

KNOW METH Initiative

KNOW
METH

knowmethwi.org



About Marshfield Clinic Health System

1. Integrated system – clinics, hospital, health plan, research, foundation
2. 1,200 medical providers
3. 10,000 employees (6K in Marshfield)
4. 55 clinic locations in 34 counties in Central and Northern WI
5. 4 hospitals (Marshfield, Eau Claire, Park Falls, Rice Lake), and growing (Neillsville, Ladysmith, Beaver Dam, Minocqua)



About the Center for Community Health Advancement

1. Established in 1998
2. MCHS is committed to improving health of communities
3. Grown today to include hospital, health plan, and clinic efforts
4. Includes over 44 FTEs, and 60 AmeriCorps members
5. Not patient or member specific, but community based
6. Only health system reaching all 72 counties and 8 tribes
7. Five year plan to focus on ABCS



Community health priorities



A

Alcohol and Substance Abuse

- A.1 Reduce underage and excessive alcohol consumption
- A.2 Reduce opioid related deaths



B

Behavioral Health

- B.1 Decrease suicide rates
- B.2 Improve social and emotional development of children and adolescents



C

Chronic Disease

- C.1 Improve access to healthy foods and physical activity
- C.2 Improve self-management of chronic conditions
- C.3 Reduce tobacco use



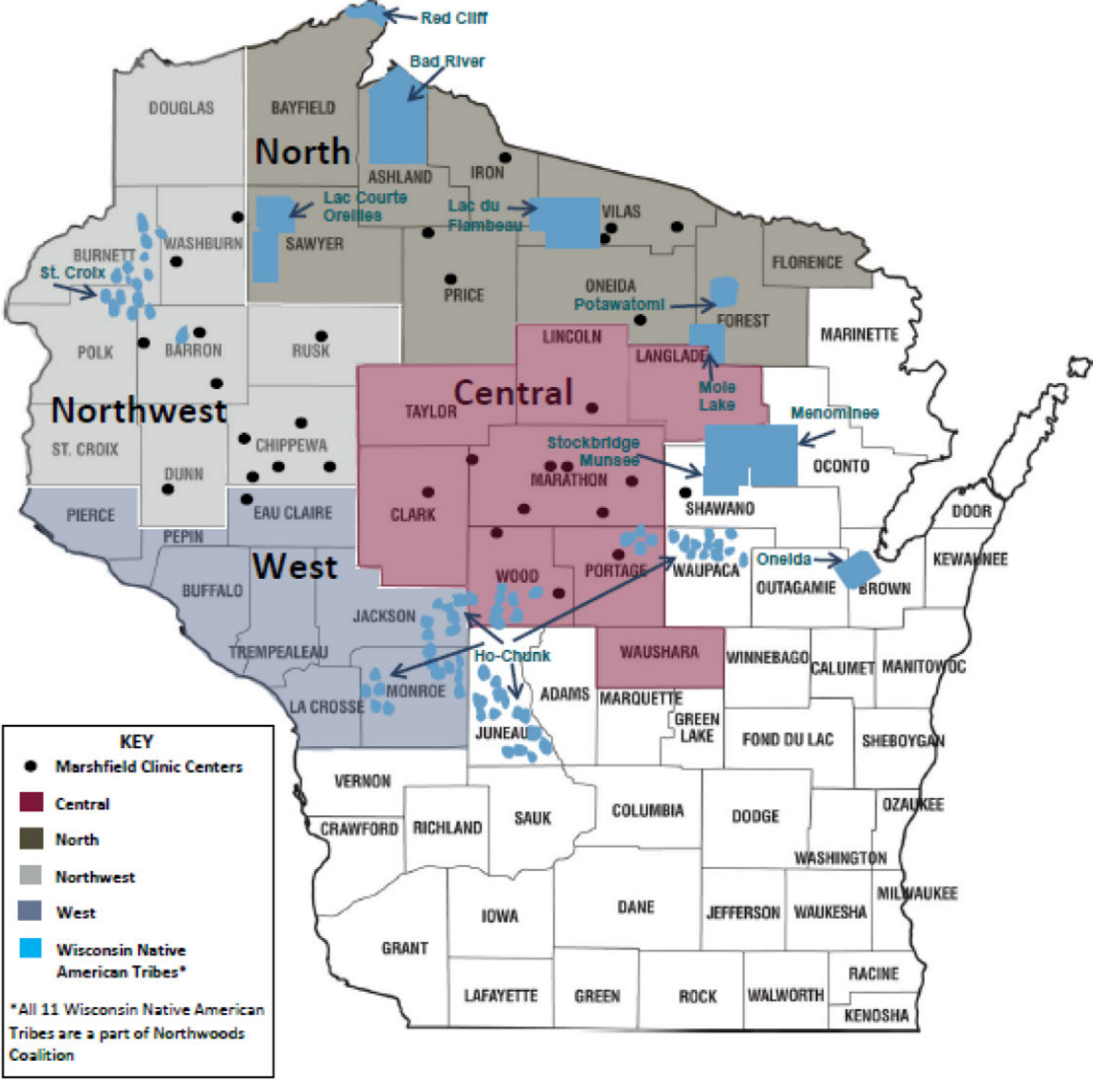
S

Social Determinants of Health (SDOH)

- S.1 Increase knowledge and awareness of health equity
- S.2 Connect clinical practice to community efforts to address SDOH barriers



