



# Ocean County Overdose Response Plan



**2021-2022**

*A community driven response plan to address overdose spikes in Ocean County, developed and implemented in partnership.*

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Dear Ocean County Partner,

Re: **Ocean County Overdose Response Plan** Letter of Introduction

During the Ocean County Overdose Fatality Review, a confidential meeting that conducts a social autopsy on overdose decedents, information on different time periods in which the county was in an overdose spike were discussed in relation to the cases. The recommendation from the meeting was finding a way to use real time overdose spike data to inform Ocean County residents of the increased cases of overdose and overdose death, as well as amplify messaging on accessing resources and getting naloxone. The goal was to use data to drive actionable steps in our county to potentially save lives. The Ocean County Health Department (OCHD) began talking to other jurisdictions that used this data to develop local level responses. Using the guidance from the fatality review, combined with recommendations for existing overdose response plans, the OCHD was successful in securing grant funding from the National Association of County and City Health Officials for “Implementing Overdose Prevention Strategies at the Local Level.” This opportunity provides for the development of an **Ocean County Overdose Response Plan**.

The high rates of opioid use in Ocean County have severely affected individuals with substance use disorders, families, friends, businesses and our county as a whole. To combat these disheartening trends and prevent fatalities, the **Ocean County Overdose Response Plan** has been developed through crucial collaboration with community partners. The goal of **the Ocean County Overdose Response Plan** is to raise awareness about opioid overdose and the devastating impact it is having in Ocean County, monitor jurisdictions that are experiencing increases in their overdose cases, and implement strategies to reduce the number of deaths that we are experiencing in our communities.

Sincerely,

The **Ocean County Overdose Response Plan** Committee

## Committee Membership and Affiliation

### Agency and Logo

### Agency Description

#### *New Hope*



**New Hope IBHC** is dedicated to the treatment of adults and adolescents affected with alcohol, drug and gambling addiction. A unique combination of highly personalized services reflects our mission to restore each individual to a full and rewarding lifestyle, free from destructive substances, compulsions and influences. Founded more than 45-years ago, New Hope IBHC is established as a non-profit (501[c]3) corporation dedicated to providing exceptional quality, state-of-the-art care. Thus, we operate under New Jersey license with the ongoing accreditation of the Commission on the Accreditation of Rehabilitation Facilities (CARF). Today, New Hope ranks among the nation's leading organizations of our type, constantly striving to advance the quality of addiction treatment through ongoing professional education and participation in select research projects.

We offer all ASAM levels of care, but Ocean County uses our adult and adolescent short-term and withdrawal management services as well as men's and women's halfway house services.

Visit: [www.newhopeibhc.org](http://www.newhopeibhc.org)

#### *Ocean County Department of Human Services*



The Ocean County Board of Commissioners established the **Department of Human Services** to support human service needs in Ocean County. Through its different Boards and Commissions, the Department focuses upon specialized areas of service delivery and program development. Working with community partners, the Department aims to cultivate, facilitate and oversee a comprehensive system of care and support for at-risk individuals and families.

Visit: <https://co.ocean.nj.us/OC/OCDHS/>

*Ocean County Health Department*



In partnership with our community, we are committed to serving as a leader to promote healthy lifestyles, ensure a clean and safe environment, and provide high-quality public health services to protect our present and future generations.

Visit: [www.ochd.org](http://www.ochd.org)

*Ocean County Prosecutor's Office*



As the Chief Law Enforcement Agency in Ocean County, we actively support and provide leadership, supervision, and resources to local law enforcement and municipal prosecutors within our County. Our staff is comprised of a unique group of professionals who excel in specific areas and work together, as a team, to investigate and prosecute criminal activity. Our mission is to seek justice at all times, and to meet the needs of crime victims effectively, efficiently, transparently, and uniformly across Ocean County.

Visit: <https://ocponj.gov/>

*RWJBarnabas Health Behavioral Health Center (BHBHC)*



**RWJBarnabas Health Behavioral Health Center (BHBHC)** is a 100-bed acute psychiatric facility conveniently located in Toms River offering both inpatient and outpatient adult psychiatric services. BHBHC offers voluntary and involuntary beds as well as a specialized inpatient geriatric unit complete with a geropsychiatrist to provide the best care for this population. For those struggling with substance use disorder, the BHBHC utilizes Peer Recovery Specialists and Navigators to provide bedside intervention, peer support, and linkages to appropriate levels of care. The BHBHC has a mental health Intensive Outpatient Program, Stepping Stones, which is designed for individuals who would benefit from group and individual therapy three days a week, as well as medication management. For information

regarding our inpatient and outpatient services please contact our 24/7 Access Line at 1-800-300-0628.

**Visit:** [www.rwjbh.org/behavioralhealth](http://www.rwjbh.org/behavioralhealth)

***RWJBarnabas Health Institute for  
Prevention and Recovery (IFPR)***



The **RWJBarnabas Health Institute for Prevention and Recovery (IFPR)** is a leader in creating the systems and services necessary to improve the health of communities throughout New Jersey. For over 30 years, IFPR has provided substance use disorder prevention programs, nicotine and tobacco treatment and innovative recovery support and social care services, taking a systems change approach to address social determinants of health and enhance care delivery systems throughout RWJBarnabas Health and New Jersey. IFPR is the largest provider of hospital-based recovery support services in the United States and the largest provider of free tobacco and nicotine treatment services in New Jersey.

