

COMMUNITY STRONG





In November 2017, dozens gathered for Esperanza para Berks at the DoubleTree in downtown Reading. The event encouraged conversation about addiction and the resources available.



Every September, members of the Berks County community gather to share stories of recovery from addiction at a Commissioners' Meeting.

For additional information regarding fiscal year 2017/18 financial details, treatment specifics and more, please visit:
cocaberks.org/ar17-18.html

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WHAT IS COCA?

Since 1972, the Council on Chemical Abuse (COCA) has served in a lead role, offering the resources necessary to respond to the complex problems of substance abuse and addiction. Designated by the County Commissioners as the Single County Authority (SCA) for Berks County, COCA is responsible for the administration and management of publicly-funded alcohol, tobacco, and drug services. COCA is a non-profit organization governed by a volunteer Board of Directors reflective of the local community, and serves as the coordinating agency for publicly supported drug and alcohol programming in Berks County, Pennsylvania.

Learn more about us at www.cocaberks.org

MISSION

To provide leadership in the development and implementation of policies and programs related to a system of prevention and intervention services that prevent the onset of addiction, and treatment services that promote recovery.

A MESSAGE FROM THE EXECUTIVE DIRECTOR



A handwritten signature in dark ink that reads "Stanley J. Papademetriou". The signature is fluid and cursive.

Stanley J. Papademetriou

It takes an entire community to address an enormous problem such as addiction.

Berks County continues to be devastated by the opioid crisis that plagues our state and our nation. All too often, fentanyl and heroin are leaving their deadly imprint. If overdose data and treatment admission data are any indication, methamphetamines and synthetic drugs such as K2 are also making their destructive mark in Berks County. The news is unpleasant. With substance use disorders/addiction, the news always seems to be troubling. For decades in our community, addiction has devastated the lives of too many of our fellow citizens. The ultimate price is death; however, there are way too many people with an addiction who experience broken lives, disconnected from their family, friends and community. The societal cost of addiction is astronomical, the human cost of addiction is incalculable.

The problem is real, but there are solutions. Prevention works; treatment is effective; and people do recover; there is truth in these catchy slogans. We witness this all the time. It is not uncommon to focus on the negative situations and question whether our efforts are really worthwhile. However, there are too many successes to ignore. It is so hopeful to encounter classrooms full of young students learning refusal skills to arm themselves against the many temptations they will face. It is so encouraging to know someone, whose life is in shambles, will be receiving appropriate addiction treatment. Finally, it is so inspiring to encounter someone who has made a complete turnaround in his or her life to attain and maintain long term recovery from addiction.

These successes are not accomplished in a void. It takes an entire community to address an enormous problem such as addiction. While the Council on Chemical Abuse may be at the forefront of many of these efforts, there are numerous collaborations in Berks County that make such achievements possible. The efforts of schools, the medical community, law enforcement, the courts, social service agencies and many other individuals and groups in Berks County have come together to fight the good fight. In order to maintain our gains and to move forward, we must all continue to work together.

SOS BERKS... SAVING LIVES



SOS Berks committee members helped out at the Opioid Awareness Night event with the Reading Fightin' Phils at First Energy Stadium.

Like many communities across our country, Berks County is in the grip of an unprecedented opioid epidemic. Berks County recognizes the responsibility to respond to this epidemic. Over the past year, the Berks Opioid Coalition, comprised of over seventy plus key decision-makers, has moved forward in its mission to save and improve the lives of Berks County residents. The Coalition has selected the brand name of *SOS Berks - Stop Overdoses... Save Lives*. SOS is the international code signal of extreme distress. By embracing the *SOS Berks* brand, the Coalition acknowledges the severity of this crisis and its responsibility to be a "life preserver" for Berks County residents.

Moving ahead, *SOS Berks*, following its strategic plan, will focus on several key activities. Outreach education and public awareness efforts will be expanded. The lifesaving opioid antidote naloxone will be more available to county residents. Strategies to increase availability and access to appropriate and necessary substance use disorder treatment will be pursued. Local law enforcement efforts will continue to keep neighborhoods safe.

