

Live Well Madera County CHIP: At-A-Glance

Priority: Substance Use

Workgroup: Pathways to Recovery

Goal 1:

Improve access to substance use disorder services for Madera County residents.

Strategies:

- Complete a community-wide asset map to identify gaps and opportunities in substance abuse services.
- Strengthen collaboration and partnerships to expand the capacity of detox and outpatient services.
- Develop culturally sensitive health education programs focused on substance abuse prevention, treatment options, and mental health awareness.

Goal 2:

Decrease opioid use and opioid related fatalities in Madera County.

Strategies:

- Increase awareness about opioid prevention and education opportunities.
- Strengthen community partnerships and coordination.
- Implement training initiatives.

Goal 3:

Increase community engagement to prevent harmful substance use.

Strategies:

- Develop a substance use collaborative to enhance services by coordinating efforts, reducing duplication, and filling gaps in treatment and prevention initiatives.
- Launch a campaign aimed at reducing stigma, promoting awareness, and encourage prevention strategies.



Workplan:

Pathways to Recovery- Substance Use

CHIP Goal 1	Improve access to substance use disorder services for Madera County residents.
SMARTIE Objectives	Objective 1: By 2028, increase access to behavioral healthcare services and substance abuse treatment.
Measures	<ul style="list-style-type: none"> • Number of people accessing behavioral healthcare services, including substance abuse treatment • Percent of change in the availability of detox and outpatient services • Number of culturally relevant substance abuse prevention programs implemented
Strategies We will implement these approaches to achieve our objectives and goal	<ul style="list-style-type: none"> • Complete a community-wide asset map to identify gaps and opportunities in substance abuse services. • Strengthen collaboration and partnerships to expand the capacity of detox and outpatient services. • Develop culturally sensitive health education programs focused on substance abuse prevention, treatment options, and mental health awareness.
Activities	<ol style="list-style-type: none"> 1. Engage community stakeholders to create an asset map highlighting available substance use disorder services and areas for improvement. 2. Collaborate with providers to identify opportunities to expand and improve services (e.g., Screenings, referrals, comprehensive and culturally relevant treatment). 3. Create a county-wide policy for data sharing and care coordination to increase timely access to substance use disorder services. 4. Develop a coordinated plan for ongoing mobile crisis response services. 5. Develop or identify culturally sensitive educational materials. 6. Collaborate with diverse community partners to host at least 8 workshops and learning opportunities to increase awareness, targeting professionals and community members working with vulnerable populations.
Priority Population	<ul style="list-style-type: none"> • City of Madera • Eastern Madera County • Individuals 25-29 years old • Non-Hispanic White residents
Objective Leaders	<ul style="list-style-type: none"> • Madera County Department of Behavioral Health Services • Madera County Department of Public Health • Madera County Department of Social Services

Workplan:

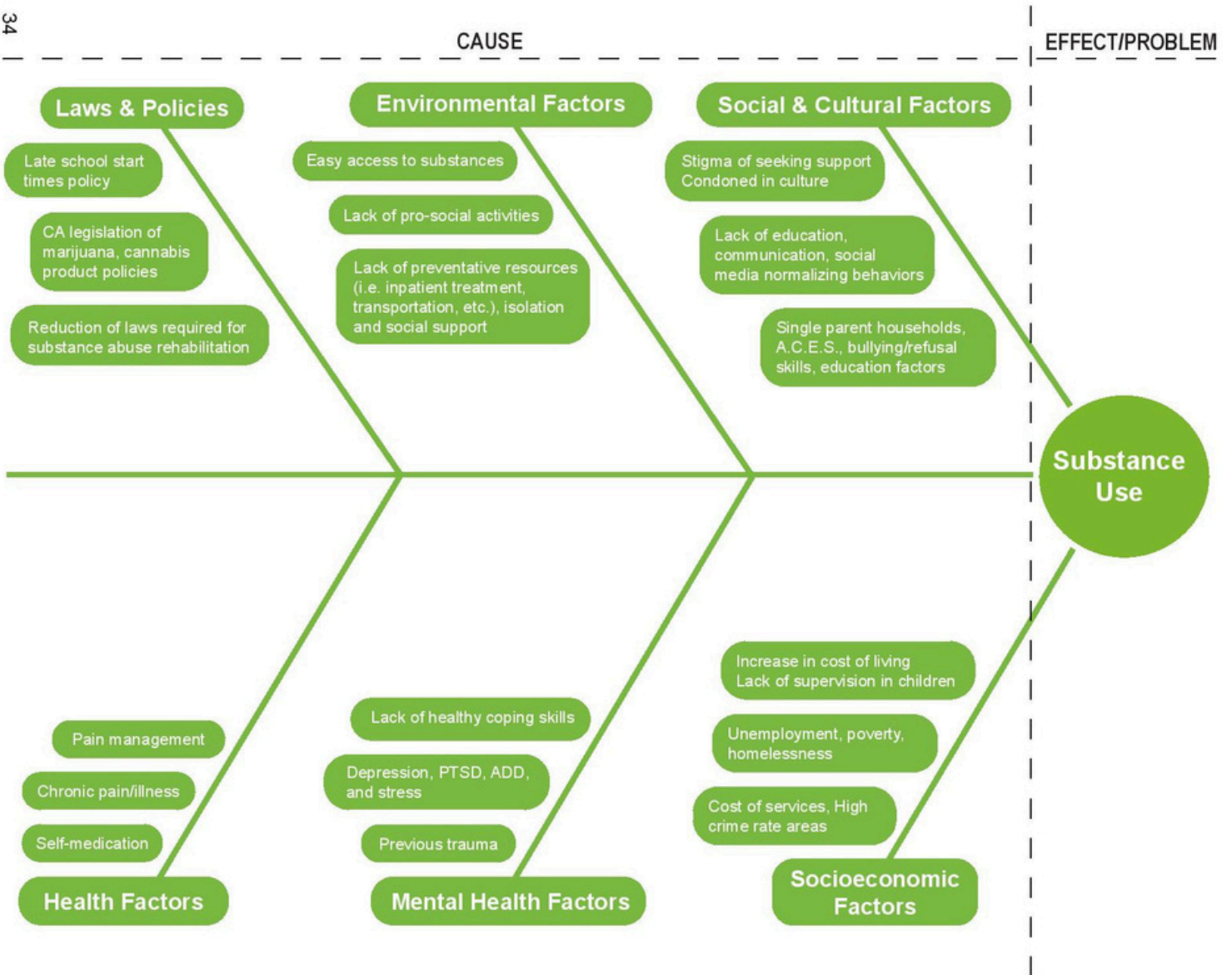
Pathways to Recovery- Substance Use

CHIP Goal 2	Decrease opioid use and opioid related fatalities in Madera County.
SMARTIE Objectives	Objective 1: By 2028, increase awareness and access to opioid prevention and education opportunities in Madera County.
Measures	<ul style="list-style-type: none"> • Number of participants in opioid prevention and education programs • Percent of increase in awareness of opioid prevention and education • Number of Narcan kits distributed
Strategies We will implement these approaches to achieve our objectives and goal	<ul style="list-style-type: none"> • Increase awareness about opioid prevention and education opportunities. • Strengthen community partnerships and coordination. • Implement training initiatives.
Activities	<ol style="list-style-type: none"> 1. Conduct workshops for medical providers to enhance their ability to identify early signs of opioid misuse. 2. Distribute educational materials and resources to medical facilities. 3. Conduct workshops on opioid prevention (e.g., Narcan) for people entering local corrections facilities. 4. Distribute Narcan kits to incarcerated people upon their release. 5. Conduct training for law enforcement to appropriately handle situations involving opioid misuse.
Priority Population	<ul style="list-style-type: none"> • City of Madera • Eastern Madera County • Individuals 25-29 years old • Non-Hispanic White residents
Objective Leaders	<ul style="list-style-type: none"> • Madera County Behavioral Health Services • Madera County Sheriff's Office

Workplan:

Pathways to Recovery- Substance Use

CHIP Goal 3	Increase community engagement to prevent harmful substance use.
SMARTIE Objectives	Objective 1: By 2028, initiate community collaborative focused on prevention of harmful substance use.
Measures	<ul style="list-style-type: none"> • Number of members actively participating in the collaborative • Percent of change in community attitudes and awareness of substance use and mental health • Number of media impressions • Number of materials created
Strategies We will implement these approaches to achieve our objectives and goal	<ul style="list-style-type: none"> • Develop a substance use collaborative to enhance services by coordinating efforts, reducing duplication, and filling gaps in treatment and prevention initiatives. • Launch a campaign aimed at reducing stigma, promoting awareness, and encourage prevention strategies.
Activities	<ol style="list-style-type: none"> 1. Recruit a diverse group of stakeholders (e.g., community leaders, healthcare professionals, educators, multi-sector representation). 2. Organize quarterly collaborative meetings to discuss, plan, and implement substance use prevention strategies. 3. Establish benchmark data and indicators within the collaborative to track progress and measure the impact of substance use prevention efforts. 4. Advocate for policies that support prevention. 5. Engage and collaborate with policymakers to implement changes that align with prevention goals. 6. Develop and distribute educational materials on mental health and substance use disorders, including highlighting treatment options, debunking myths, and sharing personal testimonies. 7. Use various communication channels (e.g., social media, community events, local media) to deliver messages for reducing stigma and promoting treatment options. 8. Organize events, campaigns, and activities to raise awareness about stigma reduction and the importance of seeking treatment. 9. Develop collaborative model and goals.
Priority Population	<ul style="list-style-type: none"> • City of Madera • Eastern Madera County • Individuals 25-29 years old • Non-Hispanic White residents
Objective Leaders	<ul style="list-style-type: none"> • Madera County Behavioral Health Services • Madera County Department of Public Health • Madera County Department of Social Services



Asset Inventory: Substance Use

Asset Inventory: Substance Use						
INTERVENTION LEVEL						
P R E V E N T I O N L E V E L	Individual	Interpersonal	Organizational	Community	Public Policy	
	P R I M A R Y	School Presentations (MUSD/BHS/DSS)	Parent Workshops (MUSD / BHS)	School-based Presentations (MUSD/BHS/DSS)	Social Media Campaigns (BHS)	Tobacco-Free Housing (Public Health)
		Parent Workshops (MUSD/BHS/DSS)	Perinatal Classes (BHS)	Prevention Trainings – Employee (MUSD/ BHS)	MUSD Referral Resource Line	
		Resource Fairs (DSS / BHS)	Social Media Campaigns (MUSD / BHS)		Community Health Workers from Anthem	
	S E C O N D A R Y	COPE Trainings (BHS / Public Health)		C.O.P.E. Training		
		Why Vape / Yosemite High (YUSD)				
	T E R T I A R Y	Diversion Workshops	Narcan Distribution	Parent Workshops	C.A.R.E.S. (BHS)	M.A.P. (DSS)
		Incarceration		Drug Felony Court	MRM (BHS)	
		Outpatient Services M.A.P. Access Line Crisis C.A.R.E.S.		M.A.P. Mental Health Court Veterans Court		
		Residential (BHS)				
Detox Services (BHS)						
A.A. and N.A. Celebrate Recovery CalViva / Kick it CA CalAIM: 8 Providers						