The Obama Administration's Public Health Approach to Drug Control

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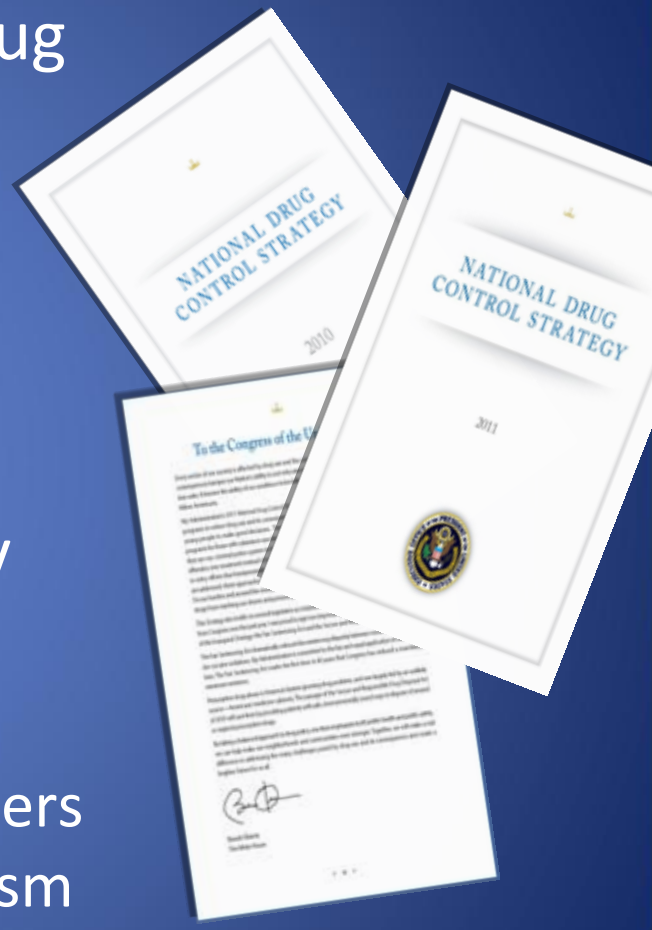
22 February 2012

Foundational Principles

- Drug use and its consequences harm every sector of society
- Drug use disrupts families and communities, strains the health care system, drives crime, and burdens the criminal justice system
- Drug addiction is a disease of the brain that can be prevented and successfully treated to help maintain recovery
- The criminal justice system can be improved to break the cycle of drug use, crime, incarceration, and re-arrest

U.S. National Drug Control Strategy

- Government-wide effort to reform drug policy and restore balance
- Variety of strategies and policies grounded in science and research
- A balanced public health-public safety approach to:
  - Prevent and treat substance use disorders
  - Reduce drug-related crime and recidivism
  - Overcome institutional barriers to recovery



U.S. National Drug Control Strategy
Core Areas

- Strengthening efforts to prevent drug use in our communities
- Seeking early intervention opportunities in health care
- Integrating treatment for substance use disorders into health care and supporting recovery
- Breaking the cycle of drug use, crime, delinquency, and incarceration
- Disrupting drug trafficking and production
- Strengthening international partnerships
- Improving information systems to better analyze, assess, and locally address drug use and its consequences

