Prioritizing Equity Driven Outcomes Through Contract Language

Sonoma County Department of Health Services Behavioral Health Division aimed to use language that would align with the data driven equity needs in the Opioid Settlement Funds (OSF) Notice of Funding Availability (NOFA). Contract language was chosen broadly enough to meet current needs and maintain flexibility for shifting community needs.

Contract language in Buckelew and Sonoma County Recovery Residences Contract

Resident Eligibility and Prioritized Uses. At least fifty percent (50%) of Project residents shall be residents with both Opioid Use Disorder (OUD) and with either another substance use disorder (SUD) or a mental health disorder, as required by OSF requirements. In addition, at least 50% of such residents shall derive from communities of color or vulnerable populations disproportionately impacted by substance use disorder, in accordance with OSF High Impact Abatement Activities (HIAA). Grantee shall coordinate with County regarding OUD and SUD data to align such HIAA prioritization to any shifting community needs. Grantee shall maintain documentation of resident eligibility and submit same to County upon request. To the furthest extent permissible under applicable law, Grantee shall give first priority for Project site occupancy to established residents of Sonoma County.

Contract Language in West County Health Centers (WCHC) Contract

<u>Excerpts from program description section:</u>
Specifically, this West Sonoma County project will develop, implement and/or support:

1. A harm reduction program targeting three schools and the general Russian River community, with a focus on Black, Latinx and Multiracial youth and adults aged 25-44 yrs, as well as unsheltered persons.

WCHC will build its capacity for harm reduction and education activities by employing 2.0 FTE Harm Reduction Specialists targeting adolescents and their families at three schools (Guerneville K-8, Laguna High School, and Analy High School) that will include distributing Narcan and Fentanyl test strips, linkages to supportive services, peer support, and safe drug use education in the schools.

The overarching goal of the project is to expand harm reduction, education, and prevention activities to Russian River Area residents to mitigate the effects of the opioid epidemic in West Sonoma County and lower overdose rates and overdose emergency department visits, with a focus on vulnerable populations at-risk of an OUD that include Black, Latinx, and Multi-racial, youth, and Adults aged 25-44, as well as unsheltered individuals. The proposed activities build on existing efforts that will be leveraged with the requested funds to build a SUD/OUD system

of care, increase awareness and outreach, and reduce harmful behaviors in our local communities to address the impacts of the opioid epidemic in west Sonoma County.

Service Description: Key activities and milestones for project table

Overarching Goal: Expand harm reduction, education, and prevention activities to Russian River Area residents to mitigate the effects of the opioid epidemic in West Sonoma County and lower overdose rates and overdose emergency department visits.				
Key Objective 1: Build the capacity of West Sonoma County communities in the Russian River Area to engage in harm reduction, recognize the symptoms of an overdose, and learn about trauma-informed approaches to reduce stigma and harmful behaviors.				
Key Activities/Milestones	**Eligible Program Category**	**Timeframe/Date of Completion**	**Person Responsible**	**Metrics for Evaluation**
Employ 2.0 FTE Harm Reduction Specialists to conduct harm reduction in three schools (Guerneville K-8; Laguna High School in Forestville; and Analy High School in Sebastopol) and to at-risk Russian River Area residents (Black, Latinx, Multiracial, Adults aged 25-44) in West Sonoma County through core harm reduction services that include overdose prevention and naloxone distribution, safe drug use education in the schools, syringe exchange, health navigation to SUD providers, case management, drug checking, linkages to supportive services, and peer support.	Category 7: Prevention Programs Category 8: Expanding Syringe Service Programs **HIAA?** Yes. #5. Interventions to prevent drug addiction in vulnerable youth. #6. Purchase of Naloxone for distribution	Years 1-2: Staff supported by leveraged funds *(Center for Sierra Health Foundation award)* Beginning in Year 3 – Harm Reduction Specialists will be supported with requested funds.	Youth Services Program Director; Harm Reduction Specialists	By June 30, 2028, WCHC will have distributed 1,000 Narcan units annually to Russian River Area residents. By June 30, 2028, WCHC will have distributed 2,400 Fentanyl test trips annually to Russian River Area youth and adults aged 25-44. By June 30, 2028, WCHC's Harm Reduction Specialists will have provided 240 one-on-one mentorship interactions (20/month) with youth ages 12+ with a SUD/OUD to provide advocacy, access to treatment, distribute harm reduction supplies, and offer peer support.
Key Objective 2: Increase awareness through targeted media and information campaigns and enhancing a SUD				

