



South Carolina Department of Health and Environmental Control

---

# Introduction to ODMAP with National Maps

*Overdose Detection Mapping Application Program*

---

# Topics Covered

1. What is ODMAP?
2. What are the benefits?
3. How can we use it to monitor overdoses?
4. Spike Alerts.
5. Post overdose outreach.
6. Who can access and enter data?
7. How do I register for an account?
8. Where can I find other resources?

# What is ODMAP?



ODMAP is a *free*, Web-based, mobile-friendly software platform to support reporting and surveillance of suspected fatal and nonfatal overdoses.

*The Washington/Baltimore High Intensity Drug Trafficking Area (HIDTA) launched ODMAP in 2017.*

# What is ODMAP?

- Displays overdose data within and across jurisdictions to help agencies identify spikes and clusters.
- Provides near real-time data to public safety and public health agencies, enabling them to mobilize responses to overdoses more quickly.
- As of November 2021: 123 agencies in 34 counties in SC are registered for ODMAP.

## Let's talk STATS:

**EMT's** in SC administered **6,989** doses of NARCAN in 2019! We are estimating more than **8,500** in 2020 (final counts are not yet officially recorded).

SC has a **LEON** and **ROLL** program where Law Enforcement and Firefighters are also administering NARCAN.

Combined administrations in 2019 for LEON and ROLL were **635**.

In 2020 LEON and ROLL administered **1,023** doses.

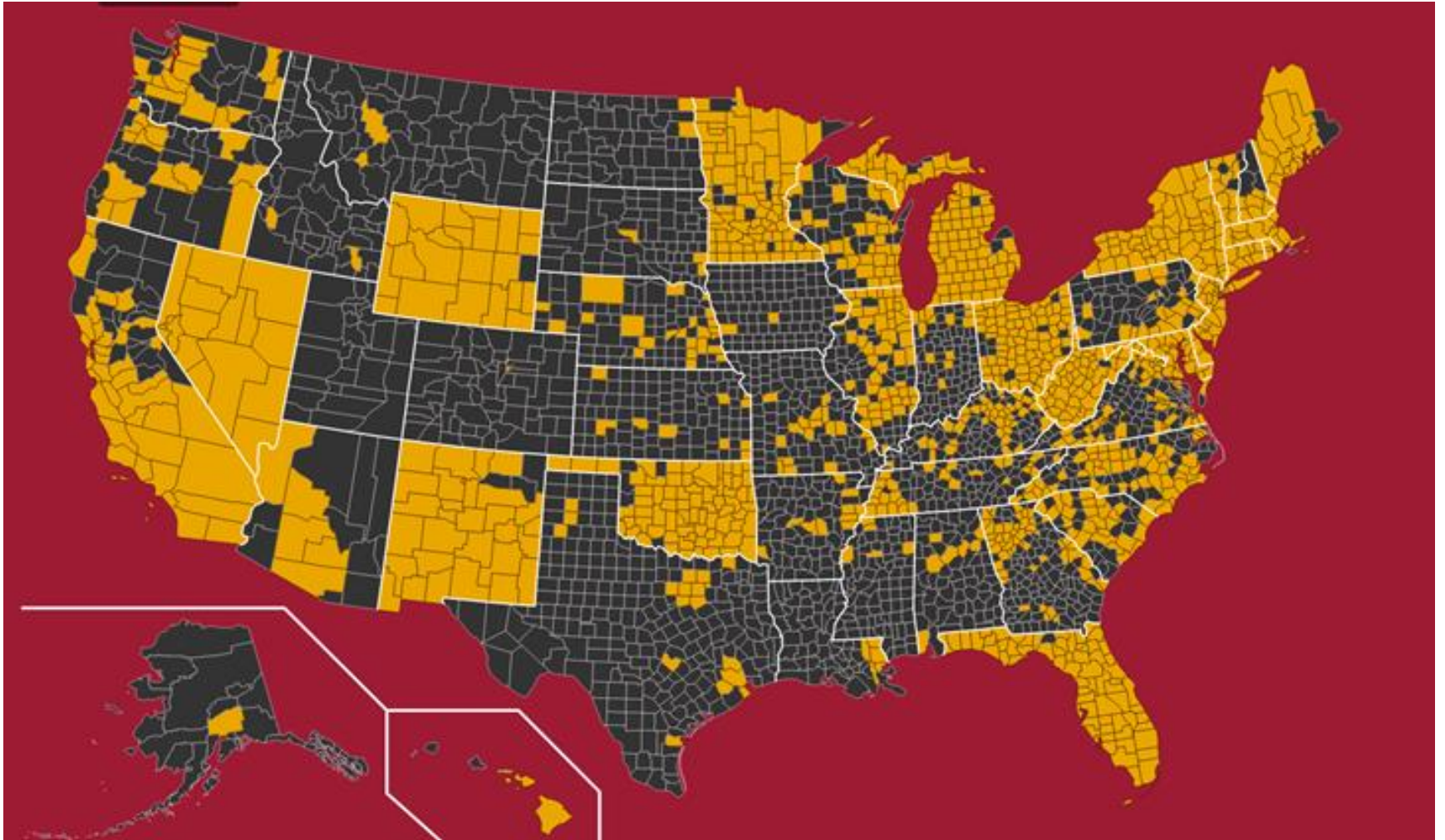
**They had a 62% increase in 2020 alone!!!**