What can you do? At a minimum, try to make yourself more aware of the opioid problem and the available resources in the community. If you so choose, you could organize a



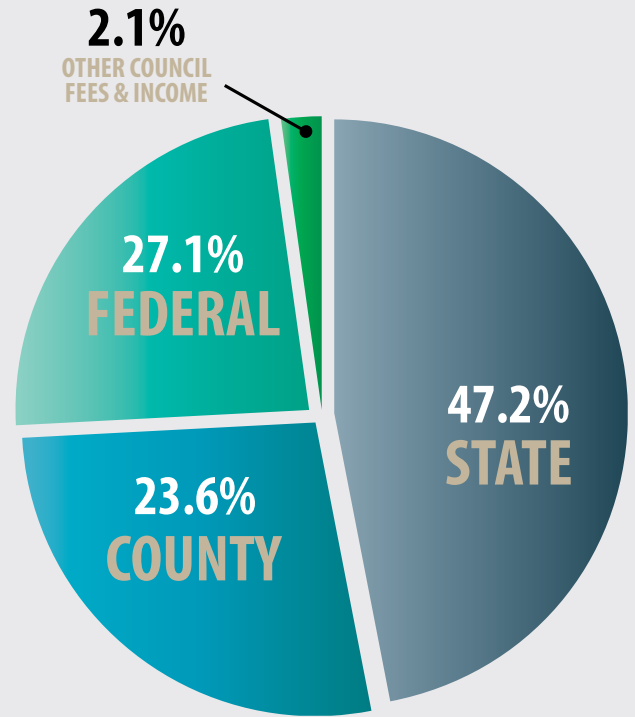
community education forum in your neighborhood, civic organization, workplace, or place of worship. *SOS Berks* needs you to join the fight.

Find more information and request a community presentation online: cocaberks.org/sosberks.html

JULY 1, 2017 TO JUNE 30, 2018 FISCAL REPORT

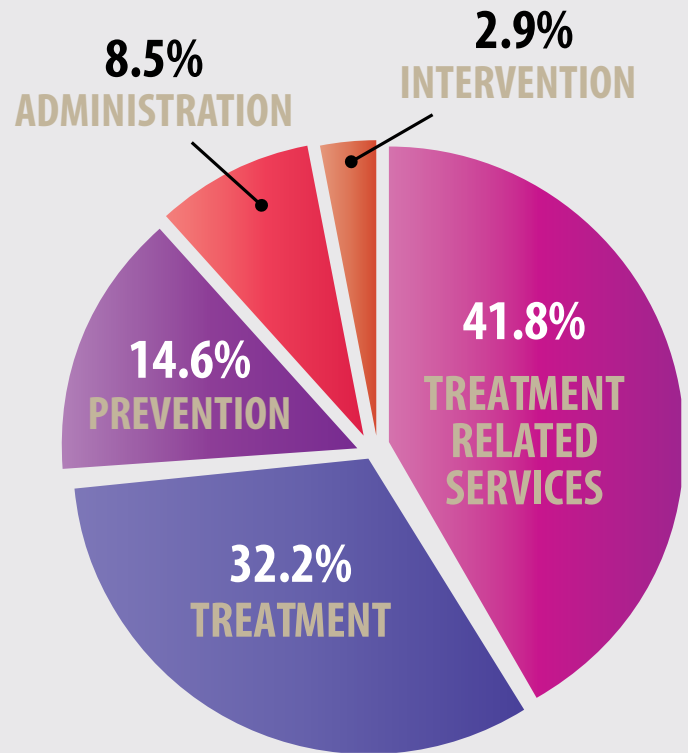
REVENUES

State Funds	\$4,317,031
Federal Funds	\$2,483,043
County Funds	\$2,164,211
Other Council Fees & Income	\$194,846
TOTAL COCA REVENUE	\$9,159,131



EXPENDITURES

Treatment Related Services*	\$3,833,078
Treatment	\$2,945,946
Prevention	\$1,334,195
Administration	\$780,182
Intervention	\$265,730
TOTAL COCA EXPENDITURES	\$9,159,131



* Treatment Related Services include the following: screening assessment, referral, case management, recovery support services and transitional/recovery housing.

