

Taking Action on Opioid and Prescription Drug Abuse in Michigan by Supporting Community Responses

Letters of Interest due June 28, 2017

About the funders

The funding organizations sponsoring this initiative have a long-standing interest in promoting access to quality care and supporting efforts to improve community health status. We're joining forces to assist communities in implementing sustainable, evidence-based practices that address the growing epidemic of opioid and prescription drug abuse in Michigan.

**Blue Cross
Blue Shield
of Michigan**



**MICHIGAN HEALTH
ENDOWMENT FUND**

**Community
Foundation**
FOR SOUTHEAST MICHIGAN

**SUPERIOR
Health Foundation**

Blue Cross Blue Shield of Michigan and the **Blue Cross Blue Shield of Michigan Foundation** (the philanthropic affiliate of Blue Cross) have a long history of commitment to increasing access to health care in partnership with safety net health care providers. We have a unique social mission to help ensure access to high-quality medical care for all Michigan residents. We strive to provide leadership, advocacy and resources to reduce barriers and promote quality health for uninsured and underserved people in Michigan. For more information, visit bcbsm.com/safetynet and bcbsm.com/foundation.

The **Michigan Health Endowment Fund** works to improve the health and wellness of Michigan residents and reduce the cost of health care, with a special focus on children and seniors. For more information about the Health Fund, go to mhealthfund.com.*

The **Community Foundation for Southeastern Michigan** is a full-service philanthropic organization leading the way for positive change in our region. As a permanent community endowment built by gifts from thousands of individuals and organizations, the foundation supports a variety of activities benefiting education, arts and culture, health, human services, community development and civic affairs. Since it began, the foundation has distributed nearly \$892 million through more than 59,500 grants to nonprofit organizations throughout Wayne, Oakland, Macomb, Monroe, Washtenaw, St. Clair and Livingston counties. For more information, visit cfsem.org.*

The **Superior Health Foundation** is a health-centered, nonprofit organization that provides grant funding to health-centered causes and initiatives in the Upper Peninsula. Headquartered in Marquette, the Superior Health Foundation's mission is to assist with unmet health care needs, with health education, and with programs and research on preventing illness and promoting health. Its vision is "to improve the health of the residents of the Upper Peninsula." Since it began in 2012, the Superior Health Foundation has provided nearly \$1.2 million in grant funding, and overall with its events, has awarded close to \$1.4 million. SHF recognizes the numerous health issues that affect our society. To that end, it believes strongly in this initiative and is committed to providing philanthropic support to address the burgeoning opioid and prescription drug abuse problem in Michigan. For more information, visit superiorhealthfoundation.org.*

Together, we created this initiative as part of our commitment to supporting Michigan communities as they act to address the opioid epidemic through prevention, harm reduction and treatment provision.

This program provides grant support to **established multisector community coalitions** with documented action plans to combat the affect of opioid and prescription drug abuse in their community.

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Responses provides one-time grants to begin new projects, enhance or expand existing projects to reduce opioid and prescription drug abuse and harm. The intent of the grants is to help established multisector coalitions establish effective and evidence-based projects that will be sustained after the grant period ends. We expect that funded communities will share the results from this initiative with other communities for possible replication.

Together, we hope to work to end this epidemic in Michigan.

Background

Prescription drug and opioid abuse has reached epidemic proportions in Michigan. The number of deaths from drug overdose has more than tripled from 1999 to 2015. A 2014 report from the Michigan Department of Community Health (now the Department of Health and Human Services) shows that Michigan experienced a four-fold increase in unintentional fatal drug poisonings since 1999. Overall, 4,722 Michigan residents died from 2009 to 2012 due to unintentional or undetermined intent poisonings. This is a rate of 12.3 deaths per 100,000 residents. Of these overdose deaths, 19.4 percent were definitively opioid-related.

Not every overdose incident results in a death. The number of emergency room visits is also an important measure of opioid abuse. Michigan hospitalizations involving opioids more than doubled from 2000 to 2011 from 9.2 to 20.4 per 10,000 population.