### **OPIOID OVERDOSE DEATHS IN SOUTH CAROLINA:**

**2016:** There were **616** opioid deaths in SC

**2020:** The CDC is reporting preliminary numbers for opioid deaths in SC at **1,208!**

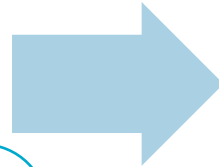




# Major Improvement in SC

## Before

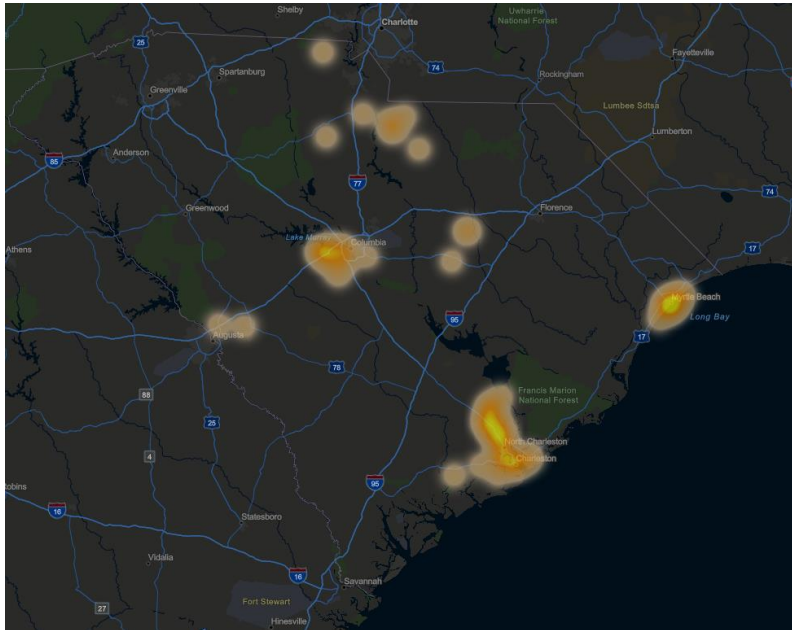
- Individual first responder agencies needed to manually enter data in ODMAP
- State participation was sparse



## After June 1, 2021

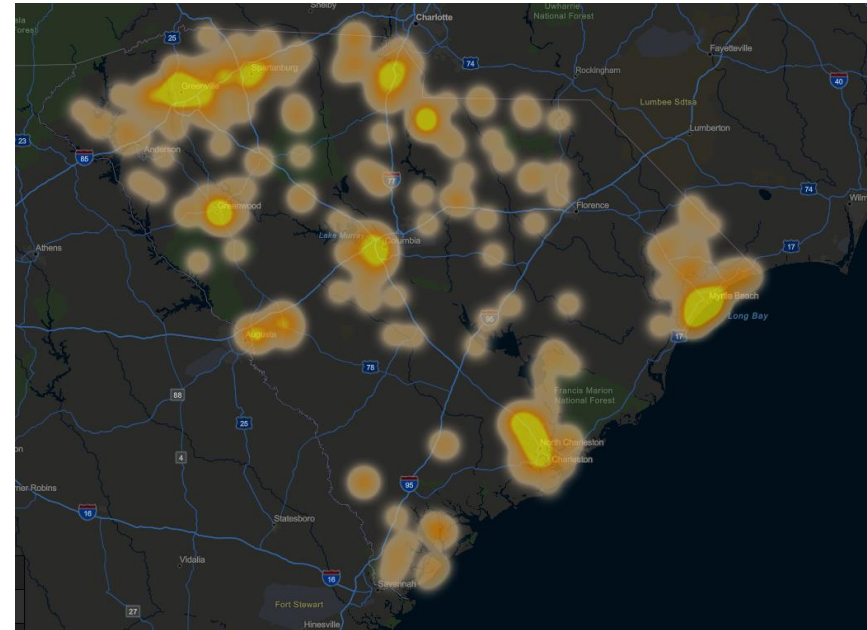
- DHEC Bureau of EMS provides local EMS data automatically
- **Near real-time data available consistently statewide**

From this...