Northwoods Coalition



Methamphetamine Project Timeline - 2016



Marshfield Clinic Health
System

1st Meth Meeting
held in **Sawyer**
County

2nd Meth Meeting
held in **Barron**
County

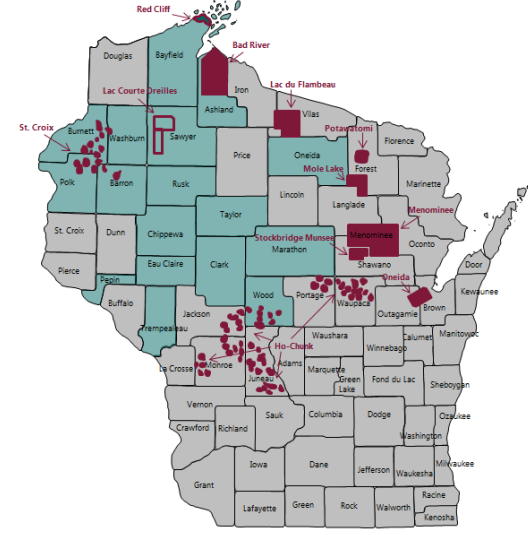
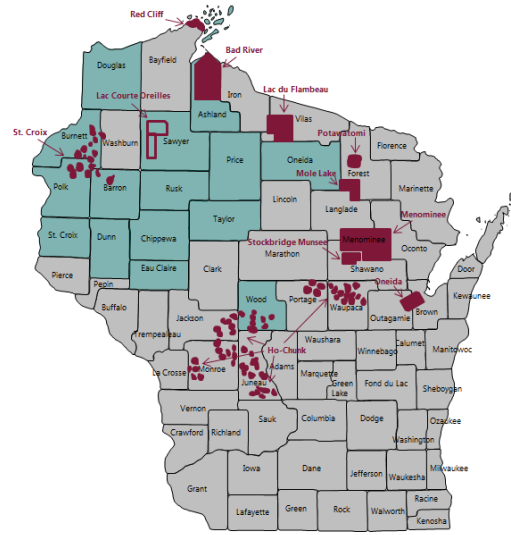
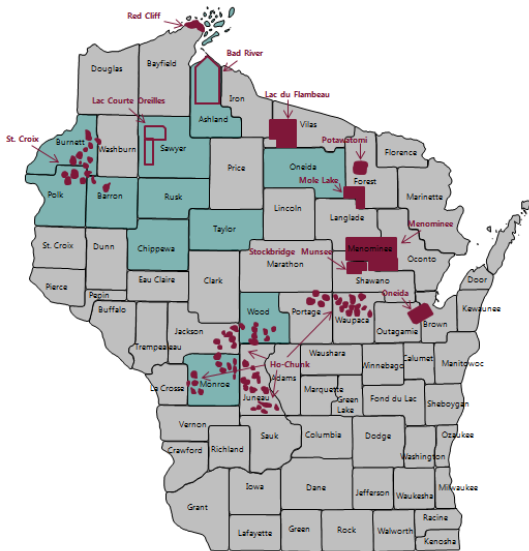
3rd Meth Meeting
held in **Rusk**
County

May

September

November

2016

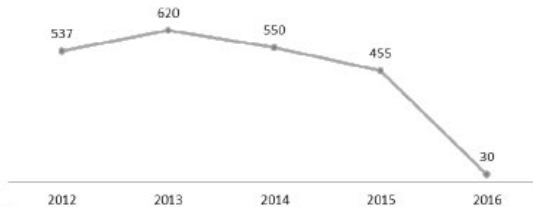


2017 Northwoods Coalition Epidemiological Profile

BARRON

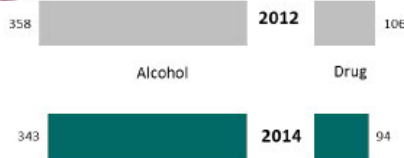


Medications Disposed (pounds)

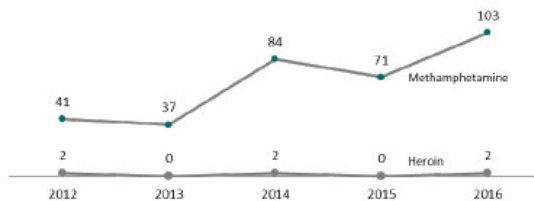


56%
current
alcohol use
among adults
(2012-2014)

Alcohol & Drug Related Hospitalizations



Cases Submitted to the State Crime Lab



Northwoods Coalition Epidemiological Profile on Alcohol and Other Drugs, 2017
32

Alcohol

	Barron	Northwoods Coalition	Wisconsin
Annual economic cost of excessive alcohol use (2013) ⁴	\$63,500,000	\$1,476,500,000	\$6,800,000,000
Cost of excessive alcohol use per resident (2013) ⁷	\$1,384.56	\$1,217	\$1,200
Alcohol licenses issued (2014-2015) ¹⁰	156	5,267	16,934
Alcohol licenses per 500 population (2014-2015) ¹⁰	1.7	N/A	1.5
Class A licenses issued (2014-2015) ¹⁰	43	1,311	4,470
Class B licenses issued (2014-2015) ¹⁰	120	3,968	12,839
Prevalence of excessive alcohol consumption among adults (2006-2012) ⁸	23%	N/A	24%
Prevalence of current alcohol use among adults (2012-2014) ¹⁰	56%	N/A	65%
Prevalence of binge drinking among adults (2012-2014) ¹⁰	25%	N/A	23%
OWI arrests per 100,000 population (2014) ¹⁰	118	N/A	431
Liquor law arrests per 100,000 population (2014) ¹⁰	39	N/A	300
Alcohol-related hospitalizations (2014) ¹⁰	343	9,938	46,532
Persons killed in alcohol-related crashes (2015) ¹⁵	0	60	190
Persons injured in alcohol-related crashes (2015) ¹⁵	28	709	2,872
Alcohol-related suspensions and expulsions in public schools (2013-2014) ¹⁰	1	110	528

