

# Spotlighting a Small Municipality's Planning Process: Swampscott Health Department



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Swampscott Health Department  
June 6<sup>th</sup>, 2024

# Swampscott Health Department – Background

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- Town of Swampscott:
  - Coastal community located on the North Shore
  - Population approximately: 15,111 (per FY23 Annual Report)
- Board of Health: 3 elected members
- Health Department: 2 staff members that work for the town
  - Public Health Director
  - Public Health Nurse (PHN)



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## Opioid Settlement Funds – Background

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- In 2021 Massachusetts reached settlement agreements with several pharmaceutical companies regarding their role in the overdose epidemic
- The Commonwealth decided to allocate 40% of these settlement funds to communities annually between now and 2038 to strengthen opioid response, recovery, and prevention measures



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## Opioid Settlement Funds – State and Municipal Abatement Terms

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‘The Commonwealth and its municipalities have a shared commitment to using abatement funds recovered from statewide opioid settlements to supplement and strengthen resources available to Massachusetts communities and families for substance use disorder prevention, harm reduction, treatment, and recovery in a matter that’:

- ‘reflects the input of our communities, of people who have personal experience with the opioid crisis, of experts in treatment and prevention, and of staff and organizations that are carrying out the abatement work’...

<https://www.mass.gov/doc/massachusetts-abatement-terms/download>



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## Opioid Settlement Funds – State and Municipal Abatement Terms (cont.)

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‘The Commonwealth and its municipalities have a shared commitment to using abatement funds recovered from statewide opioid settlements to supplement and strengthen resources available to Massachusetts communities and families for substance use disorder prevention, harm reduction, treatment, and recovery in a manner that’:

- ‘encourages innovation, fills gaps and fixes shortcomings of existing approaches; supplements rather than supplants resources for prevention, harm reduction, treatment, and recovery; includes evidence-based, evidence-informed, and promising programs; and takes advantage of the flexibility that is allowed for these funds’



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## Opioid Settlement Funds – State and Municipal Abatement Terms (cont.)

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‘Municipal abatement funds shall **not** be used to fund care reimbursed by the state, including through MassHealth and BSAS, although local or area agencies or programs that provide state reimbursed services can be supported financially in other ways that help meet the needs of their participants’

<https://www.mass.gov/doc/massachusetts-abatement-terms/download>



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# Opioid Settlement Funds

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Funds can **only** be used in the following areas:

- Opioid use disorder treatment
- Support for people in treatment and recovery
- Connections to care
- Harm reduction
- Address the needs of criminal-justice-involved persons
- Support pregnant or parenting women and their families, including babies with Neonatal Abstinence Syndrome (NAS)
- Prevent misuse of opioids and implement prevention education

<https://www.mass.gov/doc/massachusetts-abatement-terms/download>

# Received and Anticipated Disbursements of the Opioid Settlement Funds in Swampscott

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- As of **4/3/24**, the Town of Swampscott has received a total of **\$226,751.32\*** of the Opioid Settlement Funds.
  - **\*The Swampscott Health Department had not been able to access and/or use any of these funds and had to wait until after the May, 2024 Town Meeting so that these funds can be approved by Town Meeting members and then these funds can be expended.**
- Swampscott anticipates receiving a total of \$1,061,247 from the settlement agreement over the next 15 years, pending the outcome of ongoing negotiations. Please note: These payments vary year-to-year in amount and duration by provider.



# Swampscott Health Department – While waiting for the funding...

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Talked with and/or met with the following:

- BOH
- Town's Finance Director
- State officials (ex. BSAS)
- Police Department
- Other Health Departments
- Other stakeholders in the state, in municipal government, as well as in the community
- HS School Adjustment Counselor
- School Department working group
- Drug Story Theater representative
- Utilized/requested assistance from staff in our SSA/North Shore Public Health Collaborative

# Swampscott Health Department – While waiting for the funding (cont.)...

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## In addition:

- Did a lot of research, learning, etc.
- Attended conferences, trainings, webinars, etc.
- PHN continues to offer/hold free Narcan trainings
- Created and then promoted survey
- Collected and analyzed survey results
- Shared survey results at BOH meeting and then posted online
- Held online listening session
- Created ‘Lived Experience’ Working Group and meet online every 2-3 weeks
- Shared survey, information, etc. with other Boards of Health/Health Departments