10 days before integration (5/22-5/31)

to this:



First 10 days of statewide data (6/1-6/10)



# What are the benefits of ODMAP?

Information can be used in collaboration with community organizations to:

## Deploy overdose responses

- Deploy rapid outreach/response teams to provide services and support to overdose victims.

## Target community resources

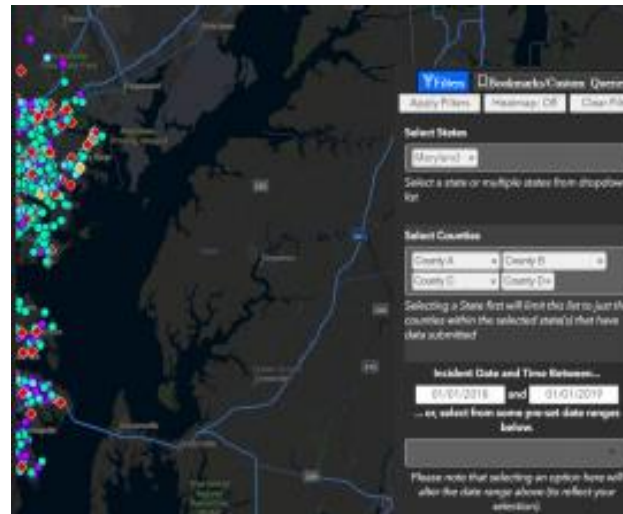
- Target naloxone distribution, prevention education efforts, and other programming to areas most affected by overdoses.

## Secure community resources

- Support data-driven strategic planning and resource allocation decisions.

# How Can We Use It?

ODMAP can share point-level and summary information with other public health and safety partners to respond.



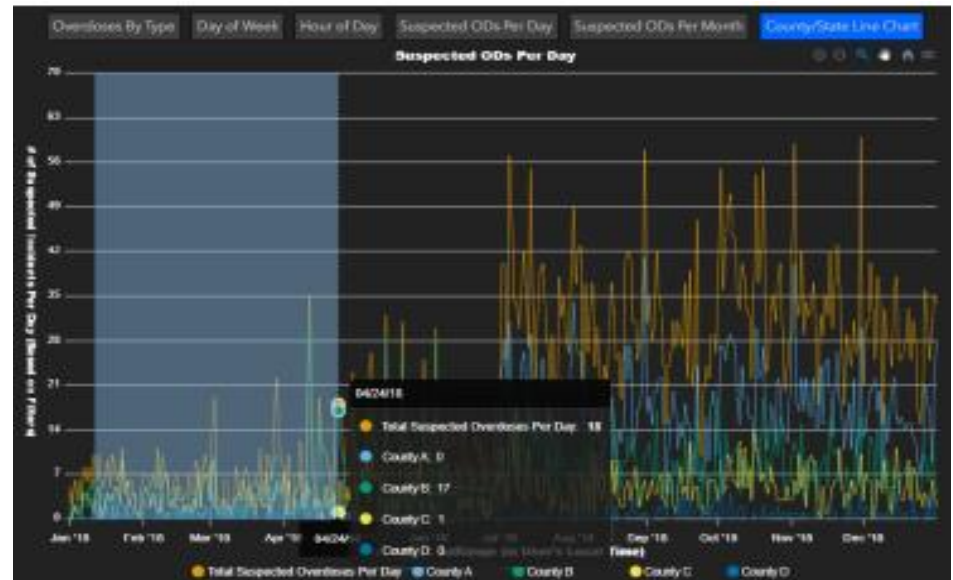
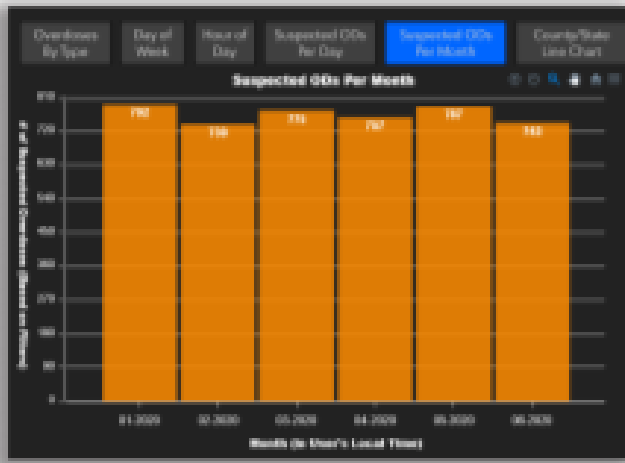
Total Suspected Overdoses:	174
Suspected Fatal Overdoses:	13
Naloxone:	100

