

# NO-COST EXTENSION (NCE) REPORT: STATE OPIOID RESPONSE (SOR) GRANT

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SAMHSA REQUIRED INDICATORS AND  
PROJECT STATUS NARRATIVE

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## SAMHSA Required Indicators

### 1. *Number of clients who have received treatment services*

**Answer: Unique Clients = 1,974 (Used NCE funding for these services until December 15, 2020)**

#### a. *Of those, # receiving methadone*

**Answer: 159 (via county alcohol and drug abuse authorities, as funding for medication at opioid treatment programs came from SOR 2.0 grant)**

#### b. *# receiving buprenorphine*

**Answer: 1,387 (funding for buprenorphine medication via NCE funding, which ran through December 15, 2020)**

#### c. *# receiving injectable naltrexone*

**Answer: 16 via injection (25 total)**

### 2. *Number of clients receiving recovery support services*

**Answer: 448 (via county alcohol and drug abuse authorities located specifically in 11 designated rural areas)**

### 3. *Number of naloxone kits distributed*

**Answer: 6,132 does of naloxone provided to sites and 7,059 doses of naloxone distributed statewide via SOR NCE funding**

### 4. *Number of overdose reversals*

**Answer: 332 (Law Enforcement Officer Naloxone [LEON]) and 154 (Reduce Opioid Loss of Life [ROLL]) for a total of 486 overdose reversal attempts between the two Prescription Drug Overdose: Prevention for States grant-funded programs**

Of the 332 reversals attributed to the LEON program:

- 239 reversals were of males, and 93 were of females.
- The top three counties for LEON-attributed reversals were Greenville (75), Lexington (40), and Horry (32).

Of the 154 reversals attributed to the ROLL program:

- 105 reversals were of males, and 49 were of females.
- The top three counties for ROLL-attributed reversals were Lexington (60), Greenville (24), and Lancaster (13).

# Project Status Narrative: Successes and Barriers

## 5. Description of major activities/accomplishments (Include any outcomes you may have data on; please ensure that this section also discusses prevention activities geared toward education and training of the public.)

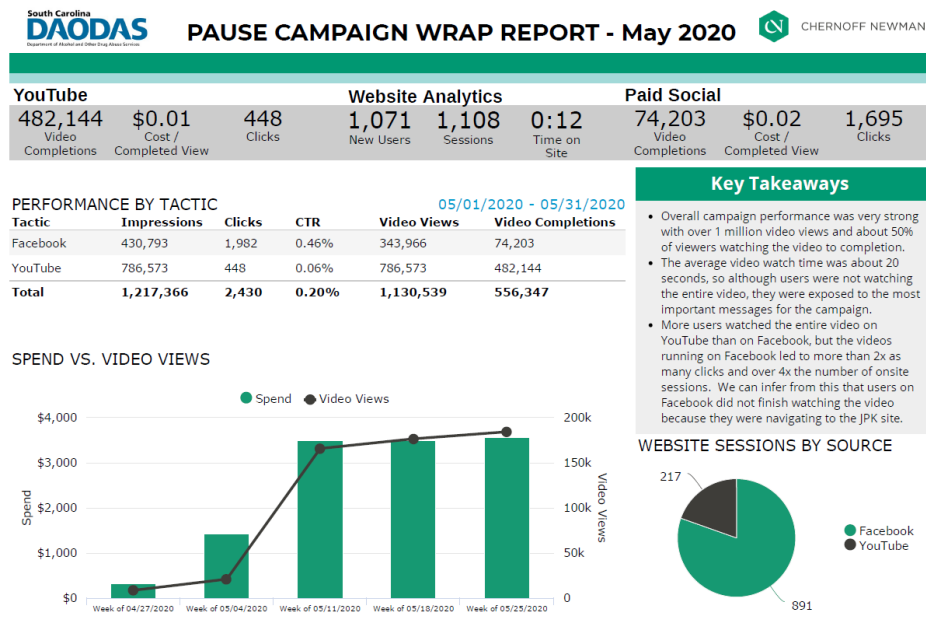
DAODAS had several projects from the previous SOR grant that were designated to continue to be funded via a no-cost extension (NCE). Status updates on those specific projects are below (*prime* or *supplemental* NCE funding designation indicated).

### SOR Media Funding (Supplemental)

#### Chernoff Newman Public Education Campaign

During Year 1 of the current five-year contract between the Department of Alcohol and Other Drug Abuse Services (DAODAS) and Chernoff Newman, DAODAS requested additional work necessitated by the coronavirus pandemic. This included creation and placement of television and social media messaging that encouraged parents to take advantage of the fact that life had effectively “paused” to have conversations with their children about the dangers of prescription drugs. The video spot can be viewed at [https://www.youtube.com/watch?v=\\_IwQcEOAOnA](https://www.youtube.com/watch?v=_IwQcEOAOnA)

The information below demonstrates the effectiveness of the month-long campaign (May 1-31, 2020). Under the key takeaways, the campaign performance was very strong, with over 1 million video views and about 50% of viewers watching the video to completion. More users watched the entire video on YouTube; however, Facebook had more than two times as many clicks and over four times the number of onsite sessions.



The department also recognized the negative impact that social isolation was having on individuals with opioid use disorder and requested the purchase of additional airtime throughout the December holiday period to run the public service message on network television and social media. This “1, 2, Breathe” campaign was developed to demonstrate the effectiveness, availability, and accessibility of Narcan®. Campaign materials developed and utilized at the state and local levels included: banner ads, outdoor billboards, posters, print ads, brochures, fact sheets, palm cards, and radio PSAs. Campaign materials can be viewed on the Just Plain Killers website’s toolkit or at <https://drive.google.com/drive/folders/1GbinuNgqW7oaOJ5qflItDev7Yfsmbcmcy>

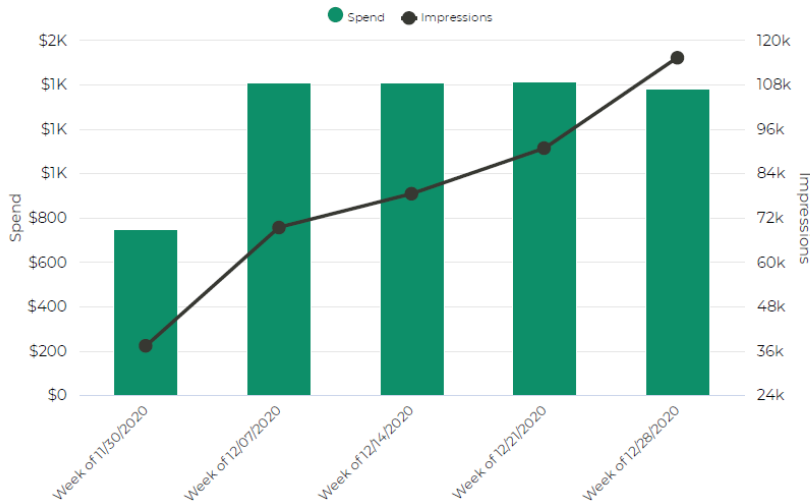
The information below demonstrates the effectiveness of the campaign (December 2020). Under the key takeaways, the campaign delivered 5,440,690 impressions and over 989,300 video views. A total of 11,781 users clicked or “swiped up” on the ads and were directed to the Overdose Prevention page on the Just Plain Killers website. Display banners delivered a strong click-through rate, with clicks increasing weeks throughout the campaign. The video campaign also delivered a strong video completion rate of 98%.