**Visit:** <https://www.rwjbh.org/treatment-care/institute-for-prevention-and-recovery/>

## Subcommittee Meeting Planning

Date	Meeting Description
<b>March 31, 2021</b>	<ul style="list-style-type: none"> <li>• <b>Ocean County Overdose Response Plan</b> and media campaign introduction</li> <li>• Discussion on other county/state overdose response strategies</li> </ul>
<b>June 2, 2021</b>	<ul style="list-style-type: none"> <li>• First official planning meeting</li> <li>• Review of Ohio overdose/media campaign</li> <li>• Facilitated discussion of process for the development/implementation of the <b>Ocean County Overdose Response Plan</b></li> </ul>
<b>June 30, 2021</b>	<ul style="list-style-type: none"> <li>• The beginning of building the <b>Ocean County Overdose Response Plan</b></li> <li>• Process for monitoring/reporting data</li> <li>• Presentation from New Jersey State Police (NJSP) on drug monitoring and analysis</li> </ul>
<b>July 21, 2021</b>	<ul style="list-style-type: none"> <li>• Continuation of building <b>the Ocean County Overdose Response Plan</b></li> <li>• Update on media campaign focus groups</li> <li>• Alert analysis and tiered response discussion</li> </ul>
<b>August 18, 2021</b>	<ul style="list-style-type: none"> <li>• Update on focus groups/media campaign</li> <li>• Alert analysis and tiered response notification and messaging discussion</li> </ul>
<b>September 15, 2021</b>	<ul style="list-style-type: none"> <li>• Continuation of developing the tiered response/alert analysis</li> <li>• Update on ODMAP/EpiCenter thresholds</li> </ul>
<b>September 29, 2021</b>	<ul style="list-style-type: none"> <li>• Discussion of changes made to tiered response</li> <li>• Update on ODMAP/EpiCenter statistics</li> <li>• Overview of what tiered response/alert analysis will look like once plan is implemented</li> </ul>
<b>October 13, 2021</b>	<ul style="list-style-type: none"> <li>• Review evaluation plans</li> </ul>
<b>May 4, 2022</b>	<ul style="list-style-type: none"> <li>• Continued discussion regarding tiered response changes</li> <li>• Overview of stigma awareness efforts/survey results</li> </ul>

## Purpose

The purpose of the **Ocean County Overdose Response Plan** is to outline the procedures for the monitoring of opioid overdose occurrences throughout Ocean County, as well as the mobilization of community stakeholders during an identified spike in overdose cases, whether the cases are fatal or non-fatal. In Ocean County, overdose data is collected from various monitoring programs such as EpiCenter and ODMAP, as well as other relevant anecdotal/collateral information from community partners. When a spike in Ocean County overdose activity is identified, stakeholders will be alerted and mobilized to implement strategies to reduce the number of overdoses occurring in Ocean County and prevent fatalities.

## Definitions

**Classifier:** A classifier is any algorithm that sorts data into labeled classes, or categories of information

**EpiCenter:** EpiCenter assists with collecting, managing, and visualizing health-related data to help public health professionals detect changing health conditions as they occur. Primarily based on emergency department registration data, this interactive tool empowers users to monitor, assess, and analyze data for their region in near-real time, thereby helping them respond more effectively <sup>1</sup>.

**ODMAP:** The Overdose Detection Mapping Application Program (ODMAP) provides near real-time suspected overdose surveillance data across jurisdictions to support public safety and public health efforts to mobilize an immediate response to a sudden increase, or spike in overdose events. It links first responders and relevant record management systems to a mapping tool to track overdoses to stimulate real-time response and strategic analysis across jurisdictions <sup>2</sup>.

**Overdose:** Overdose (OD) happens when a toxic amount of a drug, or combination of drugs, overwhelms the body. An overdose can be either fatal or non-fatal <sup>3</sup>.

**Spike:** A sharp increase in the magnitude or concentration of overdose occurrences.

**Tier:** A row, rank, level or layer.

1. <https://www.health-monitoring.com/syndromic-surveillance-epicenter>
2. [www.odmap.org](http://www.odmap.org)
3. <https://harmreduction.org/issues/overdose-prevention/overview/overdose-basics/what-is-an-overdose/>

## County Profile

Ocean County, New Jersey is one of the largest geographic counties, in the state, situated directly on the East Coast. As per the census data, Ocean County is home to 607,186 residents as of 2019 with 92.7% White, 9.5% Hispanic or Latino, and 3.6 Black or African American. Although the median age of residents is around 42.6, the senior population (65 and older) comprises almost 23% of the population. Ocean County is one of the fastest growing counties in New Jersey, offering 33 varying municipalities ranging from beach towns to rural farms. The impact of the overdose epidemic in Ocean County is a true public health issue. Compared to other counties in New Jersey, Ocean County has experienced an unprecedented number of overdose deaths within the past several years. In 2018, the overdose death rate per 100,000 population for Ocean County is 31.3; this surpassed both the overdose rates of New Jersey, 30.5, and the United States, 29.1. As per NJCARES.GOV, in 2019, Ocean County had 204 suspected overdose deaths, 752 naloxone administrations, and 344,341 opioid prescriptions dispensed. In 2020, Ocean County can anticipate similar numbers with 245 suspected overdose deaths, 891 naloxone administrations, and 324,530 opioid prescriptions. From January 1, 2021 thru June 30, 2021, there is a suspected 126 overdose deaths.<sup>2</sup> As per the 2019 New Jersey Substance Abuse Monitoring System (NJSAMS) admission data, males represented 63% of admissions and females 37%. Further, the age ranges show ages 25-29 comprise 19% of admissions, 30-34 at 18% of admissions, and 35-44 made up 27% of admissions (see charts below).