SC attorney general says ODMAP **does not** violate any state or HIPAA laws concerning protected health information.

# How Can We Use It?

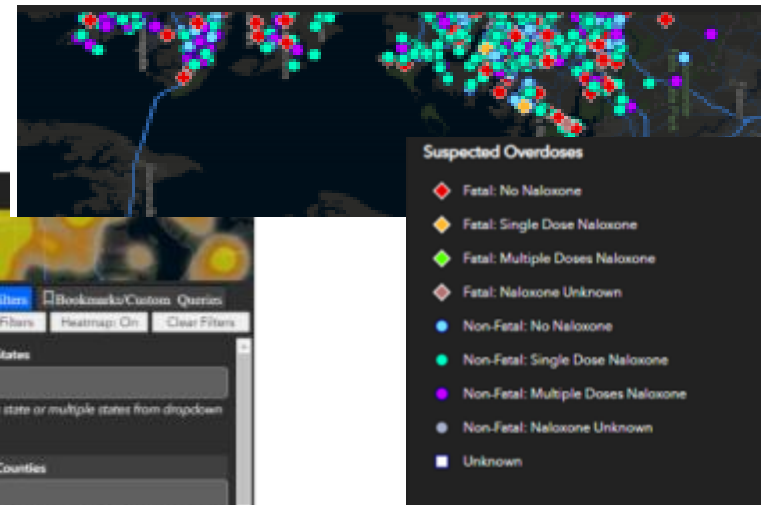
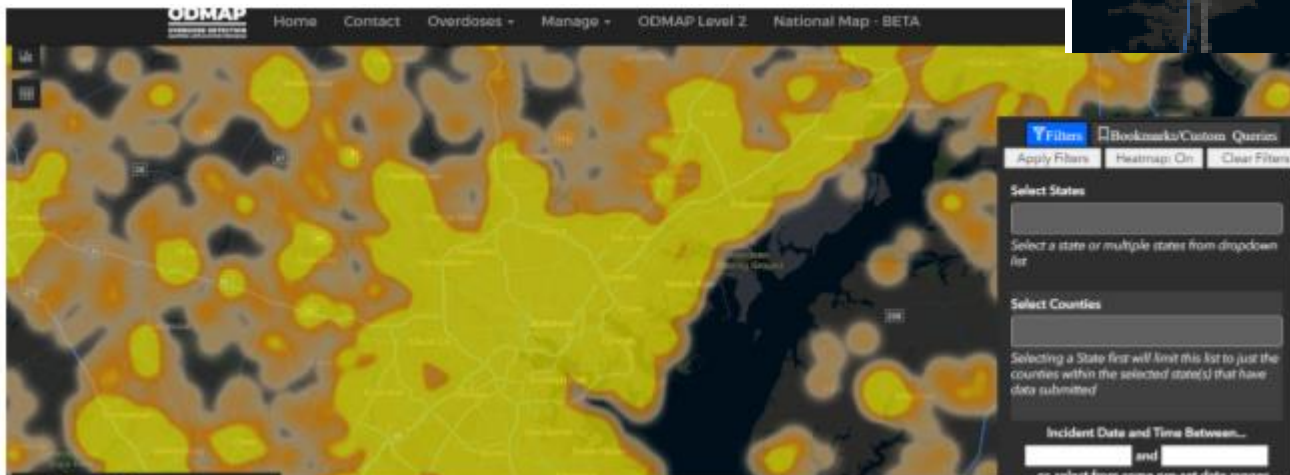
ODMAP can help identify **trends** in the **number** of overdoses.

Suspected Overdoses per Month



# How Can We Use It?

ODMAP can help identify **trends** in the **location** of overdoses.



