Opioid Settlement Planning Toolkit

The purpose of this toolkit is to assist individuals and organizations as they begin planning for the application and distribution of Kentucky's opioid settlement dollars. The toolkit provides tips and resources for establishing a team, facilitating planning discussions, and writing a program or project funding proposal.

We recommend reviewing the Opioid Settlement Funds: Distribution of Dollars Factsheet before beginning the planning process.

A Note on Primary Prevention

There are many approaches to addressing the opioid crisis in Kentucky. Intervention, treatment, and recovery services for those struggling with addiction and their families are important pieces of this work. To prevent drug misuse, addiction, and overdose in the future, we must concentrate efforts on primary prevention by investing in programs and policies that address the root causes of addiction.

Primary prevention activities are directed at the general population and attempt to stop an issue before it occurs. All members of the community have access to and may benefit from these services

The criteria for funding, as included in Chapter 113 of Kentucky Revised Statute, includes the following, which aligns with primary prevention:

> "Engages nonprofits, the faith community, and community coalitions to support prevention and treatment, and to support family members in their efforts to care for opioid users in their family." and "Any other project deemed appropriate for opioid-abatement purposes by the commission."

We know that exposure to Adverse Childhood Experiences (ACEs) and childhood trauma early in life is a root cause of addiction in adulthood. With this knowledge, we can build a plan of action that addresses ACEs and prevents drug addiction and misuse in the future.

Consider focusing your opioid settlement plan on one of the following strategies to help prevent ACEs, and in turn drug misuse, from happening in the first place:

- Strengthen economic supports to families, such as family-friendly work policies
- Promote social norms that protect against violence and adversity, such as public education campaigns and bystander approaches
- Ensure a strong start for children, such as early childhood home visitation and high-quality child care
- Teaching skills to help parents and youth handle stress, manage emotions, and tackle everyday challenges, such as through social emotional learning and parenting skills
- Connect youth to caring adults and activities, such as mentoring and after-school programs
- Intervene to lessen immediate and long-term harms, such as victim-centered services and family-centered treatment for substance use disorders

---

[1] Preventing Adverse Childhood Experiences (ACEs): Leveraging the Best Available Evidence. Centers for Disease Control and Prevention. (2019)
https://www.cdc.gov/violenceprevention/pdf/preventingACES.pdf

Opioid Abatement Planning Overview:

1) Establish the Planning Team

2) Start the Conversation

3) Write and Submit the Proposal

4) Raise Awareness and Track Impact

Establish the Planning Team

A diverse, cross-sector team that includes community members and stakeholders is critical to ensuring a successful and productive Opioid Settlement Conversation. Local community, and even regional community, collaboration is highly encouraged as it may provide an opportunity to leverage and pool resources.

The goals of the planning team are to:
1) Articulate what you hope to accomplish for kids and families in your community;
2) Set the timeline;
3) Decide who will take specific roles;
4) Create an action plan for the opioid settlement fund proposal.

With this in mind, we recommend choosing team members who already have a "stake" in the game and will have a higher sense of responsibility to move the work forward. (See our brainstormed list of potential team members below.)

Another way to narrow down the list of potential team members is to consider team roles and responsibilities. If possible, it is a good idea to have more than one person—ideally representing different organizations—sharing the responsibilities of making your Opioid Settlement Conversation a reality.

Key roles and responsibilities may include:
- Outreach: Person(s) responsible for inviting individuals with lived experience to engage in the work, as well as community partners to attend meetings for informational purposes (i.e. media, elected officials, and potential funders)
- Content: Person(s)responsible for completing an initial data scan, setting the agenda, inviting speakers, and facilitating the discussion.
- Logistics: Person(s) responsible for organizing meeting space, refreshments, supplies, and audiovisual needs.

Connecting in person for the first meeting is helpful in establishing relationships, building rapport, or getting reacquainted with those we have not seen in a while.

Potential Team Members

- County Judge Executive and local elected officials
- Chamber of Commerce and/or other local community workforce leaders
- Potential funders, such as local foundations, businesses and/or hospitals
- Health professionals, such as school nurses, pediatricians, public health department leaders, hospital administrators, oral health professionals
- Educators, such as teachers, family resource coordinators, principals, superintendents, child care owners, Head Start directors, community college leaders
- Human services providers, such as food pantries, private child caring agencies, sexual assault providers, domestic violence shelters, substance use treatment providers, community mental health providers
- Child welfare/juvenile justice system contacts, such as former foster youth, foster parents, kinship caregivers, CASA volunteers, judges, guardian ad litems, Department for Community Based Services (DCBS) representatives, county attorneys
- Faith-based organizations, such as leaders from local houses of worship, ministerial alliances
- Youth-serving organizations, such as Boys and Girls Club, YMCA, out-of-school time providers, Big Brothers Big Sisters
- Rotary clubs and other community service organizations
- Law enforcement, such as the police chief, emergency responders

*Before inviting the media, the planning team should consider whether this would hinder the ability for participants to talk openly. Note that if the event is held at a public facility, such as the public library, members of the media have a right to attend.**

Start the Conversation

Once your team has been established, you can begin having formal planning discussions. Here are a couple tips for ensuring smooth and productive conversations and team meetings that lead to an action plan for the opioid settlement funding proposal.

1. Establish a shared understanding of the opioid crisis, settlement, and potential abatement programs or policies.
   - Each team member will likely have some knowledge about specific aspects of this work but not all aspects. For example, health professionals may have a deep understanding of the mental and behavioral health outcomes associated with opioid use disorder while law enforcement officers may know more about community-level effects and solutions.
   - All team members can help share data and information to ensure everyone is on the same page about the problem before beginning to discuss solutions.

1. Have an objective and skilled facilitator for group discussions and decision making.
   - Ideally, the facilitator will not be a member of the planning team but, if they are, a commitment to remaining objective while in the facilitator role is important. Also, a good facilitator does not need to know the details of the project or problem but should have a clear understanding of the goal in order to best help the team.
   - After selecting a person to facilitate group discussions and decision making, work with that person to ensure a variety of ways for team members to share thoughts, ideas, feedback and questions during the discussions. Contact [Kentucky Youth Advocates](#) if you need assistance with facilitation of group discussions.

Write and Submit the Proposal

After meeting with your team and working together to create a plan of action, you are ready to write your proposal. Dollars from the opioid settlement agreement are distributed through:

1. Cities, Counties, Consolidated Local Governments, and Urban County Governments
    a. Planning at the local level for settlement monies varies. Connect with your local government officials to inquire around the process. See the Kentucky Association of Counties (KACo) webinar below.
2. The Opioid Abatement Advisory Commission

Both of these funding streams will award dollars to expenses and programs that meet certain criteria (see Opioid Settlement Funds: Distribution of Dollars Factsheet). The lists of qualifying expenses and potential projects are long and open-ended.

Opioid Abatement Advisory Commission Funding Application Portal:

1. Create a user account by visiting, https://kyjusticeigx.intelligrants.com/IGXLogin. Applicants without a System for Award Management (SAM) number, may enter 12 zeroes in the SAM field to proceed.
2. Check your email to confirm your account.
3. Login to Intelligrants by visiting, https://kyjusticeigx.intelligrants.com/IGXLogin.
4. Accept the OAAC submission terms.
5. Select "AG-2023-Opioid Abatement Application" located in the "My Opportunities" box.
6. Questions about the process can be directed to Scott or Alison at kyoaac@ky.gov.

Here are a few things to keep in mind when writing a funding proposal:
- Prioritize community needs: Develop a streamlined process for deciding upon the needs of your community and potential funding ideas
- Set SMART objectives: The objectives of your plan should be Specific, Measurable, Attainable, Relevant, and Timed (SMART).
    - Specific - How much of what is to be achieved by when?
    - Measurable - Information can be collected, detected, or obtained to determine whether the objectives have been achieved.
    - Achievable - The objectives are feasible to achieve.
    - Relevant - The team has a clear understanding of how these objectives fit in with the overall vision and mission of the group.
    - Timed - The team has developed a timeline by which the objectives will be achieved.
- Use data to tell the story: Including data about the problem and your proposed solution will likely be a required part of your proposal. Additionally, using data to tell a story and connect your proposal to real life will strengthen your proposal and help it stand out. Consider identifying and engaging individuals with lived experience to share their stories, if they are comfortable doing so. As you review stories and write the funding proposal, remember that people are the statistics.
- Highlight your team's strengths: What sets you, your team, and your proposal apart? If you took care to create a diverse, cross-sector team, describe that team in your proposal. Describe the range of knowledge, expertise, and experience and how that will contribute to the success of your proposal.

---

[2] The Community Toolbox, University of Kansas. (2021). Chapter 8, Section 3: Creating Objectives. https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/create-objectives/main

Raise Awareness and Track Impact

Once you have been awarded funds for your program or project, it's important to raise awareness within your community about the programs, services, and/or resources your group provides. Think about ways to spread awareness, get the word out, and prop up the progress being made within your community as a result of the work being done.

Potential ways to raise awareness:

- Social media
- Traditional media interviews
- Op-ed opportunities
- Spotlight your program/project on Kentucky Youth Advocates' website and social media platforms

Raising awareness and tracking the impact of your program/project will not only help community members and other stakeholders gain access to the programs and services provided, but it will also set you up for success in reapplying for funds in the following calendar year.

Note: The settlement funds will be distributed over the course of the next 18 years. Applicants may re-apply for funding on an annual basis.

Resources

The following resources provide information on the root causes and risk factors of opioid addiction, adverse childhood experiences, and childhood trauma, as well as data on the opioid crisis in Kentucky.

Each of these resources can be utilized to inform funding proposals and help in understanding the need for primary prevention efforts.

Root Causes and Risk Factors of Addiction:

www.mayoclinic.org/diseases-conditions/drug-addiction/symptoms-causes/syc-20365112: Family history of addiction, mental health disorder, lack of family involvement, peer pressure, early use, and taking a highly addictive drug are some of the risk factors of addiction. Adverse Childhood Experiences (ACEs) and childhood trauma such as abuse, neglect, and household challenges are also risk factors and root causes of drug misuse and addiction.

Adverse Childhood Experiences (ACEs) and Childhood Trauma:

Bloom Kentucky is an initiative focused on statewide policy change that aims to prevent and mitigate the impact of childhood adversity. The initiative shares data on ACEs by DCBS service regions at BloomKentucky.org.

The Bounce Coalition is a diverse group of community partners moving "upstream" to address the root causes of poor health in our most vulnerable people. Through education, training, and other resources, Bounce supports individuals and organizations to implement trauma-informed approaches in practical everyday settings to better serve their communities. Learn more at bouncecoalition.org.

www.cdc.gov/violenceprevention/aces/index.html: This resource includes background information, risk and protective factors, potential prevention strategies, and data on ACEs and childhood trauma.

www.ncsl.org/research/health/adverse-childhood-experiences-aces.aspx: The National Council of State Legislatures shared a summary of ACEs, policy implications, and tracks related state legislation.

Kentucky Opioid Data and Settlement Information:

www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm: The National Center for Health Statistics Vital Statistics Rapid Release resource provides a high level view of state and county level drug overdose data. Data from smaller counties may be unavailable using this resource due to data suppression to maintain confidentiality.

www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state/kentucky-opioid-involved-deaths-related-harms: The National Institute on Drug Abuse collects state-level data on opioid-involved deaths and related harms such as Neonatal Abstinence Syndrome (NAS), Neonatal Opioid Withdrawal Syndrome (NOWS), and HIV and Hepatitis C incidence and prevalence attributed to injection drug use.

kiprc.uky.edu/programs/overdose-data-action/county-profiles: University of Kentucky Injury Prevention and Research Center collects state and county-level data on drug overdose rates and comorbidities.

https://www.ag.ky.gov/Priorities/Tackling-the-Drug-Epidemic/Pages/Opioid-Settlement.aspx: The Attorney General's Opioid Settlement website

https://youtu.be/ivKISQOk32I: Kentucky Association of Counties (KACo) hosted a webinar, the KACo Membership Briefing: Opioid Settlement Overview - 3-8-2023

https://www.kaco.org/media/4238/county-opioid-payments-by-year.pdf: Estimated Opioid Settlement Allocations by County from KACo for the local distribution from 2022-2038