# Swampscott Health Department's Municipal Opioid Settlement Funds Community Survey

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- The Swampscott Health Department has made a commitment to using municipal opioid settlement funds to supplement and strengthen resources available to community members
- To gain insight from community members on how to best distribute these funds, a survey was open from 11/13/23 to 12/4/23 via Google Forms to solicit input from the community
- However, survey responses were collected for one more week after this date had passed to gain more community input



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# Survey Design

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- This survey was created/developed after looking at questions from some of the other Opioid Settlement Funds surveys - specifically the surveys from Boston, Medford, and Greenfield were used as a guide.
- Our survey included an introduction and then there were a total of 12 questions. Please note that we did not require any of the questions to be answered because it prevents respondents from going to the next question (which could be a barrier for some people), so the total number of responses for each question varied.



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## Survey Design (cont.)

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Created our survey using Google Forms:

- If using Google Forms, you will need a gmail email address to access Google Forms and create your survey.
- Sign up for/create a new gmail email address for your Health Department, so that you can use Google Forms (and other Google products like their version of Powerpoint and Word) and also so that any notifications, etc. would be sent there (instead of to your work email).



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## Survey Design (cont.)

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Added Disclaimer to the Background/Introduction:

- Please note that funding can supplement but not sustain large projects due to funding limitations. Community feedback will be a factor in guiding decision-making on opioid settlement agreement funds as the Health Department works on long-term policy.



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## Survey Design (cont.)

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- Once you have finalized your questions for the survey and it is ready to go 'live', you would turn on the option to allow responses and then copy the survey the link to be shared/posted online.
- While this link was for residents to use to complete the survey online, we also printed paper copies and made those available at Town Hall, the Library, and at the Senior Center.



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## Survey Design (cont.)

Promoted the survey on Health Department's website, as well as in the 'News' section of the town's website and through the town's Facebook posts.

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**Opioid Settlement  
Funds Survey**

*We want to hear from you!*

Please complete the survey online at:  
<https://forms.gle/rdihQjk1CQ4jZqTc7>

Or you can get a paper copy to fill out and  
then return at: Town Hall, the Library,  
and the Senior Center

*Thank you!*

<https://www.swampscottma.gov/health/pages/opioid-settlement-funds-survey>





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# Survey Results

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Our survey was open from November 13th, 2023 through December 4th, 2023, but we still accepted responses a week after the survey 'closed' in order to gain more community input.



- Had a total of 195 responses!
- Had a great response from the Senior Center because they had interns that would help seniors fill out the survey questions online and/or if the seniors wrote down their answers on a paper copy, then the interns entered the results online for us.
- Please note that once the survey is 'closed', when people click on the link, they will not see the questions and/or be able to submit responses.



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## Survey Results (cont.) – Top 5 Common Themes

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1. Education and prevention in schools
2. Offer recovery support services, such as peer coaches who have lived experience with a substance use disorder
3. Provide social services to individuals in recovery (housing, employment, etc.)
4. Expand harm reduction resources and address stigma
5. Expand and improve access to mental health and substance use treatment services



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## Survey Results (cont.) – In Summary...

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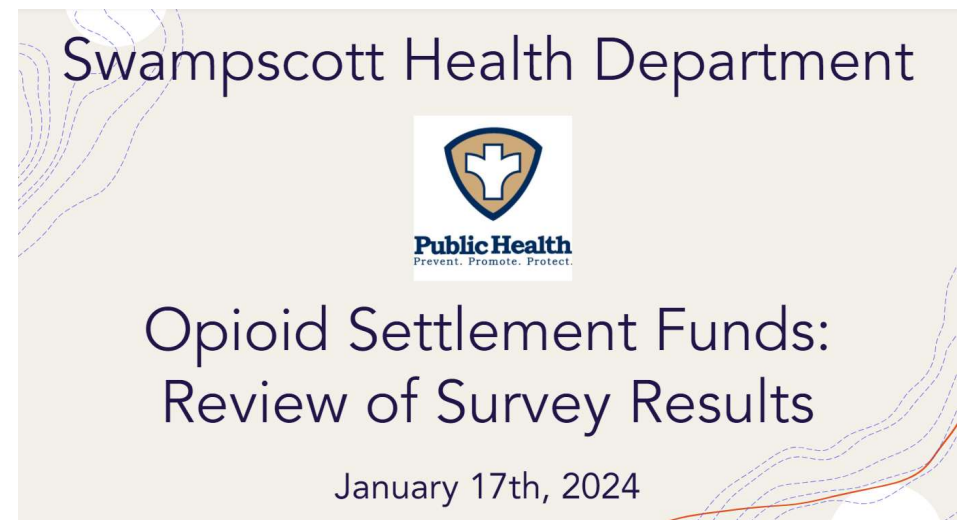
- A majority of respondents have been directly impacted by the opioid epidemic, mainly by **friends** and **loved ones**
- There is a sense of “**it doesn’t happen here**” in Swampscott
- Respondents would like to see funds mainly spent on the **prevention** of opioid misuse and the **support** for those in recovery
- ➔ • Specifically, most feel as though interventions targeted at the **youth** through **education** and **programming, mental health investment**, and improving **peer support** programs would have the most impactful effects on the community