Demand Reduction: U.S. Funding FY 2012

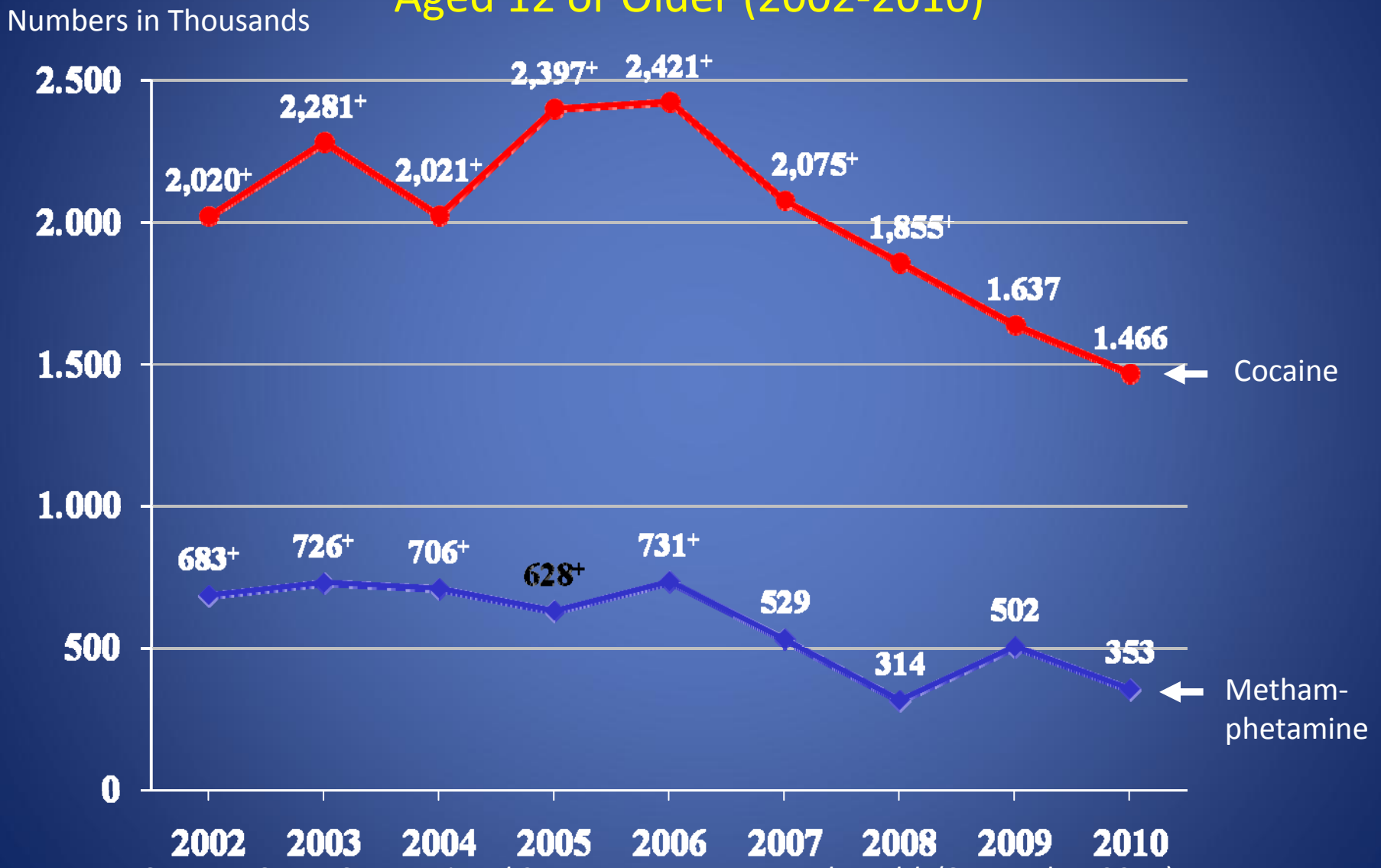
- Treatment: $8,747.50
- Prevention: $1,400.50
- Total: $10,148.00

Total National Drug Control Budget: $25.2 billion

U.S. Prevalence:

Past Month Cocaine and Methamphetamine Use

Aged 12 or Older (2002-2010)

