

Opioid Perceptions and Prevention:

Partnering with SEAHEC to Engage, Educate, and Empower the Broader Nogales Community

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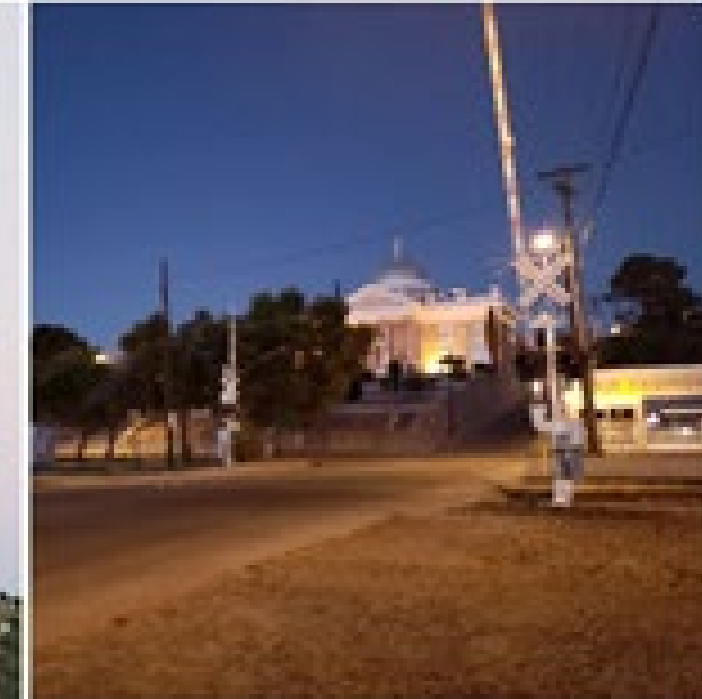
Victor Ruiz, University of Arizona College of Pharmacy

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



Identification of Knowledge Gaps

II. Subsystems

1. Physical

Environment—How does the community look? What do you note about air quality, flora, housing, zoning, space, green areas, animals, people, human-made structures, natural beauty, water, climate? Can you find or develop a map of the area? What is the size (e.g., square miles, blocks)?

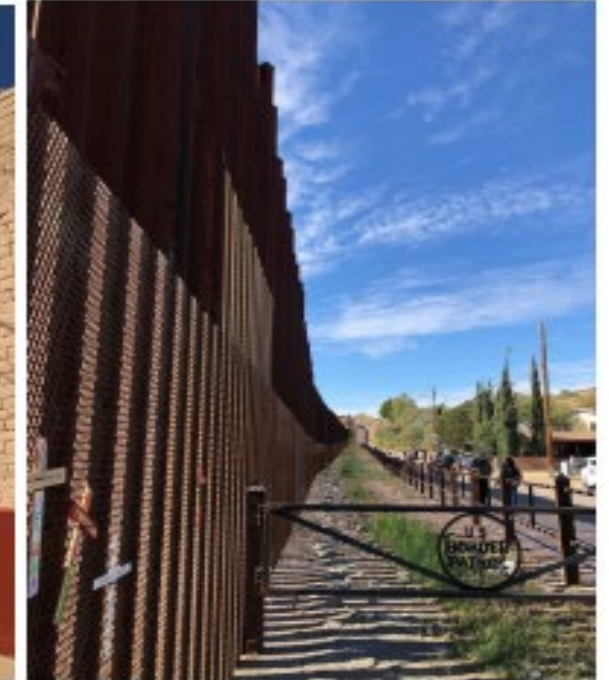
The houses look like they are only spaced a bit from each other, the air quality did not seem polluted, there was several green areas, the community looks clean and friendly. The community looks quaint, with more historical buildings from a variety of different eras architecturally -- mostly the typical Arizona, adobe style home. I would say that there were not many new homes at all, if anything about 1-2 that I saw throughout the entirety of Nogales. The hotels looked like they were from the 70s. There were a lot more trees, and some small green spaces but mostly around the city structures (like the fire department). I saw a few dogs, but not many, I saw more dogs through the border wall on the Mexico side. There is a man made canal that courses through the city and floods when there is a lot of rain, this water comes from Mexico, and interestingly we were unsure of whether this drain run-off was regulated by the federal government. Erin mentioned that this run-off gets polluted with sewage water and that it is concerning for the residents of Nogales. Another interesting historical building was the museum that was near downtown (see pictures on the right).



Photo: Sgt. 1st Class Gordon Hyde - US-Mexico barrier at Nogales
This is a picture showing both sides of Nogales. We drove right past this on the US side.



Photo: Einar E Kvaran - Santa Cruz County Courthouse, built in 1904



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

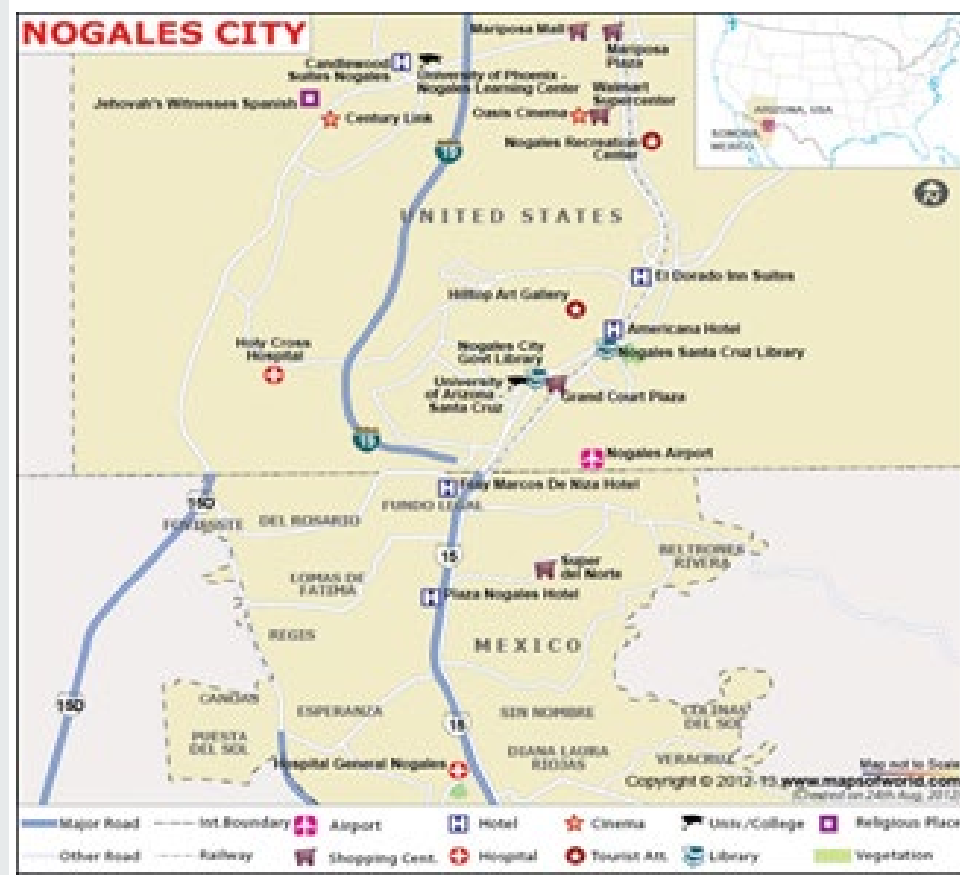


2018

Holy Cross Hospital Community Health Needs Assessment



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.