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## Survey Results (cont.)

- After gathering and compiling the responses from the Opioid Settlement Funds Survey, the Swampscott Health Department presented these results and findings at the Swampscott BOH meeting on January 17th, 2024.
- The Swampscott Health Department also posted the presentation and survey results online as a pdf file for easy viewing



<https://www.swampscottma.gov/health/pages/opioid-settlement-funds-survey-results>  
[https://www.swampscottma.gov/sites/g/files/vyhlif1296/f/pages/osf\\_survey\\_-\\_final\\_version.pdf](https://www.swampscottma.gov/sites/g/files/vyhlif1296/f/pages/osf_survey_-_final_version.pdf)



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## Survey Results (cont.)

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### Added Disclaimers including:

- Please note that some of the following strategies and suggestions may not be feasible to implement with the current funding, and may be beyond what the Swampscott Health Department can implement. We are committed to partnering with stakeholders, including but not limited to schools, public safety, health care providers, harm reduction specialists, community coalitions, and people with substance use disorders and their loved ones. While we couldn't include all comments here, we are considering all comments. We feel it is important to share a range of suggestions to record the community's input that can inform future funding opportunities and decisions.



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## Brief review...

- Surveyed community members from 11/13/23-12/4/23 and received 195 responses!
- Provided detailed update regarding the 2023 survey results at BOH meeting on January 17th, 2024
- Posted Powerpoint with survey results and other information on the Health Department's page: <https://www.swampscottma.gov/health>
- Held online Listening Session on January 31st, 2024 – promoted on town's website and through Facebook posts
- Starting in February, 2024, formed working group(s) to help the Swampscott Health Department – meet online every 2-3 weeks

### Swampscott Health Department



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### Opioid Settlement Funds

### Listening Session

*Please join us online on*

**Wednesday, January 31st, 2024**  
from 5:30-7pm

For a brief review of the survey results *and* so that we can hear from you about how the Opioid Settlement Funds can best be utilized

*To join the listening session, please use this link:*  
<http://tinyurl.com/yrdrv6ud>

*For other ways to join the listening session, please visit:*  
<https://www.swampscottma.gov/health/pages/listening-session>

Visualizing Care



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## ‘Lived Experience’ Working Group(s)

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- Meet virtually/online every 2-3 weeks
- Focus Areas:
  - Prevention/Education – in the schools and in the community
  - Recovery and Community Supports (ex. Harm reduction, Narcan distribution, etc.)

★ Mental Health (related to OUD, etc.) will be a sub-focus area for both



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## ‘Lived Experience’ Working Group(s) (cont.)

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- Working Group members include:
  - Public Health Director
  - Public Health Nurse (PHN)
  - BOH member
  - School Committee member(s)
  - Concerned Community members – including medical professionals, those with lived experience, and family members who have loved ones with lived experiences





# Opioid Settlement Funds

Funds can **only** be used in the following areas:

- Opioid use disorder treatment
- ★ • Support for people in treatment and recovery
- ★ • Connections to care
- ★ • Harm reduction
- Address the needs of criminal-justice-involved persons
- Support pregnant or parenting women and their families, including babies with Neonatal Abstinence Syndrome (NAS)
- ★ • Prevent misuse of opioids and implement prevention education

# ‘Lived Experience’ Working Group(s) – Focus Area 1: Prevention/Education in schools and in the community

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For this focus area, participants wanted to bring in peers with lived experience into the schools and also have a person outside of the schools that parents can contact with questions, to find resources, where to get help, etc.