Continuum of Care in the Russian River Area to reach key audiences, invite individuals in recovery to share their stories, reduce stigma, and promote an understanding of overdose and addiction as a treatable medical condition.				
Key Activities/ Milestones	**Eligible Program Category**	**Timeframe/Date of Completion**	**Person Responsible**	**Metrics for Evaluation**
Convene key stakeholders as the Lower Russian River SUD/OUD Prevention Coalition (work group of Project 100 Coalition) to engage in an extensive SUD Continuum of Care Design process and create community-centered approach to build broad awareness of services available in west Sonoma County, reduce stigma in accessing OUD services, and build a SUD continuum of care. Engage Dr. Mary Maddux-Gonzalez to provide T/TA to Project 100 coalition to address needs of most at-risk residents in the Russian River Area.	Eligible Program Category 19: Leadership Planning and Coordination – Statewide, Regional, Community regional planning to identify root causes of addiction and overdose. **HIAA?** Yes. #3. Addressing needs of communities of color and vulnerable populations disproportionately impacted by OUD/SUD.	Host quarterly partner convenings with key SUD/OUD and recovery providers in Year 1 and 2. Engage contract with Dr. Maddux for T/TA by QTR 2 through end of Year 2 as a content expert. Obtain MOU with key convening partners (Guerneville SchoolDistrict, River to Coast, and WCCS) by 1st QTR of Year 1 Implement a "journey mapping" process with 8-10 local residents in west Sonoma County (Latinx, Black, Russian River residents, Youth, Adults aged 25-44) to inform SUD Continuum of Care, document clinical experiences with treatment and recovery, and capture storytelling for outreach and marketing materials for the Russian River OUD Prevention Information and Media Campaign. Prepare an updated SUD Continuum of Care Systems Map of resources in west Sonoma County by June 30, 2027. *[Being reported as outcome metric through leveraged Measure O grant]*	West County SUD Coordinator; SUD Continuum of Care Design Consultant; SUD Family Care Manager and Community Engagement Director	By June 30, 2028, WCHC will have facilitated 12 partner convenings. By June 30, 2026, up to 8-10 local Russian River Area residents with lived experience will have completed a journey mapping exercise. By June 30, 2026, up to 8 local residents with lived experience will have their stories documented through multi-media to be incorporated into outreach/marketing efforts. Videos will be shared through social media, convening partners, on TV screens in waiting rooms, website, etc.
Conduct comprehensive media and information campaign (Russian River Opioid Prevention	Eligible Program Category 16: Prevent Misuse of Opioids – Funding media campaigns to prevent opioid	Year 1 - Develop culturally relevant outreach messages and materials with destigmatizing language and conduct targeted outreach focused on Black, Latinx,	West County SUD Coordinator; SUD Continuum of Care Design Consultant;	By June 30, 2027, 800 individuals reached through outreach efforts (400 annually). *[Metric reported to Measure*

Media Campaign) to share the stories of West Sonoma County residents experience with addiction and treatment, promote identification of overdose, reduce stigma, promote prevention among youth	misuse **<u>HIAA?</u>** Yes. #5. Interventions to prevent drug addiction in vulnerable youth.	Youth, and Adults aged 25-44 in the Russian River Area (print, video, storytelling, informational messages) utilizing CDC public health campaign best practices. Publish 4 articles in "Home on the Russian River." Develop 5 digital stories. *[Leveraged activity with Measure O award]* Year 2 – Disseminate outreach materials to dispel myths about accessing SUD/OUD services. Outreach channels include TV/Radio, print media, social media ads, webposting, flyers, posters and brochures in English and Spanish as well as distribution through convening partners – such as monthly meetings with the Russian River Area Resources and Advocates (RRARA). Develop 10 digital stories with local content experts / residents with lived experience. Publish 4 articles in "Home on the Russian River." Year 3 – Expanded information and media efforts through additional social media posts, video's, and printed materials distributed during outreach activities that are priorities based on effectiveness of strategies, vulnerable populations hardest to reach, and input through the ongoing analysis and evaluation of media efforts.	SUD Family Care Manager and Community Engagement Director	*O]* By June 30, 2027, publish 8 journal articles in the "Home on the Russian River" magazine related to OUD awareness, prevention, treatment, and recovery resources. By June 30, 2027, develop and post 15 digital stories sharing personal stories of Russian River residents on topics such as OUDprevention and overdose awareness. By June 2028, reach at least 75,000 household impressions in west Sonoma County and the Russian River area through printed materials. By June 2028, record a minimum of 231,000 impressions for digital ads (Facebook and Google).
Conduct Opioid Prevention Outreach events in the Russian River area to build community	Eligible Program Category 17: Prevent Overdose Deaths and Other Harms (Harm Reduction)		West County SUD Coordinator; SUD Family Care Manager	By June 30, 2028, WCHC to host 4 Opioid Outreach events annually in collaboration with key partners

