



**MONTANA**  
**PUBLIC HEALTH INSTITUTE**

**Opioid Education & Naloxone  
Distribution Program (OENDP)  
Updates**

**July 19<sup>th</sup>, 2023**  
**SUD Taskforce Meeting**

On July 10<sup>th</sup>, 2023, NBC Montana released a news article with the following information:

*“Across the state in 2022, there were 1,041 opioid overdose-related 911 responses by EMS agencies, an average of 87 per month, up from 76 per month the year prior.”*

<https://nbcmontana.com/news/local/fentanyl-use-in-montana-driving-spike-in-overdose-deaths-07-10-2023>

# OENDP Goals

## The goal is to reduce opioid overdose

through a regional effort to support the goals of the State Opioid Response (SOR) that includes:

### Prevention

- Opioid overdose recognition, response, and aftercare
- Naloxone Distribution and Saturation
- Overdose Alert Plan
- Media material and communication strategies

### Harm Reduction

- Harm reduction philosophy and strategies
- Reducing Stigma

### Treatment

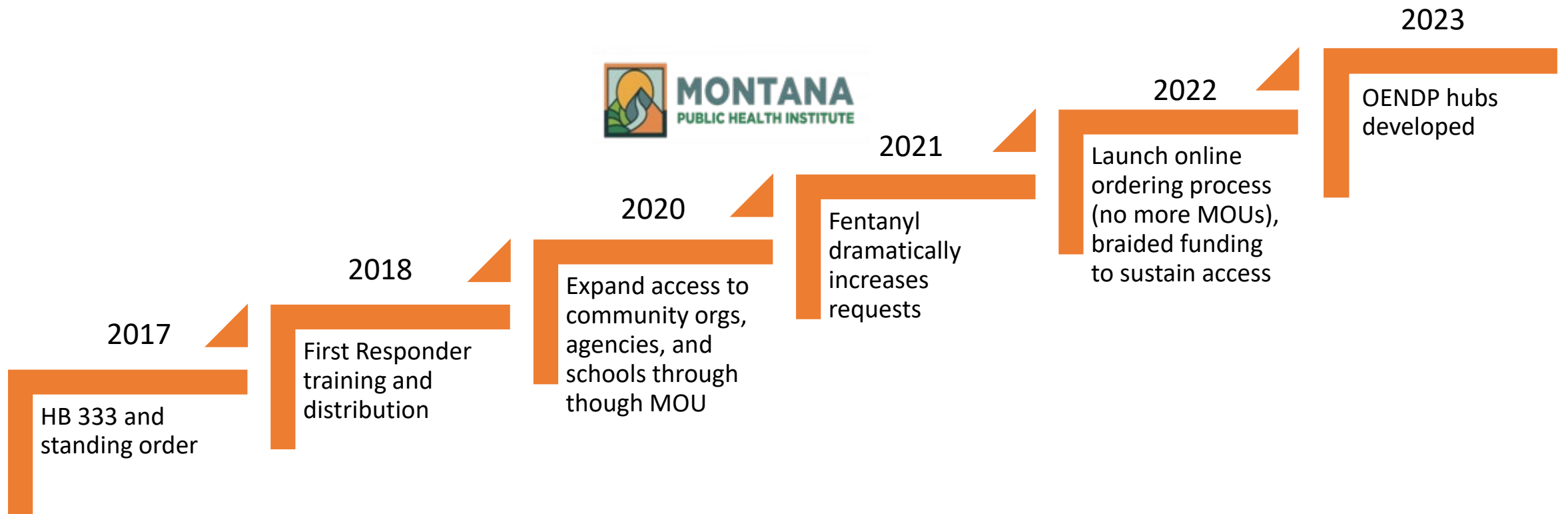
- List of Waivered Providers
- List of State Approved Treatment Programs
- SOR funded Medication for Opioid Use Disorder providers
- SOR funded Contingency Management providers
- Connection to Montana Primary Care Association trainings

### Recovery

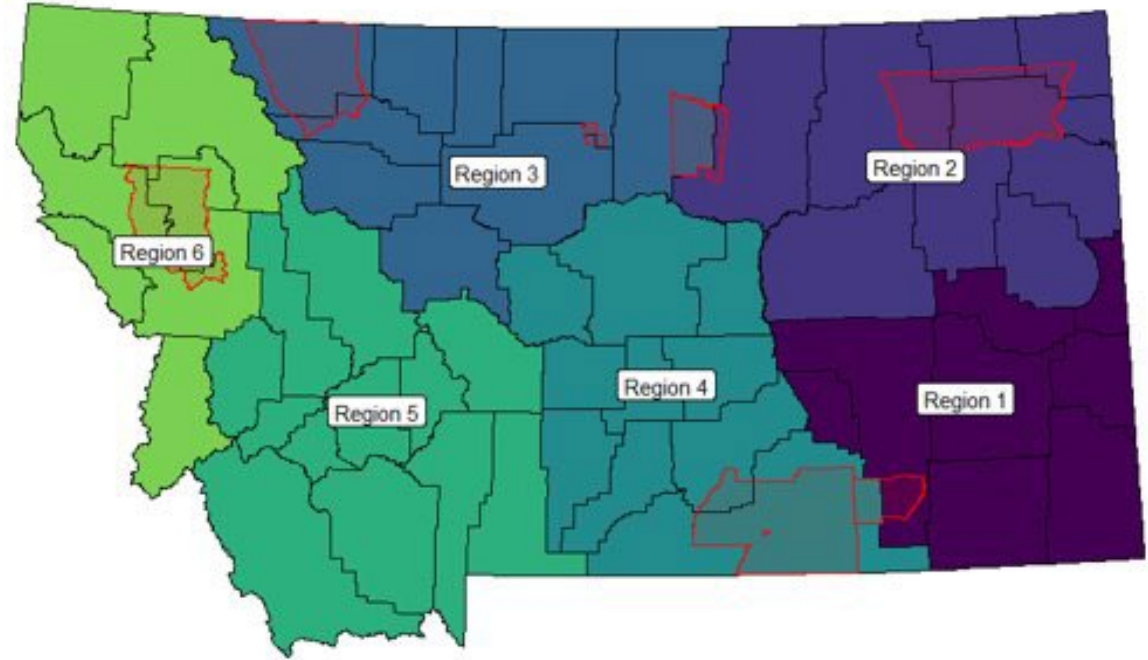
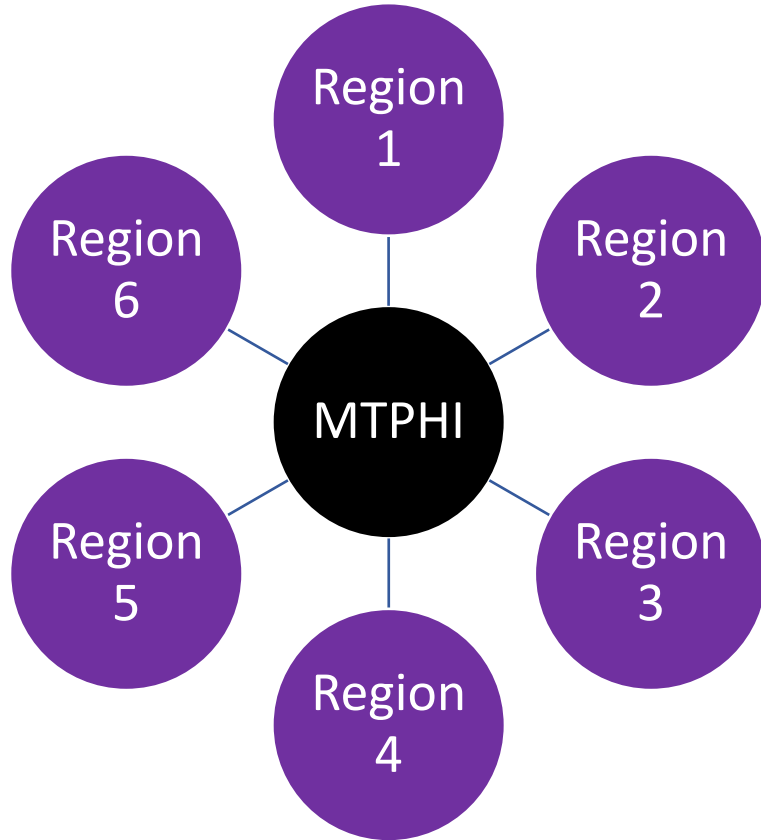
- Connection to Recovery Residence Alliance of Montana registry of certified homes and trainings
- Connection to Montana Peer Network trainings

