

Title:	AZ Community Education				
Policy Number:	1208	Effective Date:	01/23	Next Review Date:	01/24

POLICY: The purpose of the BHG/CBH Community Education Plan Policy is to reduce stigma around MAT services and reduce any negative impact on the community, promote peaceful coexistence and plan for change.

BHG/CBH has a written community relations and education/neighborhood engagement policy that addresses the impact of the program on the communities served. The policy facilitates activities that promote a positive perception of MAT and facilitates education of people and businesses directly or indirectly impacted by the program. The medical community, neighbors, other businesses, BHG/CBH staff and patients are included in this process. The plan also identifies staff who participate in community relations activities and who are responsible for representing MAT programming.

SCOPE: Arizona employees

DEFINITIONS: Medication Assisted Treatment (MAT) is the use of prescribed medications to treat opioid use disorder (OUD). MAT includes the use of all federally approved medications for the treatment of OUD: methadone, buprenorphine and naltrexone.

RESPONSIBILITIES: Treatment centers will identify at least one person responsible for providing education to the local community and referral partners.

PROCEDURE: BHG/CBH believes public education will reduce stigma around MAT and OUD which will reduce stigma against patients in recovery and will increase access to persons seeking treatment for all types of substance abuse. A focus on MAT services is important due to the many misconceptions surrounding the use of medication.

I. Location Selection:

BHG/CBH is committed to working with surrounding neighborhoods when selecting a site for new programs or growth of an existing location. BHG/CBH will review the surroundings of potential new locations to ensure concerns about adjacent businesses, schools, child care facilities, churches, residences or other sensitive organizations. BHG/CBH will ensure adequate parking for patients and staff and ensure traffic flow in and around the location is not impeded.

II. Community Engagement:

To engage the community BHG/CBH does the following for HOAs, neighborhood associations, school administrators, neighboring businesses, community organizations, city or town councils, law enforcement, block watch organizations or any other community businesses or organizations:

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1. Provide contact information to reach for regular business matters as well as for concerns or complaints.
2. Make representatives available for meetings as requested.
3. Host community meetings.
4. Work with all branches of law enforcement and criminal justice to ensure the safety of all persons directly or indirectly impacted by the location.
5. Meet with City Council representatives as need to educate and address any concerns.
6. Offer outreach presentations/education to all key stakeholders in the neighborhood.
7. Work with all stakeholders to address safety, security, traffic, and any other issues of concern.

III. Community Engagement through Education:

1. BHG/CBH participates in numerous community events related to MAT services. BHG/CBH staff participates in these events and distributes written materials on MAT and fields questions as needed. Requests for additional information or outreaches are handled by the BHG/CBH Program Director, Program Sponsor or designees. It is the goal of BHG/CBH liaisons to the community, the Program Director or Program Sponsor, to educate the community and neighboring stakeholders on MAT and create trust and community well-being.
2. BHG/CBH's website provides detailed explanation of MAT services and the requirements of the program and medications used. The BHG/CBH website Patient Orientation Video is an informative look at what treatment involves and provides public and patient education to any interested parties. The website also promotes treatment outcomes that support MAT.
3. BHG/CBH has social media outlets which includes posts on issues and concerns around MAT. BHG/CBH issues press releases when involved on the state or national stage providing education. By doing this BHG/CBH is a complete and easily accessible resource of information for media regarding MAT services. Program leadership- Program Directors and Program Sponsor- act as the spokespersons for positive media coverage surrounding MAT services.
4. BHG/CBH serves as a community resource on substance use and related health and social issues as well as promoting the benefit of MAT in serving public health. This is done by conducting outside agency education and attending community meetings and association meetings.
5. BHG/CBH distributes printed and social media information to all persons in the community including key stakeholders as requested or needed.

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6. BHG/CBH distributes and develops educational materials that contain information about MAT and the populations served as well as outcomes.
7. The Program Director and designees support education and promotion of MAT by conducting outside agency education, serving on committees and participating in local, state and national MAT related activities.
8. BHG/CBH is available to the surrounding community and neighborhood associations to share information on MAT services and any concerns.

IV. Community Acceptance and MAT Programming:

1. All licenses, accreditations, certificates, and credentials are publicly displayed at the location.
2. BHG/CBH maintains good community relations by enforcing the loitering and diversion policies. See Diversion Control Policy and Arizona Community Relations Policy.
3. BHG/CBH physical facilities and grounds are maintained by the property owner and repairs are quickly addressed. Janitorial services are contracted as are the trash collection services.
4. Pedestrian and automotive traffic flow are monitored by the Security Guard and staff daily, keeping staff, patient and community safety a priority.
5. BHG/CBH monitors and documents daily and weekly census and capacity and provides reports to the Health Plan. At no time has BHG/CBH reached capacity but should this happen addition hours would be added and/or staffing as needed to meet demand.
6. All community relations activities are documented each month by staff and evaluated by Program Sponsor yearly.
7. BHG/CBH solicits neighborhood and community feedback and provides education to all stakeholders as requested.
8. BHG/CBH's Program Director and Program Sponsor interact with community leaders to foster good relations and develop partnerships to advance the organizations mission and provide education. BHG/CBH's Program Director and Program sponsor serve as the community relations coordinators.

V. Disaster Communication and Recovery

1. Theft/Fraud/Misuse/Diversion - See Diversion Control Policy
2. Disaster: See Arizona Safety and Security Plan Policy. In the event of an emergency at either of the locations in Tempe or Phoenix, both have adequate resources to care for the combined census.

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VI. Security Protocols

1. BHG/CBH has on-site security during all open hours contracted with a security company.
2. All parking lots are well lit and off heavily-travelled streets with bus stops within steps.
3. Property maintenance is available immediately.
4. All security devices have passed the bi-annual inspection of the DEA as well as internal inspections completed by the Program Director and Program Sponsor.

ADDITIONAL: This plan includes community engagement and educational efforts regarding MAT services. It also addresses processes to resolve any potential community relations issues such as diversion, theft, and program emergencies. This policy is intended to work with BHG/CBH Arizona Safety and Security Plan Policy and BHG/CBH Community Relations Policy.

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Related Policy and Procedures:

Standards:

Review Date:

Revision History:

Authorized By: