

Waging the War Against the Devil in Scioto County: A Grassroots Response to Prescription Drug Abuse in a Rural Community



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CDC:-A National Epidemic

NATIONAL DATA



*Deaths are those for which poisoning by drugs (illicit, prescription, and over-the-counter) was the underlying cause.

Source: CDC

NATIONAL DATA

THE ROLE OF PRESCRIPTION PAIN KILLERS

- Nearly three out of four prescription drug overdoses are caused by prescription painkillers—also called opioid pain relievers.
- These drugs were involved in 14,800 overdose deaths in 2008, more than cocaine and heroin combined.
- The misuse and abuse of prescription painkillers was responsible for more than 475,000 emergency department visits in 2009, a number that nearly doubled in just five years.

**Number of U.S. deaths due to
unintentional drug overdoses
in 2008 alone exceeds that of
one large jet crash killing**

350 people

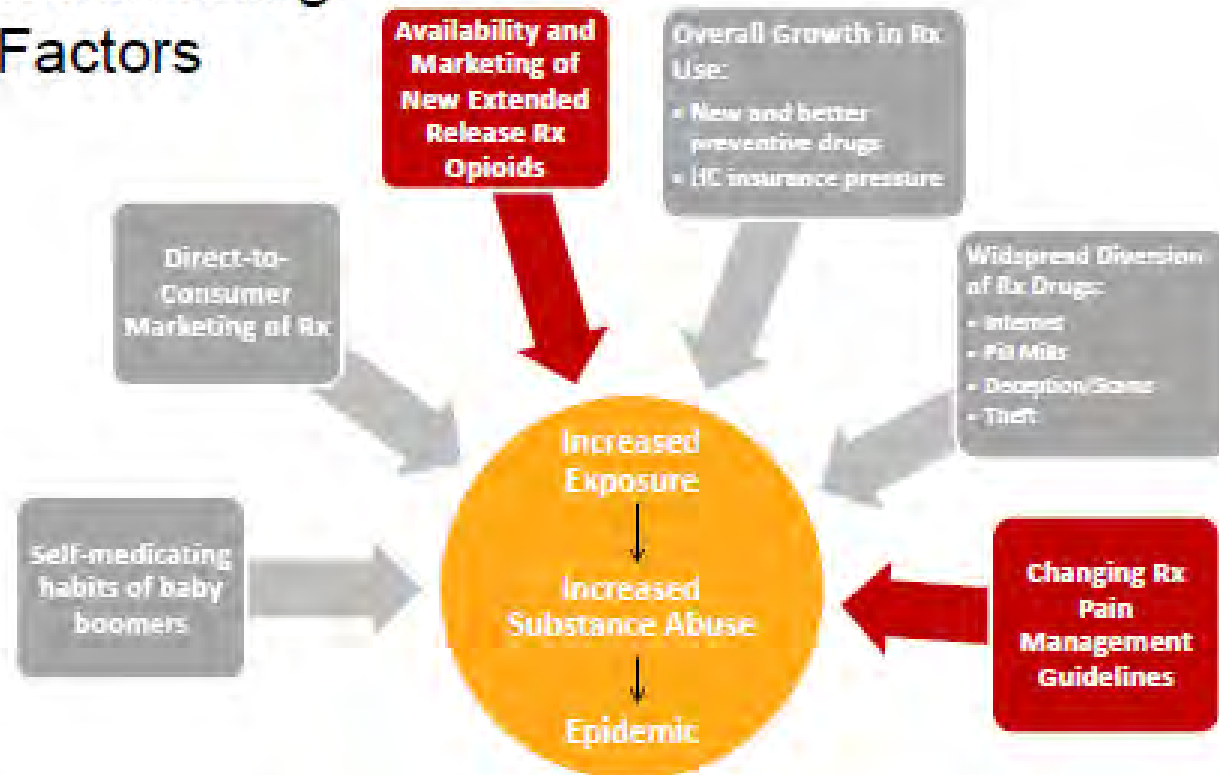
every month for 8-1/2 years

or every day for 3-1/2 months.

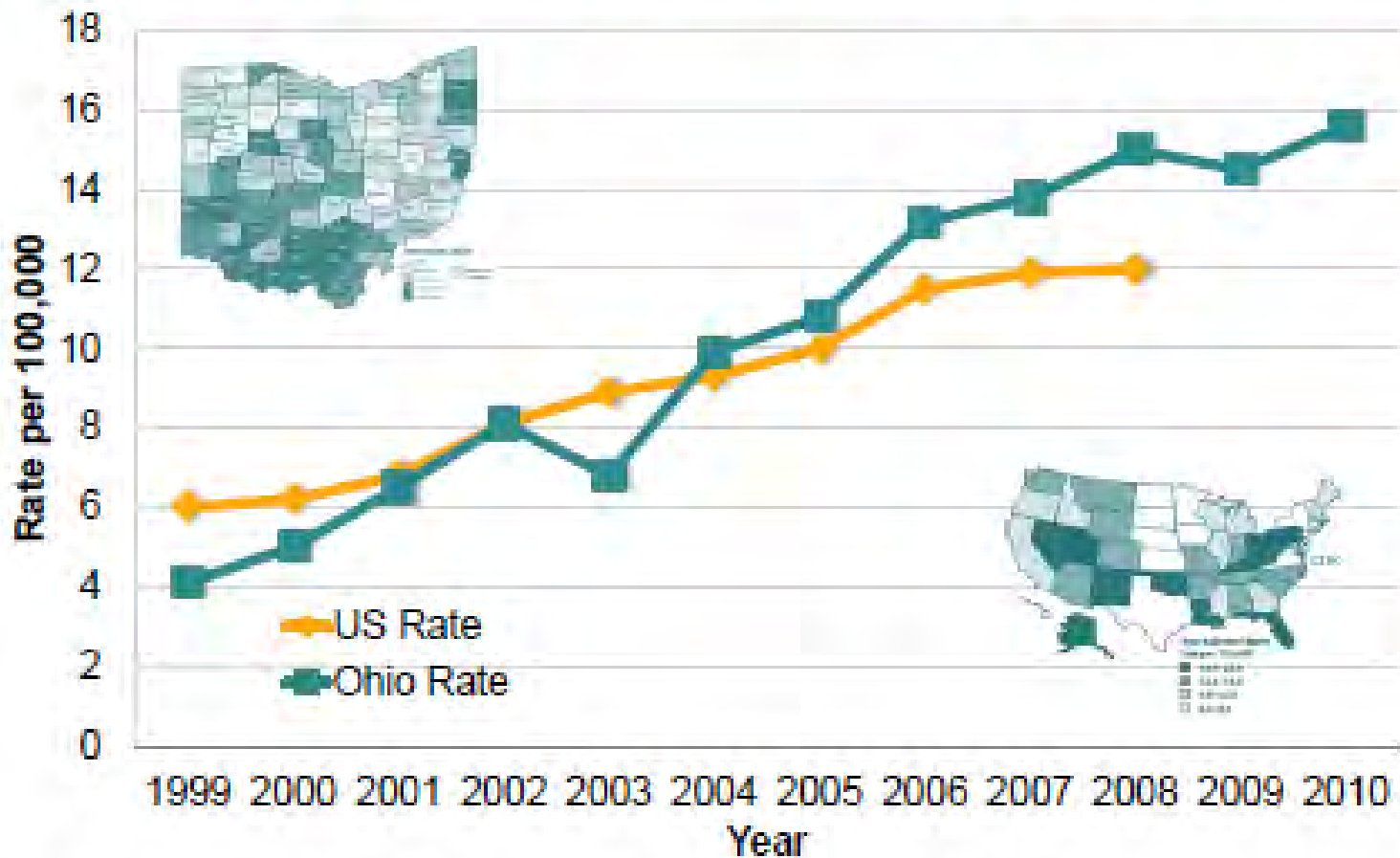


Why is this happening?

Contributing Factors



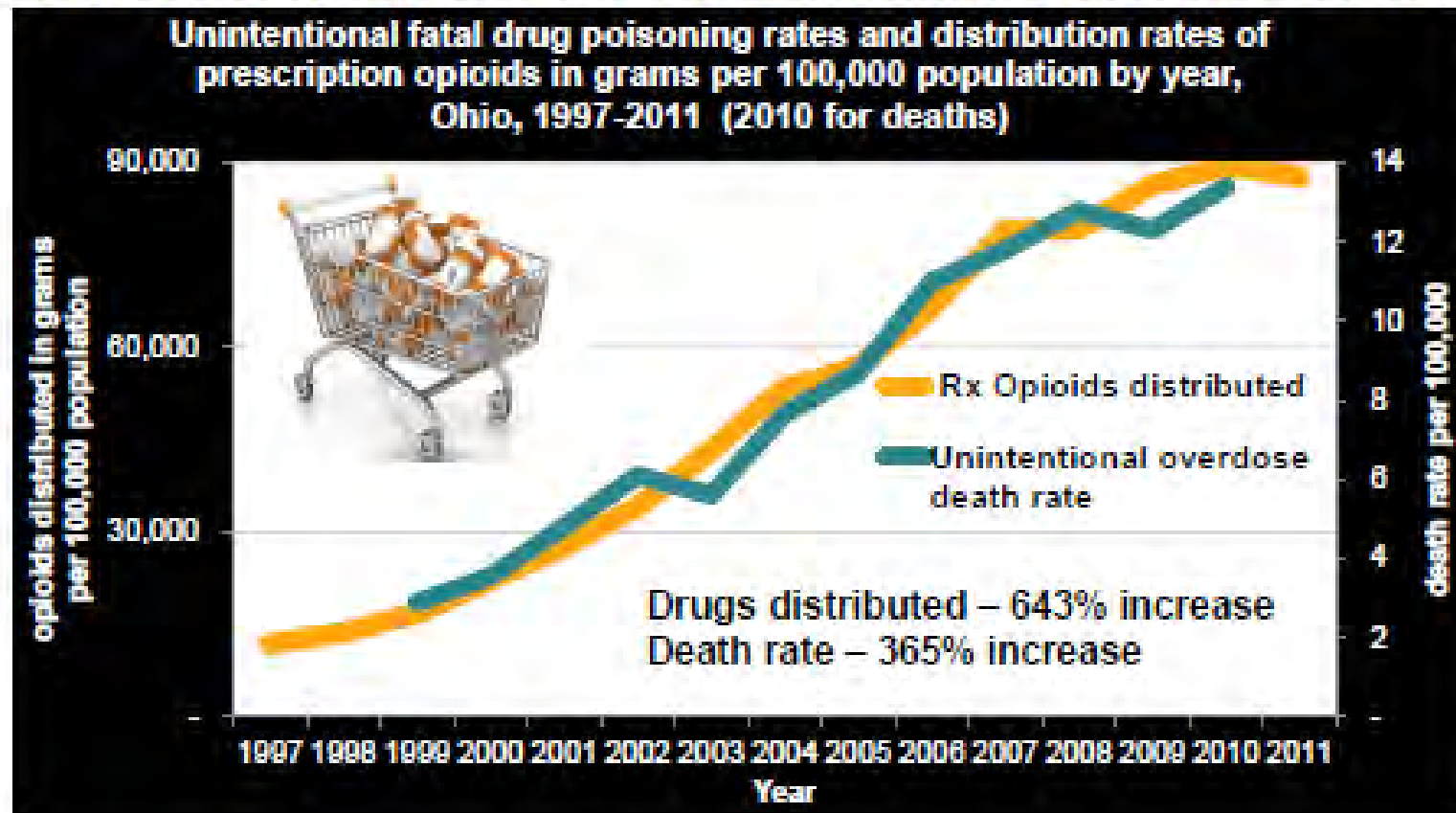
DRUG OVERDOSE DEATHS, OHIO¹ VS. US², 1999-2008 (2010 FOR OH)