JUST PLAIN KILLERS.COM



Facebook + Instagram			Display + Video				Snapchat		
391,764	199,476	\$6,375	4,740,206	8,632	989,373	\$44,095	308,720	126,139	\$3,655
Impressions	Video Thru Plays	Spend	Impressions	Clicks	Video Completions	Cost	Impressions	Video Views	Spend

SPEND VS IMPRESSIONS



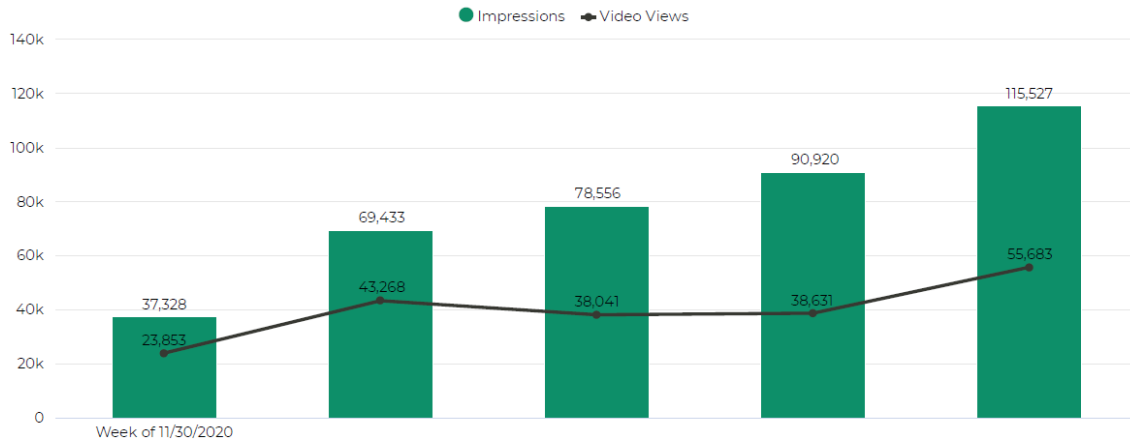
### Key Takeaways

- Overall the 1,2 Breathe campaign delivered 5,440,690 impressions and over 989,300 video views. 11,781 users clicked or swiped up on the ads and were directed to the Overdose Prevention page on the Just Plain Killers website.
- To complement our statewide cable schedules, we ran the Narcan spots on over-the-top television placements as well as on paid social platforms. To increase frequency of messaging and send users directly to the JPK site, we deployed display banners as well.
- Since we had several versions of the Narcan video produced, we served specific videos to the audience segments most likely to view. For example, on Snapchat, where the audience is mostly teens and young adults, we served the video featuring the young man.
- Facebook, Instagram and Snapchat delivered views at only a 3 cent cost per view. Snapchat users were more likely to swipe up to the site, where Facebook and Instagram users were more likely to view the full video.
- Display banners delivered a strong click-through rate with clicks increasing each week throughout the campaign. The video campaign also delivered a strong video completion rate with 98%.

# Facebook & Instagram



391,764 Impressions	199,476 Video Thru Plays	1,394 Clicks
0:10 Video Avg. Sec. Viewed	\$0.03 Cost / Video ThruPlay	0.36% CTR