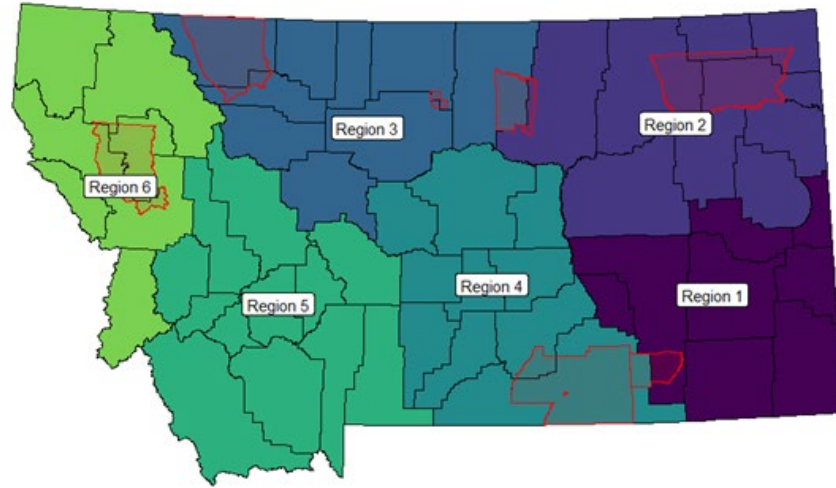
**...and Naloxone distribution**

# Montana's Overdose Response



# Connecting the Continuum





### Region 1

**Micah Scott**

Eastern MT Community  
Mental Health Center  
[mscott@emcmhc.org](mailto:mscott@emcmhc.org)

### Region 2

**Kris FourStar**

Fort Peck Tribal  
Health Department  
[kris.fourstar@fortpecktribes.net](mailto:kris.fourstar@fortpecktribes.net)

### Region 3

**Molly Wendland**

Little Shell Tribal  
Health Department  
[m.wendland@lstribe.org](mailto:m.wendland@lstribe.org)

### Region 4

**Goldstein Little Eagle**

Bighorn Valley Health Center  
One Health  
[goldstein.littleeagle@onechc.org](mailto:goldstein.littleeagle@onechc.org)

### Region 5

**A.C. Rothenbuecher & Sarah Sandau**

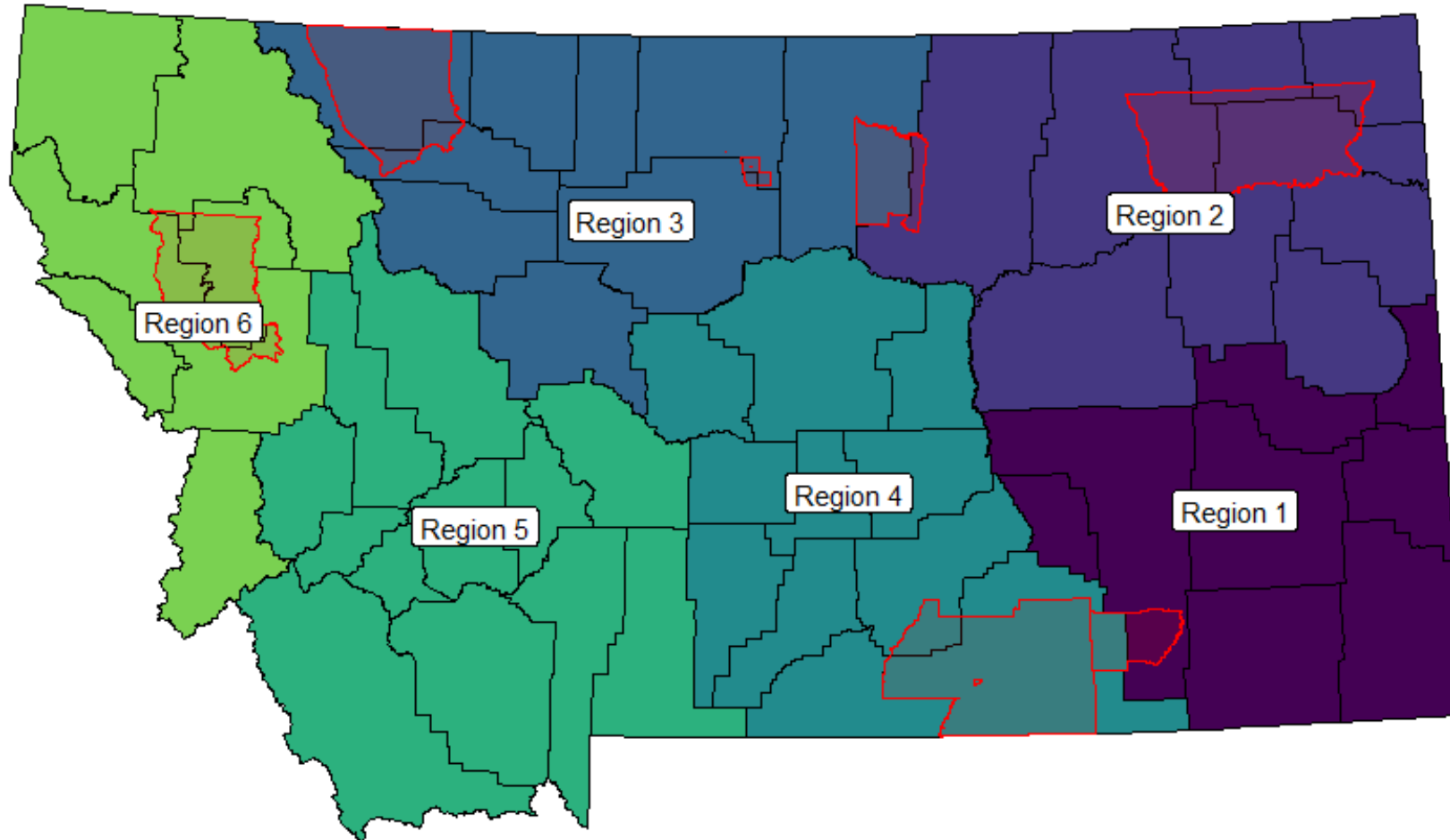
Lewis & Clark Public Health  
[arothernbuecher@lccountymt.gov](mailto:arothernbuecher@lccountymt.gov)  
[ssandau@lccountymt.gov](mailto:ssandau@lccountymt.gov)

### Region 6

**Rachel Just**

Flathead City-County  
Health Department  
[rjust@flathead.mt.gov](mailto:rjust@flathead.mt.gov)

# Region 1



***Counties & Reservations: Carter, Custer, Fallon, Powder River, Prairie, Rosebud, Treasure, Wibaux, Northern Cheyenne Tribe***

# Region 1 Lead Local Health Officials – Contact Info

## **Carter**

Stefanie Harrington  
[sharrington@cartercounty.us](mailto:sharrington@cartercounty.us)  
(406) 775-6332

## **Custer**

Chelsea Jerke  
[chelsea.jerke@onechc.org](mailto:chelsea.jerke@onechc.org)  
(406) 874-8737

## **Fallon**

Brian Sullivan (Health Officer)  
[briansullivan1977@gmail.com](mailto:briansullivan1977@gmail.com)  
(406) 778-2824

## **Northern Cheyenne Tribe**

Kayla Grinsell  
[director@nctribalhealth.org](mailto:director@nctribalhealth.org)  
(406) 477-4904

## **Powder River**

Darlynn Williams  
[prpublichealth@rangeweb.net](mailto:prpublichealth@rangeweb.net)  
(406) 436-2297

## **Prairie**

Tylene Eaton  
[pchealth@midrivers.com](mailto:pchealth@midrivers.com)  
(406) 635-2020

## **Rosebud**

Shelly Schnitzmeier  
[sschnitz@rosebudcountymt.com](mailto:sschnitz@rosebudcountymt.com)  
(406) 346-2156 ext. 3301