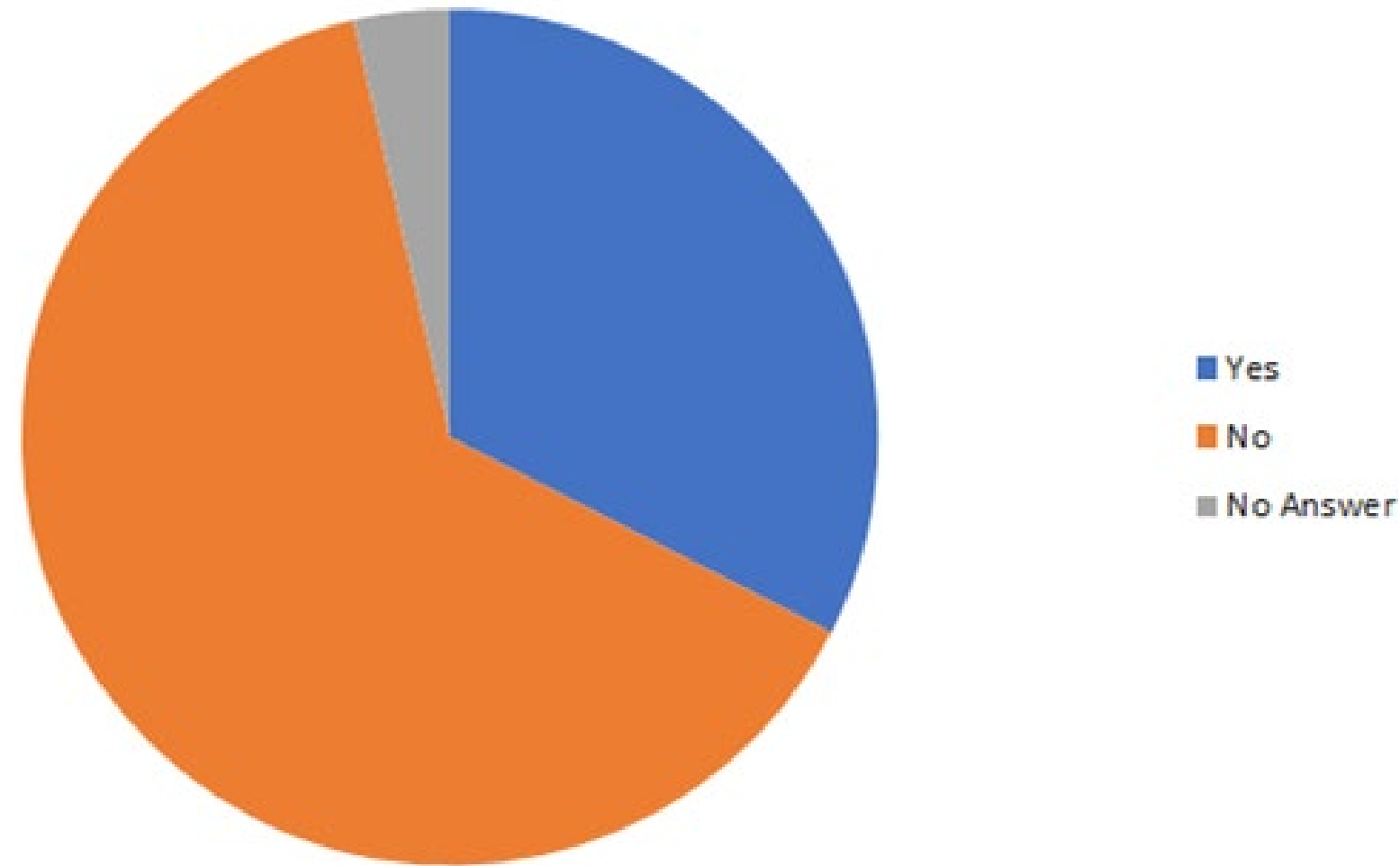


Educating the Community