connections, promote harm reduction, and educate community residents on how to recognize the signs of overdose, administer Narcan, stimulate conversation and connection to resources. Annual community showing of Fentanyl High that has proven highly successful in engaging small, rural communities in conversations to break through stigma, stimulate conversations with parents who may be in denial, and build connection to resources.	**HIAA?** Yes. 6.. Efforts to expand access to naloxone for opioid overdose reversals and 5. Interventions to prevent drug addiction in vulnerable youth		and Community Engagement Director; Harm Reduction Specialists	targeting youth, adults aged 25-44, and Latinx in the Russian River area. By June 30, 2028, at least one Opioid Outreach event annually will include a community showing of Fentanyl High.
Develop and post 15 media clips with local content experts that will be posted online and distributed as part of the Russian River Opioid Prevention Information and Media Campaign. Podcasts will include personal stories about addiction, assessing treatment, reducing stigma and promoting harm reduction and prevention targeting Black, Multiracial, Latinx, Russian River residents, Adults aged 25-44, and youth and Spanish-speaking residents.	Eligible Program Category 16: Prevent Misuse of Opioids – Funding media campaigns to prevent opioid misuse **HIAA?** Yes. 3. Addressing the needs of communities of color and vulnerable populations that are disproportionately impacted by OUD/SUD.	Year 2 – WCHC to develop 15 captured stories of lower Russian River residents with lived experience from the journey mapping and local content experts to share information related to OUD prevention, overdose awareness, reducing stigma, etc. Media developed in English and Spanish and posted through social media sites, websites, and at outreach events.	West County SUD Coordinator; SUD Continuum of Care Design Consultant	By June 30, 2027, WCHC to have developed and posted 15 digital stories as part of the Russian River OUD Prevention Information and Media Campaign targeting vulnerable populations most at risk of opioid misuse.
Key Objective 3: Enhance the safety-net OUD/SUD treatment infrastructure to promote access to resources and services available in west Sonoma County, targeting the lower Russian River area.				
Key Activities/ Milestones	**Eligible Program Category**	**Timeframe/Date of Completion**	**Person Responsible**	**Metrics for Evaluation**

Hire a 1.0 FTE West County SUD Family Care Manager and Community Engagement Director to provide intensive case management and oversee all aspects of care for families of youth experiencing an OUD to increase availability to family support services in west Sonoma County.	Eligible Program Category #16: Prevent Misuse of Opioids Create or support community-based education or intervention services for families, youth, and adolescents at risk for OUD and any co-occurring SUD/MH conditions. **HIAA?** Yes. #5. Interventions to prevent drug addiction in vulnerable youth.	In QTR 1, hire 1.0 FTE West County SUD Family Care Manager to provide case management to adolescents with an OUD, with particular focus on youth who present at the WCHC provides services. This position is essential to working with youth with a SUD/OUD to understand their addiction, build their trust and increase access to a MAT program, and link families with BH therapists, CHWs, MAT providers, school personnel, etc. *[Year 1 leveraged with HRSA Behavioral Health Services Expansion award]*. Years 2-3, maintain position and family support services for west Sonoma County adolescents with a SUD/OUD utilizing requested funds.	West County SUD Family Care Manager and Community Engagement Director	By June 30, 2028, 60% of adolescents served by WCHC diagnosed with a SUD/OUD will have been seen by the West County SUD Family Care Manager and have a documented family care plan.
Hire a 0.5 FTE West County SUD Coordinator responsible for coordinating a local system of OUD treatment in the lower Russian River area, coordinating the care of WCHC patients with outside entities to promote a continuum of care for SUD/OUD patients; oversee SUD Continuum of Care Design Consultant; host lunch and learns, coordinate support groups, host talks with local schools/businesses, build internal screening protocols, peer support, and	Eligible Program Category 11: Support People in Treatment and Recovery **HIAA?** Yes 2. Creating new or expanded SUD/OUD treatment infrastructure.	*Year 1 – 0.5 FTE West* County SUD Coordinator supported by leveraged funds *[Sonoma County Measure O award]* Year 2 – 0.5 FTE SUD Coordinator supported .164 FTE by requested funds and .336 FTE by leveraged Measure O funds. Year 3 – 0.5 FTE SUD Coordinator supported by requested funds	West County SUD Coordinator; Director of BH	By June 30, 2026, West County SUD Coordinator to have developed improved protocols for OUD screening, assessment, and referral to treatment to ensure follow-up referrals and trauma-informed care is recommended/warm hand-offs provided to be implemented in the clinic.