BUILDING AWARENESS PREVENTION

RED RIBBON WEEK

RIBBONS GIVEN: 45,865

Red Ribbon Week is nationally recognized and celebrated as a symbol of support for efforts to reduce drug use through youth prevention and education programs. By wearing a red ribbon, individuals show their opposition to illegal drugs and their dedication to living drug-free. Every year, COCA sponsors the campaign by providing red ribbons to all Berks County schools.

SUMMER PROGRAMS

STUDENTS REACHED: 855

Playgrounds and camps all over the county hosted highly interactive education sessions on the topics of addiction and the brain, respect, problem gambling, managing stress, medication safety and marijuana. Children gained knowledge about the dangers of substance use and gambling, as well as healthy coping skills.

YOUNG LUNGS AT PLAY (YLAP)

TOTAL LOCATIONS: 33

YLAP is a program aimed to help communities create tobacco-free parks, playgrounds and recreational areas for children. Berks County municipalities are encouraged to join in eliminating children's exposure to secondhand smoke at places children play. YLAP supports community efforts to protect the environment and the health of all residents, particularly our youth. Five locations were added during FY 17/18.



Prevention staff teaches about prescription medication safety during a summer program.

Prevention is Everyone's Business

Community programs that include media campaigns and policy changes, such as new regulations that restrict access to alcohol, tobacco, or other drugs, are more effective when they are accompanied by prevention education programs. Awareness campaigns are a way to spread simple and consistent messages about the dangers of substance use, as well as the possibility and hope that recovery brings to individuals, families, and communities. The Council on Chemical Abuse has been promoting awareness of various substance abuse related issues through social media, print, cable, and radio, in both English and Spanish.

The **PA Stop** campaign is an awareness campaign that uses a consistent message about prescription opioids and heroin, and that anyone can become addicted. We have now moved into bringing this message into workplaces through informational brochures and educational opportunities. In the summer, the Council on Chemical Abuse was recognized as **PA Stop** innovators for our efforts to bring these messages to the Spanish speaking community.



good news

**CLEAR & PRESENT
DANGER**
Reached 1,694 Students

Compared to 620 students during FY 16/17

This presentation is a two-part educational program about prescription medication safety for middle and high school students. The program includes engaging, hands-on activities focused on teaching teens safe medication practices, the link between prescription drugs and heroin, as well as techniques for turning down the invitation to use drugs and engaging in positive alternatives.

PREVENTION

ALCOHOL, TOBACCO, AND OTHER DRUG (ATOD)

Youth participants in single service events across Berks County	16,995
Youth participants that received COCA ATOD recurring curriculum sessions	1,304
Berks County school buildings that received ATOD curriculum services/ educational presentations	75
Community groups that received ATOD educational presentations	35
Parent program participants	452
Pregnant or parenting teen mother participants in addiction and parenting education	90
Informational brochures and pamphlets distributed on various addiction topics	20,783
GAMBLING*	
Participants that received COCA gambling recurring curriculum services	115
Participants in single service gambling prevention presentations	3,091
Gambling prevention materials distributed	71,064
Community awareness billboards located across Berks County	52

**There are commonalities between gambling disorders and other addictions (alcohol, tobacco and illicit drugs) and therefore, similar prevention strategies are considered to be effective.*

BREAKING THROUGH INTERVENTION

INTERVENTION

Calls to the 24/7 Drug & Alcohol hotline with Reading Hospital - (484) 628-8186	636
Clients who received drop-in services at the Reading Hospital Drug and Alcohol Center	60
Urine drug tests conducted	42,959
Berks County Jail inmates screened for drug and alcohol problems	3,766
Berks County Jail inmates who received addiction-specific education and intervention assistance	681
Berks County Jail inmates released directly to community-based residential substance use disorder treatment	166
Youth participants who completed the Underage Drinking Program (UDP)	119
Students who received Student Assistance Program (SAP) assessments	792

OPIOID OVERDOSE PREVENTION KIT

KITS DISTRIBUTED: 518

These kits contain the medication naloxone (NARCAN®) which is used to reverse a opioid overdoses and save lives. Kits were distributed to schools, colleges, fire companies, treatment providers, outreach workers, recovery houses and community members.