# We have the data, what's next?

What do we know?	What can we do?
Baseline data on overdose incidents	Plan for post-overdose outreach
Geographical high-burden areas/ "hotspotting"	Target Narcan distribution and prevention messages
Spikes in overdoses or specific types of overdoses	Form early warning and response plans

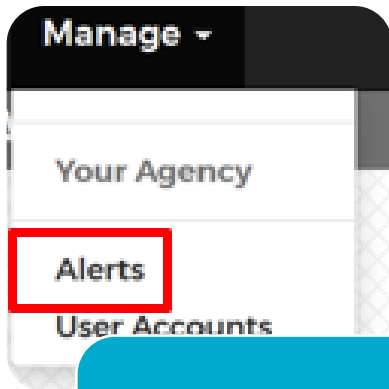


## How Can We Use It?

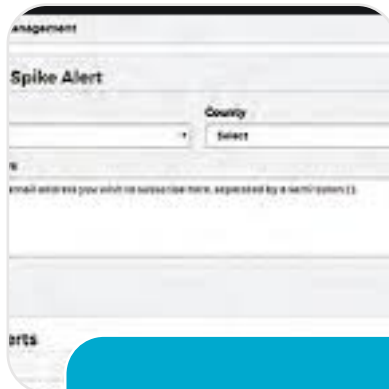
You and other participating agencies (e.g. law enforcement) can receive spike alerts.

A spike alert sends an email notification if the total overdoses in an area exceed a pre-determined threshold within a 24-hour period.

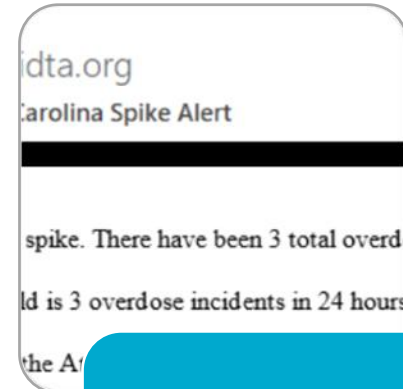
# More on Spike Alerts



Spikes alerts can be established for an agency's own county, as well as nearby or neighboring counties.

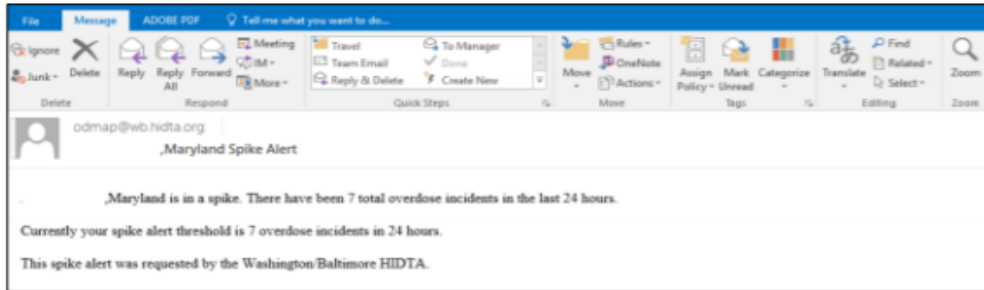


Spike alerts for nearby counties can serve as an early warning system.

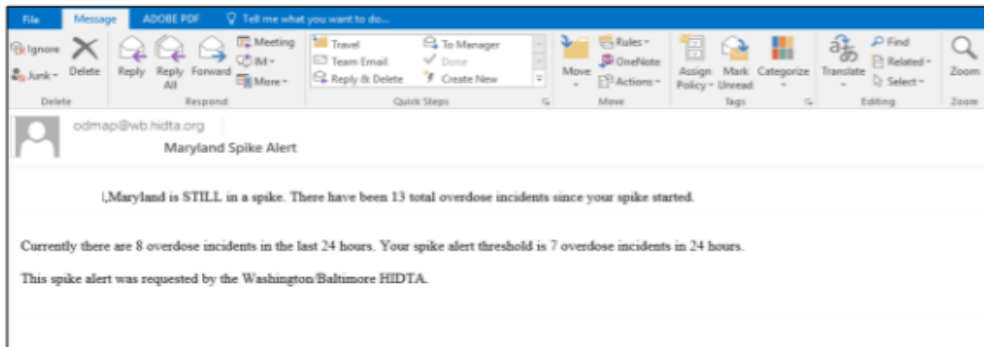


If a spike in overdoses occurs in a neighboring area, officials can anticipate a spike in their area and prepare.