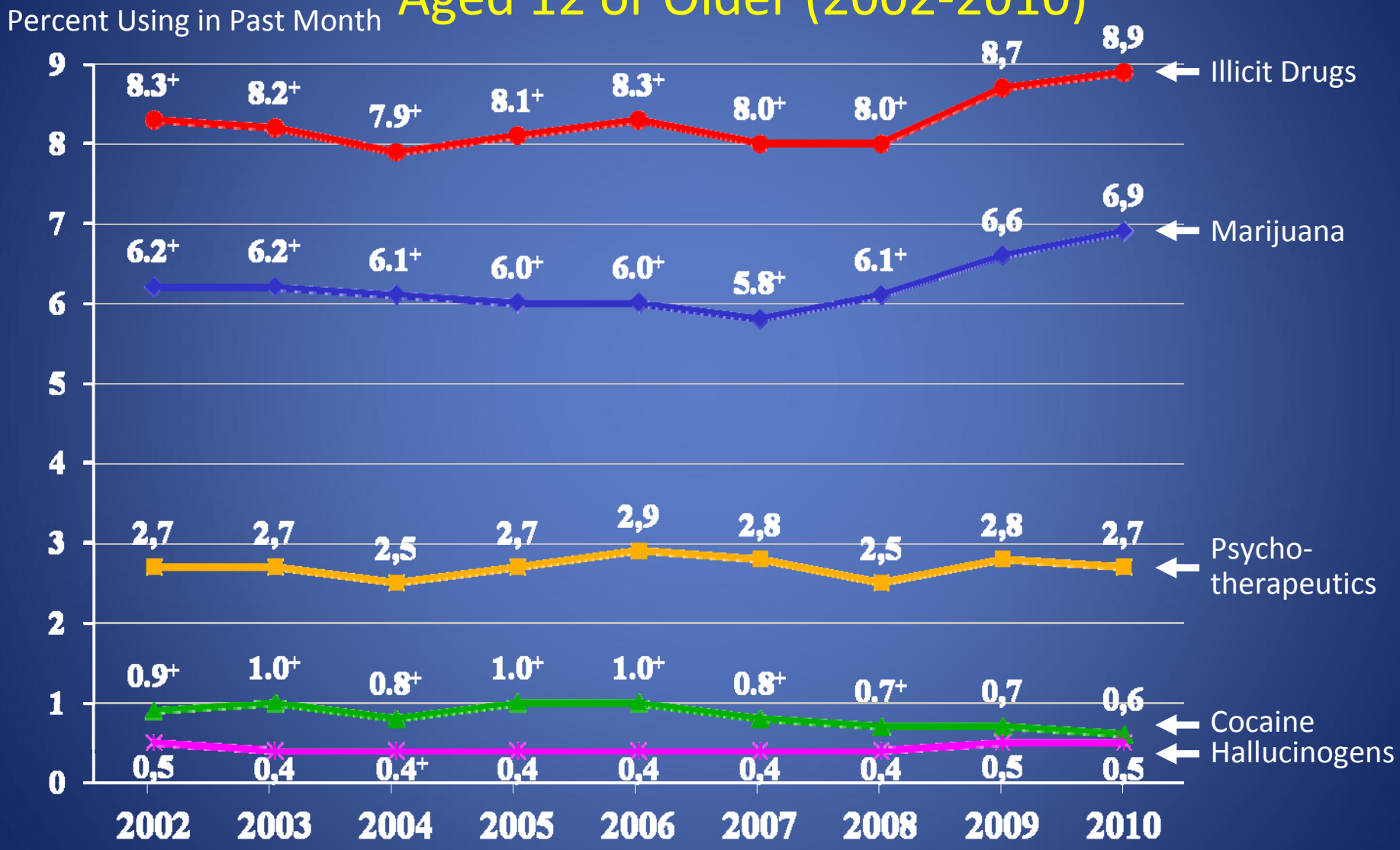


Source: SAMHSA, *National Survey on Drug Use and Health* (September 2011)

+ Difference between this estimate and the 2010 estimate is statistically significant at the .05 level.

U.S. Prevalence:

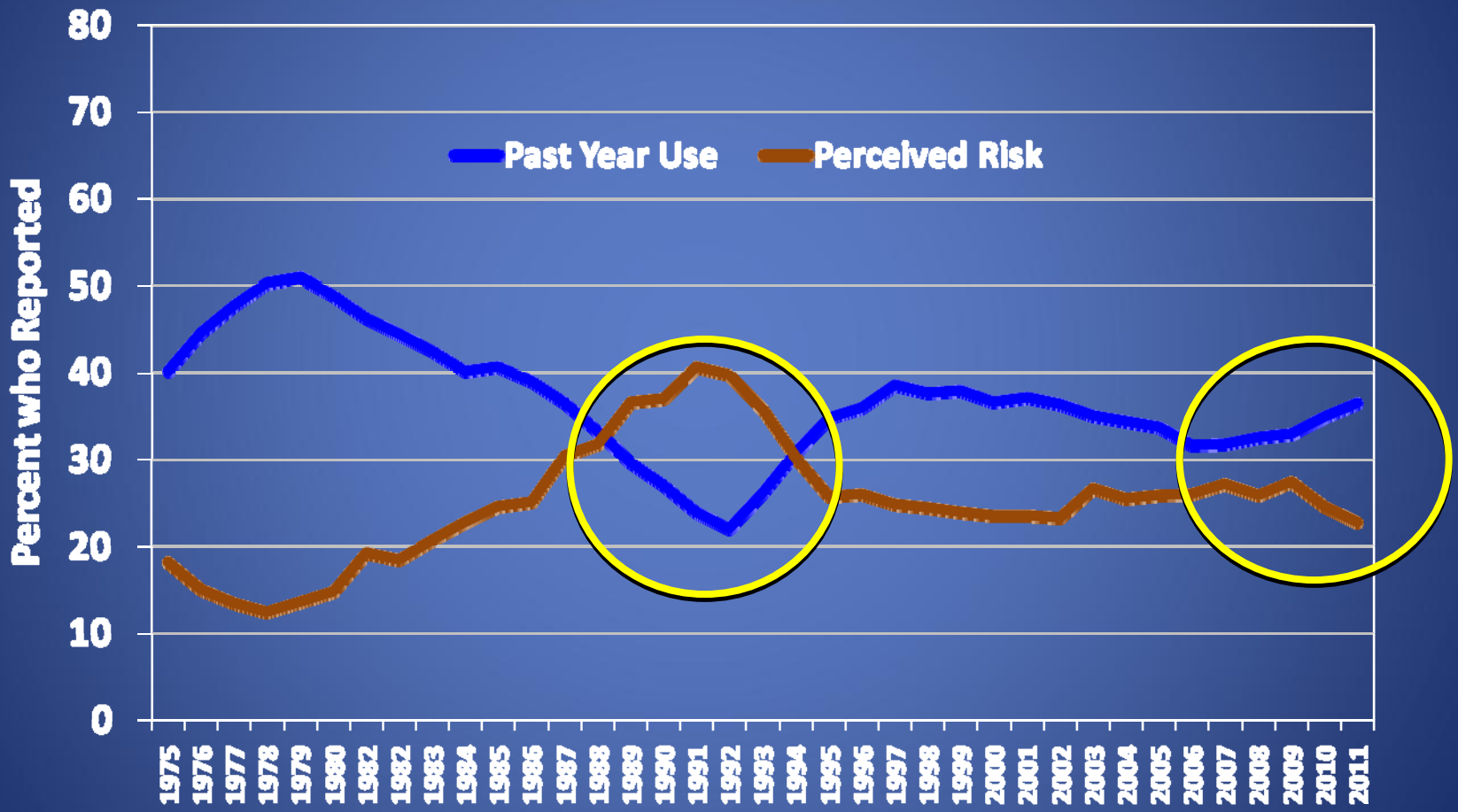
Past Month Use of Selected Illicit Drugs Aged 12 or Older (2002-2010)



Source: SAMHSA, *National Survey on Drug Use and Health* (September 2011)

+ Difference between this estimate and the 2010 estimate is statistically significant at the .05 level.

12th Graders' Past Year Marijuana Use vs. Perceived Risk of Occasional Marijuana Use



Source: University of Michigan, *2011 Monitoring the Future* study (December 2011).

Emerging Problem: Synthetic Drugs

- Increased reports to U.S. poison control centers about "bath salts" and synthetic marijuana products ("K2"; "Spice")

- In 2011, one in every nine U.S. high school seniors (11.4%) reported using synthetic marijuana in the past year*

- State and Federal efforts are underway to ban these substances

* Source: University of Michigan, *2011 Monitoring the Future* study (December 2011)

The U.S. Demand Reduction Framework

- Prevention
- Early Intervention
- Treatment
- Recovery

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Prevention

- Each dollar invested in an evidence-based prevention program can reduce drug-related costs by an average of $18.

- Effective drug prevention happens on the local level.



- Prevention must be comprehensive:
  - evidence-based interventions in multiple settings
  - tested public education campaigns
  - sound public policies

“Above the Influence” Media Campaign







- November 2005 to present
- 12-17 year olds
- Inspires teens to make good choices
- Youth exposed to ATI campaign are less likely to initiate/use

“Above the Influence” Media Campaign: National and Local Reach

National Reach









Total Fans:
700,000+ fans

(adding ~4,000 per week)

Local Participation



>100 local partners in 50+ cities

Nearly a thousand participants in conference workshops and webinars.

CADCA · BOYS & GIRLS CLUB · SADD · ASPIRA · girls inc.