WARM HANDOFF

INDIVIDUALS REACHED: 897

The Berks County Warm Handoff program, often referred to as the WHO program, was designed to help individuals who are struggling with addiction. The goal of this program is to ensure that drug overdose patients and individuals who present themselves at emergency departments with the disease of addiction are immediately connected to treatment services.

WHAT IS A STIGMA?

Stigma describes the negative perceptions commonly associated with individuals with substance use disorders. Stigma can be a powerful barrier that prevents those suffering from addiction from accessing treatment.

Drug Treatment Court

The vast majority of people with a substance use disorder will need some type of intervention to begin a life of recovery. Treatment Courts can provide that intervention for people who become involved in the criminal justice system with less serious offenses and a result of their substance use. Berks County has two Treatment Courts that focus on people with substance disorders, Drug Treatment Court and DUI Treatment Court. These courts integrate substance use disorder treatment with the criminal justice system for the promotion of public safety, individual responsibility and recovery, and reduction of recidivism. The Treatment Courts use an interdisciplinary team, headed by a judge, to intervene with participants. Participants are held highly accountable and must attend substance abuse treatment, report to a probation officer regularly, submit to urine drug testing, obtain employment and exhibit overall progress. The Treatment Courts offer participants a variety of supports including recovery housing, recovery support services and drug free activities. Participants complete or "graduate" from Treatment Court when they complete all four of the Court's phases. Upon completion of the Court, the participant's criminal sentence may be reduced. National studies indicate that early and timely Treatment Court intervention has a significant effect in reducing jail time, recidivism, and continued drug use.

BUILDING HOPE TREATMENT



Steps to Enter Addiction Treatment

Depending on insurance and the urgency for medical attention, there are different ways an individual can enter treatment. Individuals with private insurance can call the customer service number on the back of the insurance card to request treatment. The next step is to get a drug and alcohol assessment from a qualified provider. After an assessment individuals will receive a referral determining what kind of care is necessary. Individuals who are uninsured*, underinsured* or on Medical Assistance may report to Treatment Access and Services Center (TASC) for an evaluation and referral to treatment during normal business hours (Monday - Friday, 8 a.m. - 5 p.m.)

For immediate detoxification services during evenings/ weekends/holidays, please contact one of the following facilities:

Reading Hospital Drug & Alcohol Center (484) 628-8186
Pennsylvania Adult & Teen Challenge (844) 888-8085

** Must be a Berks County resident for a minimum of 90 days.*

In accordance with federal and state requirements, pregnant women are afforded preference with regard to access to treatment services funded by COCA.

WHAT IS TASC?

TASC is a drug and alcohol central intake and treatment referral agency licensed by the PA Department of Drug and Alcohol Programs. COCA contracts with TASC to provide drug and alcohol assessment, treatment referral and recovery support services for Berks County individuals in need of public funds for addiction services.

19 N 6th Street | Suite 300 | Reading, PA 19601
(610) 375-4426 | berkstasc.org

TREATMENT ACCESS REQUESTS TO COCA: 3,861

When an individual requests access to treatment, screening/assessment is completed to determine the person's need for substance use disorder treatment and their eligibility for COCA treatment funding. Berks County residents with a substance use disorder and no public or private insurance benefits are eligible for COCA treatment funding.

TREATMENT SERVICES

INDIVIDUALS FUNDED FOR
TREATMENT: 1,499

TREATMENT EPISODES: 1,919

Since in the course of treatment, an individual may require admission to several levels of care (i.e. detoxification followed by residential treatment), the number of treatment episodes is greater than the number of individuals. Of the 1,919 treatment episodes in fiscal year 2017/18, 574 were for residential levels of care (i.e. detoxification, residential treatment and halfway house) and 1,345 were for outpatient levels of care (i.e. intensive outpatient, partial hospitalization and medication-assisted treatment).

ASAM TRAINING

PROFESSIONALS TRAINED: 135

This past fiscal year, the Department of Drug and Alcohol Programs initiated the transition to the American Society of Addiction Medicine (ASAM) Criteria as the tool for determining the level of care for individuals seeking substance use disorder treatment. To prepare the Berks County drug and alcohol system for this change, COCA, in collaboration with Community Care Behavioral Health and the Berks County Office of Mental Health and Developmental Disabilities, sponsored a series of ASAM trainings.

