

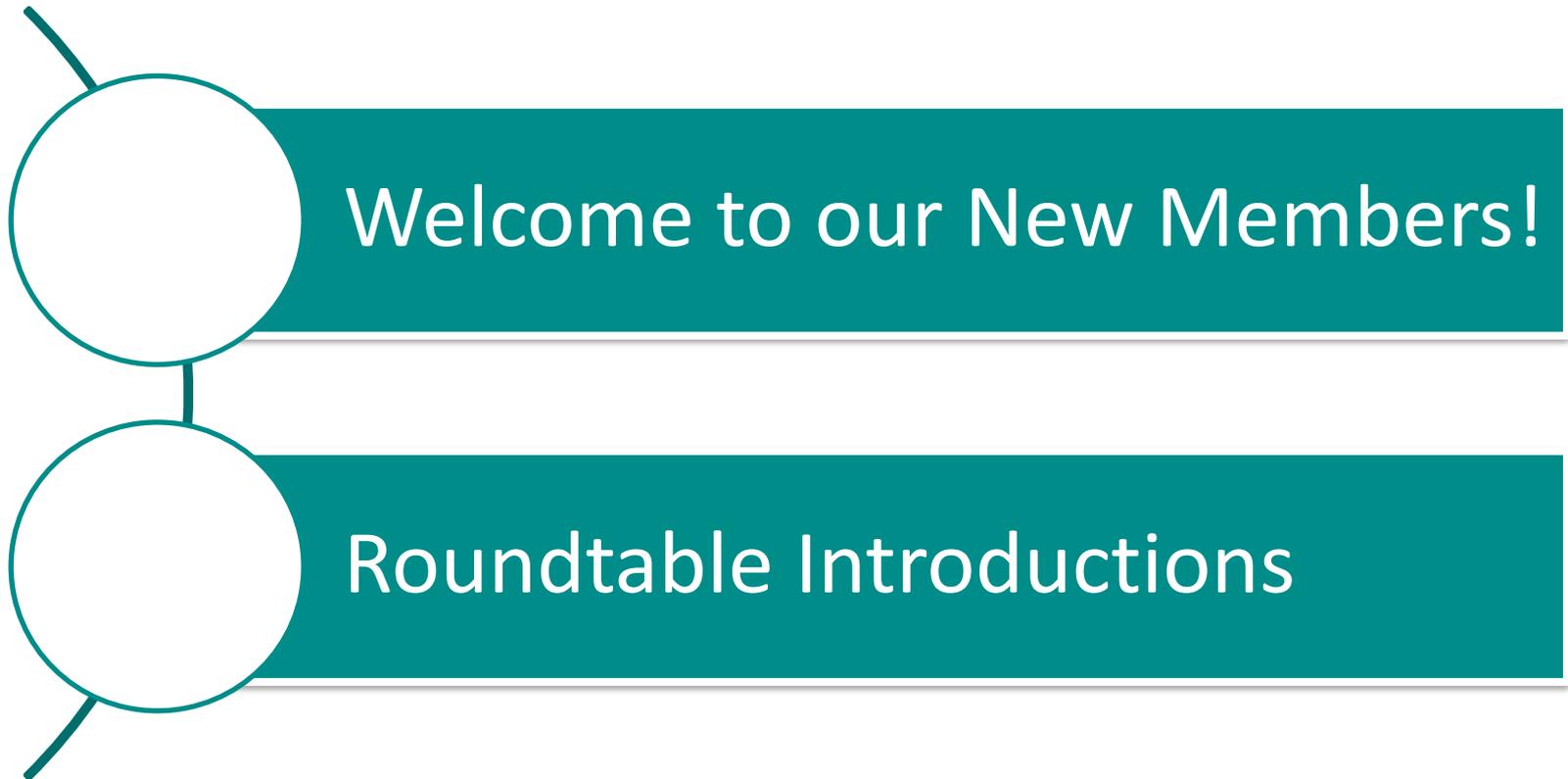


WINDSOR-ESSEX  
COMMUNITY  
**OPIOID &  
SUBSTANCE**  
STRATEGY

## **WECOSS Prevention and Education Working Group Meeting**

*Thursday, September 19<sup>th</sup> from  
1:00 p.m. – 2:30 p.m.*

# Welcome and Introductions (Co-Chairs)



# Review of Action Items from May 23<sup>rd</sup> Meeting (A. Erickson)

- Highlight youth cannabis statistics in Healthy Schools newsletter.
- Share toolkit and continue with communication plan.
- Begin working on quarterly newsletter for community, geared towards adults aged 18+.
- Share WECOSS partnership evaluation.

