

San Francisco Department of Public Health

Behavioral Health Services Director's Update for the Behavioral Health Commission

November 21, 2024

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San Francisco Department of Public Health



City & County of San Francisco
Department of Public Health

Agenda

- Mission and Vision
- Verbal Updates
- Public Awareness Campaign



Our Vision, Mission, and Key Tactics

Vision

For all San Franciscans to experience **mental and emotional well-being** and **participate meaningfully** in the community across lifespans and generations.

Mission

To provide **equitable**, effective substance use and mental health care and promote **behavioral health and wellness** among all San Franciscans.



Verbal Updates



Public Awareness Campaign – Living Proof



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Campaign Objectives

To increase awareness of the wide range of available and effective treatment options and services for Opioid Use Disorder (OUD) in San Francisco.

01

Increase awareness that substance use treatment is available and that recovery is possible for every individual.

02

Increase awareness that medication treatment for opioid addiction is highly effective and available.

03

Direct people with opioid use disorder and/or their loved ones to treatment resources.

04

Promote the City's range of treatment services and work to reduce overdoses.

Background on Living Proof

- DPH partnered with NYC Health, which originated the Living Proof campaign in NYC in 2017, believing it to be an effective and aspirational message.



- The Philadelphia Department of Public Health was the first to replicate the NYC effort with its Bupe Works campaign in 2019.



- Each campaign underscores the key messages DPH wants to communicate by showcasing real people in recovery from addiction.

Where will Living Proof appear?



8 Billboards, 100+ bus shelters, digital ads at Civic Center BART, Union Square and Chinatown Muni stations



On transit vehicles as part of Muni's PSA program



Targeted social media ads: Facebook, Instagram, YouTube



Posters at community locations, including treatment centers, community centers, and as requested by community groups



Partnership with Lyft and community-based organizations to get the messages out

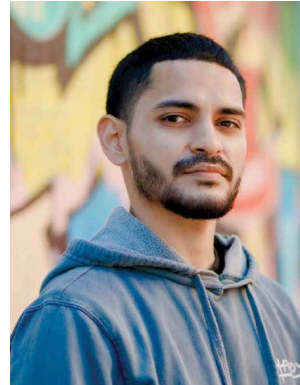
Campaign Talent



Jean
Treatment



Dominique
Recovery



Kevin
Treatment
(Spanish)



Shavonne
Treatment



Erica
Recovery



Gregory
Recovery



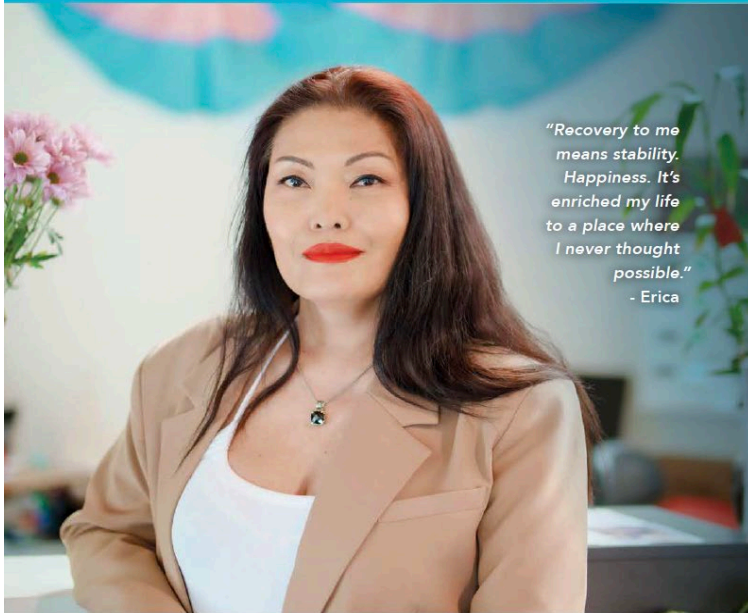
**Juliana and
Michael**



Jen
Treatment

I Am Living Proof Recovery Is Possible

Help for addiction is available and lifesaving



"Recovery to me means stability. Happiness. It's enriched my life to a place where I never thought possible."
- Erica



Get Treatment. It Works.
Call (888) 246-3333.
Learn more at LivingProofSF.org



I Am Living Proof Treatment Works

Help for addiction is available and lifesaving



"For me, recovery is a second chance at life. Methadone helped me get that second chance."
- Jen



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I Am Living Proof Treatment Works

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*"Methadone gave
me my recovery. It
gave me my life back."*
- Jean



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*"I could write a
novel about all the
good things that have
happened to me since
I've been in recovery."*
- Dominique