NJCARES Historic Data								
Ocean County	2013	2014	2015	2016	2017	2018	2019	2020
Suspected Overdose Death	154	132	157	253	189	217	204	245
Naloxone Administration	n/a	n/a	624	977	621	811	752	891
Opioid Prescriptions Dispensed	454,390	450,508	483,061	450,466	417,019	365,341	344,341	324,530

<https://www.njcares.org>, retrieved 10/7/2021

New Jersey Substance Abuse Monitoring System, Substance Abuse Treatment Admissions Ocean County Residents (%)														
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Under 18</b>	6%	6%	8%	7%	7%	7%	7%	5%	1%	2%	2%	1%	1%	1%
<b>18-21</b>	13%	10%	14%	15%	15%	16%	14%	11%	10%	8%	8%	7%	5%	4%
<b>22-24</b>	11%	14%	13%	14%	13%	15%	14%	14%	16%	13%	13%	10%	7%	6%
<b>25-29</b>	16%	16%	18%	18%	18%	18%	20%	20%	21%	21%	21%	21%	21%	19%
<b>30-34</b>	10%	11%	11%	11%	13%	13%	15%	16%	18%	18%	17%	18%	18%	18%
<b>35-44</b>	24%	23%	19%	18%	17%	15%	16%	16%	17%	19%	20%	22%	25%	27%
<b>45-54</b>	15%	14%	14%	13%	12%	12%	11%	12%	12%	13%	13%	14%	15%	16%
<b>55 and Over</b>	4%	3%	3%	3%	4%	4%	4%	5%	4%	5%	6%	7%	8%	9%

## Ocean County Overdose Response Plan

**The Ocean County Overdose Response Plan** utilizes funds from the National Association of County and City Health Officials (NACCHO) to use data from Overdose Detection Mapping Application Program (ODMAP), EpiCenter hospital admissions, New Jersey State Police (NJSP) Surveillance called the At-Risk Matrix, and other local overdose information. The utilization of the quantitative and qualitative data from these various platforms serve as a catalyst to trigger a tiered outreach response for the Implementing Overdose Prevention Strategies at the Local Level (IOPSSL) grant.

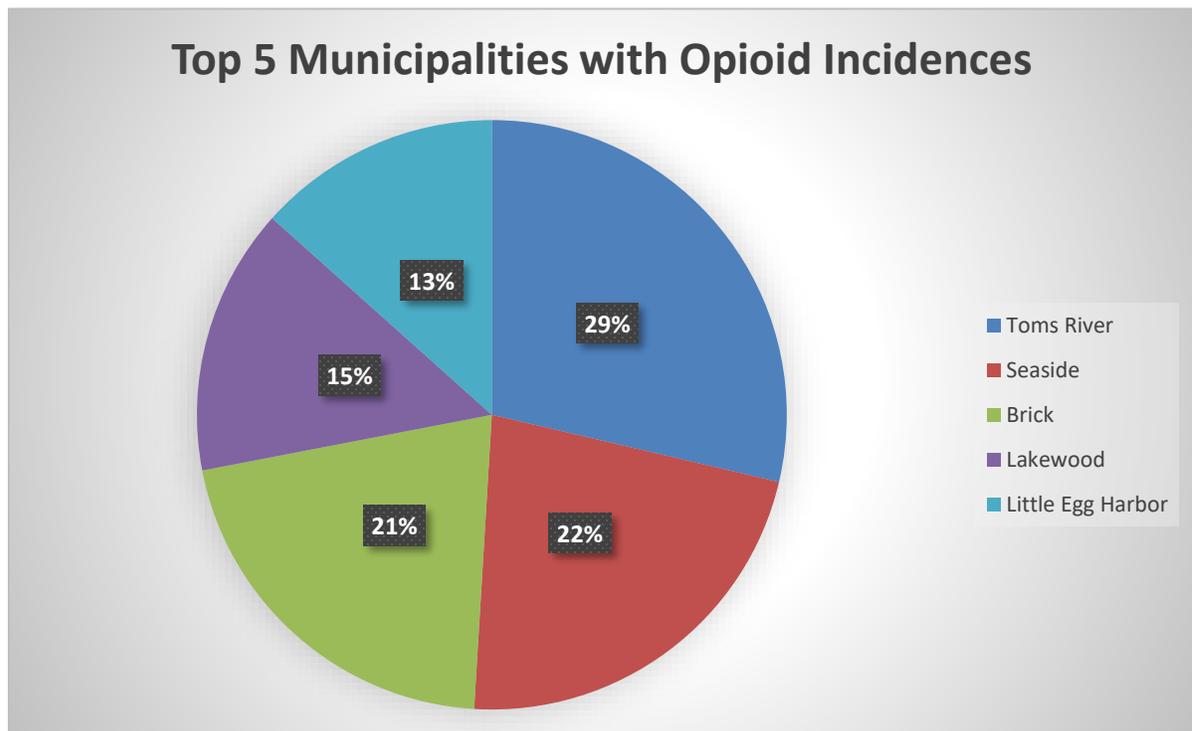
The ODMAP, housed at the New Jersey State Police (NJSP), provides near real-time suspected overdose surveillance data across jurisdictions to support public safety and public health efforts to mobilize an immediate response to a sudden increase, or spike in overdose events. It links first responders and relevant record management systems to a mapping tool to track overdoses to stimulate real-time response and strategic analysis across jurisdictions. EpiCenter, the second source of data utilized for the **Ocean County Overdose Response Plan**, assists with collecting, managing, and visualizing health-related data to help public health professionals detect changing health conditions as they occur. Primarily based on emergency department registration data, this interactive tool empowers users to monitor, assess, and analyze data for their region in near-real time, thereby helping them respond more effectively. Individuals that are admitted to the hospital and entered into the EpiCenter platform are identified through the use of opioid classifiers, with words such as “opiate overdose”, “overdose”, “opioid mention”, “heroin mention”, amongst others. Additionally, any relevant collateral data/information provided to the **Ocean County Overdose Response Plan** Committee from Ocean County stakeholders is also considered for interpretation.

