

# NRVCS 4<sup>x</sup>

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A quarterly report from **New River Valley Community Services** | [nrvc.org](http://nrvc.org)

Summer 2018

## #TheFaceofAddictionIsMine



@TheFaceofAddictionIsMine



@FaceAddiction



@TheFaceofAddictionIsMine





**Press conference participants:** The launch event for “The Face of Addiction Is Mine” campaign was purposely designed to be a collaborative effort, giving a voice to various segments of the community most directly affected by this issue. Participating in the press May 17 press conference were (from left) Captain John Croteau, Pulaski County Sheriff’s Office; James Pritchett, NRVCS Executive Director; Chris Hurst, Virginia House of Delegates member (12th District); Dr. Noelle Bissell, New River Health District Director; and Kim Curtis, Systems of Care Region III Task Lead.

## Greater awareness, reduced stigma are goals of new campaign

**By Mike Wade / NRVCS**  
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**RADFORD** - Data at the national, state and even local level all show that a growing number of us are being directly affected by addiction and overdose.

Like most other medical conditions, addiction does not discriminate. Anyone - regardless of socioeconomic status, education level, or upbringing - can fall victim to the dangers of substance misuse and abuse.

With this in mind, officials with NRVCS Prevention Services have launched “The Face of Addiction Is Mine,” a public awareness campaign that aims to not only educate the community about the dangers of opioids and other substances, but also reduce the stigma associated the disease of addiction.

The campaign is being made possible through a five-year grant awarded by the Virginia Department of Behavioral Health and Developmental Services (DBHDS). The New River Valley was one of nine regions in the state selected as a sub-recipient of the Substance Abuse and Mental

Health Services Administration (SAMHSA) Partnership for Success Strategic Prevention Framework (PFS SPF) grant, which is designed to prevent prescription drug abuse and heroin overdoses. The Pulaski Community Partners Coalition (PCPC) serves as fiscal agent for the grant.

Local efforts are specifically focusing on prescription drug misuse and abuse among youth and young adults ages 12 - 25, as well as underage drinking by young people ages 12 - 20. Given the targeted age groups, a primary component of the New River Valley campaign is social media, including Facebook and Instagram (@TheFaceofAddictionIsMine), as well as Twitter (@faceaddiction).

Officials kicked off the campaign on Thursday, May 17 with a press conference at the NRVCS Radford Center. Participants included Chris Hurst, Virginia House of Delegates member (12th District); Dr. Noelle Bissell, Director of the New River Health District; James Pritchett, NRVCS Executive Director; Captain John Croteau of the Pulaski County Sheriff’s Office; and Kim Curtis, Systems of Care Region III

Task Lead.

“We know that there’s this huge proliferation now of pills that are out there...and this is exactly why we need to be talking about awareness - why this is such a crucial element to it,” Hurst said.

“I think the biggest thing to get across is that addiction is not a moral failing,” added Dr. Bissell. “No one aspires to become addicted, to be in trouble with law enforcement and to have unstable housing and unstable relationships. Addiction is a disease.”

“It’s important to have conversations about how substance use and misuse really impacts our community as a whole,” noted Pritchett, “from an economic standpoint, from a law enforcement standpoint...our communities are suffering.”

“The need is great and we’re doing all that we can to expand treatment options,” Pritchett, “...but we also need to work on reducing stigma and the shame related to substance abuse so that people might be more likely to seek help.”

Croteau, who works with the Pulaski

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# Candlelight vigil for Overdose Awareness Day set for August 31

The Face of Addiction is Mine campaign, in conjunction with NRVCS, will host a candlelight vigil and awareness program to mark the annual observance of International Overdose Awareness Day on Friday, August 31. The event will be held at the Bisset Park gazebo in Radford, beginning at 7:30 p.m. Interested members of the community are encouraged to attend. There is no cost to participate and candles will be provided.

International Overdose Awareness Day originated in Melbourne, Australia in 2001. This will be the second year for the local event. Over 100 people attended last year's candlelight vigil at Bisset Park.

For those unable to attend this year's event, you can watch the live stream on The Face of Addiction Is Mine campaign's Facebook page.



