

La Crosse County Opioid Settlement Advisory Team

Utilization of Opioid Settlement Funding:

Creating a legacy of impact

Presentation to the La Crosse County Board of Supervisors

September 8th, 2025





OPIOID SETTLEMENT ADVISORY TEAM

(Work Completed: Mar – Aug 2025)

<u>INDIVIDUAL</u>	<u>ROLE</u>
Audra Martine	Health Department Director
John Siegel	Sheriff
Anneliese Skoda	Integrated Support & Recover Services Acting Manager
Jason Witt	Human Services Director



Interests Expressed by La Crosse County Board of Supervisors

October 4, 2024

Justice System

Families / Prevention

Harm Reduction

Homelessness / Housing

Breaking the
generational crisis

Homelessness &
treatment access

Service connections &
warm handoffs

Jail re-entry
services

Residential
treatment options
for pregnant
women

Starting treatment
in the jail

Prevention

Family early
intervention

Jail Services
(mentors, jail ministries)

NARCAN &
Fentanyl test strips

Level-Set

Presentation Purpose



Summarize the Planned Uses of Opioid Settlement

- Approval for **\$63,800** spending will be requested later this month via resolution
- **\$626,100** in spending (approx.) will be included as part of the Administrator's 2026 Budget Request
- **Remaining funding** will be appropriated annually for ongoing items (contingent on showing desired outcomes), projects in development and to meet emerging needs (flexibility)

Initiate a 10-year multifaceted plan for opioid abatement

- Will include activities requiring no use of opioid settlement dollars
- Will include project management, timelines, milestones and regular updates



Uses of Opioid Settlement Dollars

Presentation Outline

- I. Background
- II. Planning Framework
- III. Key Observations
- IV. Planned Use of Funding
- V. Summary & Next Steps

I. BACKGROUND



- A. Available Funds: ● **\$7.6 million** settlement funds + **\$63,800** matching grant
- B. Allowable Uses: ● Approved purposes aimed at addressing the opioid crisis* (funds are intended for opioid epidemic **abatement.**)
- New activities or expansion of current efforts (not supplant)*
- Wisconsin Act 57
 - Settlement Agreement Guidance

Funds may be used with regards to **methamphetamine use, since polysubstance use is common among individuals with OUD.*



C. Examples of Uses per Settlement Guidance:

Address **gaps** in services

Expand **access** to treatment

Fund **innovative or evidence-based** programs

Special Mentions:

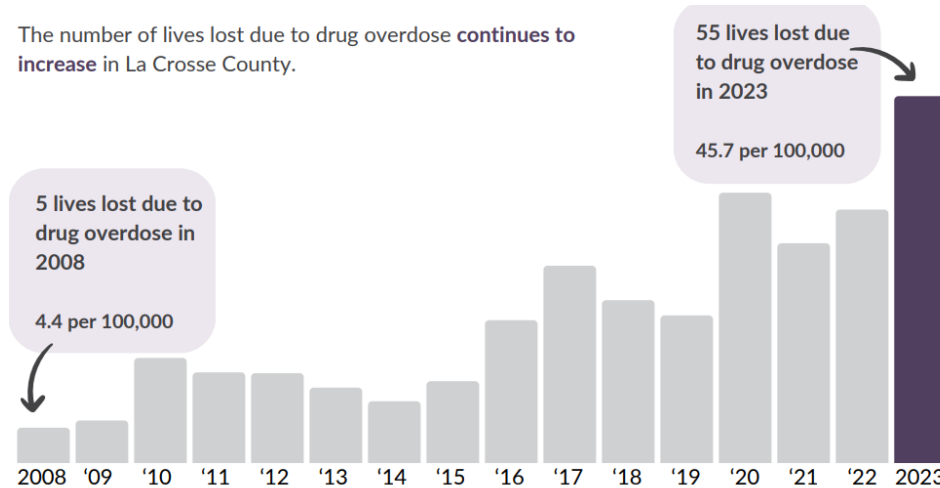
- **Criminal-Justice Involved Persons**
- **Pregnant or Parenting Women & Their Families**
- **Planning & Coordination**
(i.e., staffing to support cross-system coordination)

D. The Opioid Crisis in Our Community



Overdose Deaths

The number of lives lost due to drug overdose continues to increase in La Crosse County.