This plan will detail how different overdose spike data sets will trigger varied and appropriate community responses. Responses will range from no action, but continuation of monitoring, to a full response with community outreach, utilizing a recovery specialist and deployment of an overdose spike media campaign. The plan will identify key community partners to engage in the overdose spike response and their specific roles and responsibilities. As of now, the identified data sets that would yield the activation of **the Ocean County Overdose Response Plan** would come from multiple areas including:

- **ODMAP data**
  - Housed at NJSP under their Drug Monitoring Initiative (DMI). Through ODMAP, **the Ocean County Overdose Response Plan** Committee is able to monitor daily overdose statistics including, how many overdoses have occurred in a 24-hour period in which geographic locations, if Narcan/Naloxone was used, and other identifying information.
- **EpiCenter data**
  - Browser-based software that collects, manages and visualizes hospital opioid overdose data, allowing public health professionals to monitor and effectively

respond to various health conditions through the utilization of opioid related classifiers.

- **At-Risk Matrix data from January 1, 2021 to May 25, 2021 provided by the Ocean County Prosecutor’s Office**
  - Indicates that five Ocean County municipalities have the most recorded incidents/data entries in terms of opioids and/or opioid use, including Toms River, Seaside, Brick, Lakewood and Little Egg Harbor
  - The At-Risk Matrix does not solely represent overdoses or the administration of Narcan. This data incorporates multiple drug-related factors including overdose, Narcan, law enforcement encounters and pawn shop data
  - **The Ocean County Overdose Response Plan** committee will carefully monitor the overdose activity occurring in these municipalities and deploy overdose prevention strategies rapidly and efficiently when necessary
- **From Behavioral/Community Based Organizations**
  - Collateral/anecdotal information relayed from community partners will be utilized to determine if a tiered response approach is necessary



## Monitoring and Reporting Data

Daily aggregate Ocean County overdose data is monitored through the ODMAP, EpiCenter, and other collateral information provided from community partners at the Ocean County Health Department (OCHD) located in Toms River, New Jersey. Each data source has been an integral part of the development of the **Ocean County Overdose Response Plan** and the deployment of a tiered response approach for reducing overdose incidence and preventing fatalities in Ocean County.

- **Frequency of Monitoring**
  - Daily overdose data collected and utilized for the **Ocean County Overdose Response Plan** is necessary to identify spikes in overdose incidence in near real-time. Overdose data is collected from Emergency Medical Services (EMS), law enforcement, the Ocean County Health Department, local hospital emergency rooms, and local treatment providers/centers.
- **Responsible agency and data resources:**
  - Law Enforcement/EMS
    - Input overdose information, including fatal and non-fatal cases into ODMAP platform
    - Input single dose and multiple dose Narcan/Naloxone administrations into ODMAP platform
    - Input municipalities where overdose cases occur in ODMAP platform
  - The Ocean County Health Department
    - Monitor the number of overdoses identified in ODMAP and EpiCenter in a specified timeframe
    - Utilized relevant collateral/anecdotal information from community partners and apply to tiered response approach, if applicable
    - Utilize the EpiCenter platform to identify “hot spots” in specific municipalities and monitor overdose cases closely
    - Verify and initiate **Ocean County Overdose Response Plan** as appropriate
  - Local Hospital Emergency Departments
    - Input patients with opiate-related identifiers/suspected overdose into EpiCenter
    - Share overdose spike information with clinical teams as appropriate
  - Behavioral/Community-Based Organizations
    - Relevant collateral/anecdotal information relating to overdose, or opiate related trends to be e-mailed to OCHD to incorporate into tiered response and subsequent notification

## Tiered Response

Through monitoring overdose data from ODMAP, EpiCenter and other collateral information, a tiered response approach for reducing overdose will be activated in Ocean County when a spike in overdose cases is confirmed for a specific 24-hour period. **The Ocean County Response Plan** will be composed of three tiers, including:

- **Tier 1: Situational Awareness**
  - ODMAP and EpiCenter: A combination of ten to thirteen suspected overdoses (if any fatal, move to Tier 2)
  - EpiCenter: 100% of opioid classifiers are to be reviewed
  - Collateral data: If none, remain in Tier 1. If reports are received, move to Tier 2
- **Tier 2: Activation**
  - ODMAP and EpiCenter: A combination of fourteen to sixteen suspected overdoses (if 25% are fatal move to Tier 3)
  - EpiCenter: 100% of opioid classifiers are to be reviewed
  - Collateral data: If none, remain in Tier 2. If reports are received, move to Tier 3
- **Tier 3: High Alert Response**
  - ODMAP and EpiCenter: A combination of seventeen or more suspected overdoses
  - EpiCenter: 100% of opioid classifiers are to be reviewed
  - Collateral data: not applicable at Tier 3

Based on the number of overdoses that occur within a 24 hour period will determine which response is initiated.

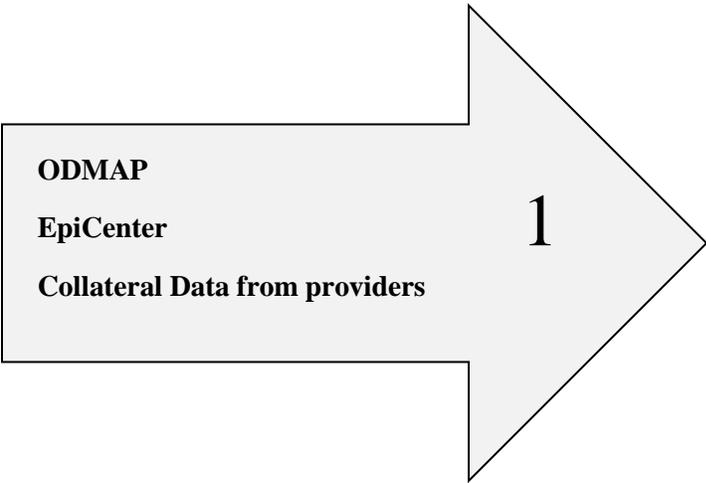
### Update:

On May 4, 2022 the Ocean County Overdose Response Plan Subcommittee revised the tiered response plan parameters to a more streamlined process. The reason for the update was to acknowledge an overdose spike through combining the threshold requirements for ODMAP and EpiCenter. The initial overdose spike threshold required five overdoses in ODMAP, and five overdoses in EpiCenter before a tiered response was activated. However, there have been various instances where the same number of overdoses were identified on a particular date, but because there were, for example, six overdoses in ODMAP and only four overdoses in EpiCenter, a tiered response would not be activated. With the new tiered response parameters, the tier will be activated if the parameters are met through a combination of ODMAP and EpiCenter overdoses.

