to curb the tide of substance abuse. For more information visit: <http://stigmafreewv.org>.

### Safe Medication Disposal

Through donations and grants, UCSOP faculty and staff educate persons throughout the state on the importance of safe medication disposal. This includes the distribution of medication disposal systems that allow persons to properly discard expired or unused medications in a way that is safe to the public and the environment.

### Medication Adherence

Each spring, UCSOP participates in the National Consumers League Script Your Future: Medication Adherence Team Challenge, a two month-long inter-collegiate competition among health profession student teams and faculty for creating solutions to raise awareness about medication adherence as a critical public health issue. UCSOP has received a national award for efforts in promoting medication adherence in 2013, 2015, 2016 and 2017. Past outreach activities have included: community health fairs, distribution of informational flyers with patient prescriptions at surrounding Fruth Pharmacy locations, and educational programming.





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