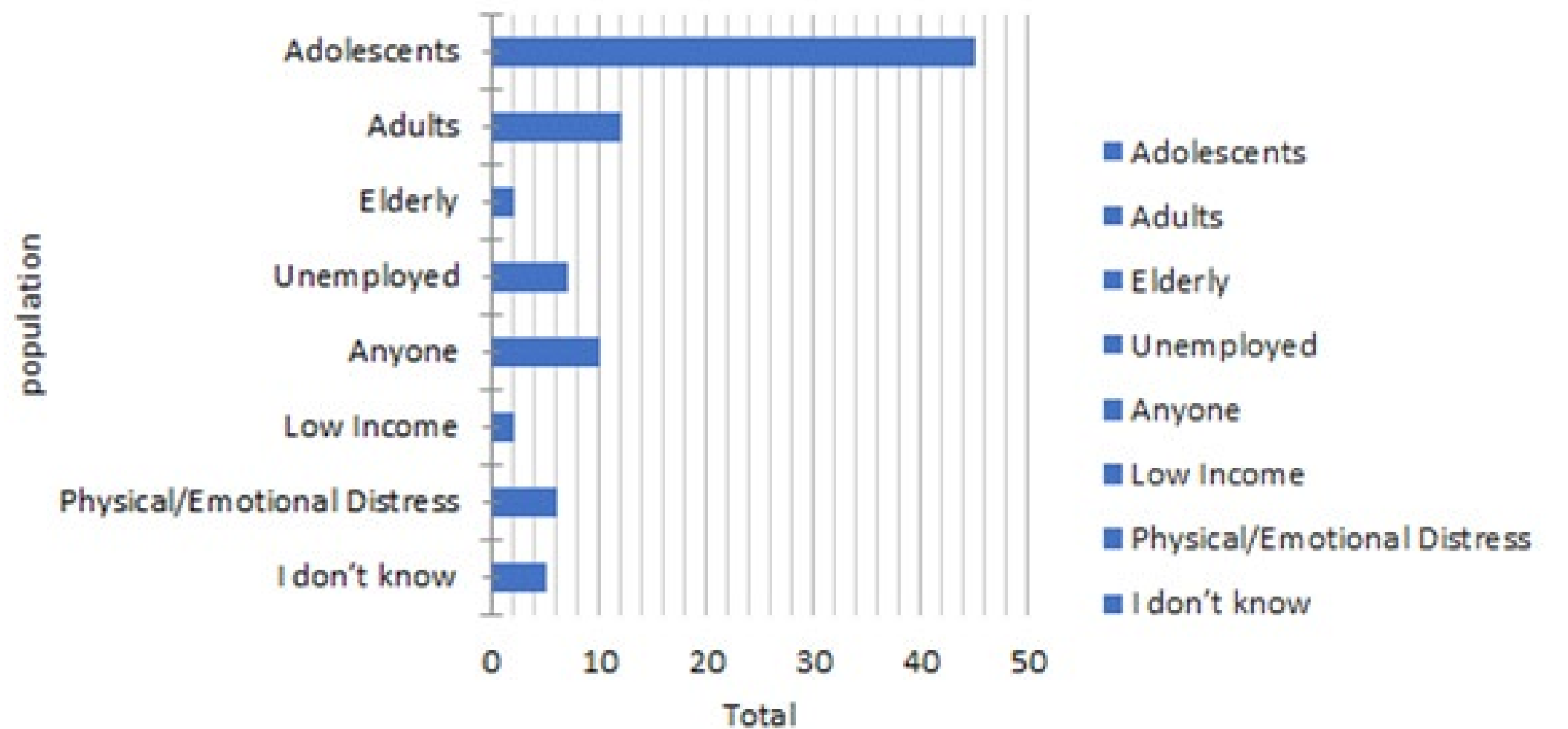


The BLAISER Survey

Do you know what an opiod is?

