Opioid Perceptions and Prevention: Partnering with SEAHEC to Engage, Educate, and Empower the Broader Nogales Community

Aeryana Beaudrie-Nunn, University of Arizona College of Pharmacy
Micaela de la Rosa, University of Arizona Mel and Enid Zuckerman College of Public Health
Jonathan Holloway, Arizona State University College of Nursing & Health Innovation
Victor Ruiz, University of Arizona College of Pharmacy
Presentation Agenda

- Discuss the process of engaging with the community
- Identify methods of educating the community
- Support local partners in empowering the Community
Engaging the Community
Identification of Knowledge Gaps: The Nogales, AZ Community
A weekend long immersion seminar was held in Nogales, AZ with all AHEC scholars. The purpose was to conduct a windshield survey to familiarize ourselves with the community and get a feel for what health disparities may be present. This would be the basis for our community assessment.
Identification of Knowledge Gaps

In our partnership and collaboration with SEAHEC, our next step was to analyze and identify gaps in the community assessment conducted by Holy Cross Hospital to design a project that would contribute to improving the Nogales, AZ community. One of the gaps that we identified was opioid prevalence within the community.
Educating the Community
The BLAISER Survey

Do you know what an opioid is?

Who in Nogales is most at risk for misusing opioids?

- Adolescents
- Adults
- Elderly
- Unemployed
- Anyone
- Low Income
- Physical/Emotional Distress
- I don't know
The BLAISER Survey

Do you know how to help someone if they are experiencing an overdose?

On a scale of 1-5, in your opinion, how serious is the opioid misuse/overdose problem in Nogales? (1 = not serious at all, 5 = very serious)
The BLAISER Survey

Do you know where to go for help if someone is struggling with opioid misuse?

Suggestions about how to address the issue of opioid misuse in Nogales:

- Law Enforcement
- Education/Public Awareness
- Parental Involvement
- Manage Prescriptions/Access
- Rehabilitation Services
- Physical Activity / Community Engagement
- I don’t know/no answer
- Recognize issue, but offer no...
- Religious Engagement
Empowering the Community
Our Intervention Partners

The Santa Cruz Opioid Consortium

- Opioid Planning Initiative
  - BLAISER survey data to inform strategic plan
  - Community education efforts
- Connected us with local youth health groups

SEAHEC

- “Train-the-trainer” community intervention
  - SEAHEC Scholars

Youth

Community
Our Intervention Partners (cont.)

**The Cree Project**
- Presentation materials, research, resources
  - Backbone of the intervention curriculum
- Guidance and feedback

**Nogales Youth**
- SEAHEC’s Future Health Leaders
- Mariposa Community Health Services
- Circles of Peace
Our Intervention:

• Define opioids

• Discuss the effect of opioids on the brain and the body

• Identify what population is affected by opioids

• Recognize the signs of an opioid overdose

• Recall what you can do to help someone who is using opioids
AHEC Scholars Program Conclusion

As healthcare professionals, it is important we...

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>ENGAGE</strong>: Rural Communities are Unique</td>
<td></td>
</tr>
<tr>
<td>2. <strong>EDUCATE</strong>: Integrate Services and Systems</td>
<td></td>
</tr>
<tr>
<td>3. <strong>EMPOWER</strong>: Be a Voice for Rural Populations</td>
<td></td>
</tr>
</tbody>
</table>
Acknowledgements

We would like to sincerely thank the following organizations and their personnel for giving us the opportunity to collaborate with them. Their ongoing support and guidance was an invaluable factor of making this project a success. We are grateful for your ongoing support and guidance. Additionally, we thank the Nogales community and Santa Cruz County for allowing us to be a part of their family.

- Southeast Arizona Area Health Education Center (SEAHEC)
- The Cree Project
- Santa Cruz County Opioid Consortium
- University of Arizona BLAISER Students