The epidemic of prescription drug and opioid overuse and overdose is a problem experienced across all regions of Michigan, across all age groups and income groups. It results in excess morbidity and mortality, crime, and in high medical and societal costs. The funders seek to work with partners across the state to improve these results.

In support of this aim, the funders are collaborating to support communities across Michigan in tackling prescription drug overuse and opioid abuse in their areas. Coalitions should already be established and include broad representation from those in the medical and mental health and substance abuse treatment sectors, public health agencies, health plans, public safety, human services and community agencies, and philanthropic organizations. The most effective coalitions will have a diverse and inclusive steering committee, identify specific goals and deploy action teams that are accountable to making a measurable impact within 18 months.

Project description

The funders will support projects in up to seven coalitions in **Michigan communities** over 18 months to identify and implement collective actions to prevent and reduce opioid and prescription drug misuse and address the harms they cause.

Evidenced-based programs to address the epidemic in local communities, ranging from education to law enforcement to clinical interventions, will be considered. Examples of projects include:

- Promoting safe prescribing practices: Examples include implementing common prescribing guidelines for emergency rooms and primary care practices; routinely utilizing the Michigan Automated Prescribing System, or MAPS; creating access to non-opioid alternatives for chronic pain management; or improving information exchange among emergency rooms, health plans and prescribers through real-time data exchange.
- Expanding access to medication-assisted addiction treatment: Examples include expanding the number of licensed physicians accepting referrals for buprenorphine treatment; starting buprenorphine induction clinics; and developing workshops or mentoring structures for physicians who are licensed but not yet prescribing buprenorphine.
- Increasing naloxone access: Examples include implementing naloxone distribution at substance abuse treatment programs, primary care clinics or community pharmacies; or promoting co-prescribing of naloxone for patients receiving chronic opioids.
- Developing data sources and systems for community-specific measurements for creating community-level dashboards that can be used to identify problems, assess the extent of problems and monitor progress over time. For an example of dashboards created in Michigan, go to [Washtenaw County Public Health](#)* and see the Opioid and Heroin Overdose Data webpage. For a second example, go to [the California Health Care Foundation Opioids Safety Coalitions Network](#)* and see the surveillance dashboard.
- Other evidenced-based programs that will address the opioid and prescription drug epidemic in your community, such as community education in schools, medication take-back programs or other initiatives such as establishing drug courts.

During the grant period, each coalition will identify measurable goals related to the chosen interventions and will document challenges and successes so that best practices can be shared with other communities.

Coalition eligibility

Applications from established multisector community-based coalitions committed to prevention, harm reduction and treatment are encouraged. One lead organization in the coalition will serve as the primary grant contact to receive the grant funding and be responsible for distributing funds to other coalition members (if applicable), organizing the project and reporting requirements. Lead organizations may be governmental or private nonprofit. They may not be for-profit entities. All coalitions must be based in and serve Michigan communities.

Coalition membership should be comprised of at least one organization from each of the following areas:

- Medical, mental health and substance abuse treatment providers, such as medical associations, hospitals, emergency physician groups, medical groups and independent physician associations, community mental health organizations, federally qualified health centers, pharmacies and health plans
- Public health and public safety organizations, such as a county public health or county health care delivery system, medical examiner, law enforcement, corrections and emergency medical responders
- Other community organizations, such as schools, community-based organizations working with the population of interest, organizations representing families and community residents, and faith-based organizations

Established coalitions demonstrating active and robust collaboration processes are preferred. Such coalitions are typically structured to include:

- **Action teams** where functions might include data collection and monitoring, community-based prevention, intervention treatment and recovery, prescribers and pharmacists, and law enforcement; and
- **A steering committee** that is made up of leads of each action team, co-chaired by a public health director and a community representative.

The funders will also consider additional criteria regarding eligibility:

- The coalition is established, has a track record of meeting and setting goals, and has developed a strategic plan for community needs to address the opioid epidemic.
- The coalition has a strong lead organization with a committed champion and project lead.
- Evidence of coalition meeting agendas, participation and documented strategic plans are available.
- There is sufficient budget to sustain coalition leadership activities, including in-kind support from lead organization or others, and sufficient project management and administrative time to ensure the coalition launches well and stays on task.

The following organizations and individuals aren't eligible to receive grants from this program:

- For-profit organizations
- Organizations or individuals not located in Michigan
- Organizations whose executive staff includes employees of Blue Cross Blue Shield of Michigan or any of its affiliates or subsidiaries, or their immediate family members

Project selection criteria

Proposed projects must be part of a larger strategic or action plan developed by an established multisector community-based coalition, as described above.

The funders will select projects through a competitive application process using the criteria below. Eligible projects may be proposed for a single county or include multiple adjacent counties. Financial resources for this initiative are limited and the funding partners will not award more than one coalition in a geographic community. For that reason, we encourage collaboration and consultation when there are multiple coalitions in a geographic area.

Projects will be considered using the following criteria:

1. Need in the community and target population
2. Significance and effectiveness of the project for decreasing access to opioids, increasing access to treatment, decreasing opioid-related overdose and death rates, increasing awareness and knowledge of the problem in the community
3. Feasibility of the proposed project
4. Potential to be replicated and shared
5. Sustainability plan for the project beyond the grant period

Timeline

Letter of Interest announced	May 31
Letter of Interest due	June 28
Request for full proposal	Aug. 2
Full proposals due	Aug. 30
Awards announced	Nov. 30
Projects begin	Jan. 1, 2018

Program funds

The funders have jointly allocated \$455,000 for this initiative. Projects will be funded up to a maximum of \$75,000 each for up to 18 months. The lead organization will disburse funds to support proposed project development and implementation. Grant funds will be available for salary support, program costs, supplies and other costs related to the project. Computer equipment, including hardware and

software, aren't supported unless they are directly related to the aim of the proposed project. Other costs that aren't eligible include capital expenses and indirect costs.

Letter of Interest application

Applications must be delivered in PDF in a single email with the name of your coalition in the subject line to Innovations@bcbsm.com by June 28. Applications will be acknowledged by a return email within 72 hours. **Paper copies will not be accepted.**

The funding partners will review applications and request a full proposal from selected coalitions by Aug. 2.

All instructions and application forms are available at bcbsm.com/safetynet and at bcbsm.com/foundation. You may also obtain the forms by sending an email to innovations@bcbsm.com.

To apply:

1. Download and complete the coversheet PDF.
2. Create a separate Letter of Interest document in Microsoft Word, making sure it addresses the following sections. You may write up to **three pages, double-spaced.**
 - a. Title and purpose of project: state the project objectives concisely
 - b. Description of community or organizational need: community population description, including demographics and need in the community, current programs efforts
 - c. Description of the project
 - d. Expected Impact: What affect do you expect this project to have? If possible, please quantify the expected affect. What measures will you collect to monitor and report these affects?
3. Download and complete the coalition description worksheet.

Interested applicants are encouraged to contact program staff at the Blue Cross Foundation or the Blue Cross Social Mission department with questions. Please email your questions with the name of your coalition in the subject line to Innovations@bcbsm.com.

References and acknowledgments

Office of Recovery Oriented Systems of Care, Michigan Department of Health and Human Services, <http://mi-suaddr.com/data/?tags=Rx%20Drugs>.

Hospitalizations involving Opioids, Cocaine, and Amphetamines, Michigan Residents, 2000-2011, Office of Recovery Oriented Systems of Care, http://www.michigan.gov/documents/mdch/Opioid-Related_Hospit_2000-2011_05-31-13_427136_7_431273_7.pdf.

Michigan Prescription Drug and Opioid Abuse Task Force: Report of Findings and Recommendations for Action, October 2015,

http://www.michigan.gov/documents/snyder/Prescription_Drug_and_Opioid_Task_Force_Report_5041_40_7.pdf.

U.S. Department of Health and Human Services, Office of the Surgeon General, Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health, Executive Summary. Washington, D.C.: HHS, November 2016, <https://addiction.surgeongeneral.gov/surgeon-general-report.pdf>.

The funders would like to thank the California Health Care Foundation for sharing its knowledge and materials in developing this initiative.

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