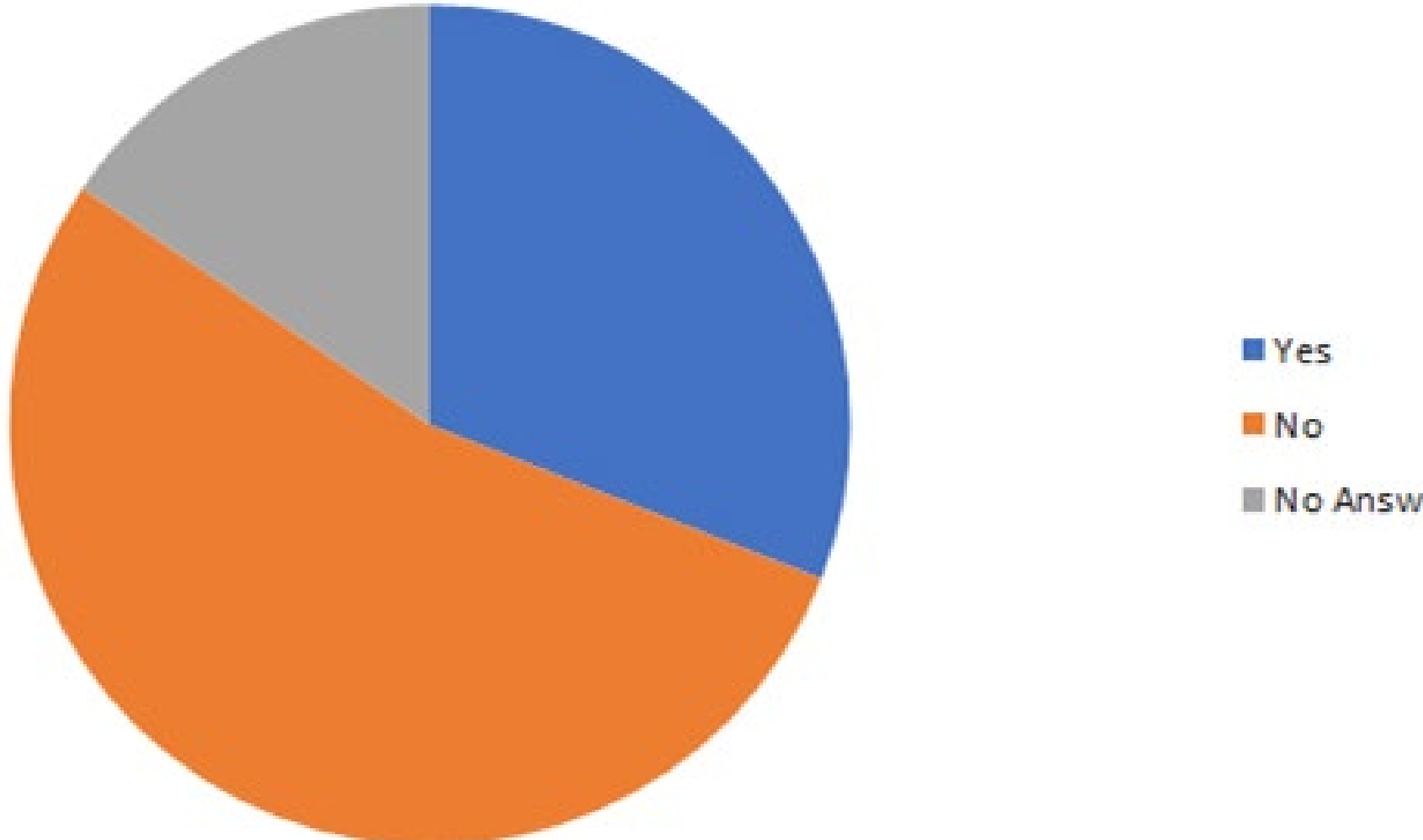


Who in Nogales is most at risk for misusing opioids?