**A 'home run' in Pulaski:** One of the early opportunities to share "The Face of Addiction Is Mine" campaign with the community happened on Sunday, June 24 at a home game of the Pulaski Yankees minor league baseball team. Representatives of the campaign gave away nearly 100 water bottles and compact mirrors (both branded with the campaign logo) to fans entering Calfee Park. Several visitors to the booth shared how they personally had been affected by addiction and the opioid crisis.



## Bilbro joins NRVCS Prevention Services

Nick Bilbro recently joined the NRVCS Prevention Services team and will specifically be working under the Partnerships For Success grant.

Bilbro, a native of Roanoke, holds a degree in Health and Exercise Science. He earned his Masters of Public Health from Virginia Tech this past May.

"As I progressed through my academic career I realized my passion was in health education - working alongside the surrounding communities," Bilbro explains.

He went on to say that he believes a key factor in addressing needs is "meeting the community where it's at."

"As professionals, we shouldn't assume that we know all of a community's problems," adds Bilbro. "Health education requires actually going out and engaging with members of the community to hear first-hand what *they* perceive to be the biggest health issues in their neighborhood, as well as their town or city."

Although his main base of operations will be at the NRVCS Randolph Building, Bilbro notes that he will be dividing up much of his time among the five communities served by NRVCS. Bilbro also plans to become a certified REVIVE! trainer this fall.

"I am excited to be a part of the NRVCS Prevention team," declares Bilbro. "I've had great experiences with NRVCS even before I began working here - and continue to look forward to an exciting and fulfilling future here."

## Campaign

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County Adult Drug Court Treatment Program, has been in law enforcement for nearly 30 years.

"Drug Court is different from the law enforcement perspective," he noted, "We spend the majority of our careers putting people in courts."

"Now, I'm getting to see a different side of it," Croteau added. "It's one of the few positive, feel-good experiences you get to see come out of court proceedings."

Curtis, who herself has been in recovery since June 7, 2000, explained that her issues with addiction began after being prescribed pain medication for a dental procedure.

"I didn't set out to become addicted to narcotics," said Curtis. "It happened, but I'm living proof that recovery is possible - but it takes a community surrounding those who have this disease who love them and encourage them - rather than ignoring them or saying mean things about them."

**Are you between the ages of 18 and 25?**

**Scan the code below to take a quick survey about substances and earn a \$5.00 Walmart e-card!**



All survey responses collected are anonymous. However, upon completion of this survey, participants will be asked to provide minimal contact information in order to receive a unique code for the \$5.00 Walmart e-card. Redemption of code is the responsibility of individual participant. Survey closes August 27, 2018 at 12:01 AM. Limit of one (1) e-code per participant.

*This survey is in no way sponsored or endorsed by Walmart, Inc.*



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## NRVCS Quarterly Service Report: FY 2018 (3rd Quarter)

Demand for behavioral health services in the New River Valley has continued to increase, according to our latest data.

Third quarter data covers the months of January through March of 2018. In comparing that period of time with the third quarter of the previous year, NRVCS served more residents in each of its five jurisdictions. The only decrease noted was in the number of individuals served that live outside of the New River Valley.

The overall number of minors (individuals under the age of 21) served by NRVCS increased by 4.5% from 2017, while the number of adults served rose sharply over the previous year - jumping by more than 15%. The higher number for adults can be attributed to expanded programs for substance use disorders, as well as Same Day Access.

### Prevention Services

NRVCS Prevention Services (not included in the table) reported 5,439 face-to-face contacts during the third quarter.

Total Unduplicated Consumers by Locality (All Services)			
	2018	2017	% Change
Floyd County	690	632	9.18%
Giles County	1076	991	8.58%
Montgomery County	3877	3511	10.42%
Pulaski County	3258	2735	19.12%
City of Radford	919	820	12.07%
Other	1005	1111	- 9.54%
<b>Grand Total</b>	<b>10825</b>	<b>9800</b>	<b>10.46%</b>

Total Minor (Under Age 21) Consumers Served (All Services)			
	2018	2017	% Change
<b>Grand Total</b>	<b>4479</b>	<b>4286</b>	<b>4.50%</b>

Total Adult (Over Age 21) Consumers Served (All Services)			
	2018	2017	% Change
<b>Grand Total</b>	<b>6346</b>	<b>5514</b>	<b>15.09%</b>