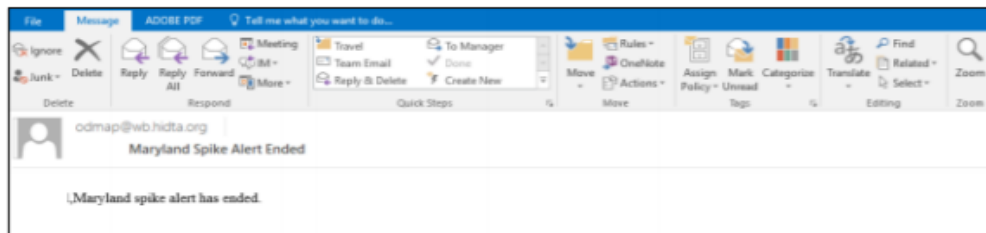
# Spike Alert Notification



Spike alert triggered



Spike continues



Spike ends

# Spike Response Framework

- Recommended roles
- Tips for strategic planning
- Promising practices
- Recommended actions
  - *Pre-Overdose Spike*
  - *During a Spike*
  - *Post-Spike*
- Examples from the field

**ODMAP**  
OVERDOSE DETECTION  
MAPPING APPLICATION PROGRAM

**OVERDOSE SPIKE  
RESPONSE FRAMEWORK**

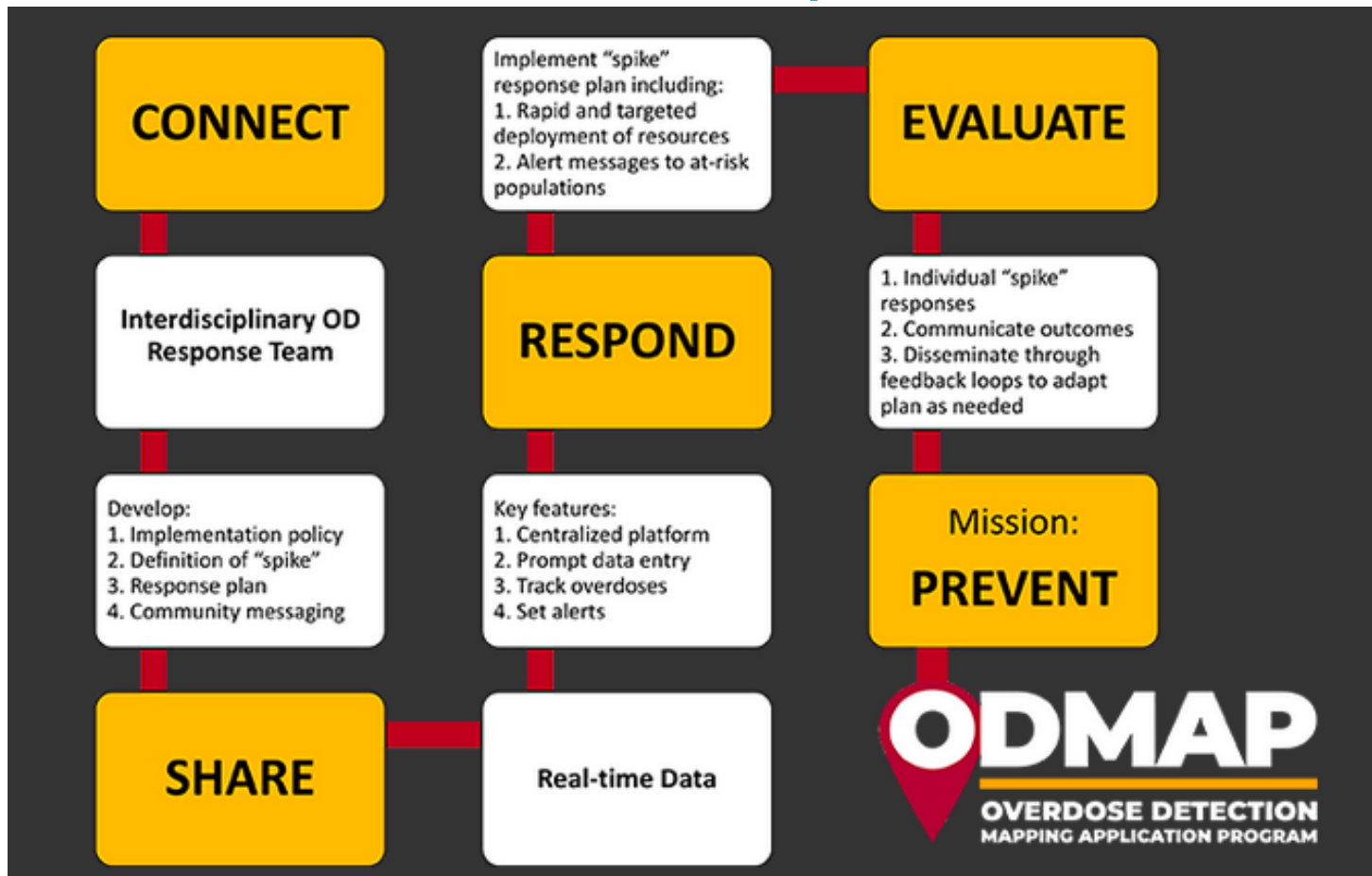
A companion guide for ODMAP stakeholders