- Have asked working group members to review various curriculums, resources, etc.
- Had representative from Drug Story Theater (<https://www.drugstorytheater.org/>) attend online working group meeting to discuss their program, etc.

## ‘Lived Experience’ Working Group(s) – Focus Area 1: Prevention/Education in schools and in the community (cont.)

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- The Swampscott Health Department would like to offer Narcan trainings to interested school staff (possibly during an in-service day or after school) and we would also like to work with the schools in order to figure out how we can offer Narcan trainings in the schools to the students as well (but this will be something that might take a while).
- Key stakeholders from the schools (including one working group member that is also on the School Committee) have also formed a working group that will work on proposals, ideas, etc. that will be presented to the Health Department for consideration

# 'Lived Experience' Working Group(s) – Focus Area 2: Recovery and Community Supports

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For this focus area, the group discussed having someone be hired as a resource/support for community members, parents, etc. This person would be able to provide information and resources to people seeking help for themselves and/or their loved ones.

- There was a discussion about having the person be available at town hall for 10-20 hours per week.
- Another suggestion was to pay for an on-call type of person, so that people could call anytime and speak with someone about this.
- Currently working on what the title of the role would be, the number of hours, etc.

## 'Lived Experience' Working Group(s) – Focus Area 2: Recovery and Community Supports (cont.)

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- The group discussed having various methods to communicate what resources are available in our area and to get this information out in various ways (ex. post online, print flyers and post in various locations, include with the water bills, etc.).
- It was mentioned that the group wanted to know what resources are already available locally so as to not reinvent everything.
  - Already have a list of some of the local resources and are working on including more information, resources, etc.
- Also have received other ideas and suggestions that have the potential to further enhance the recovery and community supports in town

## ‘Lived Experience’ Working Group(s) – Focus Area 2: Recovery and Community Supports (cont.)

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- The Swampscott Health Department continues to work on ways to expand Narcan access throughout the town.
- For the Swampscott Health Department’s Narcan Distribution Program, anyone that attends the trainings held by PHN receives free Narcan, free fentanyl test strips, as well as prevention information and resources.
- The Swampscott Health Department is working on purchasing supplies, etc. so that ‘Naloxboxes’ can be installed in municipal buildings (ideally next to AEDs) for Phase 1 and Phase 2 will focus on outdoor ‘Naloxboxes’

# 'Lived Experience' Working Group(s) – Focus Area 2: Recovery and Community Supports (cont.)



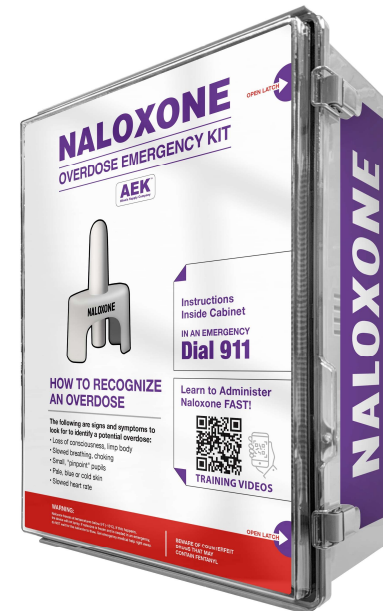
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## Phase 1 – Indoors (in municipal buildings)



<https://naloxbox.org/>

## Phase 2 – Outdoors (locations TBD)



[https://illinoisupply.com/shop/outdoor\\_waterproof\\_public\\_access\\_naloxone\\_cabinet/index.html](https://illinoisupply.com/shop/outdoor_waterproof_public_access_naloxone_cabinet/index.html)



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# Data/Information

Will continue to work on updating Health Department's website so that everyone is directed to the website in order to find these resources, etc.

swampscottma.gov/health

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Opioid Settlement Funds  
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## Health

### Mission Statement

The Mission of the Swampscott Health Department is to deliver public health services to residents, businesses and visitors to benefit all in our community. Public health includes preventing and monitoring disease, providing health education and enforcing public health codes and regulations. This mission is accomplished through the core values of public health which are to prevent, promote, and protect.

