Goal: By May 31st, 2037 Rowan County will have successfully reduced the number of opioid overdoses significantly while increasing access to substance use treatment and mental health survives and reducing the recidivism rate of individuals with Substance Use Disorder.

Key: Community Health Manager - Project Director (PD), Substance Use and Mental Health Program Manager (PM); Harm Reduction Coordinator (PC); Certified Peer Support Specialist (CPSS), Community Paramedic (Comm. P)

Strategy in Option A	Objectives	Action Steps		Staff Responsible	10	3i 10	ai V coai	Fyral	real re	at Jeas	Eva	1 eat	(gai)	opi)	Eng	S out	\$p
Collaborative Planning and reset for PORT/Rowan HEAL team and program; (7) Nalozone Distribution; and (8) Post-Overdose	By December 2022, Rowan County Public Health will have hired a Substance use and Mental Health Program Manger, a Harm Reduction Coordinator, and an additional CPSS to facilitate opioid settlement related activities.	Advertise open positions, interview candidates, and hire highly qualified staff to fill all vacant positions.		PD; Health Education Specialist													
Respose Teams	By the end of FY 22-23, establish phase one of a comprehensive harm reduction program within the Health Promotion department.	Redesign partnership with community paramedics to implement PORT.	,	PD; PM; PC; CPSS; Comm P.													
		Distribute Narcan to any and all community members who are at risk of experiencing or encountering an overdose.	Increase the number of community members that receive Narean.														
		with Rowan County United Way	Identify points of action within the sequential mapping system to be addressed during collaborative planning														
		Facilitate community CPR and overdose response training.	Increase the number of community members that can identify an overdose, provide CPR, and properly use Narcan														
	By the end of FY 22-23, staff will have completed a Collaborative Strategic Plan	Identify community stakeholders that's work to address substance use, misuse, or prevention to strategically plan interventions	Completion of a strategic plan with established goals and objectives for harm reduction programming.	Substance Use and Mental Health Program Manager													

		years to coincide with the Community Health Needs Assessment cycle Restructure the Substance Use Taskforce to include the strategic planning steering committee to	Update the strategic plan to assure that intended outcomes are being met and to readily adjust planning according to community needs Increased participation in Substance Use Taskforce meetings by key decision makers in the community as well as people this living experience.							
(9) Syringe Service Program	services and outreach program	Identify a vendor for a mobile unit that would allow community members to gain access to various Health Department services. Mobile unit will also include an exam room and a blood drawing station.	1	PD; Health Education Specialist						
		Provide access to sterile syringes, Narcan, and educational materials to Rowan County residents Support various treatment programs and treatment facilities by making referrals to their services upon contact with individuals utilizing the mobile	Increase access Rowan residents have to harm reduction supplies and education. Increase the number of individuals that receive a referral to a substance use treatment program.	PM; PC; CPSS						
(6) Early Intervention Programs	begun their harm reduction and anti-	unit Implement a harm reduction and antistigma social media campaign to educate the community on the principles of harm reduction, substance use prevention, and address the systemic biases around people who use substances or live with	Rowan County Public Health receives on various social media platforms. Use metrics of: Awareness, Engagement, Conversion, and	PM; PC; CPSS						
		mental health related illnesses.	Normalize talking about mental health issues and seeking professional treatment Reduce the preconceived motioned that surround individuals who use substances							

	By December 2023, Rowan County Public Health will hire a Substance Use Prevention Coordinator	Advertise open positions, interview candidates, and hire highly qualified staff to fill all vacant positions.	Staff positions filled per human resource guidelines.	PD; PM							
	By the end of school year 2024, Rowan Salisbury School System will have conducted the Youth Risk Behavior Survey. Survey will be completed every two years.	System students perceive the threats of using various substances	Identify which substances are being used by which demographics in order to target specific programming as appropriate.	PM							
(3) Recovery Support Services; (6) Early Intervention Programs	educate the community on the importance of mental health interventions as well as resiliency	Host Annual Substance Use Forums for community members, community stakeholders, and those working in fields that work directly with people who use substances.	Increase the awareness that community members have on the opioid epidemic and the various institutions are working to address its impacts.	PM; PC; CPSS; Comm. P							
			Report annually the measurable outcomes that have been completed by the stuff working to address substance use.								
		Host bi-annual CPR and overdose response training to the community.	Increase the number of community members that are trained to identify an overdose and respond.	PM; PC; CPSS; Comm. P							
		Host bi-annual trainings for First Responders	Train all employee and volunteer first responders on compassion fatigue and trauma informed care								
		Facilitate CRM workshops with community members.	Increase the number of community members and stake holders to implement the principles of the Community Resiliency Model.	PM; PC; CPSS; Comm. P							
(3) Recovery Support Services	Promotion department will roll out the second phase of the Harm Reduction	Provide free rapid HIV and Hepatitis C testing to all community members with intentional outreach to those who		CPSS; Comm. P							
	program.	use substance.	Increase number of people who access care for HIV/HepC								
			Increase the number of people who know how to reduce their chances of contracting HIV/HepC								
		Provide wound care support to individuals who use substances.	Reduce the number of emergency department visits due to untreated wounds								

Support Services; (6) Early Intervention	By the end of FY 24-25, Rowan County Public Health will hire an additional Community Paramedic and one LCSW	Advertise open positions, interview candidates, and hire highly qualified staff to fill all vacant positions.	Staff positions filled per human resource guidelines.	PD; PM						
Programs	By the end of FY 24-25, Mental Health First Aid training will be facilitated annually.	Provide Mental Health First Aid training to all Rowan County Public Health, Social Services, and Rufty Holmes Senior Center staff.	Increase the number of county employees that can identify, understand and respond to signs of mental health and substance use challenges.	PD; PM; HR-PC; PC; CPSS;						
		Provide Mental Health First Aid training to youth serving organizations and foster families	Increase the number of individuals that can identify, understand and respond to signs of mental health and substance use challenges.							
		Provide Mental Health First Aid training to employee and volunteer first responders	Increase the number of first responders that can identify, understand and respond to signs of mental health and substance use challenges.							
(10) Criminal Justice Diversion Programs	By the end of FY 24-25 Rowan County Public Health and Rowan County Jail will establish a working relationship to provide harm reduction kits to individuals upon release.	County Detention Center to distribute harm reduction kits to all individuals who are released on drug related charges.	Reduce the number of overdoses incidents that occur after release from jail.	PM; PC						
		All individuals released from jail can request a harm reduction kit. All individuals arrested on substance use related charges will be given a harm reduction kit.								
(2) Evidence- Based Addiction Treatment	By the end of FY 26-27, Rowan County Public Health will have hired an Family Medicine Physician to implement a Medication Assisted Treatment (MAT) Program	Advertise open positions, interview candidates, and hire highly qualified staff to fill all vacant positions.	Staff positions filled per human resource guidelines.	Health Director						
	By the end on FY 26-27 establish a Medication Assisted Treatment Program that the Rowan County Health Department	Develop policies and procedures based on Federal Guidelines	Operate the county's MAT program to fulfill federal guidelines to assure best practices	PD; PM						

		Develop a referral network for community organizations that can refer patients to the health department for MAT	Increase the number of community organizations that can refer those they serve to the health department to receive MAT	PC, HR-PC, CPSS						
		Implement the mobile unit to increase access to MAT program	Increase the number of Rowan County individuals who live with Opioid Use Disorder that have access to MAT	PD; PM; Family Medicine Physician, LCSW						
		Conduct a longitudinal study with MAT program participants to measure changes in socioeconomic status upon participating in the MAT program	Identify the return on investment of the MAT program. Have participants opt into sharing the annual tax withholdings and property taxes to measure how programs such as MAT can increase individuals productivity and increase income as a result of program participation. Reference Durham County NC	PD; PM; Family Medicine Physician, LCSW						
(6) Early Intervention Program	grade students in Rowan Salisbury		Decrease the number of students who report trying substances for the first time or using substances in general	PC						
(2) Evidence- Based Addiction Treatment	By the end on FY 26-27 establish a Lifestyle Medicine program for Medically Assisted Treatment program participants	Partner with local organizations to host cooking and nutrition classes.	Reduce the number of MAT participants that become obese as a result of sobriety.	Lifestyle Medicine Program Coordinator, Family Medicine Physician, LCSW						
			Increase the feeling self efficacy of MAT program participants by establishing new skills	LESW						
		Partner with local organizations and physical activity facilities to sponsor individuals to be able to exercise in safe locations	Reduce the number of MAT participants that become obese as a result of sobriety.	Lifestyle Medicine PC, Family Medicine Physician, LCSW						
			Increase the feeling self efficacy of MAT program participants by establishing new skills							

			PD; PM; Lifestyle Medicine Physician; LCSW						
	Contract with Carolinas Women's Health to have an obstetrician oversee the Prenatal MAT program		Family Medicine Physician, LCSW						
	Work along side all public health departments to provide wrap around services	Reduce the number of prenatal and post partum complications between mother and infant							
		Increase the number of mothers that receive treatment for substance use disorder.	Family Medicine Physician, LCSW, CPSS						
	Partner with Emergency Services to provide training on Buprenorphine administration when responding to an overdose incident every other year.	Establish policies and procedure guidelines assure best practices in implementation	Comm P, Family Medicine Physician						
		Increase number of EMS personnel that can administer buprenorphine							
	After first dose of buprenorphine administer, EMS refers patient to MAT Program at the Health Department	Increase the number of MAT participants at the Health Department.							
		Reduce the number of repeat overdoses by connecting individuals to MAT							

(3) Recovery Support Services	By the end of FY 30-31, a LCSW will be working out of the Rowan County Detention Center to coordinate post release resources and care.	Support programs that connect incarcerated persons to addiction treatment, recovery support, harm reduction services, primary healthcare, or other services or supports they need upon release from jail or prison, or that provide any of these services or supports.	Reduce the number of post release overdoses Reduce the number of individuals who are arrested multiple times on substance use related charges	LCSW, HR-PC; CPSS						
(11) Addiction Treatment for Incarcerated Persons		Collaborate with Rowan County Sheriffs department to establish an MAT program within the detention center.	Increase the number of individuals who are incarcerated who can receive treatment while in jail.	Family Medicine Physician, LCSW						
		Expand telehealth to increase access to treatment for OUD and any co- occurring SUD/MH conditions, including MAT, as well as	Reduce the number of post release overdoses	Family Medicine Physician, LCSW						
		counseling, psychiatric support, and other treatment and recovery support services.	Reduce the number of individuals who are arrested multiple times on substance use related charges	Family Medicine Physician, LCSW						
		Support evidence-based withdrawal management services for people with OUD and any co-occurring mental health conditions.	Increase the number of jail staff who can assist with withdrawal management and how to address withdrawal with individuals with co-occurring mental conditions	HR PC; LCSW; CPSS						

(10) Criminal	By the end of FY 35-36, establish	Support pre-arrest or post-arrest	Reduce the number of individuals who are	HR PC; LCSW;							
Justice Diversion	criminal diversion programs that	diversion programs, or pre-trial	arrested multiple times on substance use	CPSS							
Programs	connects individuals involved or at risk	service programs, that connect	related charges.								
	of becoming involved in the criminal	individuals involved or at risk of									
	justice system to addiction treatment.	becoming involved in the criminal									
		justice system to addiction treatment,									
		recovery support, harm reduction									
		services, primary healthcare,									
		prevention, or other services or									
		supports they need, or that provide									
		any of these services or supports.									