In addition, when a tier is to be activated, the overdose prevention strategies for Tier 2 and 3 were merged to eliminate any confusion as to which overdose prevention strategies should be implemented. However, with Tier 3 being our High Alert Response, if Ocean County reaches a Tier 3 response, discussion regarding facilitating targeted interventions in high overdose burden municipalities will occur to meet the needs of the impacted communities. The thresholds for Ocean County Overdose Response Plan tiers are also visualized in the graphic below.

**Ocean County Overdose Response Plan**  
**Tiered Response to Overdose Spike Data**

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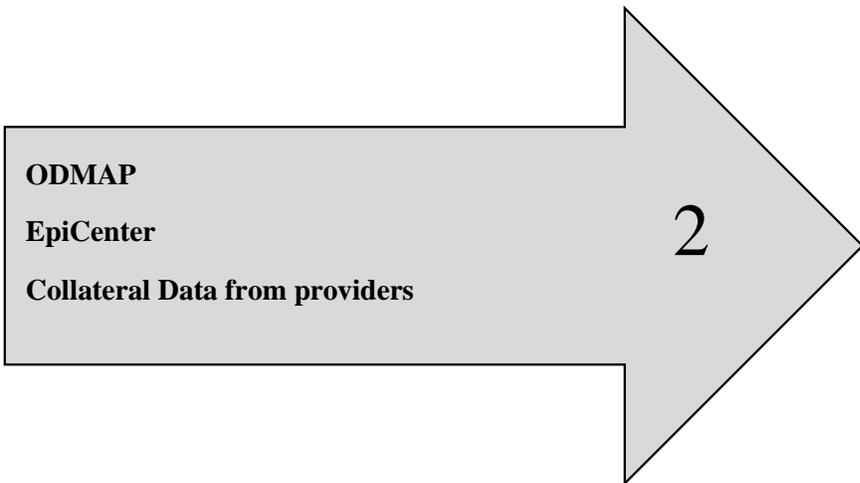


In a 24 hour period,

ODMAP and EpiCenter: A combination of 10-13 reported suspected overdoses (if any fatal move to Tier 2)

EpiCenter: 100 % of Opioid classifiers are to be **reviewed.**

Collateral data: If none, remain in Tier 1  
 If reports received, move to Tier 2

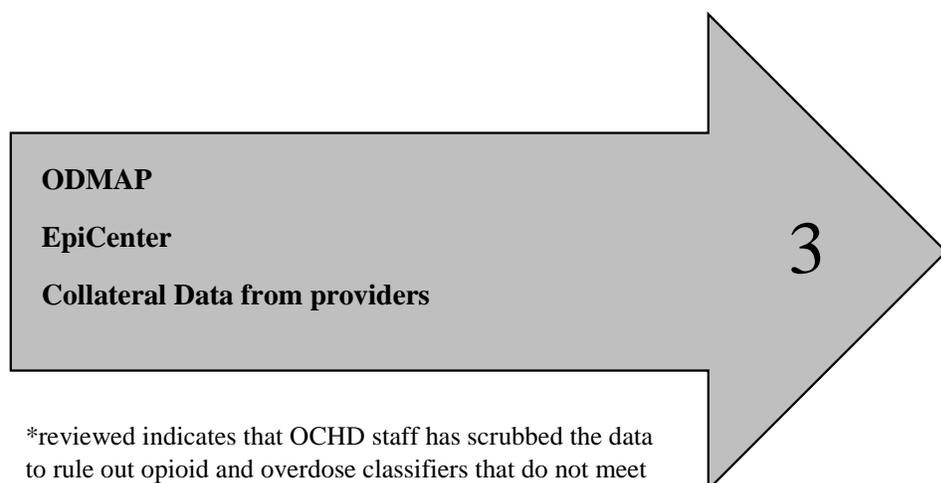


In a 24 hour period,

ODMAP and EpiCenter: A combination of 14-16 reported suspected overdoses (if 25% are fatal move to Tier 3)

EpiCenter: 100% of Opioid classifiers are to be **reviewed.**

Collateral data: If none, remain in Tier 2  
 If reports received, move to Tier 3



In a 24 hour period,

ODMAP and EpiCenter: A combination of 17+ reported suspected overdoses

EpiCenter: 100% of Opioid classifiers are to be **reviewed.**

Collateral data: Not Applicable at Tier 3

\*reviewed indicates that OCHD staff has scrubbed the data to rule out opioid and overdose classifiers that do not meet the needs of this project

## Alert Analysis

As part of the **Ocean County Overdose Response Plan**, when a potential overdose spike is identified in Ocean County, indicating a public health emergency, the OCHD will assess and investigate the overdose cases that have occurred to verify the need for a tiered response.