Deaths dropped to 17 in 2024

Calls, overdoses and hospitalizations remain high

Impact on County Services

- Justice
- Child Protection
- Behavioral Health
- Homeless Response

*Higher service demand
Higher expenditures*



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E. Data Points

Justice



Approximately **63%** of individuals in county jails have a SUD*, with an estimated **14.5%** specifically screening positive for OUD^

Approximate annual cost of housing someone in jail is approximately **\$47,000**

Child Protective Services

CPS



Approximately **30%-50%** of child welfare cases involve parental substance use, with opioids and meth being major drivers.

Annual cost of a single youth residential caring center placement can be as high as **\$225,000**

PATHWAYS HOME HOUSING



Approximately **20%** of La Crosse's unsheltered population has an opioid use issue.

Community cost of a single unsheltered individual is **\$36,000**



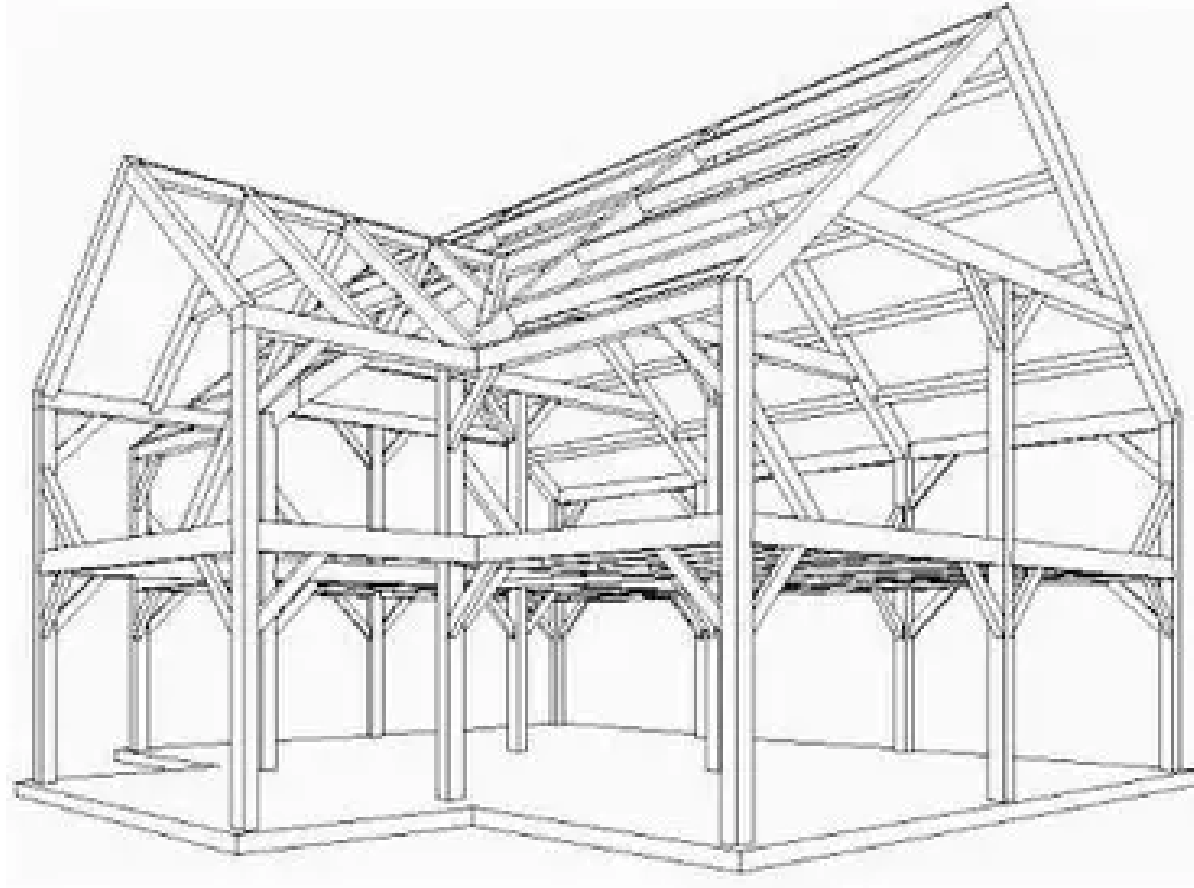
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* Substance Use Disorder

^ Opioid Use Disorder

II. Planning Framework

A. Scope



B. Elements



A. Scope

Direction from the La Crosse County Administrator

1. Project Scope

County Service Lens

Developing recommendations for the use of La Crosse County's opioid settlement funds that mitigate harms of the opioid crisis in ways that can directly and significantly **reduce the demand for and cost of La Crosse County Emergency Services** (particularly Justice Services & Child Protective Services)

More Favorable


- Has a clear and positive mitigation **impact** on future county resource needs
- **New or expanded** services that addresses a defined gap or need

Less Favorable

- **Supplement or sustain** existing services
- Generally “good things” where mitigation **impact less direct**

Why a County Service Lens?