WASHINGTON/BALTIMORE  
**HIDTA**  
HIGH INTENSITY DRUG TRADING AREAS  
JANUARY 2018

**SOCIAL SERVICES AND SCHOOLS**

<p><b>Recommended Role</b></p> <p>During an overdose spike, social services and schools should be a part of an Overdose Spike Response Team. Their roles differ but both have the goal of protecting children.</p> <hr style="border: 1px solid #0070c0;"/> <p style="font-size: x-small;"><i>TIP FOR STRATEGIC PLANNING: Education and training geared toward first responders can improve reporting of overdose incidents that involve children, and ultimately connect children to available resources.</i></p> <hr style="border: 1px solid #0070c0;"/> <p><b>PROMISING PRACTICE</b> In West Virginia, the "Handle with Care" model promotes a strategy to ensure trauma-exposed children receive appropriate interventions to help them achieve at their highest levels academically. Exposure to a family member's overdose can be a traumatic experience, and the "Handle with Care" model is a promising practice for mitigating adverse childhood experiences by ensuring students and families receive necessary trauma-focused therapy.</p> <p>In West Virginia, the "Handle with Care" model is initiated when a law enforcement officer encounters a child during an overdose call. The officer forwards the child's name and the words "handle with care" to the appropriate school or child care agency before the next school day. The school implements individual, class, and whole school trauma-sensitive curriculum. Teachers are trained on the impact of trauma on learning so that they can incorporate interventions to mitigate the negative impact of trauma for identified students. The school provides additional intervention or on-site trauma-focused mental healthcare.</p> <p style="font-size: x-small;">Source: <a href="http://www.handlewithcarewv.org/handle-with-care.php">www.handlewithcarewv.org/handle-with-care.php</a></p>	<p><b>Recommended Actions</b></p> <p><b>PRE-SPIKE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Coordinate with Overdose Spike Response Plan Team Lead to develop an Overdose Spike Response Plan</li> <li><input type="checkbox"/> Ensure first responders are trained and aware of protocols for overdose incidents that involve a child</li> <li><input type="checkbox"/> Identify information to be shared from first responders to Child Protective Services (determine the protocols and reporting requirements)</li> <li><input type="checkbox"/> Identify process for notifying school resource officer, counselors, or appropriate staff during overdose spike</li> </ul> <p><b>DURING A SPIKE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Deploy Overdose Spike Response Plan</li> <li><input type="checkbox"/> Notify school resource officer, counselors, or appropriate staff of overdose spike</li> <li><input type="checkbox"/> Alert school administration of overdose spike</li> <li><input type="checkbox"/> Implement handle with care approach, school-wide</li> </ul>
---	--

# Collaborative Response Plans






# Example: Shelby County, TN

- Automated EMS data feed enables health department to receive real-time data
- Health department can issue press releases within two hours of receiving a spike alert
- Health department plans Naloxone distribution and overdose prevention events based on hotspots

**SHELBY COUNTY HEALTH DEPARTMENT ISSUES DRUG OVERDOSE SPIKE ALERT**

FOR IMMEDIATE RELEASE  
Date: May 26, 2020



**Public Health**  
Prevent. Promote. Protect.

CONTACT: Joan Carr  
Office: (901) 222-9010  
Cell: (901) 691-5704

**SHELBY COUNTY HEALTH DEPARTMENT ISSUES DRUG OVERDOSE SPIKE ALERT**

*Third alert since May 1<sup>st</sup> notes the highest overdose levels yet recorded in Shelby County*

SHELBY COUNTY, TN – The Shelby County Health Department has issued a drug overdose spike alert for the date range of April 18, 2020 to May 23, 2020.