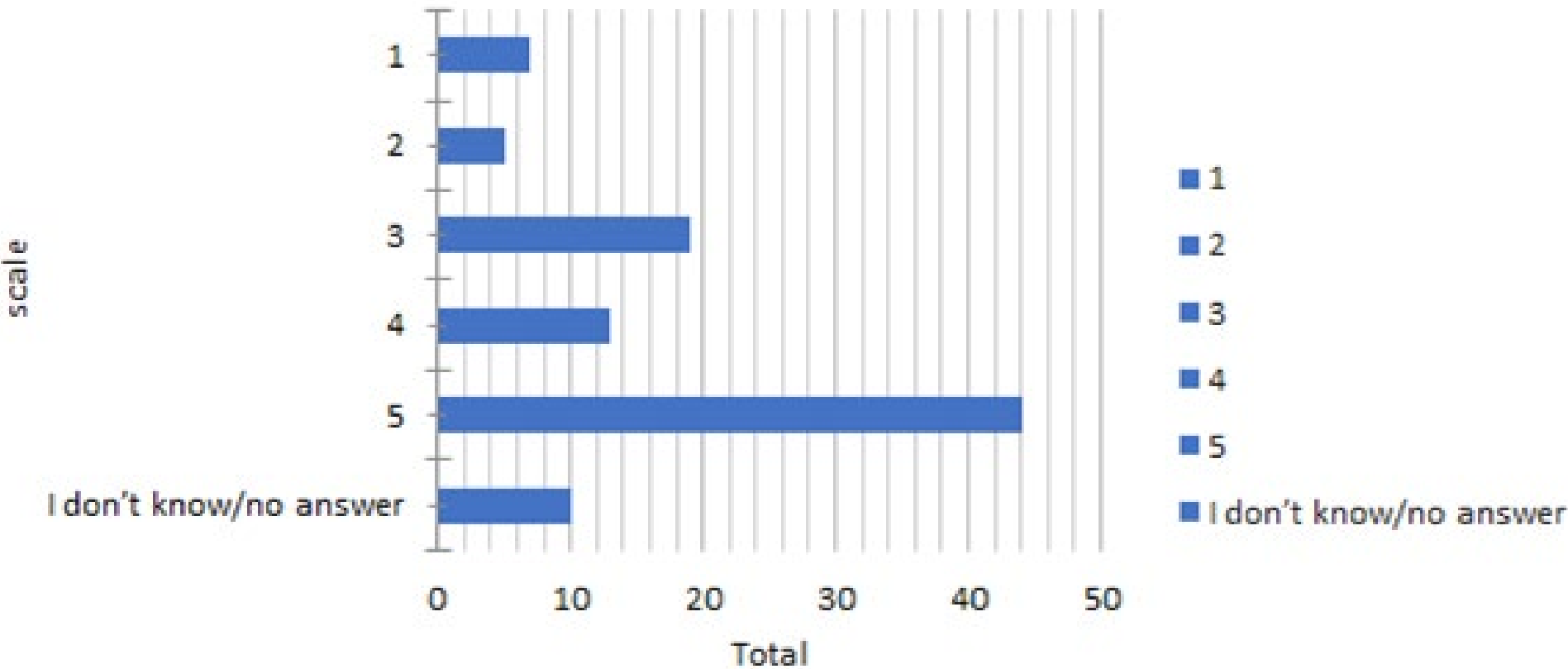


The BLAISER Survey

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

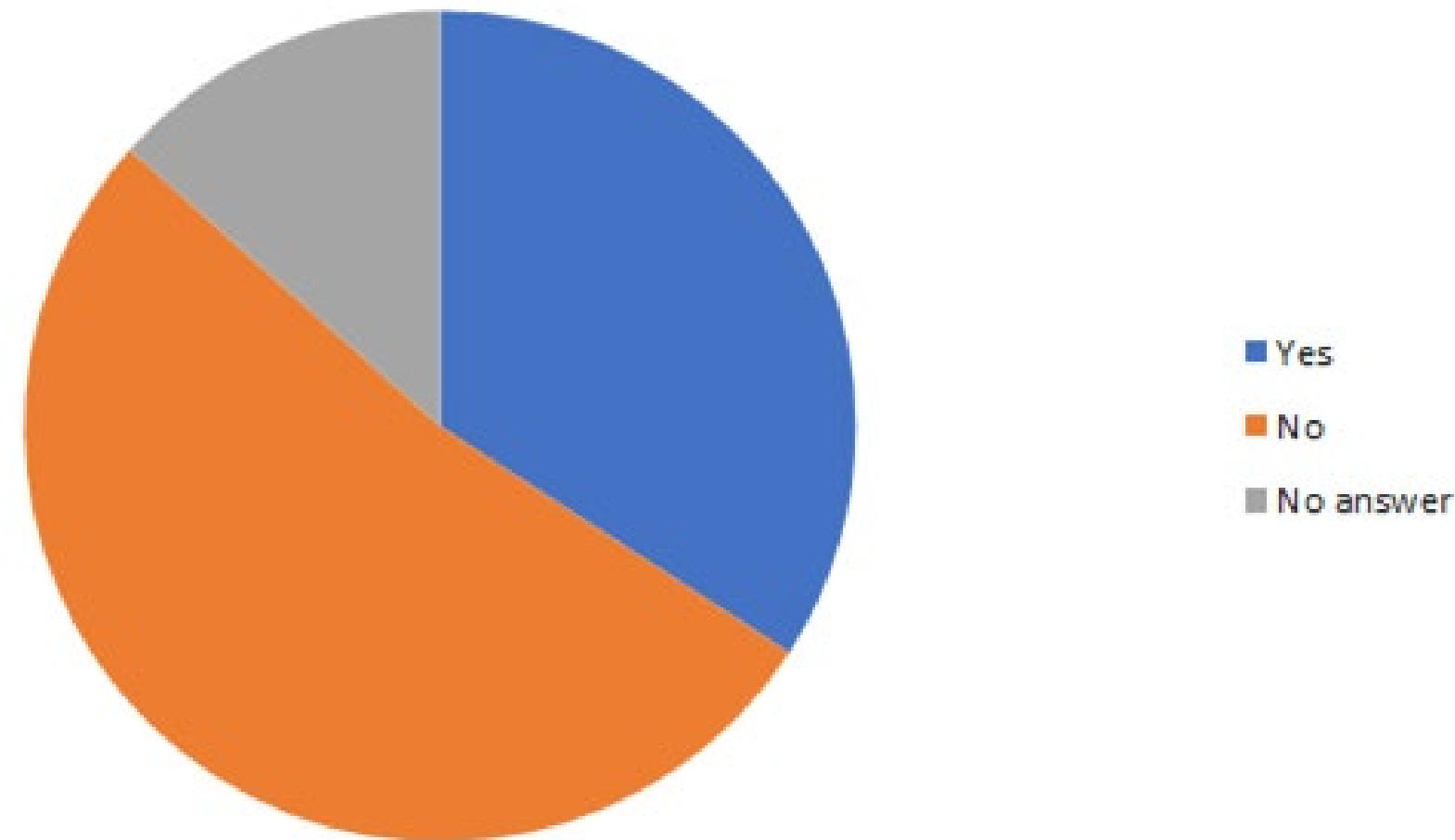


On a scale of 1-5, in your opinion, how serious is the opioid misuse/overdose problem in Nogales? (1 = not serious at all, 5 = very serious)