- Consistency with intent of authorizing resolution
- Keeps efforts focused for maximum impact
- Smart fiscal strategy

	RESOLUTION # <u>63-2/18</u>	ITEM # <u>2-18</u>	EXECUTIVE COMMITTEE ACTION
	TO: HONORABLE MEMBERS OF THE LA CROSSE COUNTY BOARD OF SUPERVISORS	BOARD ACTION Adopted: <input checked="" type="checkbox"/> For: <u>23</u> Against: <u>-</u> Abstain: <u>-</u> Abs/Excd: <u>6</u> Vote Req: <u>-</u> Other Action: <u>-</u>	Adopted: <input checked="" type="checkbox"/> For: <u>7</u> Against: <u>8</u> Abstain: <u>8</u> Abs/Excd: <u>2</u>

RE: OPIOID LITIGATION

“millions in unexpected time and resources”

WHEREAS, La Crosse County has spent **millions in unexpected and unbudgeted time and resources** in its programs and services related to the Opioid Epidemic; and

WHEREAS, La Crosse County is **responsible for a multitude of programs and services** all of which require County to expend resources generated through state and federal aid, property tax levy, fees and other permissible revenue sources; and

WHEREAS, County's provision of programs and services becomes more and more difficult every year because the costs associated with providing the Opioid Epidemic programs and services continue to rise, yet County's **ability to generate revenue is limited** by strict levy limit caps and stagnant or declining state and federal aid to County; and

WHEREAS, all sums that the County expends in addressing, combatting and otherwise dealing with the Opioid Epidemic are sums that cannot be used for other critical programs and services that the County provides to County citizens, residents and visitors; and



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2. Additional Aims (Advisory Team)

- Sustainable: Anything started can be maintained for **10 years**
Keep average costs under approximately \$760,000 per year
- Measurable: Impact on **desired outcomes** can be measured
Intent is to have an annual report detailing activities, expenditures, and outcomes
- Objective: Follow the **best way to achieve outcomes**, not necessarily the most popular programs or providers
- Flexible: **Room for re-allocation in future years** based on performance, evolving needs, and new opportunities



3. Planning Elements

- a. Board Input: Attend and review input from Oct 4, 2024, Board discussion.
- b. System Review: Reviewing available services and capacity.
- c. Researching: Researching out opioid settlement funds are being used across Wisconsin and the nation. Also, researching best and promising new practices.
- d. Stakeholder Check-In: Check-in with Alliance to Heal participants. Incorporate information from CJMC discussions.
- e. Staff Expertise: Draw in staff expertise across the Health, Human Services and Sheriff departments.

III. Key Observations

(from planning process)





Examples of “Service Rich” Capacity

A. In recent years, La Crosse County has:

- Added over **30 positions** to enhance behavioral health services
- Expanded behavioral health **service hours to the jail**
- Started innovative programs, such as **crisis co-response**
- Launched major initiatives to increase **access to housing**
Such as Thriving Families, Family Keys and Pathways Home
- Facilitated community stakeholders to reduce prescription opioid overuse and ensure key **harm reduction** resources are available (“Alliance to Heal”)
Including NARCAN and fentanyl test strips
- Received enhanced funding aimed at serving those with OUD
Federal State Opioid Response (SOR) grant - \$359,000, State Opioid Settlement Dollars (to cover Room & Board for residential treatment)





B. “Service Richness” has resulted in **zero denials** in recent years for OUD individuals eligible* for County service such as:

- Detoxification (**multiple referrals** to out-of-county Medicaid providers)
- Residential Treatment (funded **74 stays** in 2024)
- Recovery Housing (funded **45 stays** Oct 2024 – Aug 2025)
- Outpatient Treatment (**multiple referrals** to in-county Medicaid providers)

**Services tend to be available locally or elsewhere within Wisconsin with low to moderate waiting times*

Service Gaps & Issues

Justice



- Routine substance use **assessments** in the jail
- Ability to start Medication Assisted Treatment (**MAT**) in the jail
- Supported service plans & **connections** upon discharge

Community Treatment
System



- Access to **early intervention services** for the most “at-risk families”
- **Family-centered treatment** options (especially residential treatment and sober living)
- **CPS integrated treatment**



- **Coordination** of capacity and service connections
- **Knowledge** of services and supports across providers
- **Data sharing** regarding desired outcomes, timely access and service utilization

Housing



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Key Observations

1. There's no magic bullet:

There is no one high-impact program that stands out among other settlement planning efforts

2. La Crosse is unusually service rich system, with much to build on:

La Crosse County already has services and initiatives that other jurisdictions are using settlement funds to start. We have the advantage of many thing to build on.