Source: 1. ODH Office of Vital Statistics 2. CDC WONDER,

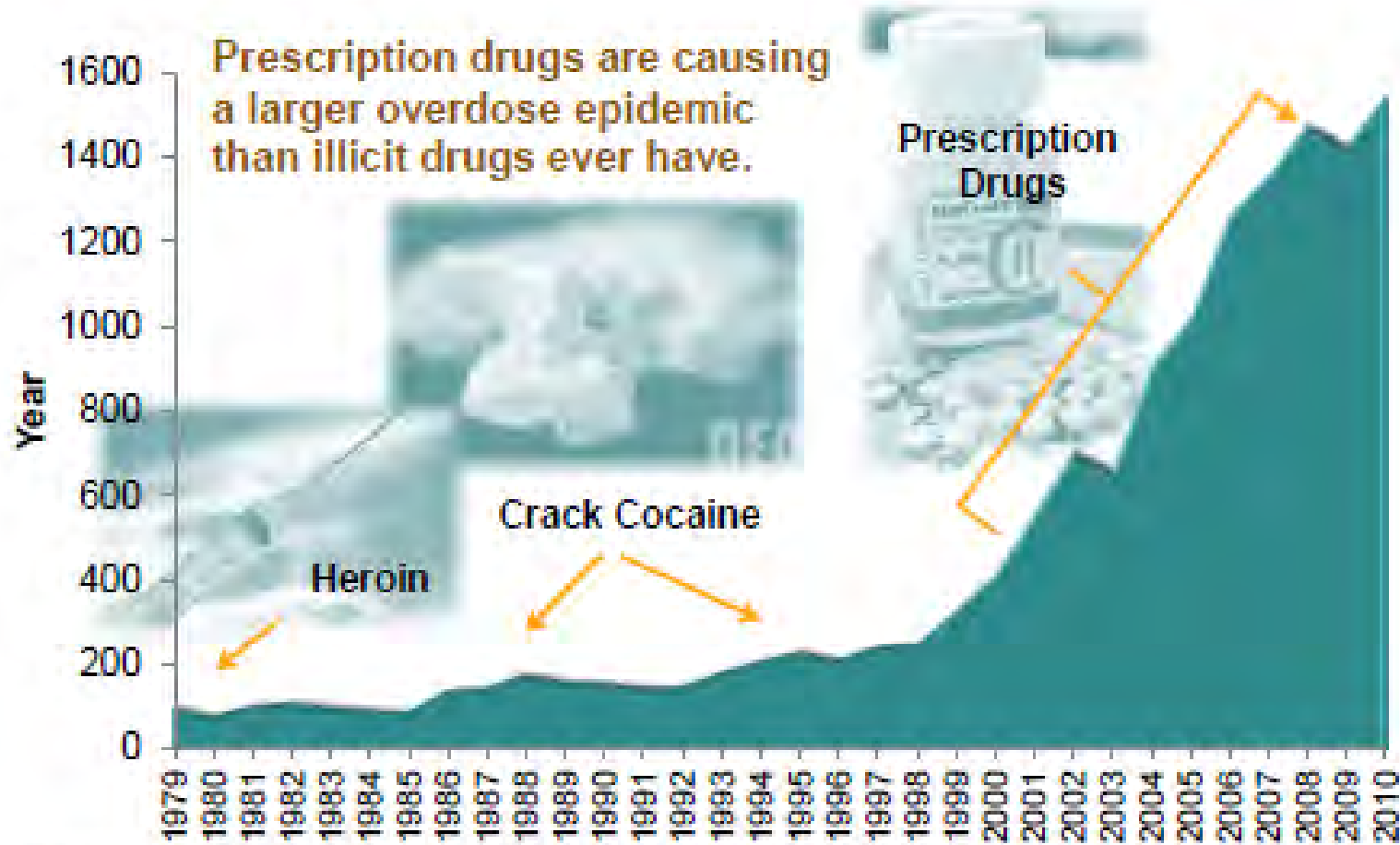
OHIO DATA

There is a *strong* relationship between increases in exposure to prescription opioids and fatal unintentional overdose rates.



Sources: 1. Ohio Vital Statistics; 2. DEA, ARCOS Reports, Retail Drug Inventory Reports by State, Cumulative Distribution Reports (Report 4) Ohio, 1997-2007 (<http://www.dead.gov/publications/arcos>); 3. Calculation of oral morphine equivalents used the following assumptions: (1) All drugs other than Oxycodone are taken orally; Assay is applied consistently; (2) These doses are approximately equivalent: oxycodone: 30 mg; codeine 60 mg; hydrocodone and hydrocodone: 30 mg; hydrocodone: 7.5 mg; methadone: 4 mg; Atarax: 64 mg; ropivacaine: 300 mg; 4. US Census Bureau, Ohio population estimates 1997-2007; 5. preliminary data for 2007