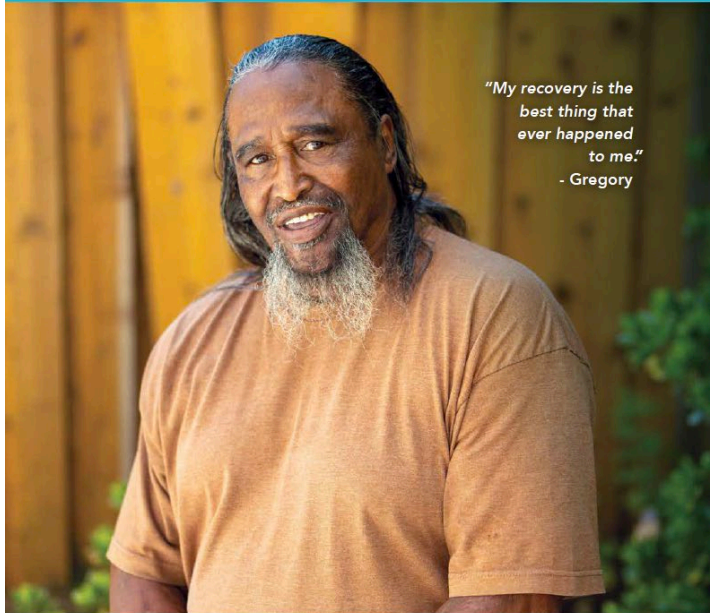
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"My recovery is the best thing that ever happened to me."
- Gregory



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I Am Living Proof Treatment Works

Help for addiction is available and lifesaving



"I thought recovery was impossible, but then buprenorphine changed my life."
- Shavonne



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Somos la prueba viviente de que el tratamiento funciona

Hay ayuda disponible para superar
la adicción y puede salvarle la vida



*"Desde que dejamos los
opioides, nuestra vida,
que alguna vez pareció
fuera de control,
ahora es muy
prometedora."
- Juliana*



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Consiga tratamiento. Funciona.

Llame al 888-246-3333
o visite LivingProofSF.org



Soy una prueba viviente de que el tratamiento funciona

Hay ayuda disponible para superar
la adicción y puede salvarle la vida



*"El tratamiento
ambulatorio fue una
bendición y
definitivamente me
ayudó a dejar
de consumir."
- Kevin*



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Consiga tratamiento. Funciona.

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We Are Living Proof Recovery Is Possible

Help for addiction is available and lifesaving



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我們的親身經歷就是有 機會康復的證明

可提供戒毒及急救治療



立即治療效果超卓
請致電 888-246-3333
或瀏覽 LivingProofSF.org





Thank you

About On-Demand Medication Treatment for People Who Use Opioids



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Department of Public Health

MEDICATIONS FOR OPIOID USE DISORDER ARE EFFECTIVE AND LIFE SAVING



Reduce Mortality by 50%

Buprenorphine and methadone are highly effective in reducing the risk of death from any cause by approximately 50%.



Approved Medications for Opioid Use Disorder

These medications are approved by the FDA and recognized as the gold standard for treating opioid use disorder.



Increase Treatment Engagement

People who use these medications are more likely to engage in and stay in treatment for their opioid use disorder.

Buprenorphine and methadone are proven effective medications that can save lives by reducing the risk of death from any cause, including overdose. Expanding access to these treatments is a key priority in San Francisco's efforts to address the opioid crisis.

BUPRENORPHINE TELEHEALTH PILOT

● **March 3, 2024**

Launched two-week pilot for immediate telehealth consults and buprenorphine prescriptions during overnight hours. Conducted over 70 in-field telehealth consults in 2-weeks!

● **March 6, 2024**

SFDPH and HSH open 9 beds at non-congregate shelter and uses them to support telehealth clients - we call it RESTORE!

● **April - Present**

Relaunches telehealth consults to people outreached by the DPH Night Navigation street care team every night from 8 PM to 12 AM. RESTORE expands to 20 beds!

● **September 30, 2024**

Expanding program to offer on-demand telehealth visits for opioid use disorder treatment for all San Franciscans from 8 AM to 12 AM daily

● **Late Fall 2024**

Will explore expansion

1,312

TELEHEALTH
ENCOUNTERS

1,095 UNIQUE PATIENTS

PILOT RESULTS FROM MARCH -
SEPTEMBER 9TH

427

BUPRENORPHINE
PICK-UPS

38% PICK-UP RATE AMONGST
PATIENTS WHO RECEIVED A BUP
PRESCRIPTION

41

METHADONE
STARTS

52% OF PEOPLE WHO EXPRESSED
DESIRE FOR METHADONE
CONNECTED TO AN OPIOID
TREATMENT PROGRAM

WHAT HAPPENS WHEN WE PAIR MEDICATION TREATMENT **WITH** **STABILIZATION** **SUPPORT?**

RESTORE Results from March - September 11th

87%



87% or 96 patients who
chose bup picked up their
first prescription.

66%



66% or 25 patients who
chose methadone enrolled at
an opioid treatment program.

HOW THE PROGRAM WORKS



Call the Behavioral Health Access Line between 8am - 12am

SF residents with an opioid use disorder call the BHAL line. They will hear: **To speak with a medical professional about medication treatment for addiction to fentanyl, heroin, or opioid pills, press 1.**



Receive a Telehealth Consult

A medical provider will discuss the caller's medical history and substance use, and create a treatment plan, which could include prescribing buprenorphine or providing information to get methadone treatment.



Get Navigation Assistance

With consent brief navigation is available to assist patients with connection to existing care teams, medication pick-up, connection with ongoing prescription care, and to methadone and other health and social services, including the RESTORE program.



Meet initial treatment goals

The program's goal is to navigate clients to the initial steps of their treatment goals. This could include a second prescription pick-up, or enrollment into methadone clinic or entrance into residential treatment.