3. We still have some surprising gaps:

Despite being service rich, our system continues to have some key gaps.

4. Coordination of local services could be better:

Significant gains in system effectiveness could be attained through better coordination.

IV. Planned Use of Funding



Driving outcome across...



Justice



CPS

2026
\$689,900



Community Treatment
System



Justice System:

DESIRED OUTCOMES:

Fewer jail **admissions** & lowering the **recidivism** rate for individuals with OUD

A. Jail Services *(wrapping around services and supports):*

- | | |
|--|--|
| 1. Substance Abuse Assessments: | Make substance use assessments regularly available |
| 2. Medication Assisted Treatment: | Add capability for MAT to start in the jail |
| 3. Re-entry Support: | Make re-entry plans and supports regularly available for inmates with OUD |

Funding Use - 2026

\$314,600*

**includes \$63,776 matching grant*



B. Treatment Courts & Deflection

(operating with fidelity to best practices):

- 1. Best Practice Fidelity:** **Review and refresh** treatment court operations to ensure alignment with best practices and effective application of **negative reinforcements** [no use of funds].
- 2. Contingency Management:** **Add an evidence-based approach** that provides a new tool for **positive reinforcement**.

Funding Use - 2026

\$6,000



Child Welfare:

DESIRED OUTCOMES:

Fewer CPS **admissions** & Out-of-Home
Care **placements**

A. Prevention:

- **Home
Visiting:**

Make available Healthy Families
America (HFA) home visiting services to
both at-risk and CPS-involved families

Funding Use - 2026

\$100,000



B. Treatment:

- Family-Centered Treatment & Recovery Support:

Expand family-centered treatment options for at-risk and CPS-involved families by expanding access to parent-child **residential treatment** and **recovery housing** options & support through the following strategies:

- a. Network expansion [no funding used]
- b. Transportation support
- c. Add Family Treatment Specialization within La Crosse County Outpatient Clinic*
Integrated with CPS

Funding Use - 2026

\$5,000



C. Housing:

- Sober Living: Join partnership to add 4 local sober living beds for pregnant and new moms.
- Housing Supports: Rent assistance and flexible supports^ for CPS-involved families to prevent family separation and to promote reunification. Includes support for “Thriving Families” housing.

Funding Use - 2026

\$100,000



Treatment System:

DESIRED OUTCOME:

Timely **access** to treatment and support needed. **Maximization** of system services and supports.

A. Coordination & Implementation:

1. A Renewed Community Alliance:

Support the evolution of the “Alliance to Heal” to a collaborative that promotes coordinated **access**, **data sharing** and **outcome tracking** across our communities AODA treatment network.

2. Project Management:

Ensure timely and effective **implementation** of opioid settlement plan initiative.

Funding Use - 2026

\$48,000



B. Harm Reduction:

In the context of a community collaboration, work to maintain the availability of important harm reduction resources, such as **NARCAN** and **fentanyl test strips**.

C. Artificial Intelligence (AI):

Explore integration of **AI-driven treatment tools and interventions** into county AODA services for OUD and STUD. An example would be reSET-O, developed by Pear Therapeutics, an FDA-approved digital therapeutic for OUD that combines AI-driven conversational elements with cognitive behavioral therapy (CBT) and contingency mgt.

Funding Use - 2026

\$10,000

V. Summary & Next Steps



Abatement Strategies & Desired Outcomes

STRATEGIES

1. Improving System Coordination

2. Enhancing Treatment & Supports

3. Increasing Housing Access



5. Service Preservation & Flexibility

4. New Evidence Based Practices

Driving

OUTCOMES

Fewer jail **admissions** & lowering the **recidivism** rate for individuals with OUD

Fewer CPS **admissions** & Out-of-Home Care **placements**

Timely **access** to treatment and support needed. **Maximization** of system services and supports.