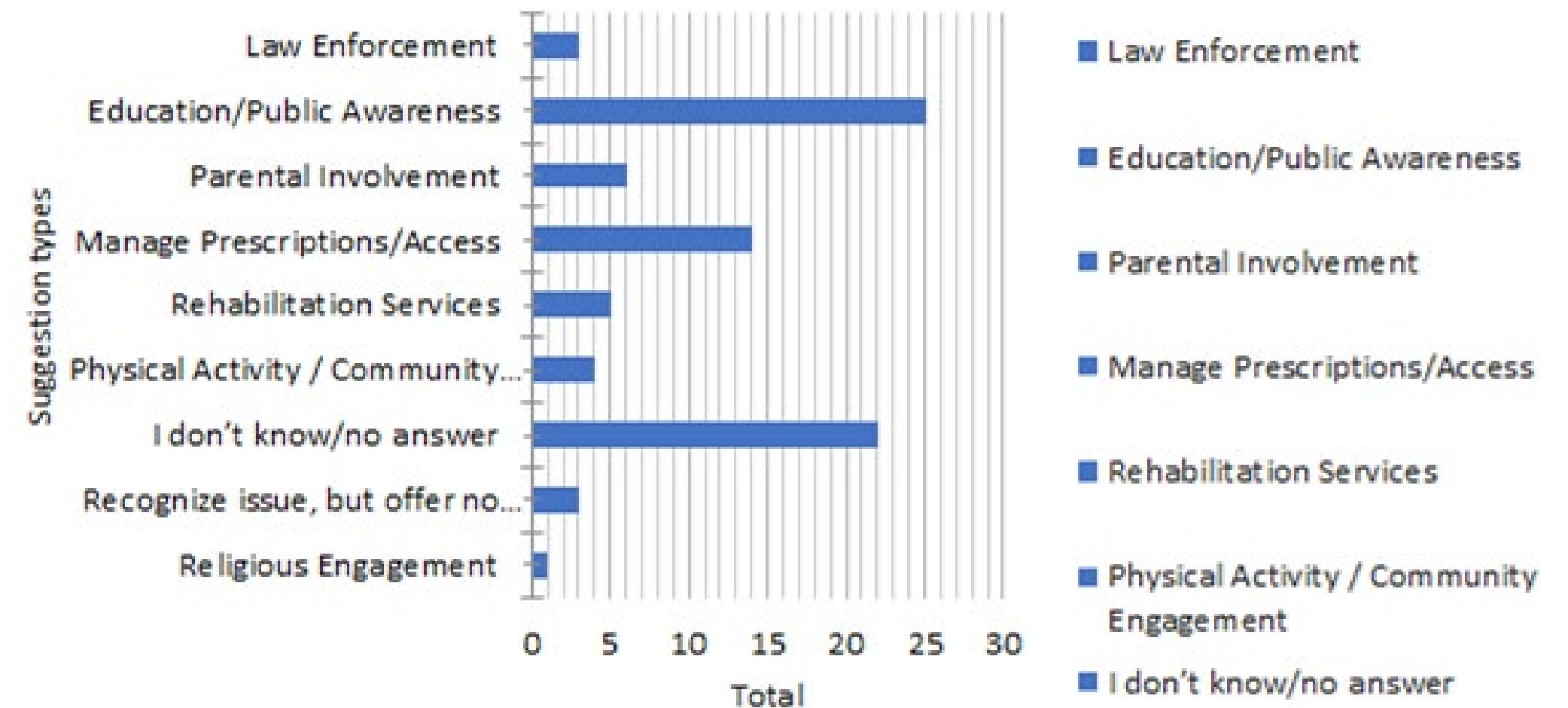


The BLAISER Survey

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:



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

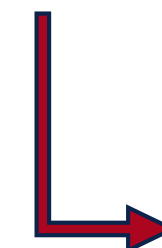
SEAHEC

- “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




SEAHEC SCHOLARS PRESENTS

SAY COPE:

Southern Arizona "Youth to Community"
Opioid Prevention Education

MARCH 2, 2020
AT 2:00 PM
NOGALES HIGH SCHOOL

Learn how to *Engage, Educate, and Empower* Your Community!



AHEC Scholars Program Conclusion

As healthcare professionals, it is important we...

1. **ENGAGE:** Rural Communities are Unique

2. **EDUCATE:** Integrate Services and Systems

3. **EMPOWER:** Be a Voice for Rural Populations

Acknowledgements

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



QUESTIONS & DISCUSSION

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