EPIDEMICS OF UNINTENTIONAL DRUG OVERDOSES IN OHIO, 1979-2010^{1,2,3}

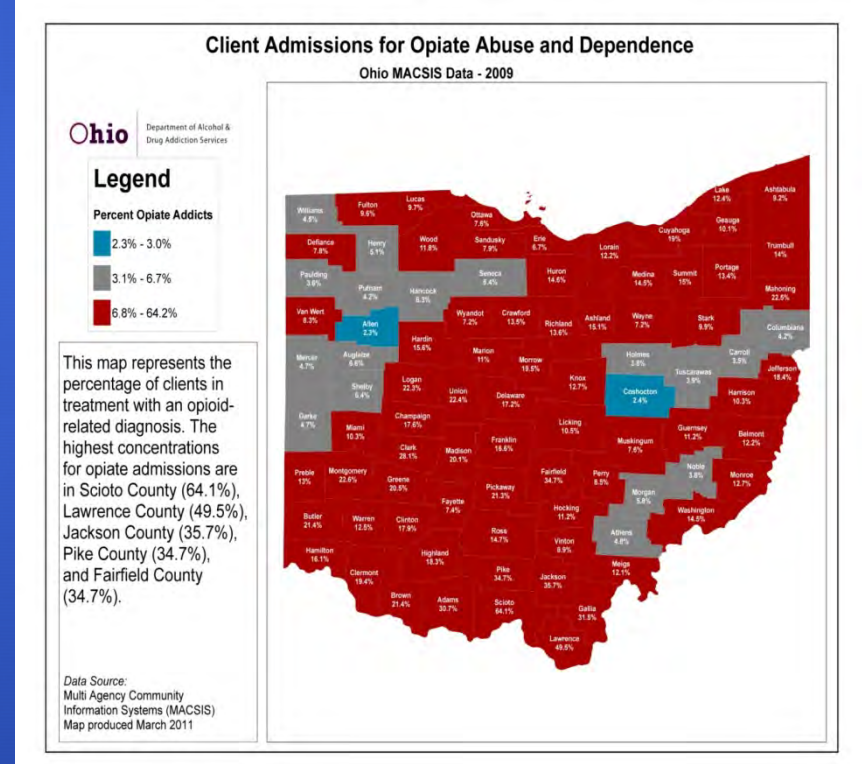
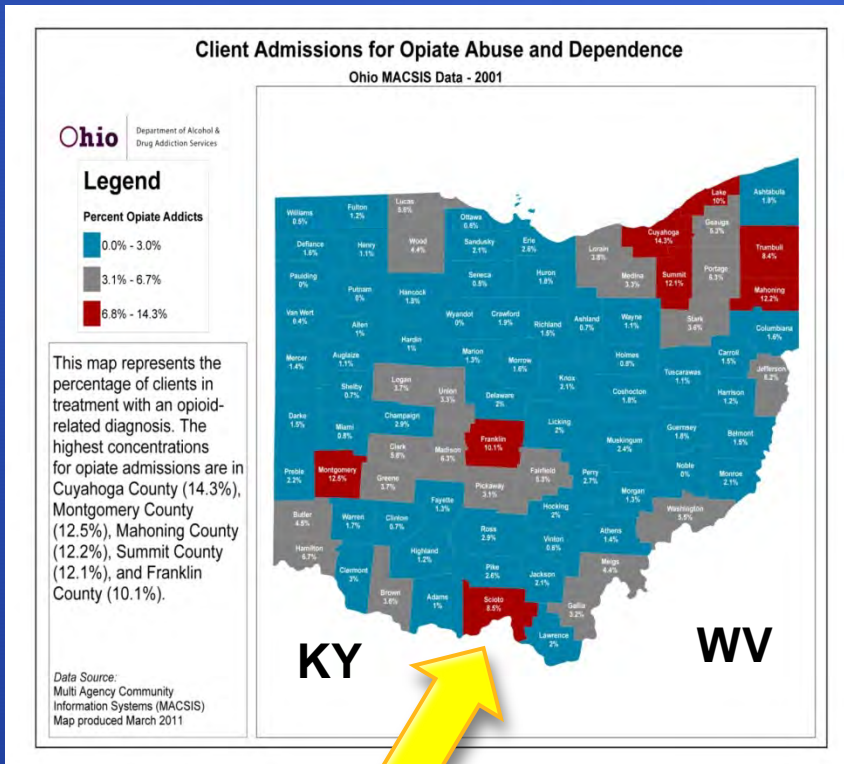


Source: ¹WONDER (NCHS Compressed Mortality File, 1979-1998 & 1999-2005) ²2006-2008 ODH Office of Vital Statistics, ³Change from ICD-9 to ICD-10 coding in 1999 (caution in comparing before and after 1998 and 1999)

Ohio/ Client Admissions Opiate Treatment Diagnosis

2001: 8 Counties

2009: 69 Counties



Ohio's Opiate Problem: The anatomy of an epidemic



Next Slide 2.5 minutes

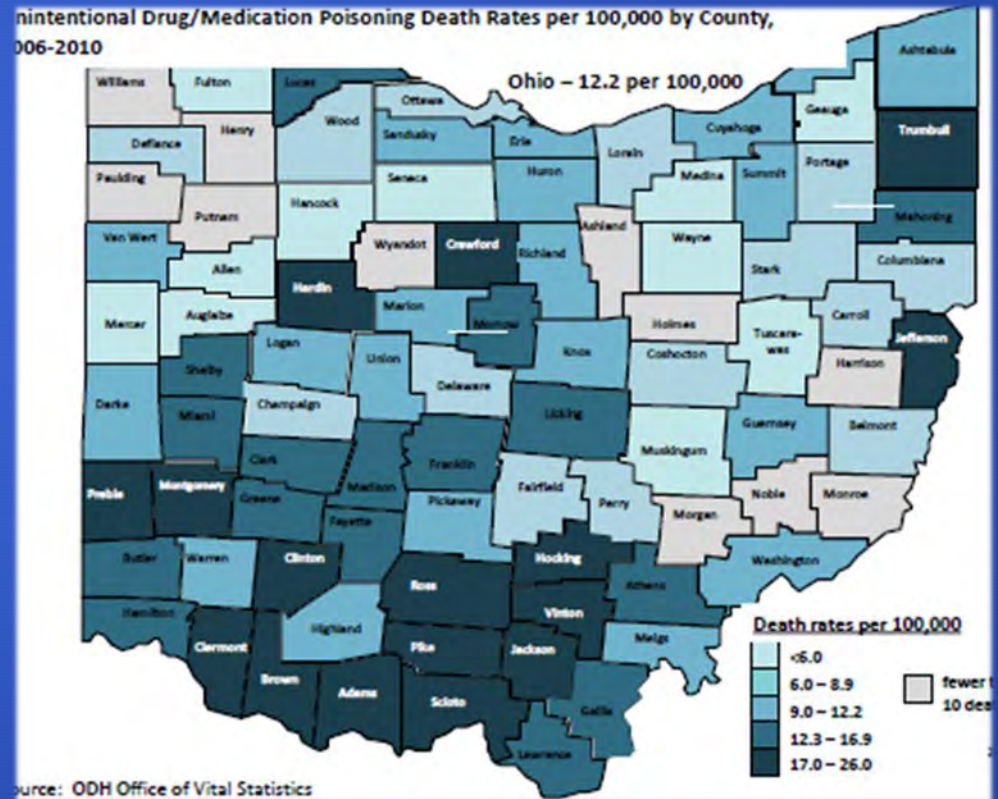
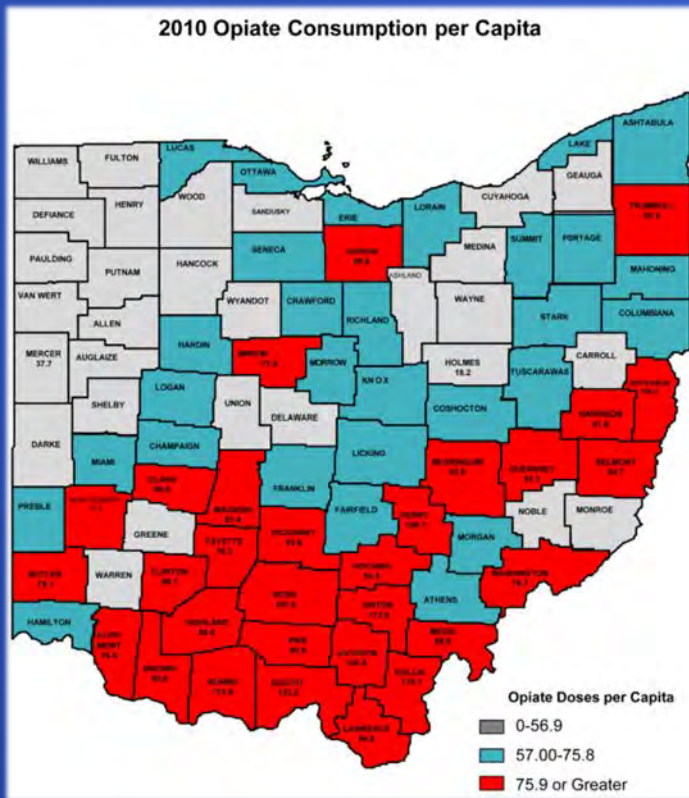