- The Ocean County Health Department identifies a validated spike of suspected overdose data in EpiCenter and/or ODMAP
- **Steps to Verify the Alert**
  - **From ODMAP**
    - Log in to ODMAP and set parameters of timeframe for the alert period (i.e., previous 24 hours)
    - Review all available data
      - Identification of duplicate entries (if applicable)
      - Identification of the number of overdose cases and types
        - Fatal vs. Non-fatal
        - Narcan/Naloxone administration: none, single, multi-dose
      - Review for any common trends
        - Jurisdiction
        - Narcan/Naloxone availability
      - Contact any collaborating agencies for additional data/information
  - **From EpiCenter**
    - Log in to EpiCenter and set parameters of timeframe for the alert period (i.e., previous 24 hours)
    - Review all available data
      - Identification of duplicate entries (if applicable)
      - Review triage notes/reason for each case to confirm that the patient was at the hospital with a opioid overdose identifier or suspect overdose identifier
      - Determine which cases with an opioid classifier are applicable to the **Ocean County Overdose Response Plan**
    - If available, collaborate with other partners (EMS, EDs, Behavioral/Community Based Organizations) and review other data sources as appropriate
  - **From Behavioral/Community Based Organizations**
    - Reach out to behavioral/community based organization for any relevant anecdotal/collateral information for the identified 24-hour period
  - Once the overdose alert has been verified, notification will be sent to committee members regarding the need to initiate tiered response efforts
- Determine tier activation based on thresholds
  - **Tier 1: Situational Awareness**
    - ODMAP and EpiCenter: A combination of ten to thirteen suspected overdoses (if any fatal, move to Tier 2)

- EpiCenter: 100% of opioid classifiers are to be reviewed
- Collateral data: If none, remain in Tier 1. If reports are received, move to Tier 2
- **Tier 2: Activation**
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  - Collateral data: not applicable at Tier 3

## **Notification and Messaging**

For the purpose of this grant, notification and messaging between committee members are essential for the deployment of strategies and efficacy of the tiered response approach to reduce overdose cases in Ocean County. The primary form of notification and messaging utilized for the response plan is e-mail communication between partners. When the need for a tiered response is identified, the **Ocean County Overdose Response Plan** Committee will first verify the potential spike in overdose activity, and alert team members of the overdose spike trends, including fatal and non-fatal overdoses, via e-mail. Each notification e-mail to partners will relay how many overdose cases have occurred in the 24-hour period in both ODMAP and EpiCenter, as well as the appropriate guidelines of the tiered response that is to be activated. When it is verified that Ocean County is in a tiered response, notification will be sent to committee partners and the OCHD will continue to closely monitor these overdose trends. When a tiered response approach is activated, The **Ocean County Overdose Response Plan** Committee will be sent the Ocean County Overdose Response Plan Checklist (see page 17). This checklist will provide committee partners with detailed information regarding the overdoses occurring in Ocean County, as well as any relevant comments useful for implementing the tiered response strategies. Sample e-mails, press release, and other informational documentation utilized for the notification of a tier activation can be located in the Appendix section of the **Ocean County Overdose Response Plan**.

## Ocean County Overdose Response Plan Checklist: 2<sup>nd</sup> Edition

Combined ODMAP and EpiCenter Overdose Data				
<b>Combined ODMAP and EpiCenter Overdose Data</b>	<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>	Comment.
<b>Total Suspected Overdoses</b>	<b>10-13</b>	<b>14-16</b>	<b>17+</b>	
<b>Total ODMAP Overdoses</b>				
ODMAP Narcan & Geo Data				
<b>ODMAP Narcan &amp; Geo Data</b>	<b># of:</b>	<b>List town/provider of Narcan (if fatal highlight red)</b>		Comment:
No Narcan Deployment				
Naloxone Unknown				
Single Dose Narcan Deployment				
Multi-Dose Narcan Deployment				
Epicenter Data				Comment:
Included in Plan				
Age of those included				
Race/Ethnicity of those included				
Collateral from partners				Comment:
Collateral from partners	Yes	Pending	No	
Other Information:	N/A			
Based on analysis above, the Ocean County Overdose Plan indicates that Ocean County is				

## Media Campaign

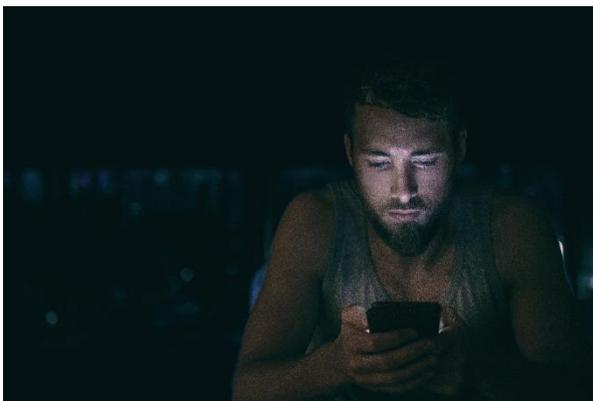
**The Ocean County Overdose Response Plan** Committee has contracted with media vendor, Purplegator, to develop both general and targeted media campaigns specific to Ocean County. The campaigns will place emphasis on the high rates of opioid overdose within the county, as well as educate residents about the resources that are available in the community to mitigate the risk of fatal overdose. Purplegator, established in 1989, is a marketing agency located in suburban Philadelphia that provides a variety of marketing services to different industries, including government, contracting and public service. Purplegator is composed of specialists whom represent all areas of digital and traditional advertising, marketing and communications. The staff at Purplegator have developed hundreds of successful campaigns in diverse markets, including the development and deployment of opioid abuse prevention campaigns.

In order to develop the most effective opioid overdose prevention campaigns tailored to meet the needs of Ocean County residents, Purplegator’s marketing division has conducted internet based focus group research by recruiting 15 qualified participants from four different target markets. These markets include the general population, those in substance use recovery or know someone in recovery, local community leaders and local treatment providers. The goal of the focus groups is to gain feedback from community members to drive the initial strategy for the campaign. In the first iteration of focus groups, Purplegator explained to focus group participants their involvement with Ocean County, and elicited information from participants regarding their perception of how well they believe that substance use education is disseminated within Ocean County. In addition, the facilitator alerted the participants that their involvement in this research would help with developing various Ocean County advertising campaigns with two goals in mind. The first goal is to raise awareness about substance use, provide information targeted at reducing the stigma associated with substance use, and to educate the public on basic facts about substance use and treatment options. The second goal is to target the increase of overdoses in Ocean County. These messages would include information pertaining specifically to opioids, relevant geographical information, safety information, harm reduction steps, what to do in the event of a suspected overdose and entities to contact for further guidance. One of the first questions that Purplegator’s facilitator had asked focus group participants is “How do you feel when you hear the word overdose?” The responses from the participants have been incorporated into a word cloud, see Figure 1 below.