Prescription Drugs & Heroin

	Barron	Northwoods Coalition	Wisconsin
Doses of prescription drugs dispensed per county population (July 1-September 30, 2015) ¹⁴	24.08	25.03	28.43
Doses of prescription drugs dispensed per county population (July 1-September 30, 2016) ¹⁵	22.46	23.08	26.38
Opioid prescriptions dispensed (2016) ¹²	33,119	901,975	4,268,385
Controlled substance prescriptions written per 1,000 population (January-June 2013) ⁸	732	N/A	572
Proportion of prescriptions written for narcotics (January-June 2013) ⁸	59%	56%	55%
Proportion of prescriptions written for sedatives (January-June 2013) ⁸	10%	10%	10%
Proportion of prescriptions written for stimulants (January-June 2013) ⁸	11%	15%	15%
Proportion of prescriptions written for tranquilizers (January-June 2013) ⁸	20%	19%	20%
Total pounds of medications disposed (2012-2016) ^{4,7}	2,192	86,442.95	455,962
Heroin crime lab cases (2012-2016) ¹⁴	6	945	5,151
Heroin overdose deaths (2012-2013) ¹¹	1	50	433
Opioid-related hospitalizations per 1,000 population (2013-2014) ¹⁰	0.8	N/A	1.5

Methamphetamine

	Barron	Northwoods Coalition	Wisconsin
Methamphetamine crime lab cases (2012-2016) ¹⁴	336	3,103	4,000
Methamphetamine laboratory recovery sites (2013-2016) ¹³	1	56	144
Grams of methamphetamine seized (2014-2016) ⁷	349.27	N/A	N/A
Number of Drug Endangered Children (DEC) cases related to methamphetamine (2014-2016) ⁴	178	N/A	N/A
Percent of high school students who have reported using methamphetamine in their lifetime (2016) ⁴	3.7%	N/A	N/A
Methamphetamine arrests including paraphernalia, possession and intent to deliver (2014-2016) ⁴	271	N/A	N/A



Outcomes from the NWC Regional Meth Meetings



Why you should "kNOw METH"		
<p>Overall Key Message Meth is a highly addictive stimulant that's impacting communities across WI</p> <p>What is it White, odorless, bitter, crystalline powder, when ingested (dissolved, snorted, injected, smoked) affects the brain's pleasure centers creating a rush.</p>	<p>Key Message (Social Impact) Meth impacts more than the person who is abusing it</p> <p>Children Neglected and at great risk Children are left to fend for themselves. (Malnutrition, physical/sexual abuse, attachment/behavioral disorders, accidental ingestions, burns or death from cooking explosions)</p> <p>Insert Local Data</p>	<p>Key Message (What you can do) Pay attention – look for signs of addiction, use and trafficking</p> <p>What to look for</p> <ul style="list-style-type: none"> • Possession of drug paraphernalia such as glass pipes, burnt spoons, cutoff straws or needles • Burn marks on fingers or mouth • Obsessively picking at hair or skin • Changes in physical appearance • Borrowing money often, stealing or selling items • Strange sleep patterns • Excessive Sweating • Unhealthy weight loss • Twitching, facial tics, animated or exaggerated mannerisms
<p>Who's Using Addiction does not discriminate! Methamphetamine addiction crosses all genders, races, classes, ages, neighborhoods and life experiences.</p>	<p>Crime To use, produce or deal meth may lead to increases in thefts, burglaries, homicides, or other criminal activity.</p> <p>Insert Local Data</p>	<p>Report drug activity If you see something, say something – work with law enforcement to report possible drug activity. They can't stop what they don't know!</p> <p>Insert Local Contact Information (dispatch, Crime Stoppers, etc.)</p>
<p>How does Meth impact user Caution: Meth users may become violent without provocation, or even suicidal. Other effects include:</p> <p>Short Term Effects</p> <ul style="list-style-type: none"> • Wakefulness (not eat/sleep for days) • Increased energy (risky behaviors) • Increased breathing, heart rate and blood pressure • Increased body temp • Chemical burns <p>Long Term Effects</p> <ul style="list-style-type: none"> • Extreme weight loss • Severe dental "meth mouth" • Anxiety • Insomnia • Violent or psychotic behavior – Paranoia, 	<p>Environment Discarded needles or manufacturing equipment causes a significant health risk</p> <p>Meth is frequently produced or cooked in homemade labs. Vapors can remain making these locations toxic. For each pound of meth produced, it creates 5-6 pounds of hazardous waste.</p> <p>Insert Local Data</p>	<p>Get Involved! Members of the Northwoods Coalition have joined local and regional resources to form a "meth task force" - For more information visit: www.northwoodscoalition.org</p> <p>Insert Local Coalition Information</p>



Northwoods Coalition Methamphetamine Summit

April 3, 2017



Marshfield Clinic Health
System



142 participants took part in a facilitated discussion process called *Mad Tea Party*.

Northwoods Coalition kNOw Meth Recommendations Report



Marshfield Clinic Health System



Northwoods Coalition kNOw Meth Report

**kNOw
meth**
northwoodscoalition.org

*Recommendations for Reducing the Use and
Impact of Methamphetamine in Wisconsin*

January 2018

KNOW METH Kickoff

January 11, 2018



Marshfield Clinic Health
System



Welcome & kNOW Meth Campaign

- Miriam Gebler, Administrator, Regional Operations and Acute Care, Eau Claire Medical Center
- Jay Shrader, Vice President - Community Health and Wellness, Marshfield Clinic Health System
- Paul Kropak, Director of Opiate Initiatives, Wisconsin Department of Health Services
- Brad Schimel, Attorney General, State of Wisconsin

What is Meth?



- Street names: meth, chalk, crank, crystal, glass, ice, up, speed and shards
- Can be found in form of pills or a white or cloudy powder
- Crystal meth is similar to clear glass shards or shiny blueish white rocks



How is Meth Used?