DRUG-FREE COMMUNITY GRANTEES

Drug Free Community Support Program

- Small amount of Federal funding combined with local resources and volunteer support
- Mobilize community leaders to identify and respond to the drug problems unique to their community
- Focus on community change to reduce drug use

High Intensity Drug Trafficking Areas (HIDTA)

- Federal, state, and local collaboration to dismantle drug trafficking organizations

- 20 of the 28 HIDTAs conduct activities that connect local law enforcement with community-based prevention efforts:
  - Mentor and provide role models
  - Teach life skills to youth
  - Build relationships between community and law enforcement
  - Help make changes in local policy to reduce drug use
  - Distribute information about drug trafficking trends and emerging drug threats
  - Participate in prescription drug "take back" programs

Examples of Evidence-Based Prevention Programs

- Life Skills Training (school)
- Strengthening Families Program (family)
- Communities that Care (community)
- PROSPER (community)
- For others: National Registry of Evidence-Based Programs and Practices (www.nrepp.samhsa.gov/)

2012 Prevention Policy Focus

1. Further the development of a national drug prevention system infrastructure.

2. Promote evidence-based drug prevention messaging by youth-serving agencies and organizations.

3. Support efforts to enhance the role of law enforcement in community-based drug prevention.

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Screening, Brief Intervention, and Referral to Treatment (SBIRT)

Step1

***Screen Patient*: Quickly assess the severity of substance use and identify the appropriate level of treatment**

Step 2

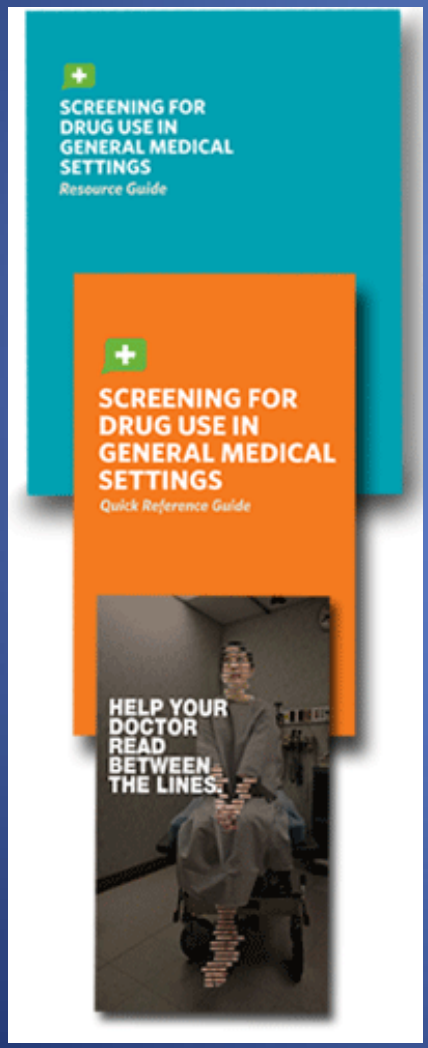
***Conduct Brief Intervention:* Increase awareness of consequences of substance use and encourage behavior change**

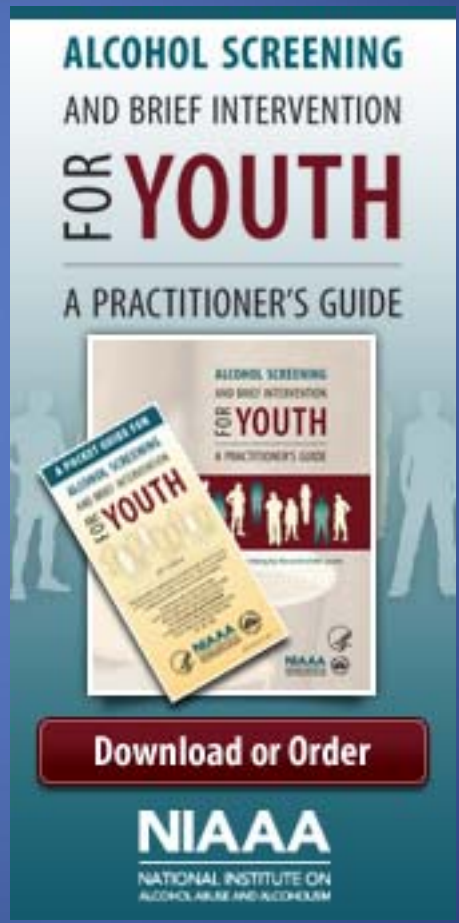
Step 3

Refer to Treatment:
Access to care for those in need of treatment

Screenings can take place in trauma centers, emergency departments, and community and school health centers