**Figure 1:**



In September 2021, a second focus group iteration was held to gain feedback on the various creative concepts of the campaign. During these sessions, Purplegator’s marketing research team shared with participants of the focus group the numerous mock concepts of advertisement creatives to determine the success of these important initiatives. The information collected from participants during the first round of focus groups was utilized to develop the various advertisement creatives. After viewing the visuals, participants were asked a range of questions regarding the ad creatives, including what images, video, or advertisement, they believe was the best fit for the campaign, with the goal of gathering suggestions for improvements to give the **Ocean County Overdose Response Plan** Committee a clear directive for the campaign before its launch. A few examples of the various photos shown to participants of the media campaign focus group are pictured below:



## Evaluation

Measuring performance and utilizing evaluation tools as part of the **Ocean County Overdose Response Plan** are critical for determining the impact of the tiered response plan in Ocean County, as well as the success of the media campaigns. Understanding the impact of the response plan and campaigns will help to identify any areas of the plan that are in need of improvement, allowing the planning committee to make adjustments if necessary. In collaboration with Joslyn Levy & Associates, a consulting agency whom works with NACCHO and the CDC, an Evaluation Roadmap has been developed based on Ocean County's initial IOPSSL application, work plan, and evaluation and performance measurement plan.

The Evaluation Roadmap is a tool for describing the **Ocean County Overdose Response Plan**, and outlining various strategies for measuring the efficacy of the plan. The roadmap includes four sections including the general overview of the overdose environment in Ocean County, the logic model for this grant project, evaluation questions to measure success and impact, as well as the evaluation measurement framework. The evaluation questions, developed specifically for the **Ocean County Overdose Response Plan**, focus on the two overarching activities including the tiered response approach to reducing overdoses and the targeted and general opioid awareness media campaigns. For each activity, two evaluation questions have been selected to measure, listed below:

- **Tiered Response Approach**
  - Did the utilization of the **Ocean County Overdose Response Plan** reduce the overall number of overdoses in Ocean County?
  - Does the tiered system of the **Ocean County Overdose Response Plan** meet the needs of the community based on the collected data?
- **Overdose Awareness Media Campaigns**
  - Is the campaign information helpful in overdose hotspots/during overdose spikes?
  - How effective are the media campaigns at increasing awareness of substance use, recovery, treatment options, and overdose in general and overdose in the county?

<b>EVALUATION MEASUREMENT FRAMEWORK: Tiered Response Plan</b>				
<b>QUESTION</b>	<b>INDICATORS</b>	<b>MEASURES OF CHANGE</b>	<b>DATA COLLECTION METHOD</b>	<b>REPORTING FREQUENCY</b>
<b>1. Did the utilization of the Overdose Response Plan Reduce the overall number of overdoses in Ocean County?</b>	Decrease in overdose cases (both fata and non-fatal)	25% decrease in overdose data	ODMAP/EpiCenter data	Quarterly
	Access, connection, and utilization of treatment.	50% increase in visits to OCHD Overdose Response Resource Page	Quantitative data from number of visits to webpage	Monthly
		Naloxone utilization numbers	Quantitative data from ODMAP/aneccdotal information from other community partners	Monthly
<b>2. Does the tiered system of the Ocean County Overdose Response Plan meet the needs of the community based on the collected data?</b>	Change in knowledge, attitudes among the general public	People reporting their general knowledge of substance abuse, recovery, treatment options, and overdose.	Preliminary community surveys, follow-up surveys	3-6 months after media campaign/tiered response deployment
		Changes in beliefs, attitudes, and stigma among the general public.	Preliminary community surveys, follow-up surveys	3-6 months after media campaign/tiered response deployment
	Access, connection, and utilization of treatment.	Naloxone utilization numbers	Quantitative data/aneccdotal information from other community partners	Monthly
		50% increase in awareness of Naloxone resources	Quantitative data from visits to Naloxone resources on OCHD Overdose Response Resource Page	Monthly
	Decrease in overdose cases	25% decrease in overdose data	ODMAP/EpiCenter	Monthly
		% of people from the general population and targeted populations reporting acceptance of both the general media campaign and the targeted campaign.	Survey data pre/during/and post-campaign distribution	

<b>EVALUATION MEASUREMENT FRAMEWORK: Media Campaign</b>				
<b>QUESTION</b>	<b>INDICATORS</b>	<b>MEASURES OF CHANGE</b>	<b>DATA COLLECTION METHOD</b>	<b>REPORTING FREQUENCY</b>
<b>1. Is the campaign information helpful in overdose hotspots/during overdose spikes?</b>	Change in knowledge, attitudes among the general public	People reporting their general knowledge of substance abuse, recovery, treatment options, and overdose.	Quantitative data from number of visits to OCHD Overdose Response Resource Page	At time of spike and following 24 hour period
	Access, connection, and utilization of treatment.	50% increase in visits to OCHD Overdose Response Resource Page	Quantitative data from number of visits to OCHD Overdose Response Resource Page	Monthly
		Naloxone utilization numbers	Quantitative data from ODMAP	Monthly
		25% decrease in overdose numbers from overdose spike date into the next 24 hour period	ODMAP/EpiCenter data	At time of spike and following 24 hour period
<b>2. How effective is the media campaign at increasing awareness of substance abuse, recovery, treatment options, and overdose in general and overdose in the county?</b>	Change in knowledge, attitudes among the general public	People reporting their general knowledge of substance abuse, recovery, treatment options, and overdose.	Preliminary community surveys, follow-up surveys	3-6 months after media campaign deployment
		Changes in beliefs, attitudes, and stigma among the general public.	Preliminary community surveys, follow-up surveys	3-6 months after media campaign deployment
	Media campaign reach	50% increase in awareness of media campaigns	Metrics of reach (i.e. clicks, shares, views)	3-6 months after media campaign deployment
	Media Campaign messaging acceptance	% of people from the focus groups reporting acceptance of both the general media campaign and the targeted media campaign.	Focus groups data	
		% of people from the general population and targeted populations reporting acceptance of both the general media campaign and the targeted campaign.	Focus groups data	