## **Treasure**

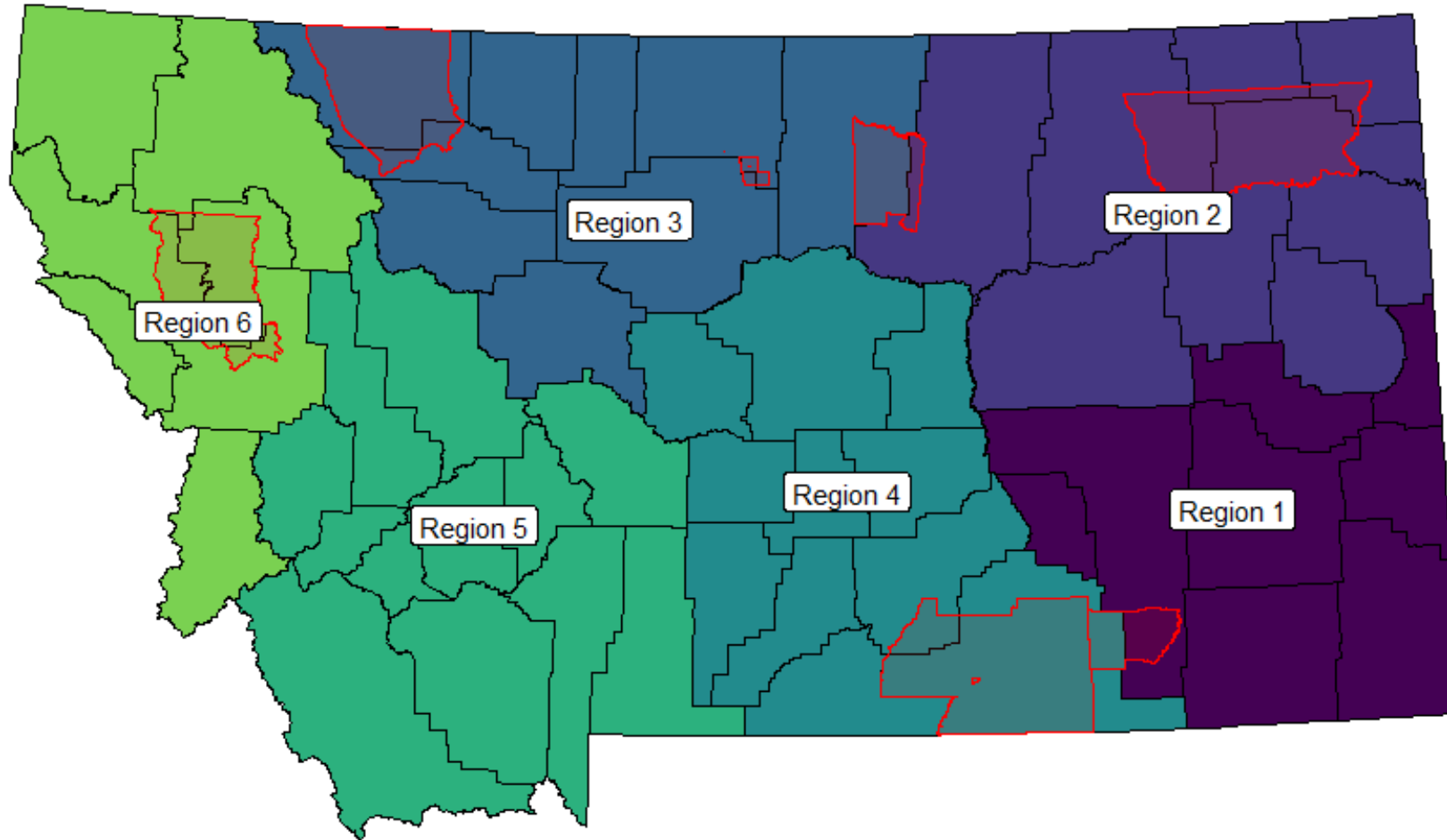
Deborah French  
[tcph@rangeweb.net](mailto:tcph@rangeweb.net)  
(406) 671-9102

## **Wibaux**

Trish Olson  
[wchd@wibauxcounty.net](mailto:wchd@wibauxcounty.net)  
(406) 796-2485



# Region 2



***Counties & Reservations: Daniels, Dawson, Garfield, McCone, Phillips, Richland, Roosevelt, Sheridan, Valley, Fort Peck Tribes***

# Region 2 Lead Local Health Officials – Contact Info

## Daniels

Teilor Fishell

[dclpublichealth@gmail.com](mailto:dclpublichealth@gmail.com)

(406) 487-5560

## Dawson

Laureen Murphree

[murphreel@dawsoncountymontana.com](mailto:murphreel@dawsoncountymontana.com)

(406) 377-5213

## Fort Peck Tribes

Dennis Four Bear

[Dennis.fourbear@fortpecktribes.net](mailto:Dennis.fourbear@fortpecktribes.net)

(406) 650-7472

## Garfield

Sherlie Hains

[gchd.rn@gmail.com](mailto:gchd.rn@gmail.com)

(406) 557-2050

## McCone

Sue Ann Good

[mcconeph@midrivers.com](mailto:mcconeph@midrivers.com)

(406) 485-2444

## Phillips

Jennifer Tollefson

[pchealth@itstriangle.com](mailto:pchealth@itstriangle.com)

(406) 654-2521

## Richland

Brittney Petersen

[Brittney.petersen@richland.org](mailto:Brittney.petersen@richland.org)

(406) 433-2207 ext. 5803

## Roosevelt

Patty Presser

[ppresser@rooseveltcounty.org](mailto:ppresser@rooseveltcounty.org)

(406) 653-6227

## Sheridan

Cherie Duncan

[cduncan@sheridancountymt.gov](mailto:cduncan@sheridancountymt.gov)

