

April 2014



**Safe Communities**  
MADISON-DANE COUNTY

## Introducing...Our New E-Newsletter!

Spring is a time of new beginnings, and with that, we'd like to continue the thought of 'all things new' by welcoming you to a new way of communicating our news, with the first installment of the 2014 Safe Communities E-Newsletter.

We've been busy the first half of this year, creating a work plan for each of our safety initiatives, and developing new ways to inform you about the news and general happenings of Safe Communities Madison-Dane County. For example, you may have noticed more of a presence from us with social media such as Facebook and Twitter and frequent e-mail blasts, and that's just the beginning!

Each quarter, we plan to bring you an electronic version of our newsletter as a way to informally update you about the important work we're doing, along with our partners and sustaining members, to make our community a safer place to live, work and play!

Watch for our newsletters and other updates throughout the year about our five strategy areas, including Drug Poisoning Prevention, MedDrop, Falls Prevention, Suicide Prevention, and Traffic Safety.

Let us know what you think about this new format - we'd love to hear from you. Send us an [e-mail](#) or feel free to give us a call at 608-441-3060.

We welcome your comments and suggestions, and hope you enjoy reading our first e-newsletter!

Sincerely,

A handwritten signature in black ink, appearing to read 'Cheryl Wittke'.

**Cheryl Wittke**  
Executive Director

A handwritten signature in black ink, appearing to read 'Amanda Langan'.

**Amanda Langan**  
Communications Director

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**LEARN MORE ABOUT SAFE COMMUNITIES!**

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## Drug Poisoning Prevention Initiative

### Stop the Drug Overdose Epidemic

More people died last year in Dane County from drug poisoning than from traffic crashes. Most of these deaths were caused by prescription opioids. Misuse of these powerful medicines is also fueling Dane County's heroin epidemic. Thanks to leadership from Dane County, City of Madison and over 300 partner organizations, our community is pulling together to address this issue. The progress made during the first quarter of this year includes:

#### Medical Task Force on Safe Opioid Prescribing

The Medical Task Force on Safe Opioid Prescribing leads health care efforts in this area, and meets quarterly. To-date, this group has identified potential metrics to evaluate impacts, as well as completed and will work on the following:

- Developed an Epic Systems Smart Set by Dr. Phillip Bain of Dean Health Systems for the committee to review for future collaboration and distribution.
- Shared activities underway at each health care system to advance safe prescribing.
- Developed educational materials as a task force and together are promoting MedDrop and safe use, storage and disposal of medicines.
- Download these materials from our website (at the [Related Documents](#) of the Drug Poisoning Prevention page).

#### Planning Underway for SCOPE of Pain Training

- SCOPE is an acronym for **S**afe and **C**ompetent **O**pioid **P**rescribing **E**ducation, and a second SCOPE of Pain training is planned for October in Madison. Faculty will include a team of local physicians from three health care systems.
- In 2013, 14 area clinicians attended a training-of-trainers session as part of the Scope of Pain training at Monona Terrace.

#### Grand Rounds: Pain Management Without Opioids

The Medical Task Force on Safe Opioid Prescribing is planning a Grand Rounds, featuring the topic, *Pain Management Without Opioids*, by Donald Teater, M.D., Medical Advisor, Prescription Drug Overdose Initiatives, National Safety Council. Dr. Teater brings 30 years of medical experience to National Safety Council's advocacy initiatives and will be in Madison to conduct Grand Rounds at area hospitals on the topic of alternate pain management options and clinical strategies to address issues of abuse and overdose from prescription medications. For more information, contact [Safe Communities](#). Scheduled dates and locations include:

- Wed. Nov. 19: St. Mary's Hospital
- Thurs. Nov. 20: UW Family Medicine Statewide - Alumni Hall
- Friday, Nov. 21 Meriter Hospital

#### Promoting Treatment and Recovery Post-Overdose

Emergency Departments, family members and treatment providers in Dane County are working together to promote treatment and recovery in the aftermath of an overdose. Dr. Tom Meyer, UW Emergency Department physician and family members of those who have overdosed are working together with treatment providers to immediately link overdose victims being treated at emergency rooms to recovery networks. To date, one meeting has taken place, and information is being collected to prepare for future meetings and to develop a pilot project.

#### Public Education

## Prescription for Safety: Medical and Community Strategies to End Our Prescription Drug Overdose Epidemic

In addition to conducting Grand Rounds at area hospitals, Donald Teater, MD, National Safety Council's Prescription Drug Overdose Initiatives Medical Advisor, will also speak to Downtown Madison Rotary Wednesday, November 19 at a Parent Addiction Network reception in his honor (open to the public) on strategies to address the issue.

### Employer Toolkit: Prescription Drug Abuse

Planning is underway with Wisconsin Council on Safety to partner the launch of National Safety Council's *Employer Toolkit: Prescription Drug Abuse to Wisconsin Employers* in Fall 2014. Janie Ritter, Executive Director of Wisconsin Safety Council, recently made a call to action on Prescription Drugs and the Workplace. [Read more](#).

**Thanks to the members of the Medical Task Force on Safe Opioid Prescribing: Co-Chairs:** Andy Kosseff, MD and Geoff Priest, MD, Chief Medical Officer, Meriter Health Systems; Phillip Bain, MD, Dean Health Systems; Paul Baum, PharmD, Group Health Cooperative; Randy Brown, MD, VA Hospital and UW Health; Cindy Boeckelman, PharmD, UW Health; Stan Brysh, DDS, Meriter/Max Pohl Dental Clinic; Mike Flint, PharmD, Mallatt's Pharmacy; Cindy Gaston, PharmD, UW Health; Sandra Kamnetz, MD, UW Health; Tom Lohmeier, MD, Madison and Dane County EMS Medical Director; Greg Love, MD, Dean Health Systems; Tom Meyer, MD, UW Health; Mike Miller, MD, Rogers Memorial; Michael Ostrov, MD, Agrace Hospice; Alan Rifkin, MD, UHS; Peggy Riley, RN, UW Health; Sarah Sorum, PharmD, PSW; Kevin Straka, MA, UW Health

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### Parent Addiction Network Education Series

In addition to continuing to update and promote the Parent Addiction Network website, members of the Parent Addiction Network organized an Education Series which is being filmed by Madison City Channel for dissemination. The first session on March 2

discussed *The Biology of Addiction*, and the next session (scheduled for May 7) is entitled *What's New at Dane County Treatment Court*. [Click here](#) for a list of future sessions, and connect to the [Madison City Channel](#) for previously recorded sessions.



### Parent Addiction Network Identifies Spanish language Resources in Partnership With Latino Council on Children and Families

Latino Council on Children and Families, in addition to hosting the annual El Dia de los Nino, is a dynamic collaboration of advocates that serve area Latino families with a variety of critical programs. Members of the Parent Addiction Network are working with the Council to add Spanish language and culturally appropriate resources to the Parent Addiction Network website with a target completion date set for June. They plan to partner with the Council to launch two programs about addiction on LaMovida.

### Youth Prescription Drug Misuse Prevention

A Cardinal Health Foundation grant was awarded to Safe Communities and the Wisconsin Society of Pharmacy Students to conduct Generation Rx sessions in addition to promoting MedDrop. UW pharmacy students are conducting presentations in schools throughout Dane County using this evidence-based program.

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### Educator Prevention Network Launched

Thanks to grant from Wisconsin Department of Justice and Dane County Narcotics Task Force, the Educator Prevention Network was launched in February, with the goal of promoting evidence-based practice and to speak with one voice about effective prevention education

resources.

Modeled after the Parent Addiction Network website, the Educator Prevention Network website is designed to be a one-stop shop for community, law enforcement and school-based educators seeking effective prevention education resources. It includes local, state and national curricula as well as training modules for audiences ranging from young children to parent groups.



A Training of Trainers workshop was held February 10 to a sold-out crowd, with a total of 60 participants from 11 area school districts and 7 area police departments attended. Participants received plug-and-play training modules developed by AODA prevention experts Genevieve Kirchman and Flo Hilliard and featured an informative session on Culturally Competent AODA Education by Jacquelyn Hunt, a local AODA counselor and trainer.

The **Educator Prevention Network** website is accessible from the home page of the Safe Communities website, under the Prevention tab.

### Stop the Drug Overdose Epidemic Evaluation

Public Health Madison and Dane County health educators and epidemiologists are leading this effort, with guidance from the Medical Task Force on Safe Opioid Prescribing. The evaluation plan includes a partnership with the Dane County Medical Examiner to track reduction in overdose deaths, Prescription Drug Monitoring Program to track changes in opioid prescribing levels, and Dane County EMS to track naloxone doses administered.

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### MedDrop Initiative

#### MedDrop & DEA Take-Back Day

Nearly 70 percent of people who misuse prescription medicines get them from people they know with or without permission. Reducing the amount of unused medications of households in our communities is an important strategy to combat misuse, and each of us can help by bringing medicines to one of the 12 Safe Communities **MedDrop locations** or to a DEA Take Back Day location in your community. DEA Take-Back events are held bi-annually in April and September. The next Take-Back Day is April 26 from 10 a.m. to 2 p.m. at various locations. **Click here** to search the DEA website for a participating police station near you. MedDrop and DEA collection events are critically important, and help to keep pharmaceutical waste out of our water supply.



#### MedDrop Facts:

- 4.4 tons of unused medicines were disposed of in a safe and environmentally friendly manner in 2013
- Thanks to a Wisconsin DATCP Clean Sweep Grant, an organized Mobile MedDrop pilot was held in partnership with Dane County Narcotics Task Force, Agrace Hospice and Wisconsin Society of Pharmacy Students, and the first pick-up is planned for April 2014.
- MedDrop Advisory Committee held its annual meeting March 17 at Sun Prairie Police Department to review policies, brainstorm promotional ideas and plan 2014 activities (including collections with UW pharmacy students and police at community centers, and an annual round-up).
- A MedDrop Round-Up is scheduled for May 19-20. All medications collected from our 12 MedDrop box locations will be securely transported to a facility in Illinois for safe disposal. This is a coordinated effort with our partners at the Dane County Medical Examiner's Office, Dane County Narcotics Task Force, MedDrop Locations and Veolia Environmental Services.
- UW-Madison Pharmacy School students and faculty to plan the implementation of a

Cardinal Health Foundation Grant awarded to Safe Communities and Wisconsin Society of Pharmacy Students in late 2013 to help promote MedDrop.

- Two additional MedDrop boxes are in the process of being recruited in the western and southern Dane County area.

**These MedDrop partners make it all possible:** The Police Departments of Middleton, Madison, Sun Prairie, Waunakee, McFarland, Fitchburg, Cambridge, Deerfield and Mazomanie; Dane County Sheriff's Office; Dane County Narcotics Task Force; Dane County Clean Sweep; UW Health and Unity Insurance, Dean/St. Mary's, Meriter and Physician's Plus; Dane County Public Works, Highways & Transportation; Fitchburg Solid Waste and Recycling Program; Madison Metropolitan Sewerage District; Madison Engineering Division, Department of Public Works; Madison Recycling Program; Pharmacy Society of Wisconsin Pharmacies in the Dane County Area; Public Health-Madison and Dane County; Sun Prairie Public Works Department; Wisconsin Society of Pharmacy Students

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## Traffic Safety Initiative

### 2014 Slow Down Yard Sign Campaign

Our Annual Slow Down Yard Sign Campaign kickoff will be held May 12, 2014 - thanks to Middleton Police Department for hosting, and American Family Insurance for its eighth year of sponsorship! Details on yard sign pick up and news conference are on the way. For more details about the program, [click here](#).



### Alive at 25

Traffic crashes are the number one cause of death for young people. Safe Communities is one of only two organizations in Wisconsin that offer this National Safety Council-certified defensive driving course, shown to reduce crashes among participants, in partnership with area municipal courts and schools. In 2013, 146 young adults completed the course, and during the first quarter of 2014, 25 young adults have completed the course. Referrals were made from Dane County, City of Madison, Lake Mills, McFarland, Middleton and Waunakee Municipal Courts.



Cambridge High School plans to host an Alive at 25 defensive driving course for students on April 26 to help prepare students to be safer drivers during the upcoming prom and graduation season, and beyond. An incentive offered by Cambridge High School administration is for students to receive a reduced fee on the cost of their parking pass in exchange for taking the Alive at 25 course. If your school is interested in hosting Alive at 25 courses in 2015, contact Safe Communities. We are looking for more school district participation in the future, and will be setting the 2015 Alive at 25 schedule in Q4 this year! [Read more about Alive at 25.](#)

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## Suicide Prevention Initiative

### Question, Persuade, Refer (QPR) Gatekeeper Training

Safe Communities partners offer a free QPR (Question Persuade Refer) training where participants learn the warning signs for suicide, how to offer hope, and how to seek help to save a life.

QPR is CPR for Suicide Prevention. QPR stands for:

- Question the person about suicide
- Persuade the person to get help
- Refer them for help

Jean Papalia, Safe Communities' QPR Coordinator, conducted the following trainings and made a number of contacts for future trainings during this quarter:

January 2014 - 85 people trained

- Wisconsin Department of Transportation - 50 employees (partners at Wisconsin Department of Transportation EAP Program trained another 119 employees!)
- Mount Horeb Fire Department - 35 volunteer firefighters

Contacts about future trainings: Phoenix School in Sun Prairie (staff); EAP Coordinators in Southern Wisconsin and Wisconsin Family Based Services Association

February 2014 - 60 people trained

- Northeast Senior Coalition of Madison - 18 seniors
- Wisconsin Department of Transportation- 11 employees
- Wisconsin Department of Military Affairs - 30 employees

March 2014 - more than 35 trained in QPR, in addition to youth presentations

- Madison Police Department Pre-Service Academy - more than 35 officers who were ready to begin field training the next day participated. This is the first time QPR has become part of the academy agenda - thank you, Madison Police Department, for your support!

Youth Outreach - this quarter Jean met with:

- High school students from Marshall whose student council have designated suicide prevention as their initiative. They hope to host a community QPR session in Marshall this spring and Jean will also speak to another group of 25-30 students who want to learn more about this topic.
- Jean will also be guest speaker at Madison's O'Keefe Middle School for the unit that covers bullying, and will focus on connecting bullying and suicide. While the topic is not QPR specifically, it offers a chance to discuss suicide, and most importantly, to work on issues of resiliency and self confidence with youth.

## **ManTherapy**

Thanks to additional funding from Dane County in 2014, this fall Safe Communities and its partners will launch this public education campaign geared toward our highest-risk population: middle-aged men. Stay tuned for more information!

## **Perfect Depression Care - Outreach to Area Health Care Systems**

Michigan's Henry Ford Health System created a program called *Zero Suicides* that commits the entire system to the idea that "suicide deaths for people under its care are preventable, and that the bold goal of zero suicides among persons receiving care is an aspirational challenge that health systems should accept." Safe Communities' Suicide Prevention Task Force identified bringing this program to Dane County health care systems as a priority. Dr. Edward Coffey, Chief Medical Officer of Henry Ford Health System and champion of the Zero Suicide Initiative, has agreed to conversations with his counterparts here about the program, thanks to a connection made for us by Shel Gross from Mental Health America of Wisconsin

## **Assessing and Managing Suicide Risk (AMSR) Training to be Held in Dane County, May 30, 2014**

Thanks also to support from and in partnership with Mental Health America of Wisconsin, Safe Communities Suicide Prevention Task Force will host this training at American Family Insurance Training Center on May 30. This one-day workshop is for mental health professionals and offers training on assessing suicide risk, planning treatment, and managing

the ongoing care of the at-risk client. AMSR is a program of the American Society of Suicidology and Suicide Prevention Resource Center. Continuing education credits are available. For registration information, [click here](#).

[Read more](#) about Suicide Prevention initiatives in Dane County.

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## Falls Prevention Initiative

### Spring Stepping On Classes Underway

**COMMUNITY**  
FALLS PREVENTIONS PROGRAMS

Thanks to hosts including Waunakee Senior Center, Monona Senior Center, Goodman Community Center, Dean/St. Mary's Hospital and Meriter Home Health, more than 80 older adults are (literally!) taking steps to reduce their falls risk by 50 percent by participating in Stepping On classes this spring!

### Special Presentation to Mt. Horeb Area Senior Center

Thanks to Lynn Forshang and Mt. Horeb Area Senior Center for hosting a falls prevention program for area seniors taught by Joyce Pohl, UW Home Health PT. If you're interested in having an engaging presentation on how to prevent senior falls, contact us! We have an outstanding team of partners like Joyce willing to help.

### Falls Prevention Task Force Members Meet and Collaborate

Every other month a group of 20-30 older adult service providers, physical therapists, physicians, nurses and fitness experts gather to plan community events and collaboration to reduce falls among area older adults. Thanks to all for participating, and join us if you're interested!

### Thanks to Falls Prevention Task Force Member organizations!

ADRC, Dane County Medical Society Board Of Trustees, Dane County EMS, Dean/St. Mary's, Fitchburg Senior Center, Home Health United, Independent Living, Madison Senior Center, MSCR/Goodman - Rotary 50+ Fitness Program, Meriter Health Systems, Meriter Home Health, Northeast Senior Coalition, Park Glen Senior Apartments, Public Health Madison Dane County, St. Mary's Hospital, SAIL (Supporting Active Independent Lives), UW Health, UW Home Health, University Of Wisconsin, United Way 2-1-1 and Volunteer Center, Wisconsin Chapter-American Parkinson Disease Association, Wisconsin Council of the Blind, Wisconsin Institute On Healthy Aging, Yahara Therapy

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## Events & Happenings

### Safe Communities' Annual Breakfast

The 2014 Safe Communities Annual Breakfast was a success! Held on March 6 at the Goodman Community Center, 65 attendees were updated by Task Force Chairs and lead partners who briefed members on 2013 activities and plans for 2014. We were honored to host a delegation from National Safety Council's Safe Communities America and Japanese Institute on Safe Communities, members of which were able to join us for the breakfast and speak to partners. Look for more information later this year about the 2015 breakfast, and how to become involved!



Read more about the NSC's visit to Madison in the NSC newsletter [here](#).

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### SAFE COMMUNITIES SUSTAINING & COALITION PARTNERS:

**SUSTAINING PARTNERS**  
**LIFESAVER (\$20,000 +)**

**FIRST RESPONDERS (\$5,000-\$9,999):**

AAA Wisconsin, Madison Gas and Electric,  
Meriter & Physicians Plus, St. Mary's Hospital GOOD SAMARITANS: (\$1,000-\$4,999):  
Dane County Area Agency on Aging, Epic Systems, Hooper Construction Foundation  
Innocorp, Ltd., UW Health & Unity Health Insurance, Wisconsin & Southern Railroad

**MUNICIPAL & COMMUNITY PARTNERS (\$500):**

Village of Belleville/Belleville Police Department, Village of Cambridge, Village of Cross Plains  
Town of Springfield, Town of Windsor, UW Police Department  
Village of Marshall/Marshall Police Department (\$100)

**COALITION PARTNERS:**

American Family Insurance, Area Agency on Aging of Dane County, Chartwell Midwest  
Wisconsin, Dane County, Epic Systems, Medical College of WI, Wisconsin Council of  
Safety/National Safety Council Public Health-Madison and Dane County, Town of Windsor, United  
Way

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