## **Security/Information Sharing**

The sharing of information between law enforcement and health providers and officials is vital to gain a broader insight to the overdose environment of Ocean County. However, in order to prevent unauthorized disclosure of protected health information (PHI), individual PHI for specific individuals are not included in this plan. For the purpose of the **Ocean County Overdose Response Plan**, the plan committee utilizes aggregate data from ODMAP, EpiCenter and other collateral/anecdotal information from community partners to detect a rapid and/or unexpected spike in overdose incidence.

## **Records of Edits/Revisions**

<b>Date</b>	<b>Change</b>	<b>Person Responsible</b>
<b>5/4/2022</b>	<b>Updated tier activation response and strategies</b>	<b>Amanda Gan</b>
<b>5/4/2022</b>	<b>Updated overdose response checklist</b>	<b>Amanda Gan</b>
<b>5/17/2022</b>	<b>Updated tiered response alert email</b>	<b>Amanda Gan</b>

## Appendix

### Sample: **Ocean County Overdose Response Plan** Tier 1 Activation Letter

Dear Stakeholder:

Re: **Ocean County Overdose Response Plan** Tier 1 Activation

Through careful monitoring of data for the date of xx, it has been determined, that Ocean County is experiencing a spike in overdose cases. The number of overdose cases that have occurred within the 24-hour period has put Ocean County into a Tier 1 response approach. As part of the **Ocean County Overdose Response Plan**, committee members will now activate a tiered response for this date in accordance with the following guidelines:

#### **Tier 1: Situational Awareness:**

- Providers are to use this information as needed within their respective agencies
- Continue community monitoring, please report any relevant collateral data to AGan@ochd.org

Thank you for your continued assistance and support in preventing overdose and saving lives. Together, we can make a beneficial impact on the opioid epidemic in Ocean County.

Sincerely,

The Ocean County Overdose Response Plan Committee

## Sample: **Ocean County Overdose Response Plan** Tier 2 Activation Letter

Dear Stakeholder:

Re: Ocean County Overdose Response Plan Activation Tier 2

Through careful monitoring of data for the date of xx, it has been determined, that Ocean County is experiencing a spike in overdose cases. The number of overdose cases that have occurred within the 24-hour period has put Ocean County into a Tier 2 response approach. As part of the **Ocean County Overdose Response Plan**, committee members will now activate a tiered response for this date in accordance with the following guidelines:

### **Tier 2: Activation:**

- Disseminate opioid educational and/or awareness information to partners
- Partners are to post and share campaign media messaging on social media platforms
  - <https://youtu.be/x4cFTecjDJ4>
  - <https://youtu.be/C5motTyKQnU>
- Increase presence of available resources on social media platforms
- Share information with clinical teams, as appropriate
- Provide resources for Narcan training and education

Thank you for your continued assistance and support in preventing overdose and saving lives. Together, we can make a beneficial impact on the opioid epidemic in Ocean County.

Sincerely,

The Ocean County Overdose Response Plan Committee

## Sample: **Ocean County Overdose Response Plan** Tier 3 Activation Letter

Dear Stakeholder:

Re: Ocean County Overdose Response Plan Activation Tier 3

Through careful monitoring of data for the date of xx, it has been determined, that Ocean County is experiencing a spike in overdose cases. The number of overdose cases that have occurred within the 24-hour period has put Ocean County into a Tier 3 response approach. As part of the **Ocean County Overdose Response Plan**, committee members will now activate a tiered response for this date in accordance with the following guidelines:

### **Tier 3: High Alert Response:**

- Implement Tier 2 activation strategies
- Community messaging such as press release, NJLINCS, etc., are to be disseminated within the community to raise awareness about the severity of overdose cases that are occurring
- Discuss/hold targeted community outreach events for high burden municipalities impacted by overdose

Thank you for your continued assistance and support in preventing overdose and saving lives. Together, we can make a beneficial impact on the opioid epidemic in Ocean County.

Sincerely,

The Ocean County Overdose Response Plan Committee

## Ocean County Overdose Response Plan Checklist: 1<sup>st</sup> Edition

<b>ODMAP Overdose Data</b>	Tier 1	Tier 2	Tier 3	Comment.
Total Suspected Overdoses	5-6	7-8	9-10+	
Total Fatal Overdoses	If any, move to T2			
<b>ODMAP Narcan &amp; Geo Data</b>	# of:	List town/provider of Narcan (if fatal highlight red)		Comment:
No Narcan Deployment				
Naloxone Unknown				
Single Dose Narcan Deployment				
Multi-Dose Narcan Deployment				
<b>Epicenter Data</b>	Tier 1	Tier 2	Tier 3	Comment:
Total Opioid Classifier	5-6	7-8	9-10+	
Age of those admitted to hospital				
Race/Ethnicity of those admitted to hospital				
Collateral from partners	Yes	Pending	No	Comment:
Other Information:				
Based on analysis above, the Ocean County Overdose Plan indicates that Ocean County is at				

Ocean County Overdose Response Plan: 1<sup>st</sup> Edition

Tiered Response to Overdose Spike Data