(406) 765-3511

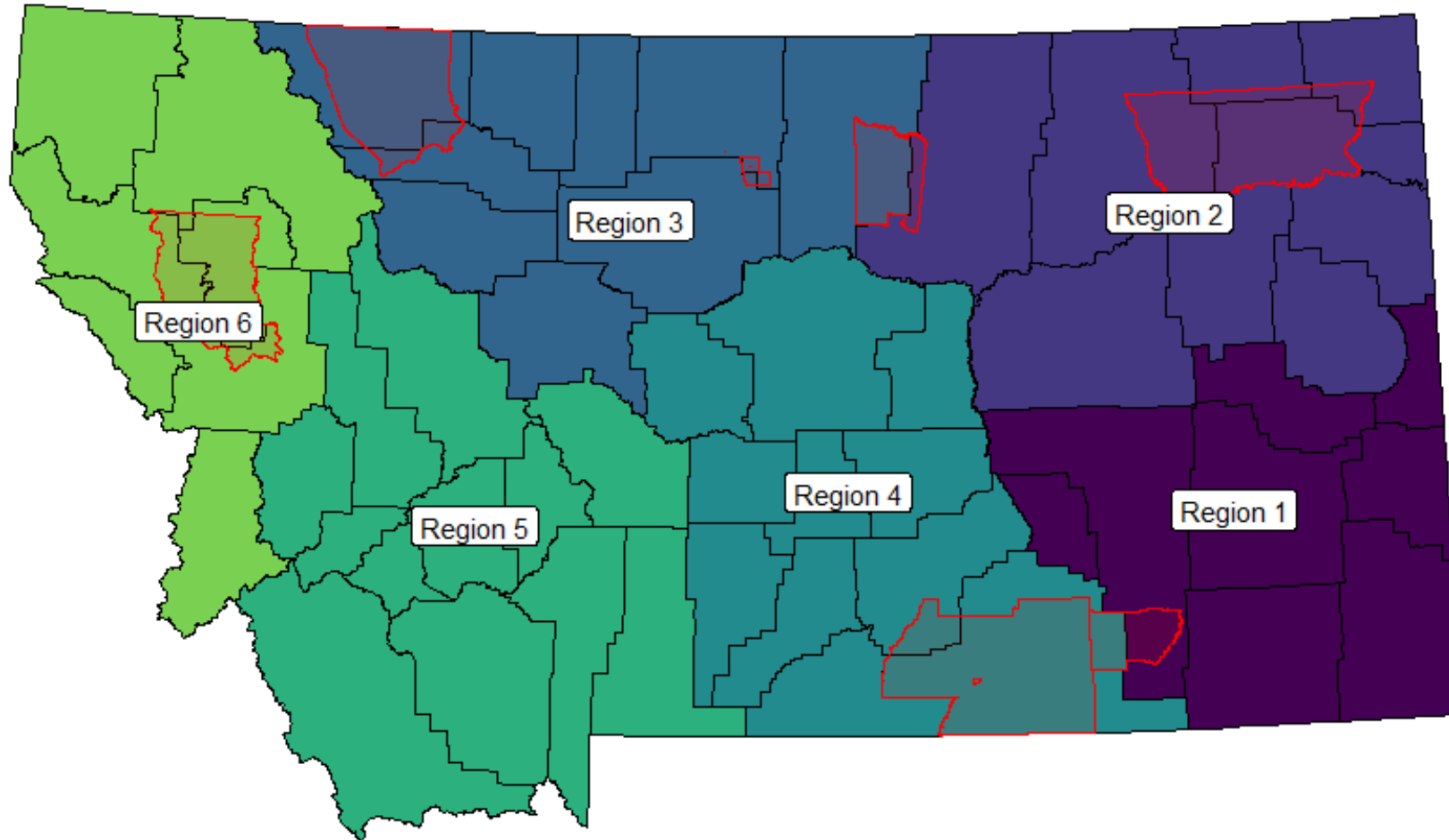
## Valley

Lynn Miller

[lmiller@valleycountymt.gov](mailto:lmiller@valleycountymt.gov)

(406) 228-6261

# Region 3



***Counties & Reservations: Blaine, Chouteau, Glacier, Hill, Liberty, Pondera, Teton, Toole, Blackfoot Tribe, Chippewa Cree Tribe, Fort Belknap Tribe, Little Shell Tribes***

# Region 3 Lead Local Health Officials – Contact Info

## **Blackfeet Tribe**

Jace Racine

[j.racine@blackfeetnation.com](mailto:j.racine@blackfeetnation.com)

(406) 338-4624

## **Blaine**

Deb Anderson

[danderson@blainecounty-mt.gov](mailto:danderson@blainecounty-mt.gov)

(406) 357-2345

## **Chippewa Cree Tribe (Rocky Boy)**

Joel Rosette

[joel@rbclinic.org](mailto:joel@rbclinic.org)

(406) 395-4486

## **Chouteau**

Angel Johnson

[angjohnson@mt.gov](mailto:angjohnson@mt.gov)

(406) 622-3771

## **Fort Belknap Tribe**

Karen Yazzie

[karen.yazzie@ftbelknap.org](mailto:karen.yazzie@ftbelknap.org)

(406) 353-2525

## **Glacier**

Melissa Laverdure

[mlaverdure@glaciercountymt.org](mailto:mlaverdure@glaciercountymt.org)

(406) 873-2924

## **Hill**

Kim Berg

[bergk@hillcounty.us](mailto:bergk@hillcounty.us)

(406) 400-2367

## **Liberty**

Melissa Kantorowicz

[publichealth@libertycountymt.gov](mailto:publichealth@libertycountymt.gov)

(406) 759-8256

## **Little Shell Tribe**

Molly Wendland

[m.wendland@lstribe.org](mailto:m.wendland@lstribe.org)

(406) 315-2400

## **Pondera**

Amy Shaw

[amys@ponderacounty.org](mailto:amys@ponderacounty.org)

(406) 271-3247

## **Teton**

Melissa Moyer

[health@tetonmt.org](mailto:health@tetonmt.org)

(406) 466-2562

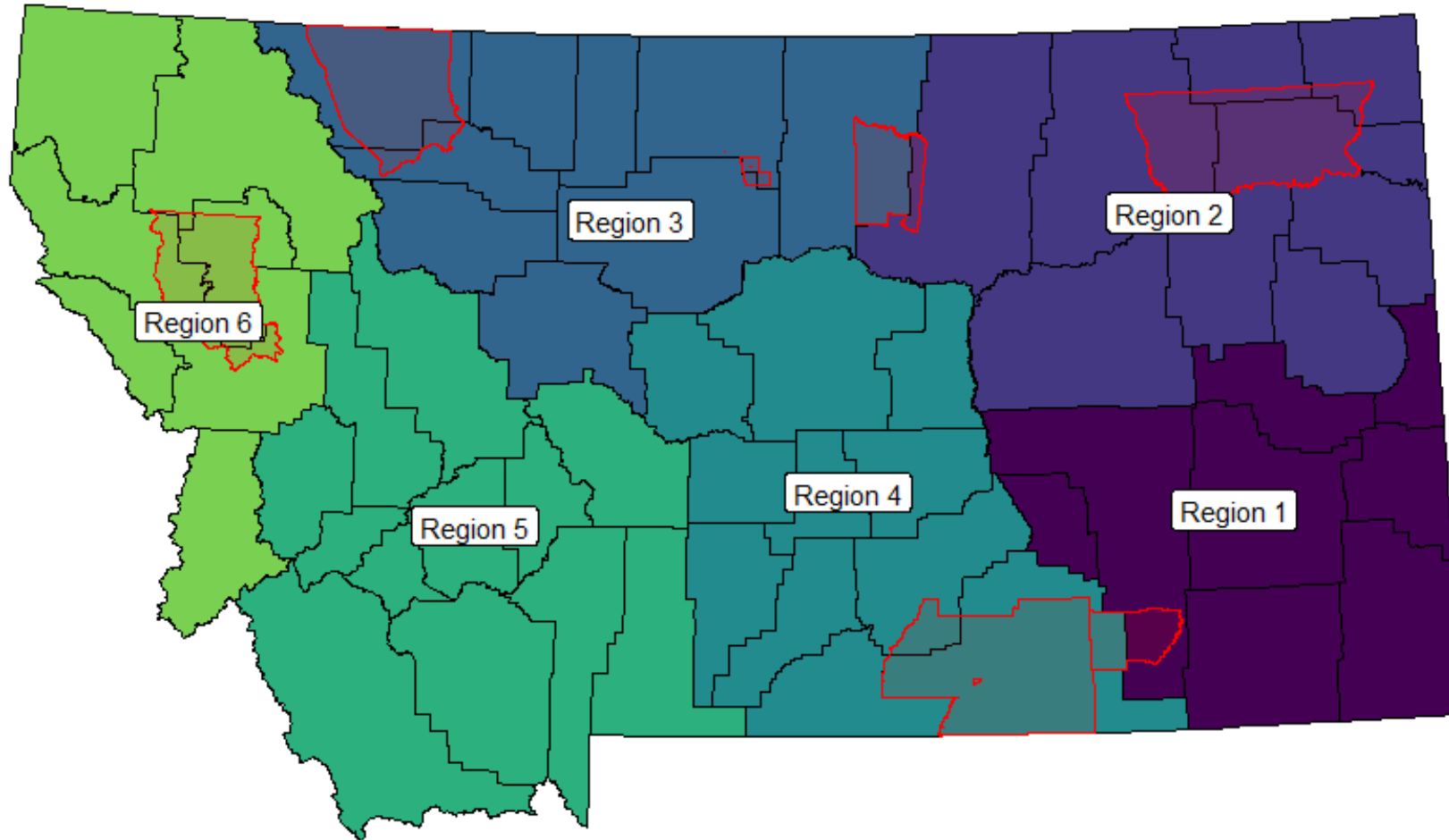
## **Toole**

Blair Tomscheck

[btomscheck@toolecountymt.gov](mailto:btomscheck@toolecountymt.gov)

(406) 424-5169

# Region 4



***Counties & Reservations: Big Horn, Carbon, Fergus, Golden Valley, Judith Basin, Musselshell, Petroleum, Sweet Grass, Stillwater, Wheatland, Yellowstone, Crow Tribe, Billings Urban Indian Health Center***

# Region 4 Lead Local Health Officials – Contact Info

## **Big Horn County**

Kelsey Roebling

[kroebling@bighorncountymt.gov](mailto:kroebling@bighorncountymt.gov)

(406) 665-8720

## **Carbon County**

Erin Cross

[ecross@co.carbon.mt.us](mailto:ecross@co.carbon.mt.us)

(406) 426-8856

## **Central Montana Health District**

***Golden Valley, Judith Basin,  
Musselshell, Petroleum, Wheatland***

Sue Woods

[susan.woods@onechc.org](mailto:susan.woods@onechc.org)

(406) 535-3983

## **Crow Tribe**

LeeAnn Bruised Head

[Leeann.bruisedhead@crow-nsn.gov](mailto:Leeann.bruisedhead@crow-nsn.gov)

(306) 555-5555

## **Fergus County**

Heather Thom

[hthom@co.fergus.mt.us](mailto:hthom@co.fergus.mt.us)

(406) 535-7433

## **Stillwater**

Natasha Sailer

[nsailer@billingsclinic.org](mailto:nsailer@billingsclinic.org)

(406) 322-1080

## **Sweet Grass**

Jennifer Chappell

[jchappell@pmcmt.org](mailto:jchappell@pmcmt.org)

(406) 932-5449

## **Yellowstone**

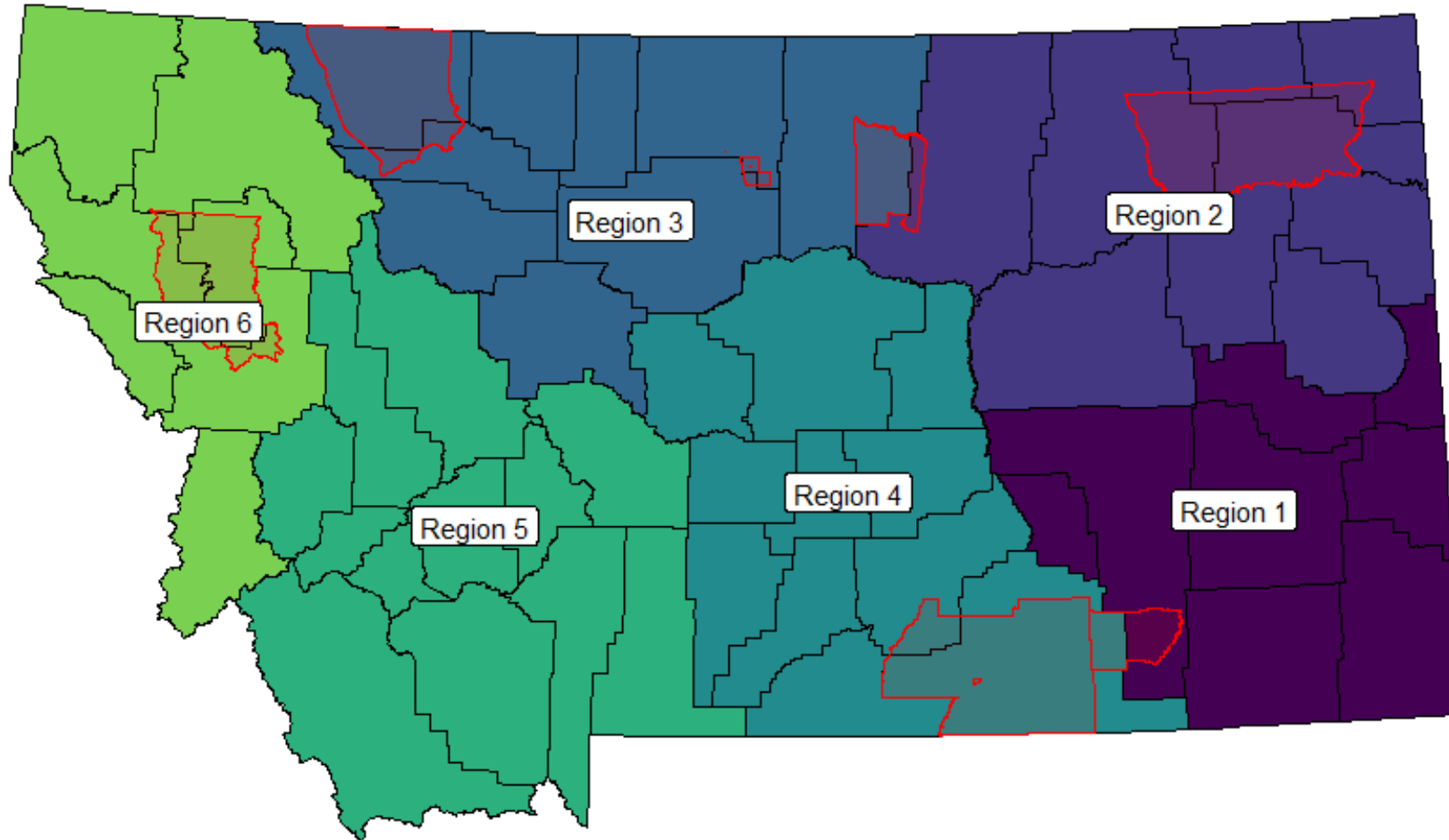
John Felton, John Forte

[john.fel@riverstonehealth.org](mailto:john.fel@riverstonehealth.org)

[jon.for@riverstonehealth.org](mailto:jon.for@riverstonehealth.org)

(406) 651-6474

# Region 5



***Counties & Reservations: Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Lewis and Clark, Madison, Meagher, Park, Powell, Silver Bow, Butte Native Wellness Center, Helena Indian Alliance***

# Region 5 Lead Local Health Officials – Contact Info

## **Beaverhead**

Sue Hansen

[shansen@beaverheadcounty.org](mailto:shansen@beaverheadcounty.org)

(406) 683-4771

## **Broadwater**

Ruby Taylor

[rtaylor@co.broadwater.mt.us](mailto:rtaylor@co.broadwater.mt.us)

(406) 266-5209

## **Deer Lodge**

None listed

(406) 563-7863

## **Gallatin**

Lori Christenson

[lori.christenson@gallatin.mt.gov](mailto:lori.christenson@gallatin.mt.gov)

(406) 451-2754

## **Granite**

Dr. Kira Conn

[KBersanti@gmail.com](mailto:KBersanti@gmail.com)

(406) 563-7282

## **Jefferson**

Pam Hanna

[phanna@jeffersoncounty-mt.gov](mailto:phanna@jeffersoncounty-mt.gov)

(406) 225-4009

## **Lewis and Clark**

Drenda Niemann

[dniemann@lccountymt.gov](mailto:dniemann@lccountymt.gov)

(406) 457-8910

## **Madison**

Emilie Saylor

[esaylor@madisoncountymt.gov](mailto:esaylor@madisoncountymt.gov)

(406) 843-4295

## **Meagher**

Eva Kerr

[ekerr@meagherco.net](mailto:ekerr@meagherco.net)

(406) 547-3234

## **Park**

Shannon Piccolo

[spiccolo@parkcounty.org](mailto:spiccolo@parkcounty.org)

(406) 222-4145

## **Powell**

Samantha Ray

[sray@dlmed.org](mailto:sray@dlmed.org)

(406) 691-0242

## **Silver Bow**

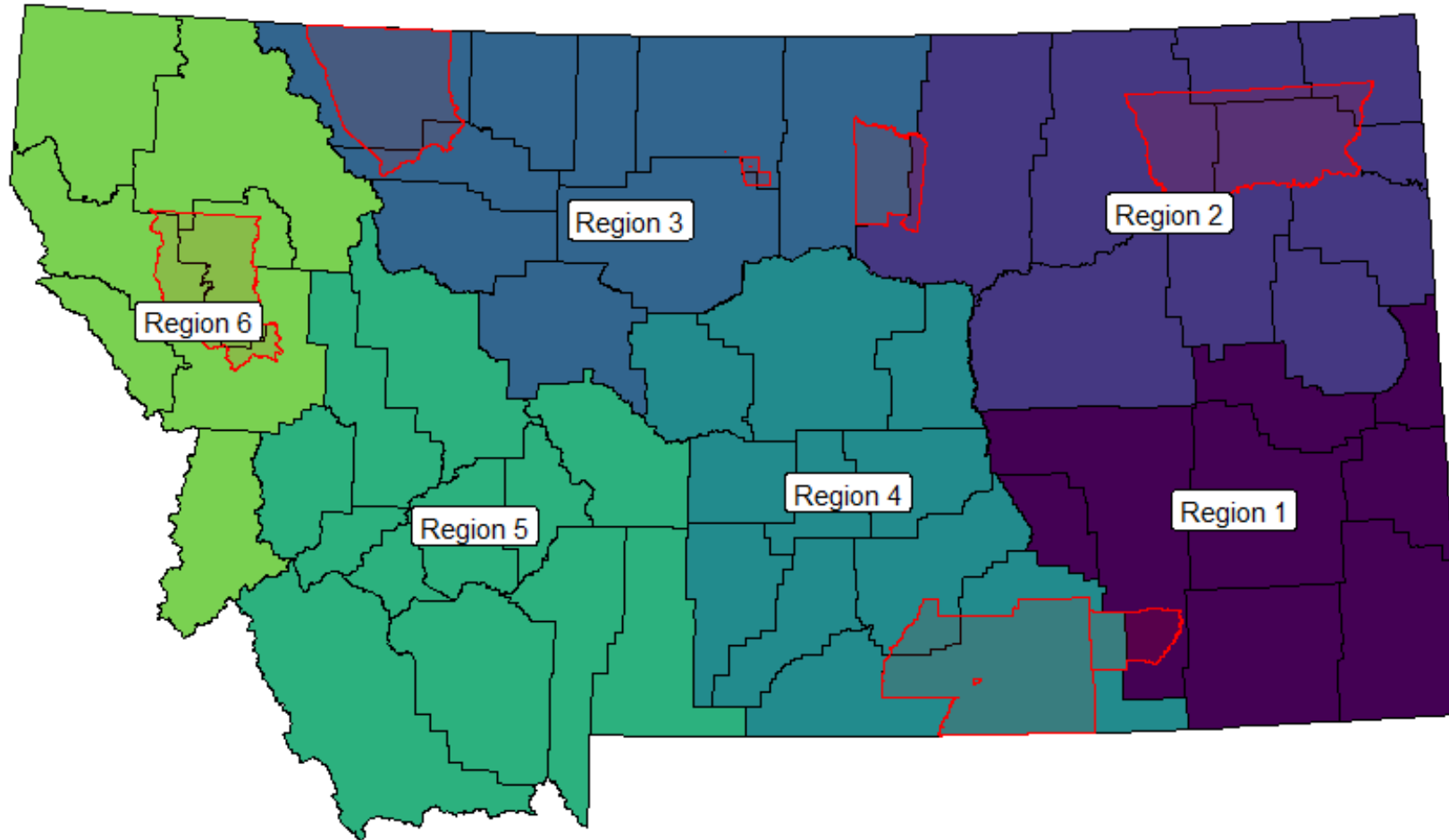
Karen Maloughney

[kmaloughney@bsb.mt.gov](mailto:kmaloughney@bsb.mt.gov)

(406) 47-5041



# Region 6



***Counties & Reservations: Flathead, Lake, Lincoln, Mineral, Missoula, Ravalli, Sanders, Confederated Salish & Kootenai Tribes, Missoula All Nations Health Center***

# Region 6 Lead Local Health Officials – Contact Info

## **Confederated Salish & Kootenai Tribes**

Joe Durglo  
[joe.durglo@cskthealth.org](mailto:joe.durglo@cskthealth.org)  
(406) 745-3525

## **Flathead**

Jennifer Rankosky  
[jrankosky@flathead.mt.gov](mailto:jrankosky@flathead.mt.gov)  
(406) 249-7381

## **Lake**

Emily Colomeda  
[ecolomeda@lakemt.gov](mailto:ecolomeda@lakemt.gov)  
(406) 883-7291

## **Lincoln**

Jennifer McCully  
[jmccully@libby.org](mailto:jmccully@libby.org)  
(406) 283-2465

## **Mineral**

Amy Lommen  
[alommen@co.mineral.mt.us](mailto:alommen@co.mineral.mt.us)  
(406) 822-3564

## **Missoula**

D'Shane Barnett  
[dbarnett@missoulacounty.us](mailto:dbarnett@missoulacounty.us)  
(406) 258-3882

## **Ravalli**

Tiffany Webber  
[twebber@rc.mt.gov](mailto:twebber@rc.mt.gov)  
(406) 375-6673

## **Sanders**

Debbie Lang  
[dlang@co.sanders.mt.us](mailto:dlang@co.sanders.mt.us)  
(406) 827-6925

# Stakeholders & Role

## **DPHHS/BHDD**

Provides funding to support the OENDP project

## **MTPHI**

Serves as the clearinghouse for state opioid overdose prevention resources and central OENDP hub

## **Regional OENDP Hubs**

Regional contact for state opioid resources, maintains regional collaboration and outreach to deliver project goals

## **Regional Stakeholders**

Assists and supports regional OENDP hubs and project

## **Kauffman & Associates**

Supports state opioid prevention marketing and media, including OENDP hubs

## **MPCA**

Provides technical assistance and training contractor for SOR treatment providers and other providers

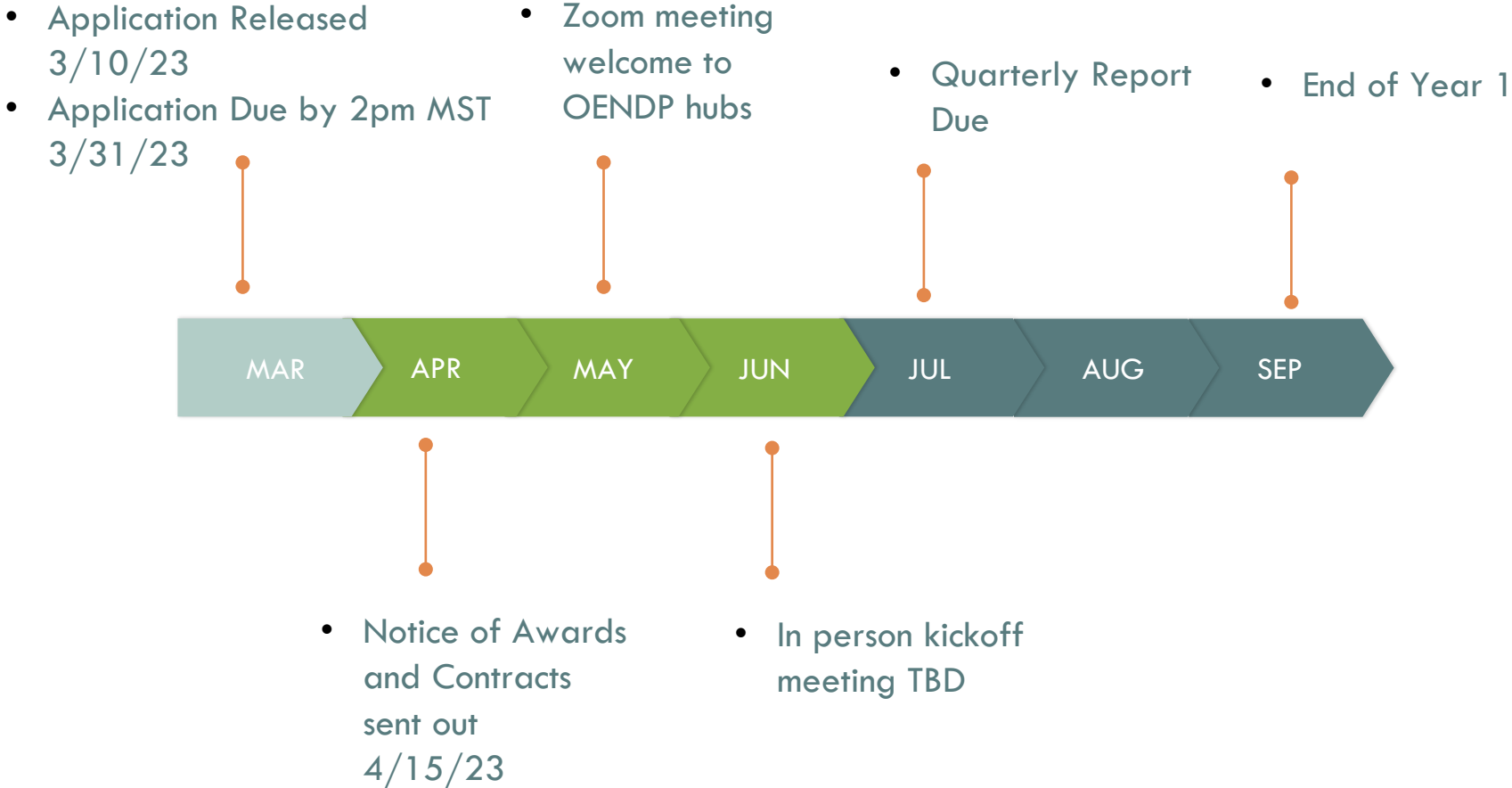
## **JG Research & Evaluation**

Provides data and evaluation to support OENDP

## **Harm Reduction**

Supports the coordination and implementation of harm reduction strategies throughout the continuum care

# OENDP TIMELINE YEAR 1



# OENDP TIMELINE YEAR 2

- Quarterly Report  
Due 10/15/23



- Quarterly Report  
Due 4/15/24



- Quarterly Report  
Due 1/15/24



- Closeout meeting in person
- Final report due 10/15/24

# Hub Activities

- Conduct outreach to each county and tribe within a region
- Provide education, communication, and resources across each region
- Participate in all required trainings, kickoff and closeout meetings
- Participate in monthly community of practice with other OENDP regional hubs in Montana
- Develop and implement a project workplan for your region

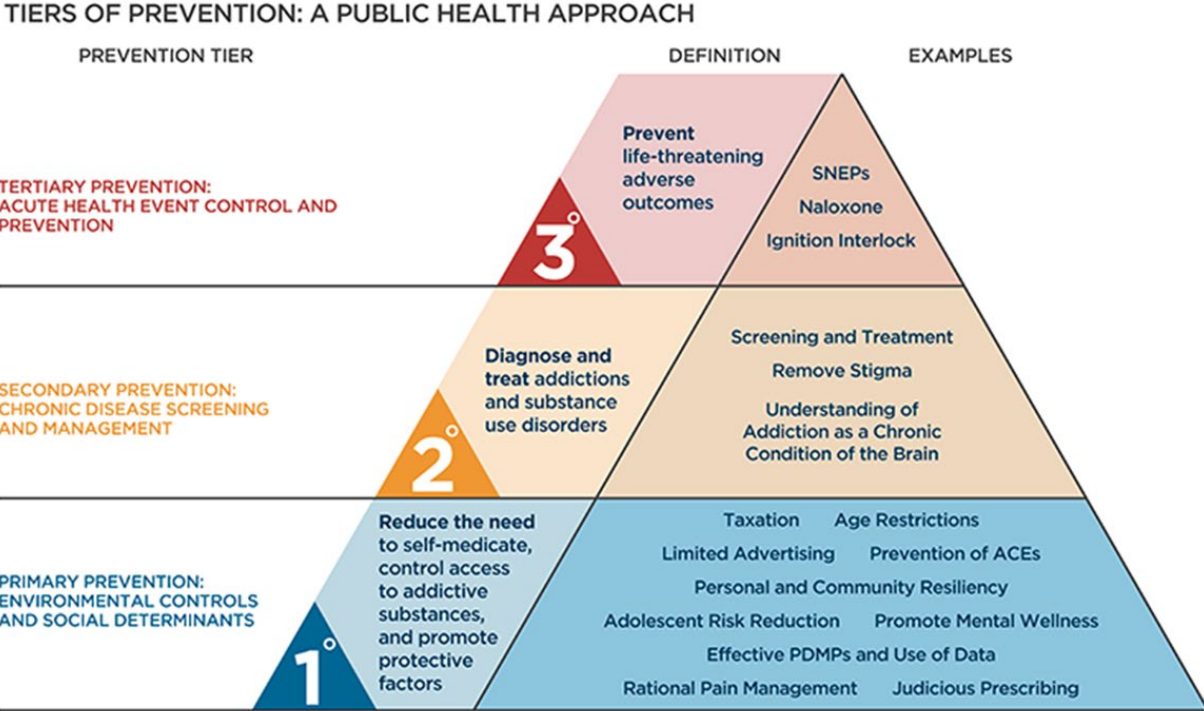
# Prevention

## Target Population

- Primary – Health individuals
- Secondary – At-risk populations
- Tertiary – Active use or addiction

## Prevention activities

- Primary – Education, raise awareness, training, community activities
- Secondary – Screening, connecting to resources, peer support, harm reduction
- Tertiary – Treatment, recovery support, life-saving medications, harm reduction



Resource: <https://my.astho.org/opioids/definitions>

# Harm Reduction

Harm reduction is an approach that promotes health in a way that meets people where they are at, accepting that not everyone is ready or capable of stopping their substance use at a given time.



Resource: <https://www.ieocc.org/news/harm-reduction-at-ieocc-in-2021>



# Treatment & Recovery

Opioid addiction treatment can vary depending on the patient's individual needs, occur in a variety of settings, take many different forms, and last for varying lengths of time. Preventing overdose death and finding treatment options are the first steps to recovery. –CDC



## **Types of treatment and recovery resources:**

- MOUD
- Detox
- Residential & inpatient treatment
- Outpatient
- Sober living homes
- Peer support
- Support groups
- Recovery support services



- Regional updates
- Fentanyl test strips
  - Questions

**[www.TogetherWeCanMT.com](http://www.TogetherWeCanMT.com)**

# Substance Use Disorder Task Force Meeting

July 19, 2023



# Montana Statewide Opioid Response Media Campaign

Kauffman and Associates, Inc. (KAI)

# KAI Staff

**Project Manager  
Mikayla Holm**



**Subject Matter Expert  
Anna Whiting Sorrell**



# Background

- Under the direction of the Montana Department of Public Health and Human Services (DPHHS), the Behavioral Health and Developmental Disabilities Division's Prevention Bureau is implementing a Substance Abuse and Mental Health Services Administration (SAMHSA)-funded state opioid response (SOR) grant
- Montana Public Health Institute (MTPHI) will become the state's Opioid Education and Naloxone Distribution Program (OENDP)
- KAI will deliver a comprehensive media campaign on the consequences of opioid use and misuse, while connecting SOR-funded resources

# KAI's role

KAI will deliver a comprehensive media campaign on the consequences of opioid use and misuse, while connecting SOR-funded resources

KAI has two additional roles:

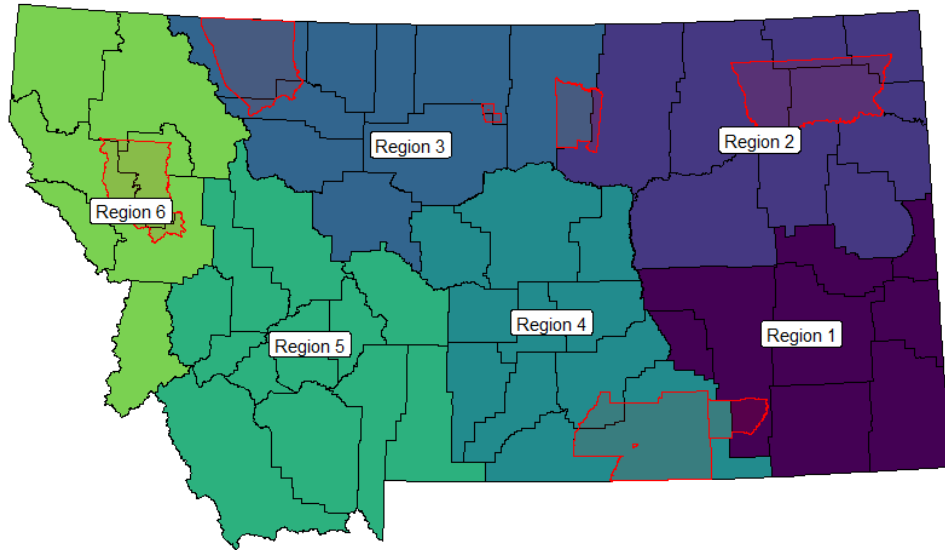
- DPHHS Senior and Long-Term Care Division Adult Protective Services
- Tribal Opioid Response (TOR)



# Example of a Media Deliverable

[Opioid Prevention — Montana Public Health Institute \(mtphi.org\)](https://mtphi.org)

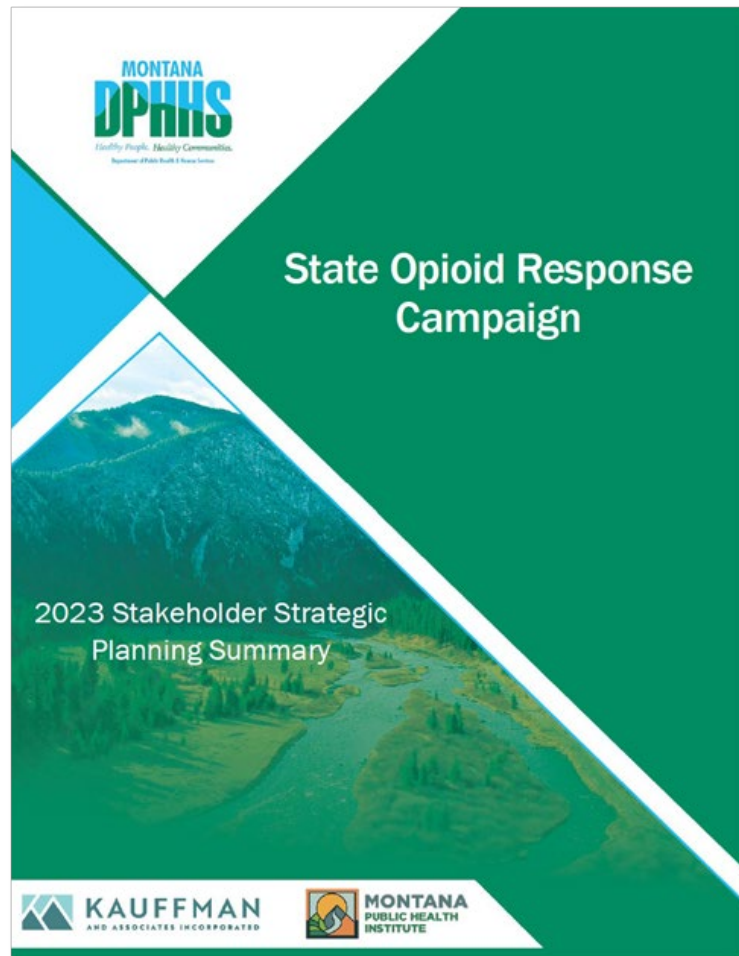
# Statewide Stakeholder Meetings



MTPHI OENDP Map Model

- KAI conducted eight stakeholder meetings, January–March 2023
- 57 participants representing six regions across Montana

# Key Findings from Stakeholder Meetings



**Overall, the stakeholder attendees agreed on the following shared vision statements:**

- Use a holistic, inclusive, integrated approach
- Programs that reach all in the community, “as it affects all of us”
- All generations engaged from youth, to adults, to senior citizens
- Recognize the impact on caregivers and first responders
- Get fentanyl out of Montana

# Focus Groups

Three focus groups were convened to provide qualitative data related to the experiences of target demographics.

- **Focus Group 1** included five individuals ages 18–25
- **Focus Group 2** included two American Indians and Alaska Natives (AI/ANs)
- **Focus Group 3** included six people over 26 years of age

Five of the six OENDP regions were represented.

# Key Findings from Focus Groups

## **Opioid use in communities**

- First-hand experience with family and friends
- Pain management
- Perceptions of increased prevalence of recreational opioid use among young people

## **Availability of community resources**

- Accurate information

## **Improve communications about resources**

- Medical insurance coverage

# Communications Plan – April 2023

## **The communications plan serves as the foundation for the statewide communication effort in the following ways:**

- Reviews findings from the stakeholder meetings and focus groups, which formed the campaign's foundation
- Distills stakeholder and focus group feedback into discrete campaign goals
- Identifies several high-impact audience segments
- Discusses audience-specific outreach strategies

# Strategic Goals



1. Raise public awareness of available resources.



2. Encourage peer support and community involvement.



3. Combat stigma and misinformation.

# Examples of KAI's Media Deliverables

- Billboards
- Bus stop display
- Social media posts
- Digital/display
- Print
- Video
- Radio

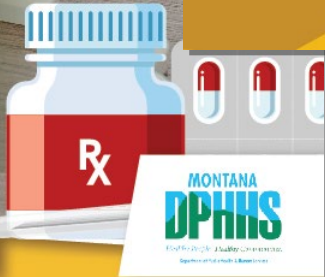


# Billboards

**Blink and  
you'll miss it.**

Even valid prescriptions  
can lead to opioid abuse.

 [TogetherWeCanMT.com](http://TogetherWeCanMT.com)



**Montanans are  
used to long roads.**

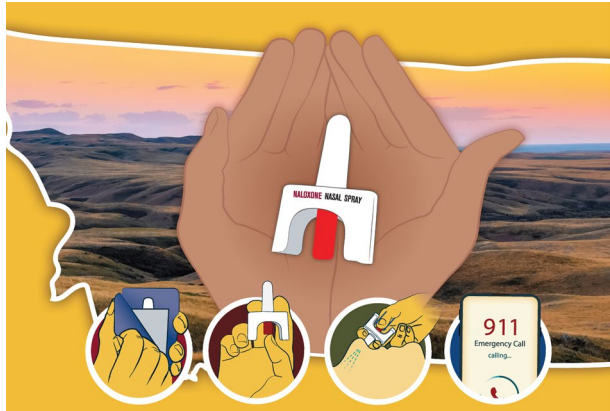
We can make it back  
from opioid addiction.

 [TogetherWeCanMT.com](http://TogetherWeCanMT.com)

**You wouldn't  
ride without  
a guide.**


 Resources available at  
[TogetherWeCanMT.com](http://TogetherWeCanMT.com)

# Bus Stop Display



**How to use naloxone:**

- Lay them on their back.
- Peel it open.
- Support their neck.
- Place thumb on the bottom, two fingers on each side.
- Place into one nostril, until two fingers are flush to their nose.
- Press the plunger.
- Move them to their side.
- Call 9-1-1 for help.

 TogetherWeCanMT.com

**MONTANA DPHHS**  
Healthy People. Healthy Communities.  
Department of Public Health & Human Services

# Social Media Posts



**Wellness starts at home,  
but for those who need a little more help,  
treatment is available too.**



**Naloxone saves lives.  
Together we can fight overdose  
in Montana.**



# Social Media Posts



**Finding recovery is possible in Montana.**

**You don't have to do it alone.  
Together, we can.**



**We're stronger together.**

**If you think someone might be struggling with addiction, talk to them about it.**



# Digital/Display



**The people who need help the most might be the ones least willing to ask.**

**Check on friends and family who might be suffering from addiction and let them know there is help.**

Contact Adult Protection Service at 1-844-277-9300 and make an online report at [www.aps.mt.gov](http://www.aps.mt.gov)



**Have it on hand.**  
Naloxone is available and **FREE** through [TogetherWeCanMT.com](http://TogetherWeCanMT.com)



# Digital/Display



**The only better way to prevent deaths from opioids than naloxone is not using them in the first place.**

**Help is available.**

Visit [TogetherWeCanMT.com](https://www.togetherwecanmt.com) to find resources



MONTANA  
**DPHHS**  
Healthy People. Healthy Communities.  
Department of Public Health & Human Services



**Naloxone saves lives.**

**Together we can fight overdose in Montana.**

To find resources near you visit [TogetherWeCanMT.com](https://www.togetherwecanmt.com)



MONTANA  
**DPHHS**  
Healthy People. Healthy Communities.  
Department of Public Health & Human Services

# Print



**Together, we can end  
the opioid epidemic  
in Indian Country.**

**Naloxone is available, and  
treatment is available.**



[TogetherWeCanMT.com](https://www.togetherwecanmt.com)



**Opioid addiction  
impacts the  
entire family.**

**An honest conversation  
can save lives.**



[TogetherWeCanMT.com](https://www.togetherwecanmt.com)



Questions?



Thank you!