La Crosse County Utilization of Opioid Settlement

2026 Budget Summary

A. Justice

1. Jail Services	\$314,600
2. Treatment Courts & Deflection	\$ 6,000
3. Housing	\$ 80,000

B. Child Welfare

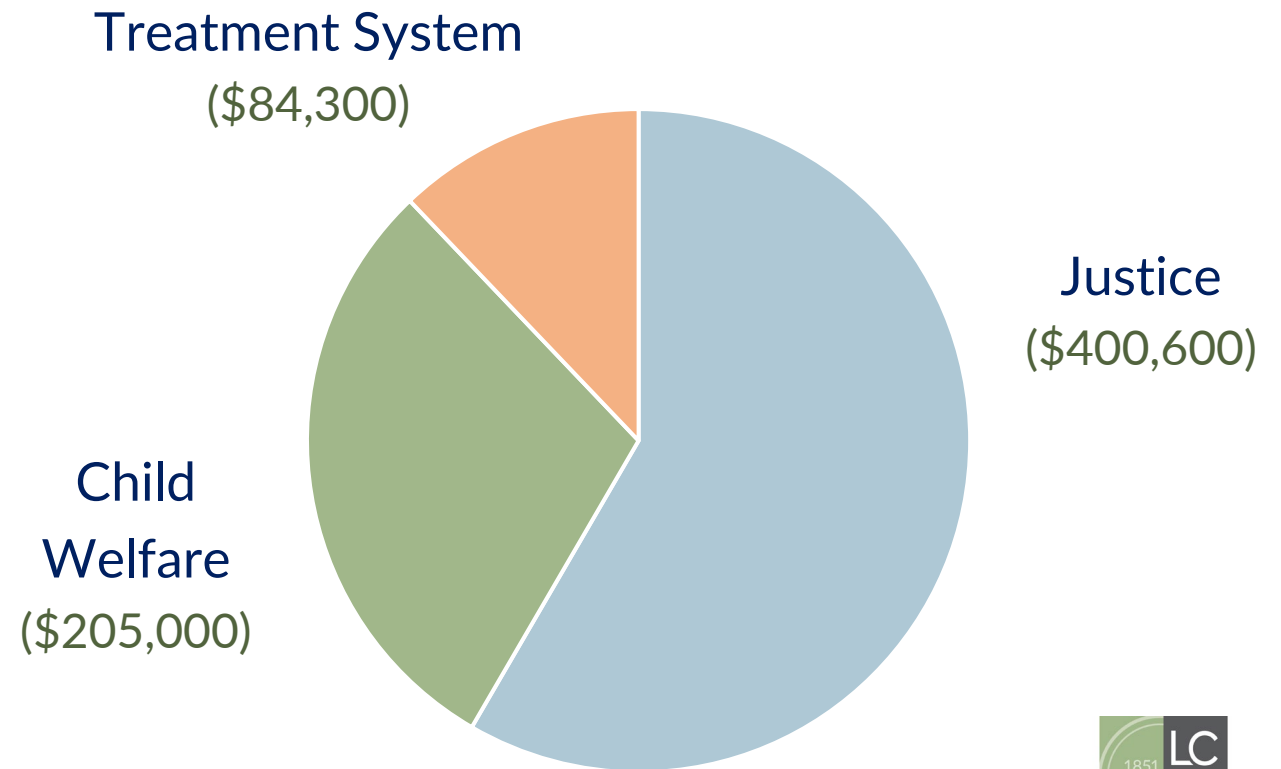
1. Prevention – Home Visiting	\$100,000
2. Treatment	\$ 5,000
3. Housing	\$100,000

C. Treatment System

1. System Coordination	\$ 48,300
2. Harm Reduction	\$ 6,000
3. Artificial Intelligence	\$ 10,000
4. Housing	\$ 20,000

Year#1 Allocation

\$689,900*



*Includes \$200,00 in housing supports

Next Steps



1. **Approval of funding** as part of September resolution and 2026 Administrator's Budget Request
2. **Project Set Up**
 - Onboard project mgrs
(i.e., timelines, responsibilities)
 - Develop implementation plan
(i.e., timelines, responsibilities)
 - Release published plan
3. Create **annual reporting** structure

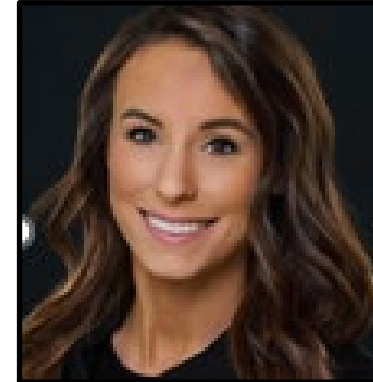


Introducing Our Project Managers



Laura Runchey

Health Educator
La Crosse County
Health Department



Jenna Sickels

Outpatient Clinic Supervisor
La Crosse County
Human Services Department

Stay Tuned for Project Name!

Thank You!

Follow our efforts at:

La Crosse County newsletter:



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