- Taken orally, smoked, snorted or can be dissolved in water or alcohol and injected
- Smoking and injecting are the quickest ways to access the brain
- Frequently used with other substances including alcohol, cocaine, marijuana and heroin

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Why do People Use Meth?



- Immediate rush that causes intense euphoria
- Wakefulness – leading to no sleep for days and even weeks
- Weight loss

Wisconsin's Meth Source



- Is trafficked from Minneapolis and St. Paul, Minnesota to northwestern Wisconsin

1 gram of meth \$50-\$100 =



One Pot or “Shake n’ Bake” Method

Ingredients are poured into a plastic soda bottle (one pot) and then shaken (shake and bake)



Immediate Signs and Symptoms of Meth Use



- Agitation
- Chest pain
- Dilated pupils
- Elevated body temperature and heavy sweating
- Excited speech
- High Blood pressure
- Hyperactivity
- Irregular heartbeat
- Loss of appetite
- Nausea, vomiting, and/or diarrhea
- Shortness of breath

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Long-Term Effects of Meth Use



- Anxiety
- Confusion
- Hallucinations and delusions
- Insomnia
- Meth mouth (severe tooth decay)
- Mood disturbances
- Paranoia
- Skin sores
- Violent behavior
- Weight loss

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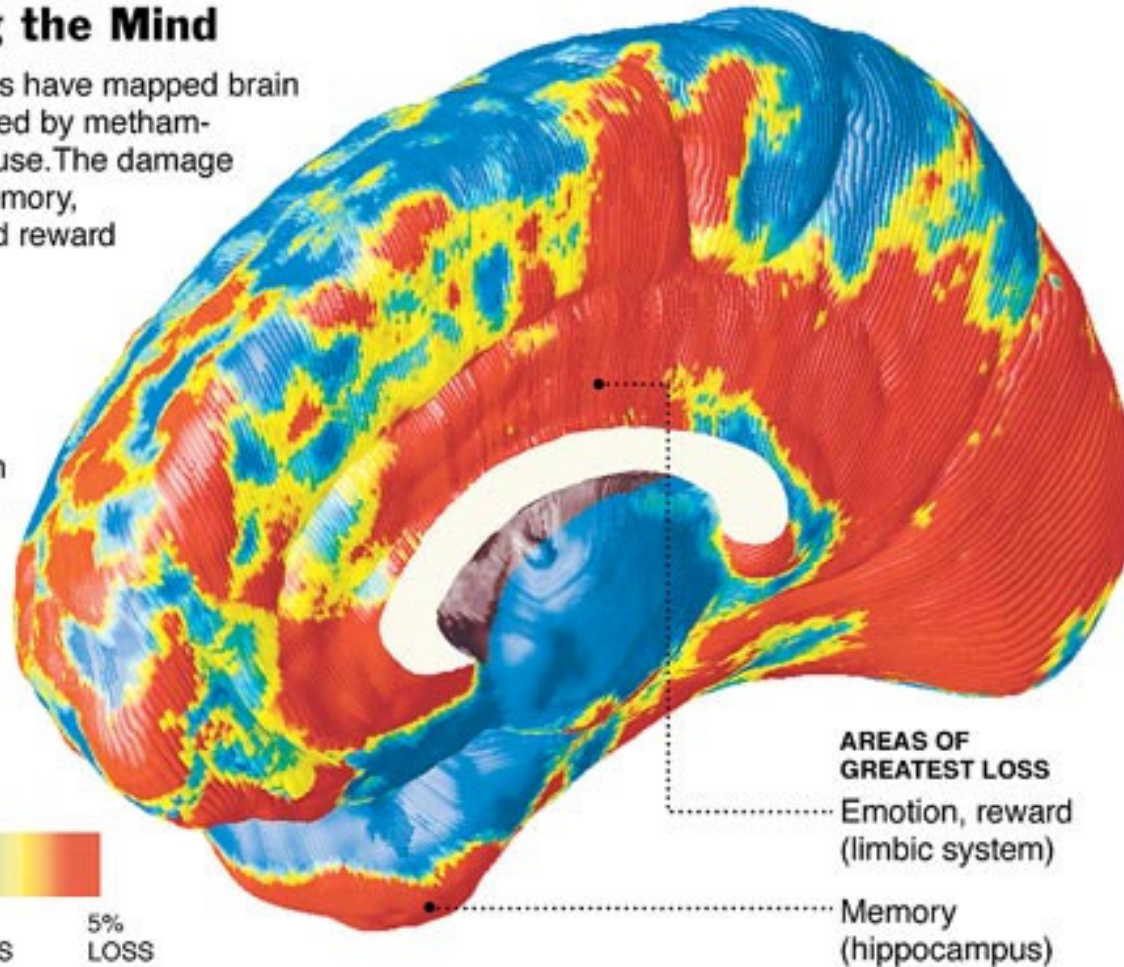
Affect on Brain



Eroding the Mind

Researchers have mapped brain decay caused by methamphetamine use. The damage affected memory, emotion and reward systems.

Average difference in brain tissue volume of methamphetamine users, as compared with non-users:



Source: Dr. Paul Thompson, U.C.L.A.

People Who Use Meth Might Have



- Aluminum foil
- Cut straws
- Empty ink pens Glass pipes (used pipes may have a waxy, yellowish or white residue)
- Light bulbs with filament removed
- Syringes
- Small plastics bags and bag corners
- Hidden compartments in clothing or household items
- Unexplained financial problems
- Social isolation

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Legal Consequences



- Meth is a Schedule II controlled substance and has a high potential for abuse
- Possession of meth or a controlled substance analog of meth is a Class 1 Felony
- Punishable by a prison term of up to 3 years and 6 months and/or a fine up to \$10,000

Wisconsin Data



- Since 2011, availability of meth in Wisconsin has increased drastically between 250-300%
- From 2010-2014, grams of meth seized increased an alarming 1,592%

More Enforcement or More Collaboration?



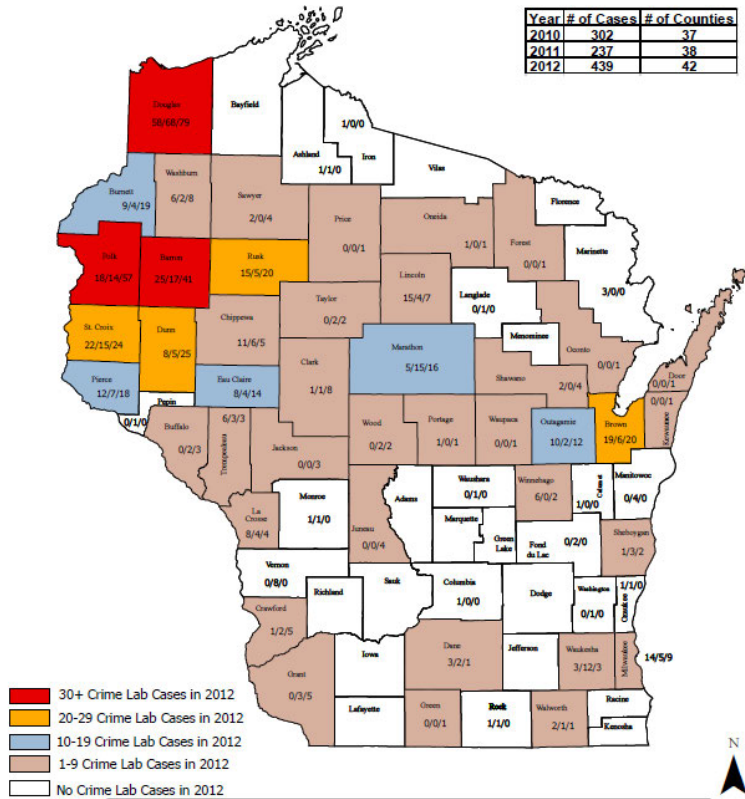
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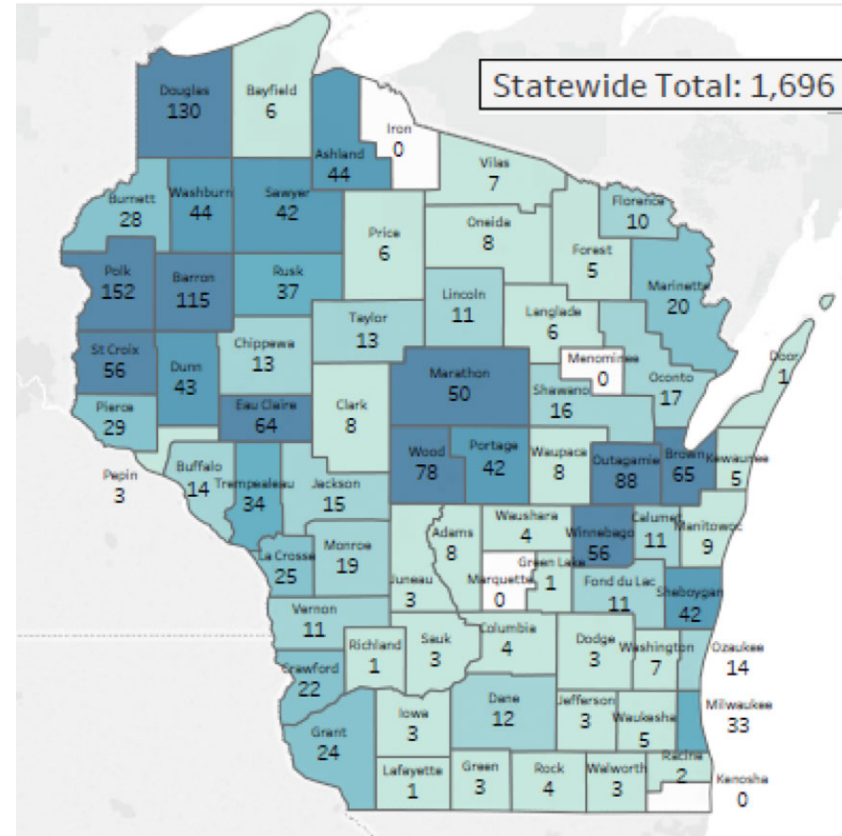
2010 | 2011 | 2012

METH CASES BY COUNTY

*Based on cases analyzed for 2010/2011/2012



2017



About the KNOW METH Campaign



The goals of KNOW METH are to:

- Raise awareness of methamphetamine use in Wisconsin
- Communicate the risks and dangers of use
- Get Wisconsin residents to take action

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KNOW METH Prevention Campaign



- Strategies and tactics that focus on generating awareness of the problem educate and that promote prevention in the fight against meth abuse
- Creative that will focus on ideas and subject matter that resonates with our primary target of Adults (25-44)
- Creative deliverables that will look to first create awareness for the KNOW METH theme during the initial phase of the launch, emphasizing education and prevention measures



Why KNOW METH?



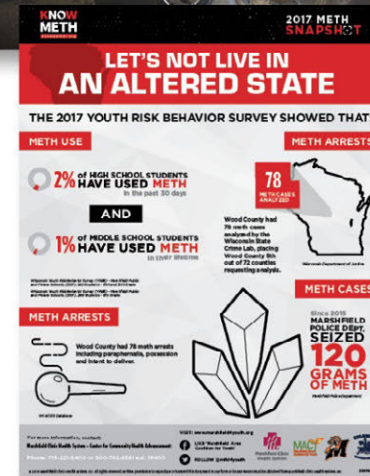
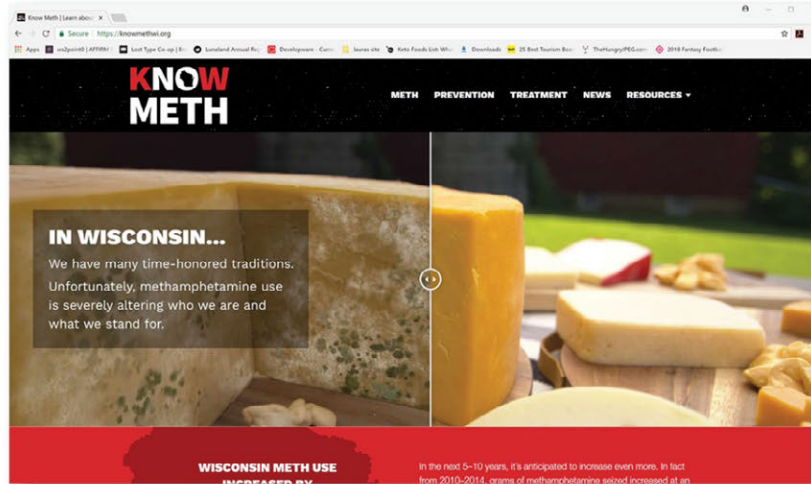
KNOW METH means:

- KNOW the facts or realities about meth abuse in the targeted areas, which may come as a shock to people living there
- KNOW that we're telling it like it really is in the face of misperceptions
- KNOW the life-altering and deadly consequences that can result from meth abuse
- KNOW the tremendous financial toll that meth takes not only on its abusers and their families, but on their communities and the state as a whole
- By providing audiences with the hard facts, they will say NO to meth and motivate them to take action to help reduce the negative impact of meth in their area
- Parents, guardians, influencers can explain the negative impact of meth to children so that they will also say NO when pressured or given the opportunity to use meth

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Collateral Materials



Collateral Materials

METH CASES IN WISCONSIN HAVE INCREASED 500%

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LET'S NOT LIVE IN
AN ALTERED STATE

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WHAT PARENTS NEED TO KNOW ABOUT METHAMPHETAMINE

WHAT IS IT?
Methamphetamine is a highly addictive stimulant drug that can be made from common household items. Wisconsin's most popular form of meth is known as "crack" or "rocks" and is found primarily in northeastern Wisconsin.

WHAT DOES IT LOOK LIKE?
Meth can be found in the form of pills or in white or clear crystals, which could easily be mistaken for other glass shards or shiny black white rocks.

WHAT ARE COMMON STREET

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GARBAGE CLEANUP HOW TO RECOGNIZE METH LAB WASTE

THE "ONE POT" OR "SHAKE AND BAKE" METHOD

The most common way to make meth in Wisconsin is the "one pot" or "shake and bake" method. Ingredients are poured into a plastic soda bottle, then acid and then shaken (shake and bake). Pressure from shaking can cause the bottle to burst, exposing the victim to third-degree burns. If meth is absorbed through the victim's skin, they could experience resulting in death.

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KNOW METH MESSAGE MAP

A message map is a communication tool that helps you tell a story. It takes seven seconds to say 20 words. If you want to draw attention or be quoted in the media, message maps help you to tell your story in short soundbites. Once your audience gains interest within the first seven seconds, you can expand the story.

WHY YOU SHOULD "KNOW METH"

OVERALL KEY MESSAGE	KEY MESSAGE (what you can say)	KEY MESSAGE (what you can say)
Meth is a highly addictive stimulant drug that can be made from common household items.	Meth impacts more than the street drug it is made from.	Meth is a highly addictive stimulant drug that can be made from common household items.
WHAT IS IT? Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.	CHILDREN Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.	WHAT TO LOOK FOR Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.
WHO'S INVOLVED? Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.	CRIME Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.	REPORT DRUG ACTIVITY Methamphetamine is a highly addictive stimulant drug that can be made from common household items. It is found primarily in northeastern Wisconsin.

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HOW TO SPOT METH USE IN THE WORKPLACE

SPOTTING SIGNS OF METH USE IN THE WORKPLACE

- Eye marks on fingers or mouth
- Excessive sweating
- Excessive urination and unexplained weight loss
- Excessive yawning or frequent sneezing
- Excessive shaking or tremors
- Excessive talking or rambling
- Excessive drinking of water or other fluids
- Excessive use of the restroom
- Excessive use of the phone
- Excessive use of the computer
- Excessive use of the printer
- Excessive use of the copier
- Excessive use of the fax machine
- Excessive use of the scanner
- Excessive use of the shredder
- Excessive use of the shredder
- Excessive use of the shredder

HARD-HIT INDUSTRIES AND OCCUPATIONS

- Construction
- Manufacturing
- Mining
- Trucking
- Food services
- Public safety
- Law enforcement
- Airline pilots

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FOR MORE INFORMATION, CONTACT:

MARSHFIELD CLINIC HEALTH SYSTEM-
Center for Community Health Advancement

715-221-8400

communityhealth@marshfieldclinic.org
cco.marshfieldclinic.org

Title 1 Here

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Television



KNOW METH: *Altered State* 30-second TV commercial

https://www.youtube.com/watch?v=xs6sSnE4_jU&feature=youtu.be

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Radio



KNOW METH: *Altered State* 30-second radio commercial

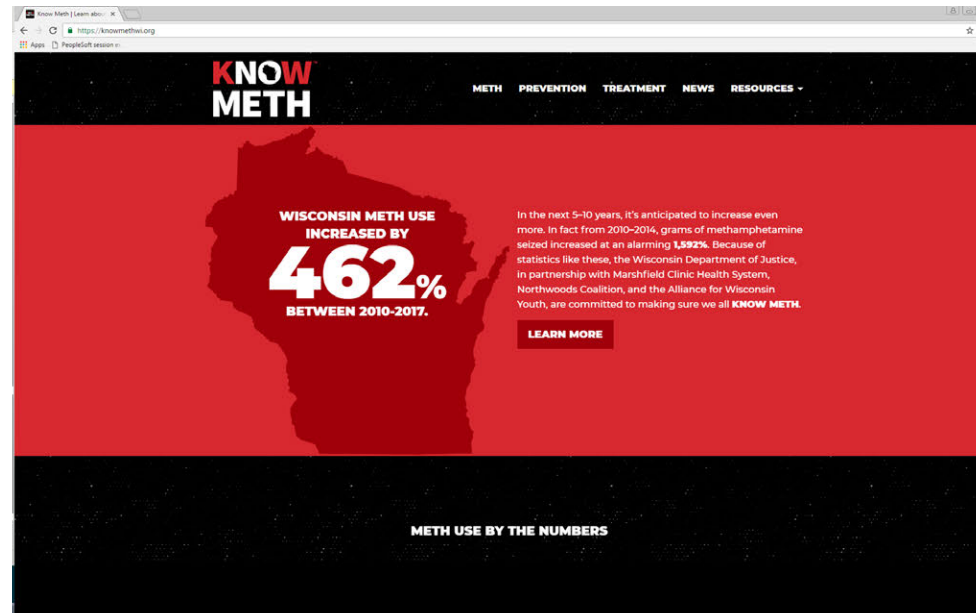
https://www.youtube.com/watch?v=S_p9VhWM84E&feature=youtu.be



KNOW Meth Materials Online Ordering Portal



- The KNOW Meth campaign website has all of the materials that can be downloaded at: www.KNOWMETH.org/materials
- The portion of the site requires a log-in. Enter your e-mail address with the password: knowmeth2018



Earned Media



- KNOW METH Television Featured Report on WAOW ABC News:
 - METH: A CRISIS IN OUR COMMUNITY
- Aired in Eau Claire, Fond du Lac and Wausau

Meth Special Report (Entire Show): 9/18/18



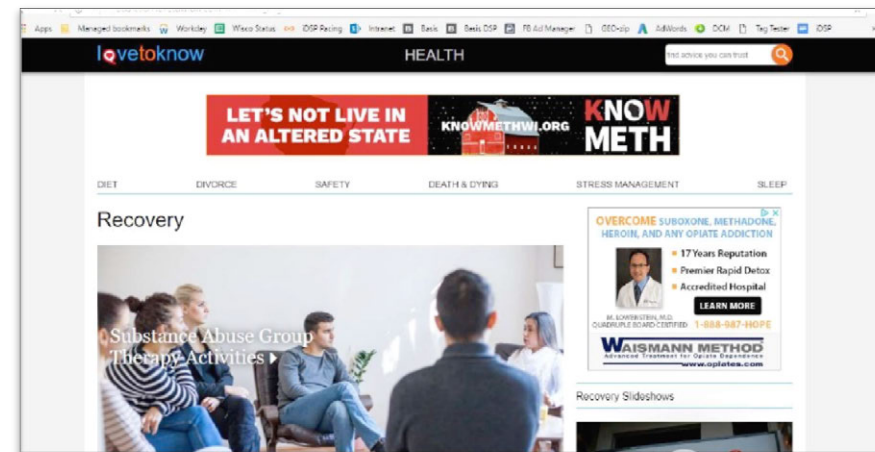
Digital Campaign



Display Ads

- 9,878,888 impressions to audiences within the targeted geography
 - Desktop, tablet and mobile devices
- Over 9,805 clicks for a 0.11% click through rate overall

*We've seen excellent results with mobile placements, ending with a **0.12% CTR***



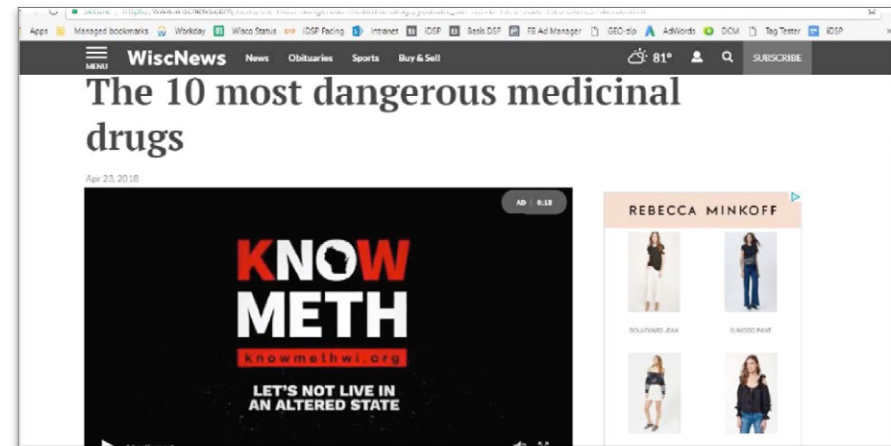
Digital Campaign



Video Spots

- 1,258,202 impressions to audiences within the targeted geography
- 753,927 have been watched to completion, a 70% completion rate

The 15 second version is currently at a 67% completion rate

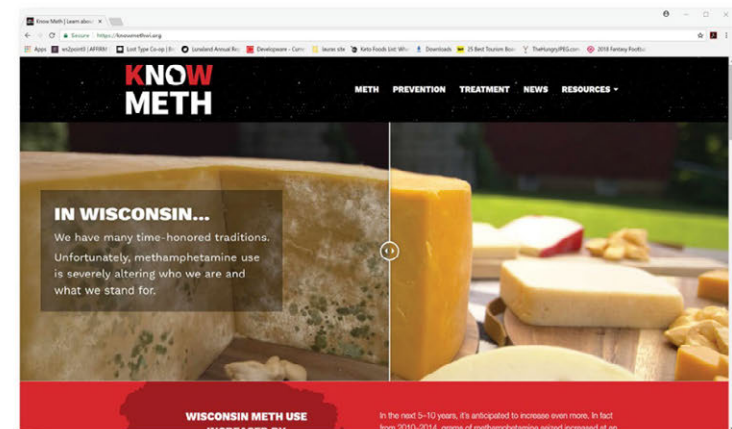


Campaign Engagement



Analytics for knowmethwi.org

- Sessions: **8,845**
- Page views: **16,651**
- Users: **7,404**
 - Avg. of **91%** of visitors are new visitors



Campaign Engagement



Analytics for knowmethwi.org

- August 2nd had the most users of any day with **142**
- Direct traffic to the site accounted for **59%** of total site traffic
- The Home Page was the top viewed page on the site followed by the Know Meth Page and the Resources Page



KNOW METH Trainings for Law Enforcement



- 3 regional trainings for law enforcement and criminal justice partners in summer of 2018
- Topics included:
 - Clandestine Labs: Safety & Awareness
 - Drug Endangered Children: Meth & Child Victimization
 - Case Study on Meth Investigation
 - Fentanyl: Trends, Dangers, and Response
 - Meth Prosecutions
 - Treatment & Diversion Courts

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Meth Container Program



- DOJ with local law enforcement partners launched the container program in August of 2018 with the Drug Enforcement Administration to save local law enforcement time, money, and increase safety.
- Six sites in Wisconsin including Barron, Brown, Dane, Eau Claire, Marathon, and Vernon Counties

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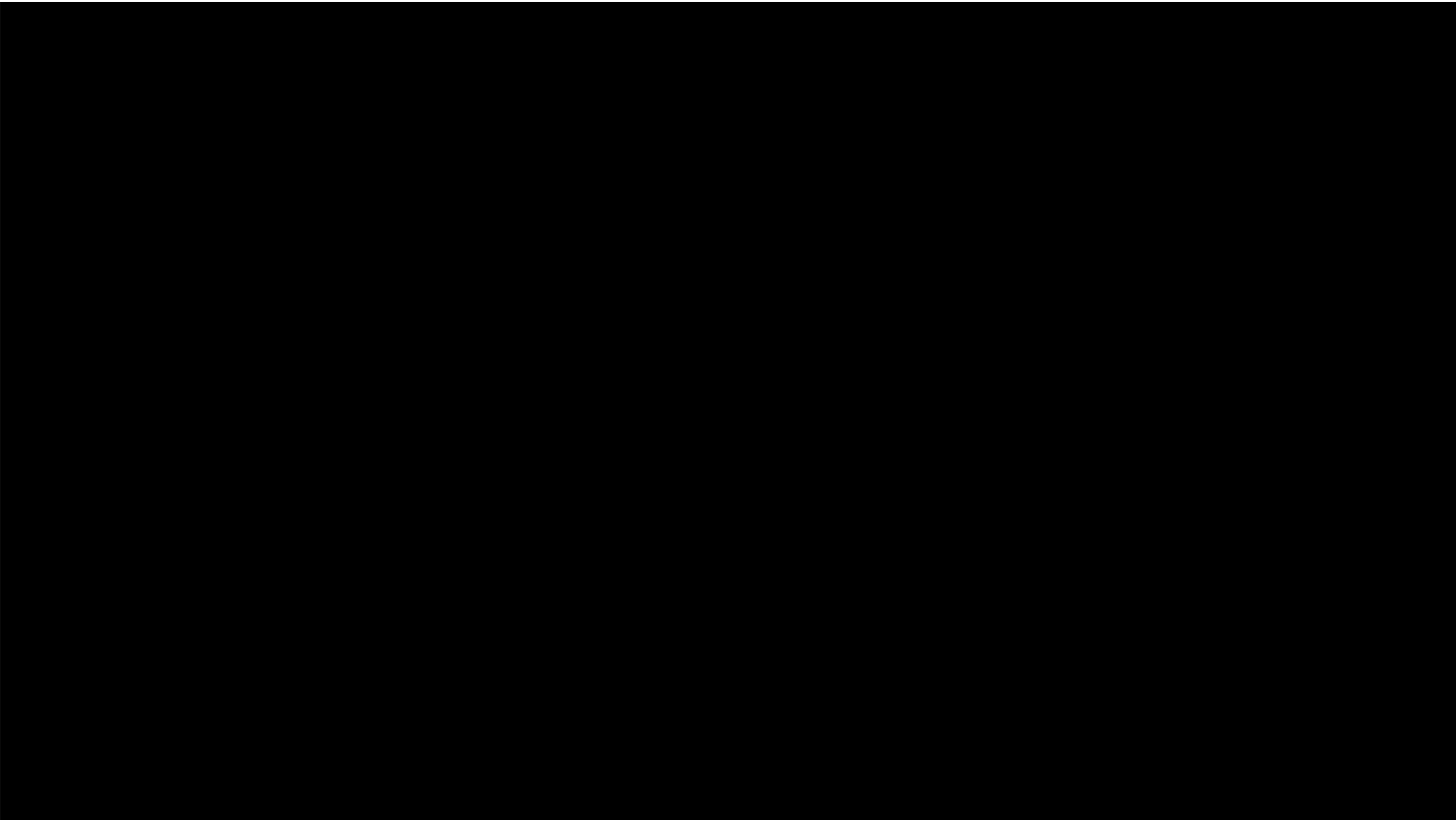
NPLEX System & Smurfing



- DOJ and legislators helped pass 2017 Wisconsin Act 98
- KNOW METH Report Recommendation
- Mandated that all pharmacies must submit purchases of pseudoephedrine to the online NPLEX system
- NPLEX been a great tool and time saver for law enforcement to connect cases where meth cooks send out smurfs to purchase



Anti-Smurfing Launch



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