treatment options with Addiction Medicine Fellows.				
Train Russian River residents as Community as Medicine Health Coaches who will be integrated into group medical visits offering physical activity, mindfulness, addiction education, and wellness to targeted SUD/OUD patients, adults aged 25-44, Latinx and Spanish-speaking residents in the Russian River area.	Eligible Program Category 11: Support People in Treatment and Recovery **HIAA?** Yes 2. Creating new or expanded SUD/OUD treatment infrastructure.	By the end of Year 1, WCHC will have trained four Health Coaches who will complete a 5-month training curriculum (80hours total – 90 minutes/week and one weekend/month virtually) through Open Source Wellness and pass a board exam to become a Certified Health Coach in the Community as Medicine model. Requested funds to support training costs. Years 2-3, WCHC will incorporate Health Coaches into our group medical visits to provide targeted physical activity, mindfulness, and addiction education (English and Spanish) to Russian River Area residents (Black, Latinx, Adults aged 25-44) at risk of or already suffering from addiction. Ongoing facilitation as Health Coaches beyond Year 3 will be covered by revenue from group medical visits.	West County SUD Coordinator; Medical Director;Director of Addiction Medicine; Health Coaches	By June 30, 2026, WCHC to have trained 4 Certified Health Coaches through Open Source Wellness. By June 30, 2028, WCHC to have incorporated Certified Health Coaches into group medical visits targeting patients with a SUD/OUD or at-risk of addiction. By June 30, 2028, 30% decline in depression rates among patients who participated in group medical visits with a Certified Health Coach. By June 30, 2028, 50% reduction in emergency department visits among patients of color (Black, Latinx, Multi-racial) who participated in group medical visits with a Certified Health Coach.
WCHC will dedicate 0.1 FTE equivalent of our Addition Medicine Fellows who specialize in addiction medicine to focus on OUD systems planning with the clinical team, developing screening and referral mechanisms, participating in Lower Russian River SUD/OUD	Eligible Program Category 10: Treatment for Opioid Use Disorder – Offer Fellowships for Addiction Medicine Specialists **HIAA?** Yes 2. Creating new or expanded SUD/OUD treatment infrastructure.	Beginning Month 2, WCHC will dedicate 0.1 FTE of existing Addiction Medicine Fellows will be dedicated towards SUD/OUD systems planning, training existing providers, participating in the coalition, and supporting development of better screening and referrals into MAT program. *[Leveraged activity through HRSA Behavioral Health Services Expansion]*	West County SUD Coordinator; Medical Director; Director of Addiction Medicine	By June 30, 2026, 0.1 FTE Addiction Medicine Fellows will have been dedicated to SUD/OUD systems design with clinical team. *[Reported as metric to HRSA]* Annually, Addiction Medicine Fellows to provide training to existing providers to promote knowledge of and comfort level prescribing MOUD

Prevention Coalition meetings, and conducting training for WCHC's existing providers to expand their capacity for MOUD treatment.				treatment *[Reported as metric to HRSA]* By June 30, 2028, increase the numberof local residents receiving MAT/MOUD treatment by an additional 50 unduplicated patients annually. *[Deliverable being reported to HRSA BHSE as leveraged funds]*

Contract Language in Center Point DAAC Contract

Populations Served

1. The following underserved populations are priority targets for this project.

a. Black, Multiracial, Latinx communities

b. Russian River area residents who have limited means or capacity to engage with necessary medical and behavioral health care.

c. Adults age: 25-44

d. Youth, including high school-aged youth

e. Parenting men

f. Uninsured and underinsured individuals discharging from hospital emergency departments

Geographic Areas Served - Utilizing Sonoma County DHS data and analysis of the OUD/SUD crisis, and data derived from CPDAAC's internal EHR and SmartCare entries for its own clients, CPDAAC has determined that it will provide the WOW Van programming and services described in this proposal in all the five county regions, with an emphasis upon supporting regional service equity by assuring services in the Russian River area; in communities with high rates of Black/African American, Latinx, and Multiracial populations; in rural areas; and to high school aged youth in the Santa Rosa and surrounding areas.

Outcome Targets:

CPDAAC will provide the prevention, education, and harm reduction activities described in this proposal with the following initial targets to establish baselines and monitor progress over the course of the project:

a. High School-aged youth: 150/year

b. Russian River Area: 75/year

c. Black/African American: 75/year

d. Multi-racial: 35/year

e. Latinx: 150/year

f. Emergency Room: 50/year

g. Men with Children: 25/year