Scioto County, Ohio



- Ohio's most southern County-borders KY and very close to WV (also high rates)
- Rural/ Scenic with hills and rivers/ often called "the Little Smokies"
- 1937 Flood engulfed the City so a Floodwall was erected and painted murals detail the history of this resilient little River Town
- County Population 72,000
- Portsmouth is our County Seat (population 20,000)
- Hit hard by 20 yr. economic decline
- Evolving conditions sustained over a long-period created a high degree of vulnerability to substance abuse, trafficking, and criminal profiteering

Distribution rates compared to fatal Rx overdose rates:

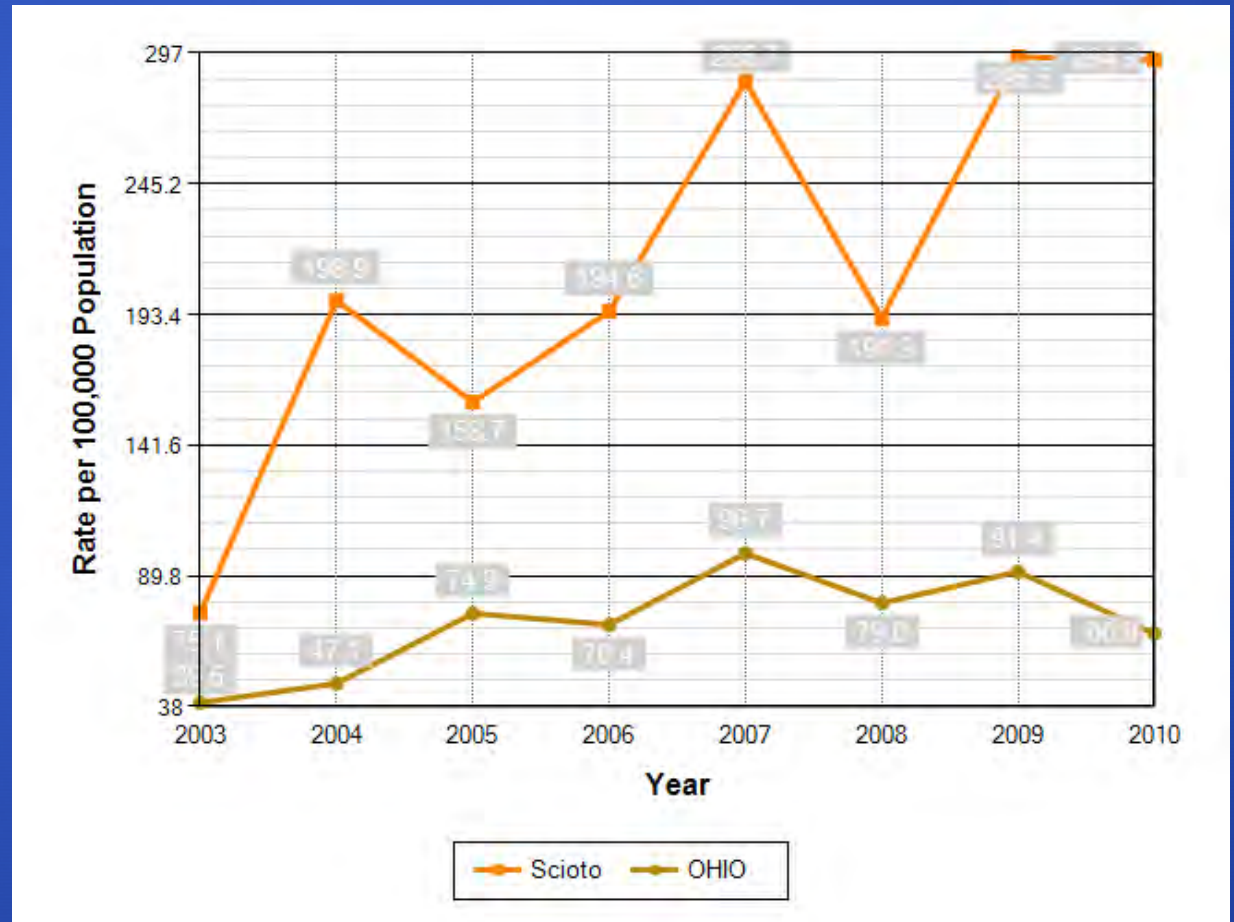
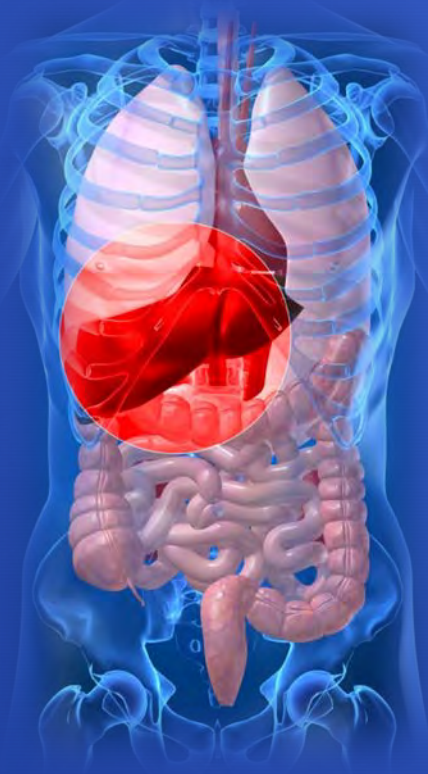