# Approval of Agenda and Minutes (Co-Chairs)

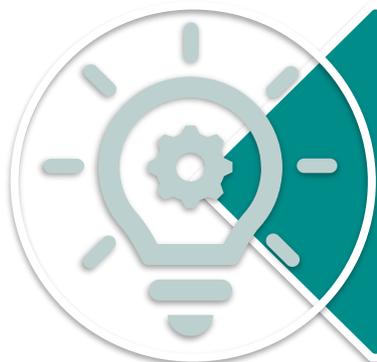
- ❖ Any other items to add to the agenda?
- ❖ Any changes needed for the May 23<sup>rd</sup> meeting minutes?

**\*Approval of Agenda and Minutes\***

# Meeting Goals (Co-Chairs)



Review progress and  
next steps of ongoing  
projects



Discuss 2025 project  
planning

# Project Updates

## *Continuous Communication (A. Erickson)*

- **Continuous communication toolkit and social media calendar** circulated to the WECOSS membership to promote shared messaging about substance use and the WECOSS
- **15 social media messages** posted on WECHU channels over June to August
- **10-week block of in-transit bus advertisements** on 26 buses (Fall 2024)
- Six-week block of **Google display advertisements** (Fall 2024)

# Project Updates

## Continuous Communication (A. Erickson)

### WECHU Social Media Posts – Themes of Campaign & Sample Messages

#### 1. What is the WECOSS?

 Windsor-Essex County HEALTH UNIT  
**Jun 04, 14:45**

 WINDSOR COMMUNITY OPIOID SUBSTANCE STRATEGY

What is the Windsor-Essex Community Opioid and Substance Strategy (WECOSS)? Local leaders and community agencies working together to address substance use in our community. Visit [www.wecoss.ca](http://www.wecoss.ca) to learn about what we...

#### 2. The Four Pillars of WECOSS

 Windsor-Essex County HEALTH UNIT  
**Jul 04, 13:30**

 PREVENTION & EDUCATION  
TREATMENT & RECOVERY  
HARM REDUCTION  
ENFORCEMENT & JUSTICE

The WECOSS uses a four-pillar approach to substance use and includes Prevention and Education, Treatment and Recovery, Harm Reduction, and Enforcement and Justice. Learn more about each pillar here: <https://wecoss.ca>

#### 3. Substance Use & Harm Reduction

 Windsor-Essex County HEALTH UNIT  
**Aug 14, 13:02**

 DISPOSE your needles SAFELY

Safely disposing of needles is crucial for the well-being of our community. Learn about our guidelines on safe needle disposal by visiting <https://ow.ly/cOS750SX28Y>

# Project Updates

## Continuous Communication (A. Erickson)

### Facebook Performance Data on WECHU Posts

*\*Note: Posts were also released on Instagram and X.*

Month & Focus	Posts	Reach
<b>June</b> What is the WECOSS?	<ol style="list-style-type: none"> <li>1. What is the WECOSS?</li> <li>2. Who is the WECOSS?</li> <li>3. WECOSS as an evidence-based hub</li> <li>4. Subscribe to alerts</li> </ol>	<ol style="list-style-type: none"> <li>1. 542</li> <li>2. 1,716</li> <li>3. 361</li> <li>4. 292</li> </ol>
<b>July</b> WECOSS Pillars	<ol style="list-style-type: none"> <li>1. Four pillars of the WECOSS</li> <li>2. Prevention &amp; Education Pillar</li> <li>3. Treatment &amp; Recovery Pillar</li> <li>4. Harm Reduction Pillar</li> <li>5. Enforcement &amp; Justice Pillar</li> <li>6. National Overdose Response Service</li> </ol>	<ol style="list-style-type: none"> <li>1. 869</li> <li>2. 346</li> <li>3. 605</li> <li>4. 810</li> <li>5. 449</li> <li>6. 1,337*</li> </ol>
<b>August</b> Substance Use and Harm Reduction	<ol style="list-style-type: none"> <li>1. Returning unused and expired medication to pharmacy</li> <li>2. Safe needle disposal</li> <li>3. Overdose prevention</li> <li>4. Substance use stigma</li> <li>5. International Overdose Awareness Day</li> </ol>	<ol style="list-style-type: none"> <li>1. 907</li> <li>2. 8,408*</li> <li>3. 987</li> <li>4. 619*</li> <li>5. 1,212</li> </ol>

**Total Reaches: 19,460**

# Project Updates:

## *Continuous Communication (A. Erickson)*

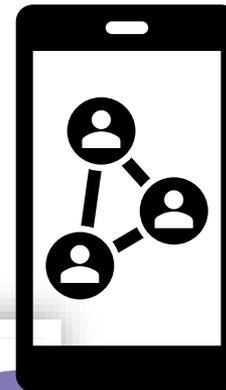
### Next Steps



Bus Ads



Google Ads



**Social Media –  
Substance Use and  
Harm Reduction  
(September &  
November)**

# Project Updates

## *Medicine Cabinet Clean Out (A. Erickson)*

- ❖ Hosted a booth for medicine cabinet clean out at **Earth Day event** in Malden Park on **Sunday, April 21<sup>st</sup>** – Awaiting total weight of medicine collected.
- ❖ Partnership with local policing services to hold **annual Medicine Cabinet Clean Out event** in November during **Crime Prevention Week**.

# Project Updates

## *Break the Vape*

# New Business

## *2025 Project Planning (Co-Chairs)*

- ❖ Aiming to generate a 2025 project proposal for review at the next meeting
- ❖ Seeking input from the group on where to focus our efforts next year
- ❖ Will provide overview of goals, objectives, and activities of the PEWG and key data/resources to inform discussion.

# New Business

## *2025 Project Planning (A. Erickson)*

### **PEWG Refresher: What are the goals of the PEWG?**

1. To prevent or delay the onset of substance use in our community.
2. To improve community knowledge and awareness about substance use as a health problem.

#### **What are the objectives of the PEWG?**

- Reduce the factors that increase the risk of developing substance use issues
- Increase protective factors for substance use
- Educate the community about substance use

#### **What kinds of interventions has the PEWG implemented in the past?**

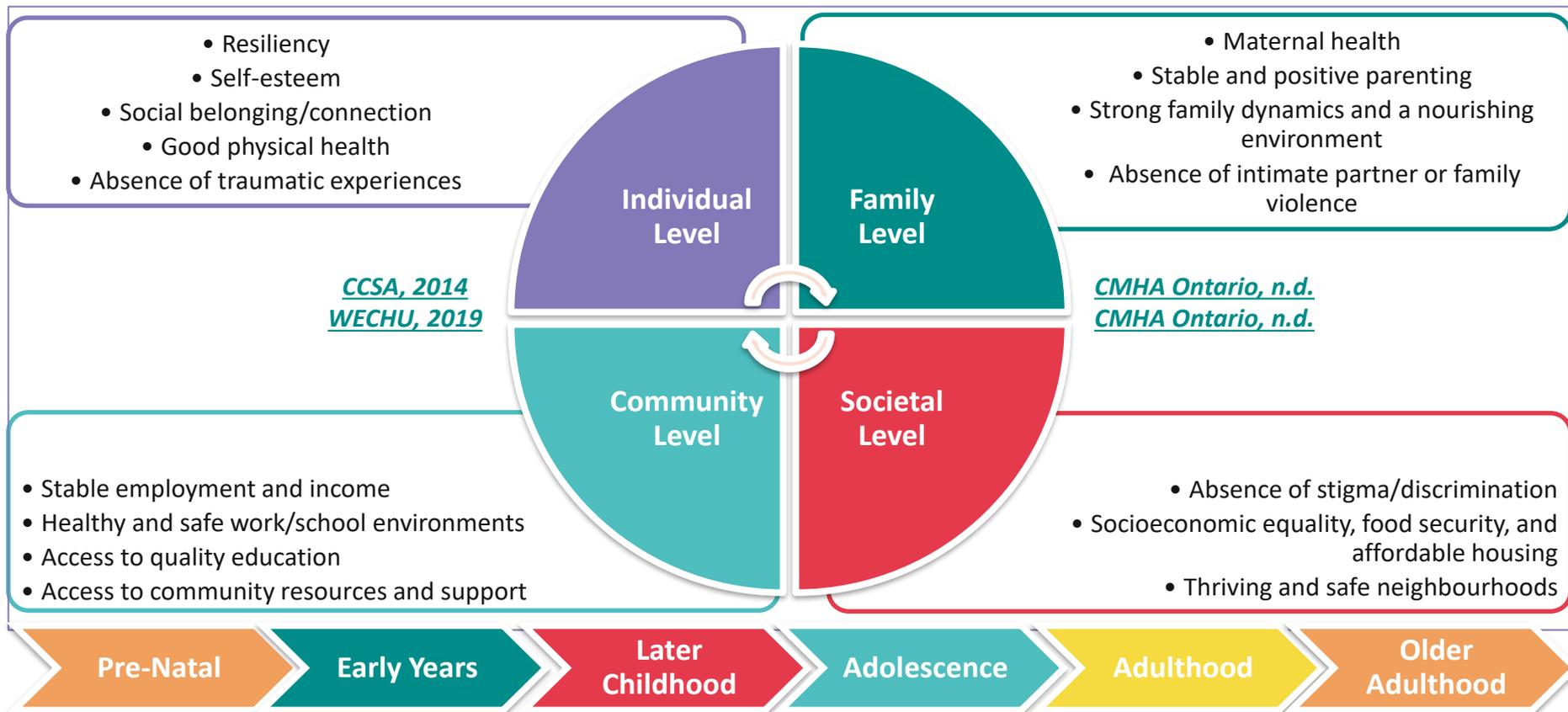
- Youth Engagement Campaign for Substance Use Prevention & Break the Vape
  - Healthcare Provider Education
  - Medicine Cabinet Clean Out
- Label Me Person Anti-Stigma Campaign
- Continuous Communication Campaign

# New Business

## 2025 Project Planning (A. Erickson)

Refresher:

Social Determinants and Associated Protective Factors for Substance Use and Mental Health Across the Life Span



# New Business

## *2025 Project Planning (A. Erickson)*

### Local Statistics (WECOSS Data Dashboard)

- ❖ **385** opioid-related emergency department (ED) visits in 2022.
- ❖ **126** opioid-related deaths in 2023 (rate of **28.7** per 100,000 population), which was significantly higher than the provincial rate (**16.8**).
- ❖ **82.5% (104)** of opioid-related deaths were accidental.
- ❖ Opioid-related ED visits and deaths occurred most frequently in **men ages 25-44**, followed by **men ages 45-64**.
- ❖ Deaths occurred most frequently in indoor/private residences (**70.3%**), followed by inns/shelters/congregate living settings (**13.6%**).
- ❖ The most common opioid present at death was fentanyl (**86.4%**).
- ❖ The N9A (**30+ deaths**) and N8W (**21-30 deaths**) postal code areas were most impacted by opioid overdose deaths (though deaths occurred in many postal code areas).

# New Business

## *2025 Project Planning (Co-Chairs)*

### **Discussion Questions**

1. What community needs, gaps, or priorities are you seeing through your work when it comes to substance use prevention and education?
2. What activities might the PEWG be able to undertake to help address these issues?
3. What kinds of stakeholders might we engage in this work?

# Community Agency Roundtable (All)

**Any new updates to share from your agency?**

# WECOSS Pillar Updates (A. Erickson)

## Treatment and Recovery

- WEC Connect Program and Service Inventory
- Promotion/Education about Opioid Agonist Treatments (OAT)

## Harm Reduction

- Community Overdose Prevention Training Events

## Enforcement and Justice

- Substance Use in Corrections Workshops
- Substance Supports in Neighbourhoods Accessed through Police Partnerships (SSNAPP)

# Next Steps & Meeting Wrap Up (Co-Chairs)

- ❖ Summary of action items and next steps discussed at today's meeting
- ❖ Next meeting scheduled for **Thursday, November 7<sup>th</sup> from 1:00 p.m. – 2:30 p.m.** via Microsoft Teams
- ❖ At next meeting, a draft project proposal will be presented for the group's review

# Thank You!

# References

- Canadian Centre for Substance Use and Addiction (CCSA). (2014). Systems Approach Workbook – Socioeconomic Determinants of Health. Retrieved from <https://www.ccsa.ca/sites/default/files/2019-04/CCSA-Systems-Approach-Socioeconomic-Determinants-2014-en.pdf>.
- Canadian Mental Health Association Ontario. (n.d.). Factors that Impact Addiction and Problematic Substance Use. Retrieved from <https://ontario.cmha.ca/factors-that-impact-addiction-and-substance-misuse/>.
- Canadian Mental Health Association Ontario. (n.d.). Social Determinants of Health. Retrieved from <https://ontario.cmha.ca/provincial-policy/social-determinants/>.
- Windsor-Essex County Health Unit (WECHU). (2019). Mental Health Promotion in Windsor-Essex County Report. Retrieved from <https://www.wechu.org/reports/mental-health-promotion-windsor-essex-county>.