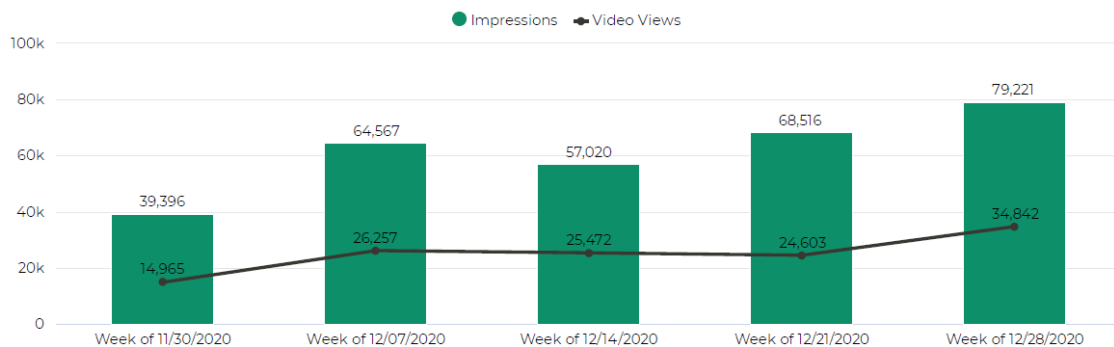
# Snapchat



308,720 Impressions	126,139 Video Views	1,755 Swipes
0.57% Swipe Up Percent	\$0.03 CPV	\$2.08 Cost / Swipe Up

## AD PERFORMANCE

Ad Name	Reach	Impressions	Video Views	CPV	Swipes	Swipe Up Percent
Narcan_Man_15	142,424	155,274	72,375	\$0.03	992	0.64%
Narcan_Montage_15	139,178	153,446	53,764	\$0.03	763	0.50%
<b>Total</b>	<b>281,602</b>	<b>308,720</b>	<b>126,139</b>	<b>\$0.03</b>	<b>1,755</b>	<b>0.57%</b>



## Top Networks for Cable and Over-The-Top Television Placements

Cable Networks	OTT Networks
<ul style="list-style-type: none"> <li>• A&amp;E</li> <li>• AMC</li> <li>• BET</li> <li>• Bravo</li> <li>• Comedy Central</li> <li>• CNN</li> <li>• ESPN, ESPN2</li> <li>• Food Network</li> <li>• Fox News</li> <li>• Hallmark (Holiday Programming)</li> <li>• HGTV</li> <li>• NFL Network</li> <li>• Paramount</li> <li>• Syfy</li> <li>• TBS</li> <li>• TLC</li> <li>• TNT</li> </ul>	<ul style="list-style-type: none"> <li>• A&amp;E</li> <li>• AMC</li> <li>• Bravo</li> <li>• Comedy Central</li> <li>• Discovery</li> <li>• ESPN</li> <li>• E!</li> <li>• Food Network</li> <li>• FX</li> <li>• Fox Sports</li> <li>• HGTV</li> <li>• NFL Network</li> <li>• Spike</li> <li>• Syfy</li> <li>• TBS</li> <li>• TLC</li> <li>• TNT</li> <li>• Travel Channel</li> <li>• USA</li> </ul>

The over-the-top networks listed in the figure above were accessed via the following streaming platforms:

- AT&T / Direct TV Now
- Sling TV
- Fubo TV
- Discovery Network Apps (including Discovery, HGTV, Food Network)
- Pluto
- Tubi

### iHeart Media Radio/Streaming Campaign

**Campaign Focus:** Community outreach to generate behavior change assisting in driving Just Plain Killers objective to stop South Carolina’s opioid epidemic

iHeart Media’s approach is to create high awareness in local communities as to why Narcan<sup>®</sup> should be available in every household and to drive South Carolinians to conduct regular medicine cabinet checks (including adding Narcan<sup>®</sup>).

### **Campaign Target:**

- General market, with focus on adult women who influence and take care of vulnerable groups most impacted by potential opioid misuse.
- Vulnerable populations, including adult parents, teenagers, family/friends with mental health challenges, athletes/people who have had surgery requiring opioids.

**Campaign Objective:** Educate South Carolina communities on the following:

- Why and how to dispose of unused opioid drugs
- The necessity of having Narcan<sup>®</sup> available
- The importance of knowing what is in their medicine cabinets

**Campaign Strategy Objective:** Augment the “Just Plain Killers” strategy by embedding messages in South Carolina communities via local radio brands and influencers to educate and drive South Carolinians to take action on critical behavior around medication management in their households.

“Narcan<sup>®</sup> in Every Home” will be the ongoing theme and objective. Opioids can be “Just Plain Killers,” and when South Carolinians commit to one simple thing – Narcan<sup>®</sup> in their homes – South Carolina lives will be saved. Motivating community members to purchase Narcan<sup>®</sup> for their homes starts with opioid medication education, with all messaging pointing to the “Just Plain Killers” website and/or social media channels.

**Paid Media Overview:**

- Local Radio – 5,408 :30 commercials
- Total Traffic Weather Network – 7,268 :10 and :15 commercials
- Streaming Audio – 875,000 impressions
- Over-The-Top – 2,045,454 impressions
- Pharmacy Bags – See chart below for more information on these impressions.

S.C. Markets	Locations	Months	Total Impressions
Charleston	10	3	330,000
Columbia	12	3	345,667
Greenville-Spartanburg	10	3	300,000
Myrtle Beach-Florence	10	3	300,000



**Total Cost:** \$400,000 (nine equal payments, January – September 2021)



**Bonus Media Overview:**

- Local Radio – 5,408 :30 commercials
- Total Traffic Weather Network – 7,268 :10 and :15 commercials
- On-Air and Social Media Endorsers – Charleston, Columbia, Florence, Greenville, Myrtle Beach
- Local Events – 10
- Smart Audio – 1,500,000 impressions
- SC State Network – 3,300 commercials

**Total Value:** \$305,640

*South Carolina Alcohol and Drug Academy (SCADA) (Prime)*

The SCADA is a partnership between DAODAS and Behavioral Health Services Association of South Carolina Inc. (BHSA). With a shared mission to ensure that quality behavioral health services are provided to the citizens of South Carolina, these two entities have created an opportunity for those interested in the prevention, treatment, and recovery from substance use disorders (SUDs) to come together to learn, network, share ideas, be challenged, and grow. The SCADA is for any individual interested in alcohol and other drug issues. The event scheduled for May 16-19, 2021, was postponed from 2020 due to the onset of the COVID-19 pandemic and will provide an opportunity for individuals to learn about the latest research and strategies related to their work, hear from leaders in the field, and develop new ideas, skills, and approaches to become more effective and efficient providers for those with SUDs.

For the past several months, much planning and re-planning have taken place for the SCADA. The lead planners have organized plenaries and breakout sessions that are designed to provide specialized learning opportunities. The educational sessions will deliver the most up-to-date information on behavioral health issues, as well as provide opportunities to learn about evidence-based strategies that will facilitate positive change and growth in individuals, families, and communities. The presenters will come from throughout the United States to share their experiences, expertise, and passions. They are “the best of the best” in their chosen fields and will inspire, motivate, and challenge all participants of the SCADA. As of this writing, 190 participants have registered to attend the SCADA.

*DAODAS – Ryan White Program Collaborative HIV Project (Prime)*

The recovery community organization FAVOR Greenville began its second year of HIV testing in October 2020. As previously outlined in the DAODAS year-end report, the provision of INSTI<sup>®</sup> HIV test kits was replaced by that of OraSure swab testing kits for FAVOR Greenville staff so that social distancing guidelines could be implemented and HIV testing could restart. Table 1 shows the mid-year figures regarding testing and linkage to care that were provided.

**Table 1. FY21 Mid-Year HIV Tests Conducted by FAVOR Greenville**

<b>Measure</b>	<b>Count</b>
Total HIV Tests Conducted	110
Total # Resulting in Positives	2
Total # Newly Positive LTC	2

In addition to conducting HIV testing through this project, FAVOR Greenville volunteers were also trained on HCV testing and linkage-to-care services and began incorporating HCV testing into their testing events beginning in November 2020. During this cycle, 22 individuals were tested for HCV, and one of those tests was a reactive test result. That individual was referred for RNA confirmatory testing and linked to curative treatment.

The local AIDS service agency and sub-grantee (AID Upstate) provided technical assistance to FAVOR Greenville staff during this cycle in the form of shadowing the initial provision of their HCV testing outreach and the HCV linkage-to-care and reporting processes. In total, during the first six months of the SOR 2.0 grant, the number of interactions (labeled as “events”) that AID Upstate recorded as having occurred between them and FAVOR Greenville was 114. The majority of those events (69 out of 114) were reported as technical assistance provided by AID Upstate via telephone.

#### *Nicotine Replacement Therapy (NRT) Project (Prime)*

Since October 2020, three additional county alcohol and drug abuse authorities have been oriented to nicotine-replacement therapies. These three sites will serve patients with opioid use disorder and other substance use disorders in six counties across the state. These new patients will have access to at least two weeks of nicotine replacement therapy on site and will be referred to the South Carolina Tobacco Quitline for additional support.

A major accomplishment is the plan to invite at least one clinician from each region of the state to a Certified Tobacco Treatment Specialist Training. Having Certified Tobacco Treatment Specialists will strengthen our efforts to build capacity of this initiative, as well as increase the efforts to sustain this initiative beyond SOR. The NRT Project currently includes Anderson, Charleston, Dillon, Horry, Marion, Marlboro, and Oconee counties.

#### *Transportation Support Project (Supplemental)*

SOR funding has continued to be utilized to provide transportation support to 28 counties in South Carolina, thus increasing the reach of these funds to eight additional county alcohol and drug abuse authorities. The types of support provided have remained consistent and include:

- funds for cabs;
- Uber/Lyft vouchers and gas cards;
- bus passes;

- continued partnership with local transportation organizations in very rural areas; and
- bicycles.

### *Oxford Houses (Prime)*

DAODAS also provided additional funding and support during this reporting period to Oxford House Inc. for COVID-19 relief. The funding was used to assist the recovery residences with monthly payments toward revolving loans for start-up and rent costs. The funding has allowed the organization to continue providing services during the economic impacts of the COVID-19 pandemic. A list of houses and the designated amounts applied to each unit is submitted to DAODAS for payment request after a two-step verification process including Oxford’s Housing Coordinator and Director of Finance.

## **6. Description of barriers and how you have addressed them, and any barriers still left to address.**

Overall, general barriers related to projects funded through the no-cost extension (NCE) focused on overcoming the unique challenges of providing support for substance use treatment across the spectrum while dealing with a global pandemic. Specifically, projects funded through the NCE were either delayed or altered from their original timelines (e.g., the S.C. Alcohol and Drug Academy) or were altered to provide emergency assistance for critical programs and structures, such as funding for Oxford House so that those in recovery could have secure housing.

A greater emphasis on outreach via virtual means through the two media campaigns addressed the barriers presented by the pandemic, which hampered in-person outreach and educational opportunities due to justified caution brought about by COVID-19.

Overall, the NCE allowed for the listed projects to move closer to completion or to finish on a more solid platform than otherwise would have occurred. Challenges that would have faced us if the projects were not given adequate time to resolve themselves would have caused further strain on the start of the new SOR grant, but instead DAODAS was able to work on problems and make adjustments as needed.

## **7. There are caps on Administrative, Data Collection & Reporting costs. Please provide the information requested below to help document that caps are being monitored to ensure compliance with the funding restrictions identified in the Funding Opportunity Announcement (FOA):**

- Indirect/Administrative & Infrastructures Development** – Please confirm the amount of grant award funds that have been spent on administrative and infrastructure development costs during the reporting period. Note: No more than 5 percent of the total grant award may be used for administrative and infrastructure development costs.

*Answer:* **The Administrative cost expended during the required period was \$1602.01, which will not exceed 5% of the award.**

- b. Data Collection & Reporting** – Please confirm the amount of grant award funds spent on data collection and reporting during the reporting period. Note: Up to two percent of the total grant award may be used for data collection and reporting. (This is in addition to the 5% administrative cost which may also include data collection.)

*Answer:* **There is no Data Collection & Reporting cost for the requested period.**