SOURCE: Ohio Dept. of Health, 2010

Scioto County Rankings 2010:

- Top five Ohio counties for fatal Rx OD are Scioto County and border counties
- Highest fatal OD rate in Ohio (2.2 X state average/ a 360% increase in 10 yrs.)
- Highest Hepatitis B and C rate in Ohio (3,000% increase in 10 yrs.)-IV drug use
- Highest homicide rate in state (violent pill murders inc. executions in front of small children)
- 1 in 5 infants born addicted or drug positive in 2011
- Considered one of the most significant places in the Nation for illegal Rx trafficking by DEA
- Opiate addiction rates 5X the national average
- Tremendous increase in Pharmacy and Bank Robberies
- A “new flood” was occurring-a flood of Rx pills

Hepatitis C: Scioto vs. Ohio



Scioto County History:

Detroit Steel Mill-closed in the mid-1980's.....in the early 1990's the Pill Mills began to evolve.

By 2010-there were nearly a dozen Pain Clinics in Southern Ohio

1960's-1980's



1990's-2000's



.....Pill\$ in the Hill\$

Two Decades of Pill Mills



Dr. Proctor's Office
"Godfather of Pill Mills"

- 1992-2001: Dr. David Proctor becomes established "pill" doctor in South Shore, Ky. after being removed from staff at the Portsmouth Ohio hospital. He employs many Scioto Countians with criminal tendencies.
- Sentenced to 16 years on Conspiracy to Traffic Narcotics following an escape attempt (2003).
- 2000: OxyContin first appears in Portsmouth.
- 2001: Dr. John Lilly is arrested in Portsmouth and is charged with: Engaging in a Pattern of Corrupt Activity, Carrying a Concealed Weapon, Unlawful Possession of a Dangerous Weapon, Aggravated Trafficking in Drugs
- Sentenced to 3 years in prison.
- Dr. Lilly Video Clip from 20/20 (next)



20/20

ABC: Dr. John Lilly clip from 2002 (2.5 minutes)

Two Decades of Pill Mills

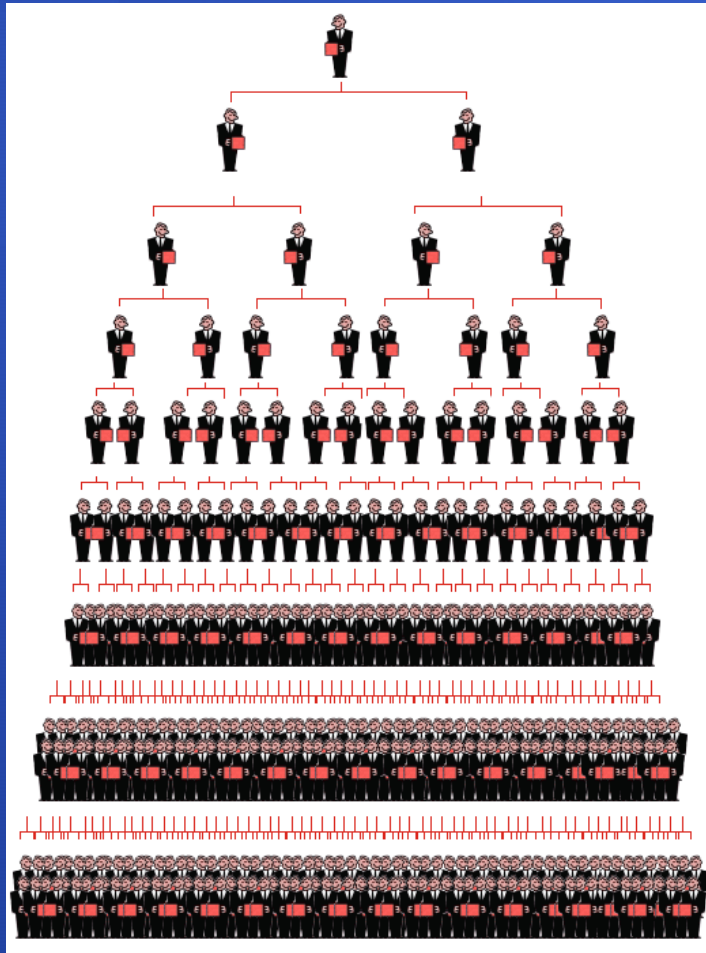


Welcome to Portsmouth!-2010

- 2003: Dr. Paul Volkman establishes a Pain Clinic in Portsmouth. Over one dozen patients die of overdose.
- Found guilty in 2011 of conspiracy to traffic narcotics and four wrongful deaths (sentenced to 4 Life terms).
- Many former Pill Mill Employees go on to become Owners over the next decade.
- PROBLEM: Lack of effective laws to prevent criminal involvement and plenty of Physicians willing to participate

Pill Mills/Pharmaceutical Diversion: Classic Pyramid Marketing Scheme

Local "crime families"



- ← ■ Manufacturers (B\$)
- ← ■ Wholesale Distributer (M\$)
- ← ■ Prescribers (M\$)
- ← ■ Sponsors (HT\$)
- ← ■ Patients (T\$)
- ← ■ Street Dealers (T\$)
- ← ■ New Recruits (H\$)
- ← ■ Consumers/ Addicts are recruited/
Workforce constantly expanded
- ✓ The Addictive Product ensures
marketability

Scioto County/ A Ten-Year Pharmaceutical Siege:

- In 2009-10 Pain Clinics are operating in Scioto County (50% owned by convicted Felons)
- Home to a leading prescriber/dispenser oxycodone in the Nation (for the third time in 10 years!)
- Entire sub-economy based on “pill dealing”
- 65% fatal Rx overdose victims died from illegal “street sales”
- Southern Ohio experiencing the “Pharmaceutical Atomic Bomb” effect/ Northern Ohio “in denial”

Why did this happen in Scioto County Ohio ?