### Staff Contacts

Name	Title	Phone
Jeff Vaughan	Public Health Director	781-596-8864
Neia Illingworth	Public Health Nurse	781-596-8864

### News & Announcements

- COVID-19 Holiday Safety Tips
- COVID-19 Halloween Safety Tips
- Message from Town Administrator - 4/24/20
- Swampscott Announces the First COVID-19 Death
- Coronavirus Disease 2019 (COVID-19) Information

### Health Calendar

« June »

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

<https://www.swampscottma.gov/health>



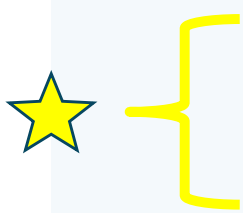
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- Listening Session
- Opioid Settlement Funds Survey - Results
- Opioid Settlement Funds Survey
- Received and Anticipated Disbursements of the Opioid Settlement Funds



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## Opioid Settlement Funds

The opioid overdose epidemic is one of the most significant challenges facing the United States of America. Nearly 645,000 people have died from opioid overdoses from 1999-2021, and fatalities continue to surge, with overdoses involving opioids leading to more than 80,000 deaths in 2021.

In 2021, Massachusetts reached settlement agreements with several pharmaceutical companies regarding their role in enabling the overdose epidemic. The Commonwealth will be allocating 40% of these settlement funds to communities annually between now and 2038 to strengthen opioid response, recovery, and prevention measures. Massachusetts expects to receive \$1 billion as more settlements are concluded.

Swampscott has received approximately \$226,000 to date and anticipates receiving additional funds from the settlement agreement over the next 15 years, pending the outcome of ongoing negotiations.

The Swampscott Health Department has made a commitment to using municipal opioid settlement funds to supplement and strengthen resources available to community members. As the Health Department assesses what areas to prioritize, we want to ensure that the community is involved in the planning process and assists with setting broad goals

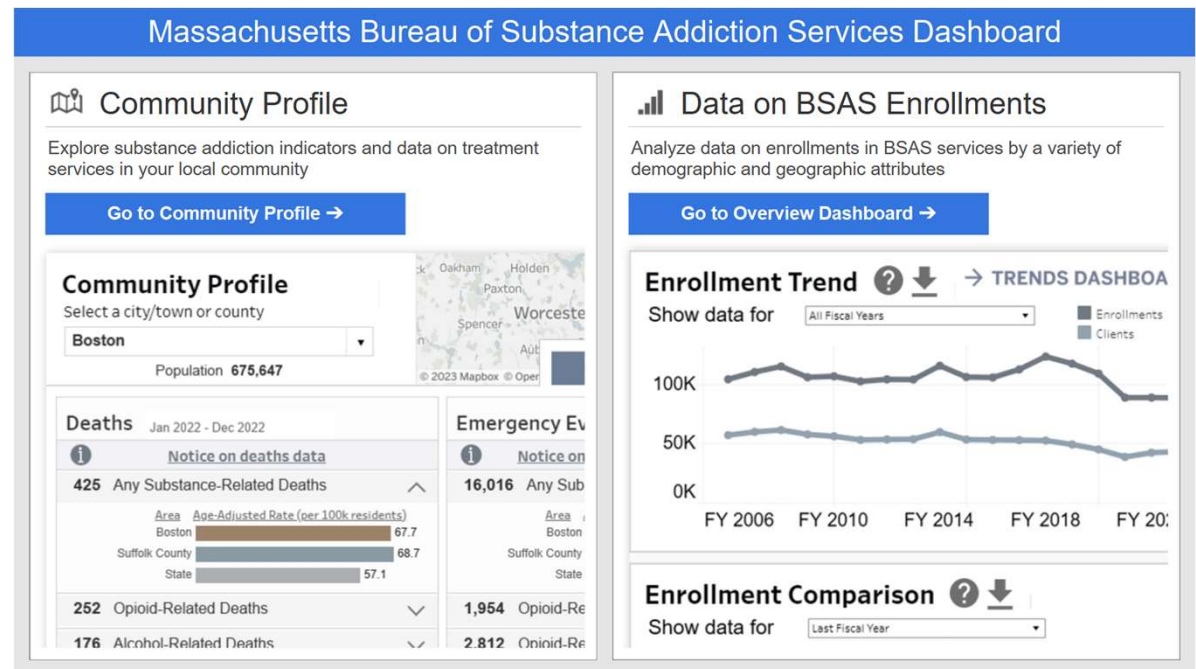


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# Data/Information (cont.)

