

May 3, 2006

**TO:** Prevention Coordinators and Interested Others

**FROM:** Karen Wheeler, MA, Addictions Policy Manager

**RE:** Scope of Work for OMHAS Statewide Prevention Contractors

This message is to clarify the scope of work included in the agreements between OMHAS and the two statewide prevention contractors, Oregon Partnership and Oregon Nurses Association, WorkDrugFree. This information is being provided in order to avoid any future confusion about those services and what counties and communities can expect from our two statewide providers.

While these services are by no means the entirety of what either of these contractors offer, the following summaries specify the scope of work provided outlined by OMHAS in the agreements with these two entities. Additional services may be provided by the contractors at no charge, or for a nominal fee, depending on the request. We encourage you to utilize these services, as they are provided for your benefit.

If you should have any questions about our statewide contractors, or would like additional information regarding these services, representatives from both agencies will be available to talk with you at the Spring Prevention Coordinator's & Partner's Meeting on May 10<sup>th</sup> & 11<sup>th</sup>.

**Oregon Partnership:**

- Oregon Helpline - a 24-hour per day, 7 day a week alcohol, tobacco and other drug (ATOD) information and treatment referral service:
  - ✓ Provide free ATOD literature as requested.
  - ✓ Provide information services, online access to current listing of approved treatment providers, recovery support services and other resources by geographic area, type of services, and insurance options.
  - ✓ Provide additional screening and referral services for callers identified as needing services from Children, Adults and Families (CAF), including referral of the caller to the CAF Addiction Team.
  - ✓ Re-contact any caller receiving a referral to alcohol or other drug treatment within 72 hours to determine if the caller has made referral and treatment connections and to provide additional encouragement and motivational counseling, as necessary.

- ✓ Re-contact any caller a second time if they have not yet engaged in treatment at the time of the first call back and encourage the person to make the referral or treatment connection.
- Suicide Crisis Line – a 24-hour per day, 7-day a week crisis line to focus on both youth and adults and provide screening, assessment, informal on-line counseling and referral to community mental health, local law enforcement, or other appropriate resources.
  - ✓ Maintain accreditation through the American Association of Suicidology or a similar nationally recognized accrediting body.
  - ✓ Competently handle calls from individuals with suicidal ideation and/or intent.
- Public Awareness Activities:
  - ✓ Identify and assist DHS in utilizing “pro-bono” media opportunities.
  - ✓ Facilitate the use and placement of materials provided by the Office of National Drug Control Policy (ONDCP) and other national media campaign advertising.
  - ✓ Ensure that all media markets in Oregon (including specialized populations and hard to reach rural areas) receive available materials.
  - ✓ Provide local opinion-editorial (Op-Ed) and other editorial opportunities.
  - ✓ Make general ATOD prevention information available to local communities, tribes, and counties at no charge.
  - ✓ Tag all media utilized through the contract with the Department of Human Services (DHS) logo or otherwise clearly specify sponsorship by DHS.
- Underage Drinking Media Campaign – a statewide public education effort to reduce underage drinking through targeted media messaging focused on parents and other adults.
  - ✓ Develop a public education campaign, including “brand” options and key messages.
  - ✓ Recruit, select and train youth teams to develop and produce media spots, to be rolled-out in phases throughout the contract period.
  - ✓
  - ✓ Purchase media (radio & print) throughout the state, providing coverage in all geographic areas.
  - ✓ Assist local prevention coordinators in securing earned media.
  - ✓ Provide an underage drinking website.
  - ✓ Prepare and submit for publication, print media articles such as opinion-editorial (Op-Ed) pieces and letters to the editor.
  - ✓ Conduct regional press events to publicize the statewide public education effort during each phase of the contract period.
  - ✓ Tag all underage drinking prevention media submitted for airplay or placement in print media with the DHS logo, tag lines, or both as appropriate.

## **Workdrugfree:**

- Provide technical assistance to Oregon businesses on drug-free workplace resources, utilizing the most effective strategies and practices possible.
- Support a technical advisory committee to guide implementation of effective services, including:
  - ✓ Maintaining a membership list that includes workforce prevention experts.
  - ✓ Scheduling quarterly meetings for review and comment on emerging issues.
  - ✓ Facilitating member participation in the Oregon Workforce Substance Abuse Prevention Strategic Plan.
  - ✓ Research and implement evidence-based practices where practical and appropriate.
- Create and maintain a website of resources and information designed to serve all Oregon Counties, Tribes and Community Coalitions which provides accurate and practical drug-free workplace information for use by the Oregon prevention workforce and interested businesses.
- Provide ongoing technical assistance to Oregon Counties, Tribes and Community Coalitions regarding drug-free workplace issues and resources, undertaking one intensive project in each year of the biennium with a County, Tribe or Community Coalition.
- Provide training events on drug-free workplace policies for Oregon businesses through conferences, organizational meetings and presentations.
- Provide technical assistance workshops to Oregon businesses working on drug-free workplace policies.
- Develop and disseminate to the Oregon business community, model policies covering drug-free workplace issues.
- Provide training to managers and supervisors to improve their competency in implementing drug-free workplace policies.
- Evaluate the implementation and effectiveness of drug-free workplace policies and initiatives, focusing on the development of evidence-based practices that address gaps in substance abuse prevention among currently employed workers, job seekers, and students in career-related learning activities