- Geography: “Hillbilly Heroin” began in Appalachia in 1996. Long distance from Enforcement Agencies
- Marketing: History of aggressive Pharmaceutical marketing.
- Bad Luck: KY got their PMP first- No PMP sharing among states (spread the prescriptions!)
- Poverty and Economic Vulnerability: High SA levels/ pill dealing became an “economy”- Pills= currency.
- Duration: A long history of Pill Mills beginning in the late 1990’s. The community became frustrated and desensitized
- Poor Policies: Lack of effective state laws regarding Pain Management Clinics . *This was the MAJOR PROBLEM!*

Public Health Problem

Prescription drug abuse is declared a “Public Health Emergency” January 2010

“The reason why, we rank number two in the state of Ohio for unintentional prescription overdose deaths. We rank three fold the state average for Hepatitis C, ninety percent of what's going on in our courts with the prosecutors office, is prescription drug related.....we have no choice, we cannot turn our backs any longer. We have to develop a team, we have to develop a plan and step forward”.

--Aaron Adams, M.D.
Jan. 2010



“I would describe it as though a pharmaceutical atomic bomb went off”.

--Lisa Roberts R.N.

Communities Getting Involved



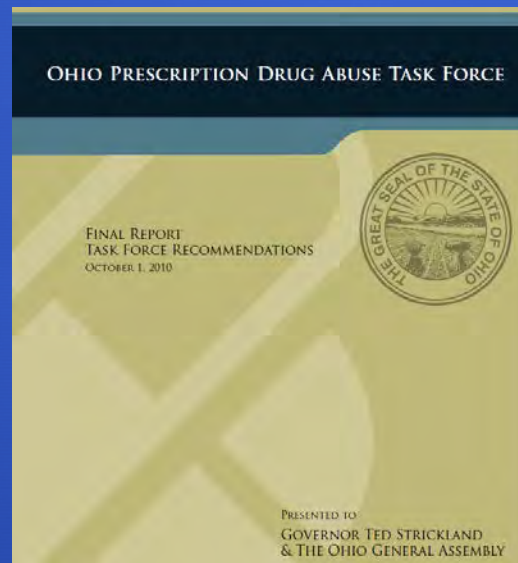
Scioto County says
"Enough is enough!"

*Community "Take
Back" Project 2010*

- A "Call to Action" Oct 2009
- Rx Action Team est. 1-2010
- Three Town Halls and News Series "In a World of Hurt"
- Public Health Emergency Declared Jan. 2010
- Petition to Governor 2010

Governor's Task Force est. 2010

- Formed by Executive Order/
Governor's Press Conference
in Portsmouth
- 33 members across various
systems



Law Enforcement	Regulatory	Treatment	Public Health
Implement standards for pain management clinics	Examine the regulation of prescriber dispensing of controlled substances	Enhance resources available within the alcohol and other drug addiction system of care for direct client services	Establish new and support existing local coalitions/task forces to address the prevention of prescription drug misuse, abuse and overdose
Legislative reform to increase the effectiveness of law enforcement in investigating and prosecuting prescription drug abuse cases	Redesign of the Medicaid lock-in program	Adopt a statewide standardized screening and referral tool	Implement social marketing campaigns to create awareness about prescription drug abuse
Promote cooperation, communication, education and training among law enforcement agencies	Enable state agencies and private enterprises to create medication lock-in programs	Increase education of prevention, intervention, treatment, and recovery support services for prescription drug abuse	Provide population specific education to increase awareness, knowledge and resources related to the risks of prescription drug abuse
Conduct comprehensive review of funding initiatives for law enforcement issues related to prescription drug abuse	Reduce regulatory barriers to increase utilization of evidence-based addiction treatment practices	Increase utilization of evidence-based practices to meet the growing need of opioid addicted individuals seeking help	Facilitate the proper disposal of prescription medications
	Implement changes to the state prescription monitoring program	Identify best practices for managing acute and chronic non-malignant pain, and disseminate and promote these proven approaches	Improve and coordinate data collection related to prescription drug misuse, abuse and overdose
	Encourage increased initial and continuing education on pain management and drug abuse		

Oct. 1, 2010 Final Report issued-20 recommendations

Gov. Kasich “Drive the Devil Out of Scioto County!”



- Visited in Dec. 2010-held a Press Conference in Portsmouth
- Solicited advice and went to War on the Rx problem in Ohio- (*and boy he meant business!*)
- Called in BWC, BCI, Medicaid, OSMB, the OAG to help the federal agencies.

Average annual costs of unintentional poisonings in Ohio¹

Type of Costs	Fatal Costs ²	Non-fatal, hospital admitted costs ³
Medical	\$5,160,120	\$21,189,500
Work loss	\$1,260,480,808	\$5,856,300
Quality-of-Life loss	\$2,333,600,989	\$8,459,500
Total	\$3.6 billion	\$35.5 million

¹Source: Children's Safety Network Economics & Data Analysis Resource Center, at Pacific Institute for Research and Evaluation, 2005; ²Year 2004 Dollars, Based on 2004-2007 average Ohio incidence

³Year 2005 Dollars, Based on Year 2003 Ohio incidence

It takes a community, working together, to address the Rx epidemic-but we needed some help!

The Governor: Calling in the partners: Local, State, and Federal

- USDOJ-DEA and FBI and IRS
- State & U.S. Senators
- ODADAS
- Ohio Department of Health
- Ohio House of Representatives
- Ohio State Medical Board
- Ohio Pharmacy Board
- Ohio Attorney General's Office
- Ohio Bureau of Workers' Compensation



Ohio Attorney General 2011 New Special "Pill" Prosecutors



2011-Aaron Haslam is sworn
in by USA Carter Stewart

Rollin' up the Welcome Mat!