**New as of 3/20/24:**

The state's Bureau of Substance Addiction Services (BSAS) has a new dashboard with data/information on substance misuse outcomes, harm reduction services, and BSAS program enrollments for each city/town in the state



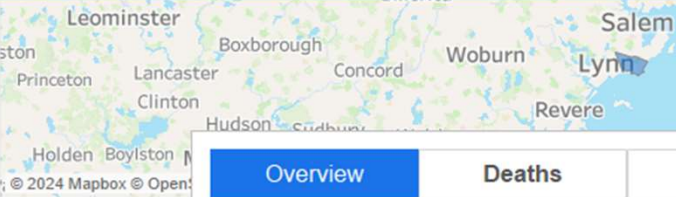
<https://www.mass.gov/info-details/data-on-enrollments-in-substance-addiction-services>

Community Profile

Select a city/town or county

Swampscott

Population 15,111

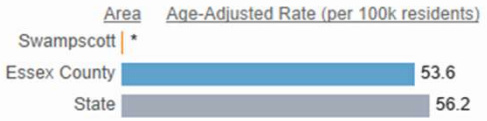


- Overview
- Deaths
- ER Visits
- Substance Addiction Services

Deaths Jan 2022 - Dec 2022

Notice on deaths data

3 Any Substance-Related Deaths

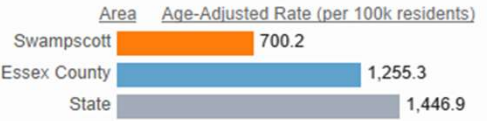


- 2 Opioid-Related Deaths ★
- 1 Alcohol-Related Deaths
- 1 Stimulant-Related Deaths

Emergency Events July 2022 - June 2023

Notice on emergency events data

95 Any Substance-Related ER Visits

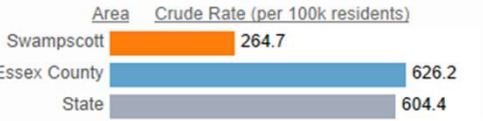


- 7 Opioid-Related ER Visits ★
- 19 Opioid-Related EMS Incidents ★
- 70 Alcohol-Related ER Visits
- 0 Stimulant-Related ER Visits

Substance Addiction Services July 2022 - June 2023

Notice on services data

40 Individuals Admitted to BSAS Services



- 17 mi. Avg. Distance to BSAS Provider
- 710 Bup. Rx's Filled
- 59 Individuals Who Received Bup. Rx's ★
- 95.00 Naloxone Kits Received ★
- \* Naloxone Kits : Opioid Deaths Ratio
- 1,200 Fentanyl Test Strips Received



# Massachusetts Bureau of Substance Addiction Services Dashboard



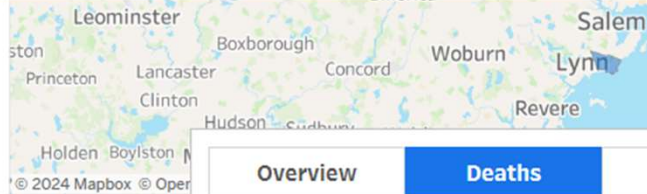
## Community Profile



Select a city/town or county

Swampscott

Population 15,111



Overview

Deaths

ER Visits

Substance Addiction Services

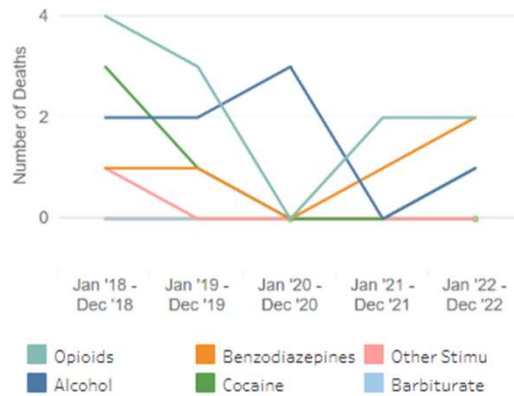
Show data on the following substances:

Any Substance

### Deaths by Associated Substance(s) Trend

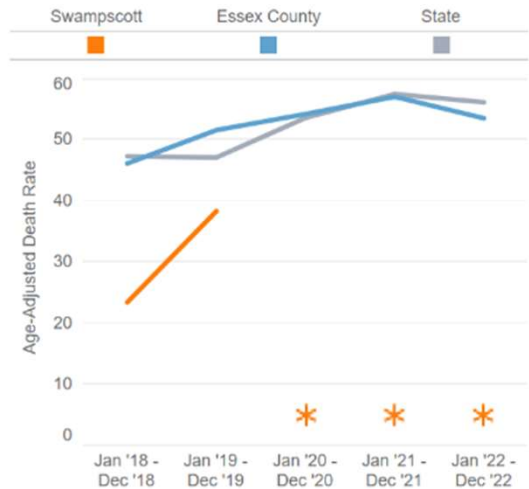
Last 5 complete 12-month intervals of data

Show By Substance



### Age-Adjusted Any Substance-Related Death Rate Trend

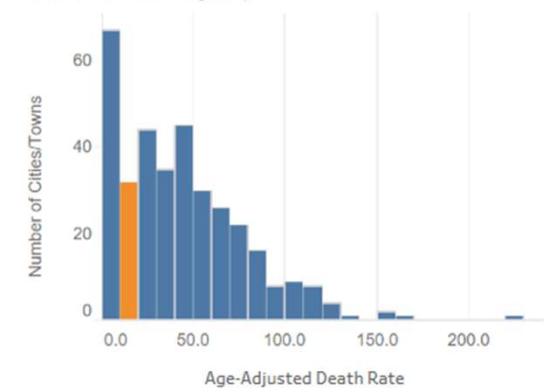
Last 5 complete 12-month intervals of data



### Age-Adjusted Any Substance-Related Death Rate Distribution

Last complete 12-month interval of data (Jan 2022 - Dec 2022)

The histogram shows how many cities/towns fall into each rate range, allowing for the comparison of Swampscott's rate within the distribution of all other city/town rates (Swampscott is one of the cities/towns in the orange bin).



## Data/Information (cont.) – Key Takeaways for Swampscott

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- From January of 2018 through December of 2022, there have been **11 confirmed opioid-related deaths** in Swampscott
- From July of 2018 through December of 2022, there have been more than **20 opioid-related ER visits** among Swampscott residents
  - This trend has been ***increasing*** since July of 2018
- From July of 2022 through June of 2023, **23** Swampscott residents have **received community-based treatment services**



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# Moving Forward...

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- Continue to provide updates at BOH meetings
- Continue to attend/participate in meetings, trainings, webinars, etc.
- Continue to meet and/or talk with key stakeholders, including municipal officials and community members, etc. (ex. Finance Director, Police Department, High School Adjustment Counselor, Medical Professionals, School working group, etc.)
- Continue to hold additional/future meetings with the 'Lived Experience' Working Group to help the Swampscott Health Department
- Continue to post information, updates, resources, etc. on the town's website: <https://www.swampscottma.gov/health>



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## Moving Forward (cont.)...

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- PHN will continue to offer free Narcan trainings – for individuals, groups, etc.
  - PHN holds trainings by appointment, for groups, etc. Once you complete the training, you will receive free Narcan, free fentanyl test strips and other prevention resources.
- PHN will be preceptor to a MPH student through the MDPH's Summer Internship program and they will be helping the Swampscott Health Department with crafting public health communications messages, etc.



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## Moving Forward (cont.)...

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- Start spending Opioid Settlement Funds
  - Have created a ***draft*** workplan and budget
  - Working on a job description and scope of work for contractor(s) to help the Swampscott Health Department
  - Working on purchasing supplies, etc. so that ‘Naloxboxes’ can be installed in municipal buildings (ideally next to AEDs) for Phase 1 and Phase 2 will focus on outdoor ‘Naloxboxes’



# Swampscott Health Department – Challenges and Successes

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- Challenges:
  - 2 person department with many other job responsibilities
  - Learning curve
  - Not able to access funding until after May, 2024 Town Meeting



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# Swampscott Health Department – Challenges and Successes (cont.)