Screening Resources for Health Care Providers



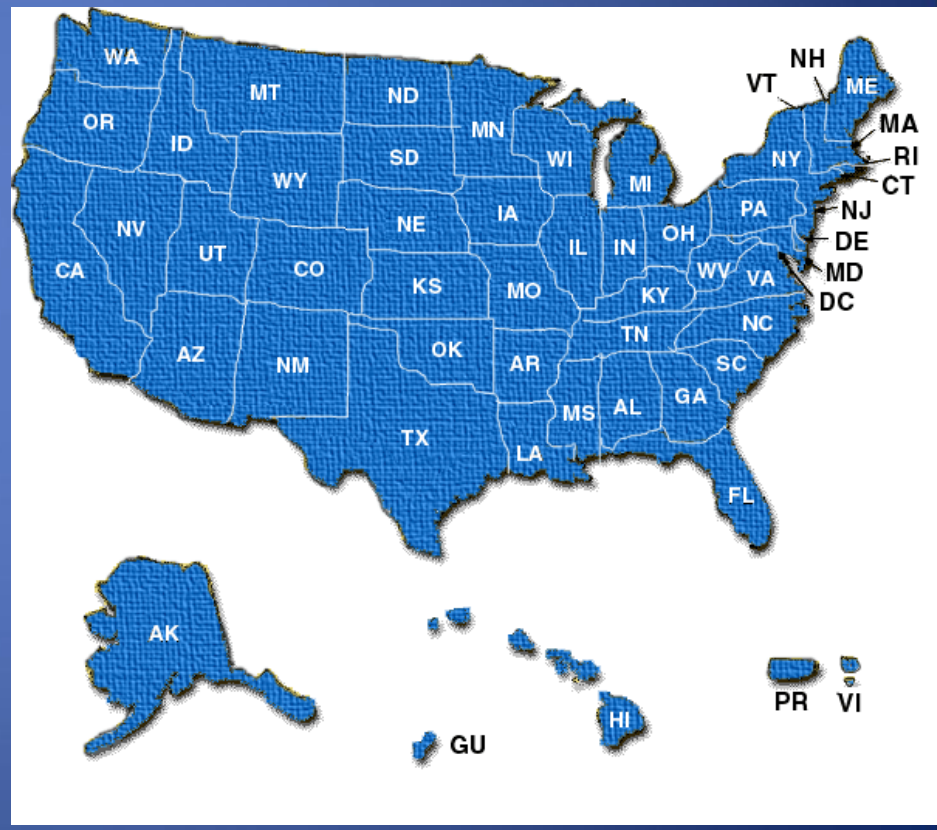


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U.S. Addiction Treatment System

- More than 11,000 licensed/certified treatment facilities
  - Residential
  - Outpatient
  - Hospital inpatient
- Public/Private funding
- Adults
- Adolescents
- Family-based



Source: SAMHSA, National Survey of Substance Abuse Treatment Services, 2011

Addiction Treatment Approaches

- Behavioral Therapies
  - *Cognitive Behavioral Therapy*
  - *Motivational Interviewing*
  - *Motivational Incentives*
  - *Group Therapy*

- Medication Assisted Treatment

  Opioid Dependence:
  - *Methadone*
  - *Buprenorphine*
  - *Naltrexone/Vivitrol*

  Alcohol Dependence:
  - *Acamprosate*
  - *Disulfiram*
  - *Naltrexone/Vivitrol*
  - *Topiramate*

Source: National Institute on Drug Abuse, *Seeking Drug Abuse Treatment: Know What to Ask* (2011)

2012 Early Intervention/Treatment Focus

1. Integrate clinically and cost effective substance use disorder services into the U.S. healthcare system.

2. Collaborate with Federal partners to support current substance use disorder treatment system.

3. Increase size of healthcare workforce and expand skills of healthcare providers to provide services for substance use disorders.