2009



2010



.....We NEEDED a Doctor "in the House"

Scioto County Public Awareness Campaign Summer 2010



“BETHE WALL” Campaign

***SOLACE-** Displayed photos
of our lost Loved Ones in
the middle of Town Square

Grassroots Organizations

1) Fix the Scioto County Problem of Drug Abuse, Misuse, and Overdose

- 3,874 Members on Facebook a public forum to discuss prescription drug abuse
- Established communication mechanisms/ Confidential "Tip Line"/ Voluntary Witnesses!!!!

2) Scioto County Rx Drug Action Team

- Meets monthly, representatives from various State & local agencies attend

3) SOLACE

- Support group for people who have lost someone due to drug addiction or drug-related crimes



Grassroots Community Activities

- Used Social Networking for Community Event organization
- Pill mill protests “Farewell Tour 2010”
- T-shirts “Be The Wall” for the citizens
- Seven Marches in Seven Weeks



*Drove the Pill Mill 's
to the Into the defensive
Position!*





Policy Changes: State and Local

Portsmouth Ordinance:

Ohio HB93- the “Pill Mill Bill”

- Written and introduced by our Physician House Rep. and a Pharmacist House Rep. in January 2011
- Introduced under “Emergency Status”
- Called for a Moratorium on new Pain Clinics
- Called for existing ones to Register with the Health Dept., pay a Fee, undergo inspection, licensing rules

They sued us.....

The Portsmouth Pain Clinic Ordinance April 2011....



“Be the Wall”-a community effort!



Community made things difficult for Pill Mills!

- “Be the Wall”- RPH
- “Be the Wall”- Landlord
- “Be the Wall”-Mailman
- “Be the Wall”- patients
- “Be the Wall”- citizens as community monitors and reporters (innovative surveillance techniques!)



"Pill Mill Farewell Tour 2010"



The Media Drives Home a National Message.... And a National Response: 2011

The New York Times
ON THE WEB

Ohio County Losing Its Young to Painkillers' Grip



Drugs, Inc



"A County Takes Down Pill Mills" "Hillbilly Heroin"



Drug Czar Town Hall 7-2011

"A Town Addicted to Pain Killers"



2011-3-Part series "Prescription Drug Abuse: America's Epidemic"

Seven Marches in Seven Weeks (led by area churches)



1219 Findlay St.



Designed to "Bring down the Walls of Jericho"

May 17, 2011 "Independence Day" *Massive Federal Clinic Raids/Scioto County*



DEA issues ISO's on
4 Physicians
2 Pharmacies



"Top News Story" for 2011

May 2011: HB93 becomes Ohio Law

- Known as the “Pill Mill Bill”
- Established Rule-Making Authority to Enforcement Agencies:
 - ODJFS
 - Ohio Medical Board
 - Ohio Pharmacy Board
 - Ohio Attorney General

Removed the Criminal Element from Pain Clinics



HB93: Major Components

- Defined a Pain Clinic: Over 50% patients receive Rx for CS
- Set new strict licensing standards for Pain Clinics
- Created a new Category III Terminal Distributor License for licensure under Ohio BOP
- Requires Physician ownership, background checks on employees, mandates OARRS utilization for CS, allows *immediate suspension* of license for suspected misconduct
- Allowed \$5,000 fine plus daily fine for non-compliance
- Authorized ODJFS to implement Rx control/ Pharmacy “Lock In”
- Required continuing education for Prescribers re: Pain, Prescribing, and Addiction
- Created Drug-Take Back Programs under the Ohio Attorney General
- Nearly eliminated “In-House” Pill Dispensaries (only 72 hr. supply)

The Seventh March



A Double Rainbow over
Portsmouth "*The
Flood is Over!*"



Christmas 2011-the last Pill Mill goes down!



Sentenced 10-12-2012 to 10 Years in prison for owning/ operating a Pill Mill in Scioto County

Two Federal Drug Fighting Programs for Scioto County:

Increase in local and Federal Resources from the Office of National Drug Control Policy:

- **HIDTA** (High Intensity Drug Trafficking Area) designation by Congress October 2011 (Focus: Interdiction and Supply Reduction)

- **Drug Free Communities Support Program** October 2012 (Focus: Prevention and Demand Reduction)



Sen. Portman announces federal support for Scioto County

Environmental Systems Changes in Ohio

Reducing diversion and Easy
Access to harmful Rx
drugs:

- Semi-Annual Rx Take Back Events with DEA
- Permanent Rx Drop Boxes in each Ohio county through OAG
- Scioto County got FOUR



New and Pilot Programs in Scioto County



- Project DAWN: Deaths Avoided With Naloxone-
opioid overdose antedote
- “Second Chance” Center
- Medication Assisted Out-
Patient Treatment
expanded
- Vivitrol MAT-Relapse
Prevention Program

We even got us some new billboards.....



Scioto County- "in Recovery"

2012

ZERO PAIN CLINICS



- ✓ 1.5 Million less Pain Pills dispensed
- ✓ 17% reduction in fatal overdose
- ✓ 42% reduction in drug-related deaths

August 4, 2012 "Scioto Rally for Recovery" - a Celebration!

Still fighting the Battle, but things are better overall.....

- Pharmaceutical occupation has ended-the "good guys" won!
- We are embracing our afflicted-and turning them into allies through MAT, treatment, support, and community acceptance!
- We celebrated with a 1st. Annual "Rally for Recovery" and raised \$7,132 for indigent addiction treatment.



Aug.4, 2012-Rally for Recovery



Poker Run



Food!



T-Shirts

Luminary Launch



**Battle of Bands/
Evening Concert**





Fighting Prescription Drug Abuse

Continues to meet and improve Policy and Education: 2012

- ED's and Acute Care Facilities adopted the "Ohio Emergency and Acute Care Facility Opioids and C.S. Prescribing Guidelines"
- Working on PMP sharing among states and a "Flagging" system
- Piloting a CrossChx "biometric Rx authentication system" using thumbprints as an ID/ similar to Dept. of Defense ID system
- Working on opioid prescribing guidelines using 120 MED's a day as a maximum

✓ Results: 6.7 Million less opioid pain pills prescribed in Ohio in 2011 than 2010

and as for these guys.....



Scioto County Drug Action Team

Transforming a
Community “In Times
Like These” (next
slide)

