HEROIN AND OTHER ILLICIT DRUG TASK FORCE MEETING MINUTES
December 21, 2017 (Onalaska City Hall, 1:00pm)

MEMBERS PRESENT: Al Bliss, Troy Harcey, Vicki Burke, Todd Bjerke, Chris Eberlein, Ted Thompson, Sandy Brekke, and Joe Chilsen

MEMBERS NOT PRESENT: Bob Ritger, Monica Kruse, Laura Runchey, Steve Helgeson, Dean Whiteway, Tom Tornstrom, Emily Whitney, Don Dominick, Jennifer Kleven, Cheryl Hancock, Jill Gustafson, Tom Johnson, Scott Mihalovic, Tim Candahl, Mandy Hess, Regina Siegel, and Jen Rombalski

OTHERS PRESENT: Paulette Coleman, Janelle Earle, Bill Oldenburg, Lindsay Purl, Jody Douglas, Agnes Smith, Jeremy Fejfar, Skyla Killilea, Sue Bennett, Christie Harris, Judi Zabel, Miranda Peek, Emma Goldbeck, Brian Wittenberg, Kaylan Wilson, Jennifer Knutson, Bill Halverson, and Joe Murik

CALL TO ORDER: Joe Chilsen, Committee Co-Chair, called the meeting to order at 1:05pm

CHAIRPERSON’S REPORT
The above meeting minutes have been approved.

PUBLIC COMMENT: None.

Pfizer Presentation Highlights:
Kaylan Wilson, Phar.D., BCACP, Medical Outcomes Specialist, Pfizer: “Prescription Opioid Abuse: Working Together to Address a Public Health Concern.” This includes a discussion on the value of abuse deterrent opioids.

- The problem: 100 million adults are affected by chronic pain and the misuse, abuse, and diversion
- Methods an individual misuses and or abuses includes oral use, injection, which is 2x the risk, and inhaling or snorting
- One-half of individuals who abused opioids tampered and or manipulated them
- Who’s at risk? 1 out of 5 adults have provided opioids to someone else (diversion)
- Efforts to help prevent misuse, abuse and diversion include, identifying at risk patients, provide naloxone rescue therapy, use of risk assessment tools, PDMP or Prescription Drug Monitoring Programs, and conducting urine drug screening
- Abuse deterrent opioids – opioids that meaningfully deter abuse even if it does not fully accomplish this
- Abuse studies carried out in labs, by pharma studies, clinical studies and post marketing studies
- There are two types of abuse deterrent technology; physical or chemical barrier and agonist/antagonist (e.g. naltrexone – if tampered with, an antagonist impacts the high they would receive)
- ER (Extended Release) Oxycodone – since reformulation in 2010 – real world data suggests a reduction in frequency of abuse
- ADO – Abuse Deterrent Opioids – although ADO’s are initially more expensive, there has been a decrease in abuse, including non-medical sue, lower private payer costs, and a decrease in overall drug liking
- FDA has a compliance action plan (4 pillars) which includes; 1) Increasing transparency, 2) Improve the communication within the medical community, 3) Increase opioid information and 4) Focus efforts on opioid drugs to help mitigate the crisis – this includes naloxone.

Prevention strategy discussion:
The task force continued to develop action steps for the prevention activities outlined in the strategic plan. Members divided into 3 groups. A brief summary of the activities, group leaders, participants, and notes are included below.
1. Host at least one community meeting each year to educate parents and community about the dangers of drugs (i.e.- WI Eye video) Focusing on middle school students who participate in evidence-based educational programming

**Group leader:** Sandy Brekke  
**Members Present:** Janelle Earl, Jody Douglas, Agnes Smith, Skyla Killilea, Sue Bennett, Miranda Peek, Emma Goldbeck, Bill Halverson, and Joe Murik

**Notes/Action items:**
- Coordinate WI Eye Straight Forward on Addiction event in February with longer week long events/promotion
- Drug forum – have multiple showings (also use WI Eye Straight Forward video) in several communities and include a “call to action”
- Include a panel of youth
- Potential to have a joint proclamation in several communities

2. Media/social media campaign to increase understanding of drug related harm

**Group leader:** Joe Chilsen  
**Members present:** Jeremy Fejfar

**Notes/Action Items:**
- Research needed in the following areas:
  - Perception of Harm
  - Definition of Drugs; Alcohol, Tobacco, Opioids, Marijuana, Meth and Designer Drugs
  - Markets to Target: Parents, Students, and Community
- Development of ad messages
- Use of student groups to work on this activity

3. Evaluate the reasons for the decreased perception of harm among high school youth and parents (conduct focus groups of students and parents – how do young people define harm? Why is the perception decreasing?)

**Group Leaders:** Chris Eberlein and Al Bliss (Emily Whitney not present, but will co-lead)  
**Members present:** Todd Bjerke, Christy Harris, Judi Zabel, Paulette Coleman, Vicki Burke, Lindsay Purl, Al Bliss, Chris Eberlein, Jennifer Knudson, Bill Oldenburg, and Brian Wittenberg

**Notes/Action Items:**
- Determine main reason for decreased perception of harm (have data on YRBS for tobacco, alcohol, marijuana, and prescription drugs
- Perception of harm for heroin, meth, and other drugs missing from YRBS – can we ask for this to be collected? Check with Tracy Herlitzke of CESA#4 who conducts the YRBS
- Jennifer Knudson will check on Gallup poll and senior exit survey at the La Crosse School Dist.
- Can we collect other outcome measures since YRBS is done every 2 years? Consider measuring other protective factors, bullying, feeling hopeless, etc.
- Consider doing 3 focus groups to include students, parents, and community

**REGULAR UPDATES:** None

The next meeting is scheduled for Thursday, January 25, 2018 from 1-2:30pm at Onalaska City Hall.

**TRAVEL REQUESTS (INFORMATIONAL) AND TRAVEL REPORTS**  
None presented.

**ADJOURNMENT**  
There being no further business, the meeting adjourned at 2:30pm. (2 pages) Al Bliss, Recorder