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## ➤ Successes:

- Health Department did all this work while waiting for funds to become available after May, 2024 Town Meeting
- Supportive BOH
- Supportive Finance Director
- Utilized other supports:
  - Reached out to key stakeholders in the community
  - Reached out to state officials
  - Utilized staff from SSA for help/assistance



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## Resources

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- Massachusetts – Learn about the AG's Statewide Opioid Settlements with Opioid Industry Defendants: <https://www.mass.gov/info-details/learn-about-the-ag-statewide-opioid-settlements-with-opioid-industry-defendants>
- Frequently Asked Questions About the AG's Statewide Opioid Settlements: <https://www.mass.gov/info-details/frequently-asked-questions-about-the-ag-statewide-opioid-settlements>
- Guidance for Municipalities Utilizing Opioid Settlement Abatement Payments: <https://www.mass.gov/info-details/guidance-for-municipalities-utilizing-opioid-settlement-abatement-payments>



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## Resources (cont.)

- Massachusetts Opioid Settlement Funds Abatement Terms (which includes the municipal use of these funds): <https://www.mass.gov/doc/massachusetts-abatement-terms/download>
- Massachusetts Bureau of Substance Addiction Services (BSAS) Dashboard: <https://www.mass.gov/info-details/data-on-enrollments-in-substance-addiction-services>
- Commonwealth of Massachusetts Peer Support Worker Comparison Chart: Adult Services Department of Public Health Bureau of Substance Addiction Services (DPH/BSAS) February 27, 2019: <https://www.mass.gov/doc/peer-support-worker-comparison-chart/download>



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## Resources (cont.)

- Swampscott Health Department's Opioid Settlement Funds website page: <https://www.swampscottma.gov/health/pages/opioid-settlement-funds>
- Swampscott Health Department's Opioid Settlement Funds Survey – Results:
  - <https://www.swampscottma.gov/health/pages/opioid-settlement-funds-survey-results>
  - [https://www.swampscottma.gov/sites/g/files/vyhlif1296/f/pages/osf\\_survey\\_-\\_final\\_version.pdf](https://www.swampscottma.gov/sites/g/files/vyhlif1296/f/pages/osf_survey_-_final_version.pdf) (Please note that slides 58-65 have information about Evidence-based strategies that would be good to review).
- Swampscott Health Department's Narcan Distribution Program website page: <https://www.swampscottma.gov/health/pages/narcan-distribution-program>



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## Resources (cont.)

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- Safety First – evidence-based free curriculum for high school students: <https://med.stanford.edu/halpern-felsher-reach-lab/preventions-interventions/Safety-First.html>
  - They also offer free online curriculum informational sessions/trainings: <https://www.eventbrite.com/o/stanford-reach-lab-53688012663>
- Drop the F\* bomb (how parents can talk with their kids about Fentanyl): <https://dropthefbomb.com/>
- Youth Mental Health First Aid: <https://www.mentalhealthfirstaid.org/population-focused-modules/youth/>
- Drug Story Theater: <https://www.drugstorytheater.org/>



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## Resources (cont.)

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- Trauma Informed trainings: <https://www.umassmed.edu/cttc/cttc-services/trauma-informed-care-trainings-tic/>
  - Trainings in-person or online
  - Customized for teachers, medical professionals, caregivers, professional and community audiences, etc.
- Trauma Informed/Sensitive curriculums:
  - <https://safesupportivelearning.ed.gov/trauma-sensitive-schools-training-package>
  - <https://transformingeducation.org/resources/trauma-informed-self-toolkit/>
- The Montana Institute - The Science of the Positive (as it relates to community norms): <https://www.montanainstitute.com/what-is-the-science-of-the-positive>



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## Resources (cont.)

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- Recovery binder: <https://www.recoverybinder.org/resources>
- Mental Health First Aid: <https://www.mentalhealthfirstaid.org/>
- Police:
  - Police Assisted Addiction & Recovery Initiative (PAARI): <https://paariusa.org/>
  - Essex County Outreach: <https://essexcountyoutreach.com/>
- Support Groups:
  - Support After a Death by Overdose (SADOD): <https://sadod.org/>
  - Learn to Cope: <https://learn2cope.org/meetings/#specialmeetings>
  - Other support groups possibly through Hospitals
  - Other potential resources: <https://www.thesunwillrise.org/resources>





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# Thank you!



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# Any Questions?