The U.S. Demand Reduction Framework

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Recovery



- Recovery-focused systems & services:
  - *Reduce use of high-cost services*
  - *Increase treatment access*
  - *Save money while expanding access*
- Recovery support services:
  - *Provided prior to, during, after, and sometimes, instead of treatment*
  - *Help individuals & families achieve stable, long-term recovery*
  - *Reduce the need for repeat admissions to treatment*

PRO-ACT
(Pennsylvania Recovery Organization – Achieving Community Together)

- Grassroots recovery community organization
- Access to treatment and support services
- Public awareness
- 4 recovery community centers serving 2,400 persons
- Annual “recovery walk”





2012 Recovery Focus

1. Raise awareness of recovery and celebrate its power to transform individuals, families, and communities.

2. Further the development of systems and services that effectively support recovery in the community.

3. Remove unnecessary barriers to full participation in society.

Priority Policy Area: Prescription Drug Abuse



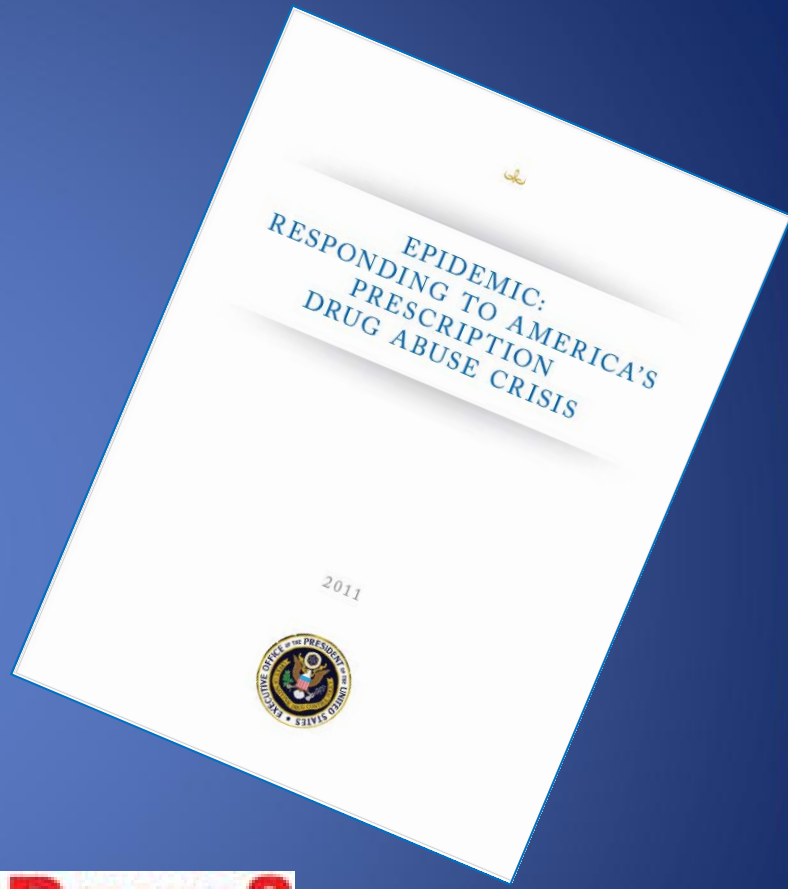
- In 2010…
  - 7 million Americans reported non-medical use of a prescription drug in the past month*
  - 1 in 4 people using drugs for first time began by using a prescription drug non-medically*
  - 5 of top 10 abused substances among high school seniors are medications**

Source: *SAMHSA, *National Survey on Drug Use and Health* (September 2011)
**University of Michigan, 2011 *Monitoring the Future* study (December 2011)

Prescription Drug Abuse Prevention Plan

- Coordinated effort across the U.S. Federal government

- 4 focus areas:
  - Education
  - Prescription Drug Monitoring Programs
  - Proper Medication Disposal
  - Enforcement





Priority Policy Area: Drugged Driving

- 1 in 3 deceased drivers in the U.S. with a known drug test tested positive for an illegal drug
- Encourage States to Adopt Drug Impairment Laws
  - 17 states already have laws in place
- Educate Parents and Youth
- Establish Public-Private Partnerships
  - Mothers Against Drunk Driving
- Provide Training to Identify Drugged Drivers
  - Advanced Roadside Impaired Driving Enforcement (online)

Criminal Justice Reform in the U.S.

- Drug use and criminal behavior are closely linked
- Reform occurring at state level, supporting alternatives to incarceration and recidivism reduction
- Innovative strategies and community supervision protocols are available to keep non-violent, drug-involved offenders out of prison or jail while ensuring public safety

Criminal Justice Reform in the U.S.

- Match intensity of the intervention to offender's needs and characteristics

- Models:
  - Testing and Sanction Programs (Project HOPE)
  - Drug Courts
  - Re-Entry Efforts

- Goal: Continuum of appropriate and effective strategies implemented at all junctures of system

Thank You

www.WhiteHouse.gov/ondcp