GIVING BACK TO COMMUNITY RECOVERY

Recovery Support Services

Recovery Support Services are designed to work with individuals in the community who are struggling with substance addiction. Recovery Support Services are not treatment; but rather are intended to and enhance drug and alcohol addiction treatment by promoting sustained recovery and helping to prevent, or minimize, episodes of relapse. These services are provided by certified Recovery Specialists who are in personal recovery from addiction. Recovery Specialists assist individuals in establishing the necessary connections with supports and resources in the community that will facilitate on-going engagement in the recovery process. The Recovery Specialist assists individuals in developing Recovery Plans that address obstacles maintaining recovery as well as identify recovery capital that will strengthen recovery. These plans involve an array of life concerns including rebuilding of healthy lifestyles, sober leisure activities and community service, and enhancing meaning and purpose. 615 Individuals benefited from Recovery Support Services during fiscal year 17/18.



IN MEMORY OF...

Al Eckstrom (Passed away July 2, 2018)

Berks County lost a trailblazer in providing support to those seeking recovery from addiction. Al served on COCA's Board of Directors in the late 1990's and brought with him the conviction that treatment is effective, and people do recover. While he had a long list of recovery-related accomplishments, arguably his signature achievement is the Easy Does It, Inc. facility in Leesport, PA. Al realized his dream to create a facility where people could stay, meet, and help each other stay sober. Al's vision and drive to help people suffering from addiction will be missed. (Al is pictured above in the green t-shirt.)

POST-TREATMENT SUPPORT GROUPS

PARTICIPANTS: 1,459

Post-treatment support groups provide continuing care through education and discussion groups, following the completion of formal treatment services. These groups provide the necessary guidance, assistance and encouragement to clients as they transition and become established in a personal recovery program. The ultimate goal of these groups is to sustain treatment gains and to solidify recovery.

TRANSITIONAL/ RECOVERY HOUSING

RESIDENTS: 423

This housing provides an alcohol and drug-free residential environment for individuals in early recovery. Transitional Housing offers recovery support services and allows individuals to establish a program of sustained recovery, obtain employment, seek permanent housing and attend treatment on an outpatient basis, as needed.

WHAT IS RECOVERY?

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential. (SAMHSA)

CONGRATULATIONS!



2018 Patricia Ganter Scholarship Winners

Every June, the Council on Chemical Abuse awards a student (or students) \$1,000 for college costs. The scholarship is funded through private donations and fundraising. Recipients are chosen for being active in substance abuse prevention in his/her school or community.

Pictured left to right:
Kiana Wright, Hamburg Area High School
Karleigh Grooves, Oley Valley High School
Kennedy Smith, Tulpehocken High School



2017 Annual Conference Award Winners

These individuals and/or organizations have exemplified the highest standards in the areas of addiction prevention, intervention, treatment and recovery services.

THE ROGER S. HERTZ EDUCATION AWARD
Marilee Cassidy, Boyertown Area School District

THE JOSEPH "BUD" HAINES COMMUNITY AWARD
Community Prevention Partnership of Berks County

THE FRANCIS "FRAN" DREXLER PUBLIC SAFETY AWARD
Michael J. Gombar, Berks County Chief of Detectives

THE BETTY J. MCDONOUGH TREATMENT AWARD
PA Adult & Teen Challenge

THE ALGOT "AL" ECKSTROM RECOVERY AWARD
Ryan Bradley, PA Adult & Teen Challenge &
Jennifer Weissberg, Berks County TASC

THE GEORGE J. VOGEL PRESIDENT'S AWARD
Dr. Charles Barbera, Reading Hospital

BERKS COUNTY COMMISSIONERS

Christian Y. Leinbach, *Chair*
Kevin S. Barnhardt
Mark C. Scott, Esq.

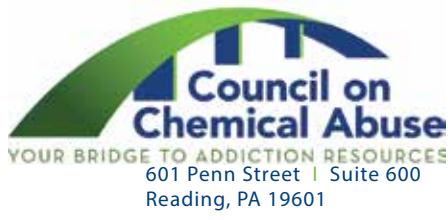
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As of 6/30/2018



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**Tune into our monthly WEEU show every
3rd Monday of the month at 11 a.m.**