<https://www.shelbycountyttn.gov/CivicAlerts.aspx?aid=3850>

# Example: Charleston County, SC

- ODMAP is used consistently by four different law enforcement jurisdictions
- Share information with Charleston Addiction Crisis Task Force (ACT Force)
- Successes:
  - Recognized spikes across jurisdictions, including several overdoses in the summer of 2020 associated with green Xanax pills
  - Noticed a trend of increased drug use in a cluster of hotels along the highway, and worked with task force to provide Naloxone training to staff at 10 hotels and increase presence in the area to respond more quickly



# Post-Overdose Outreach

- Outreach to overdose survivor
- Link with services and prevent repeat overdoses
- Multidisciplinary team, with peer support specialist/ recovery coach as lead



# Post-Overdose Outreach

- Partnering with community paramedic/ EMS: Community Outreach Paramedic Education (COPE)
  - **DHEC has funding available** to support EMS agencies and partners who sign a contract to participate.
    - Have community paramedic/EMS agency contact program coordinator Kenny Polson ([polsonkb@dhec.sc.gov](mailto:polsonkb@dhec.sc.gov))
  - Where: Bowers EMS, Lancaster County EMS, Myrtle Beach Fire and Rescue, Greenville County EMS
- Partnering with law enforcement: “quick response teams”
  - Where: Charleston County, other states (Cook County (IL) Sheriff’s Office, Huntingdon (WV) Police Department, Broome County (NY))



# Who can access and enter data?

- ODMAP is available only to **state, local, federal and tribal agencies** serving the interests of **public safety and health** as part of their official mandate, including licensed first responders and hospitals.
- However, ODMAP users can also share general information (e.g. spike alerts, hotspot areas, summary data) with treatment/recovery partners for response outreach.



# How do I register for an account?

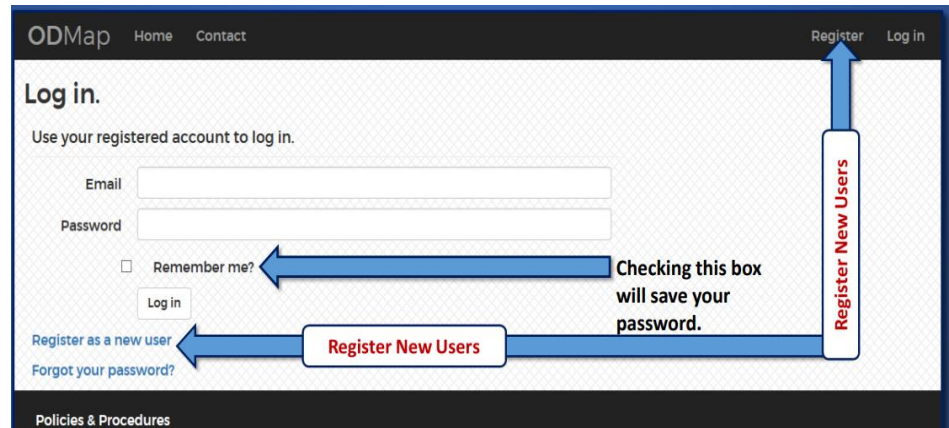
## For agencies new to ODMAP:

- Your organization **must first** designate an “agency administrator” to sign an electronic participation agreement with Washington-Baltimore HIDTA.
- A member of agency leadership should fill out the online form: <http://www.hidta.org/request-agency-access/>
- They will receive an email with a link to execute the document with their initials.
- Once this step is complete, they will receive an email with their agency's unique agency code which is used to register additional users within the agency.

# How do I register for an account?

Once an agency agreement is in place, an individual staff member can register – here's how:

1. Navigate to:  
<https://odmap.hidta.org/>
2. Click "Register as a new user"
3. Complete the registration form using agency code (*get the code from the agency administrator*)
4. Review the ODMAP Policies and Procedures (scroll through the entire document or you will not be able to submit your application)
5. Click "Register" or "Submit".
6. Check the email you used to register for an email from ODMAP and click the link to verify your email address.



The screenshot shows the ODMAP website interface. At the top, there are navigation links for "Home" and "Contact", and user options for "Register" and "Log in". The main content area is titled "Log in." and contains the text "Use your registered account to log in." Below this are input fields for "Email" and "Password", a "Remember me?" checkbox, and a "Log in" button. A "Register as a new user" link is located below the "Log in" button. A "Forgot your password?" link is also present. At the bottom of the page, there is a link for "Policies & Procedures".

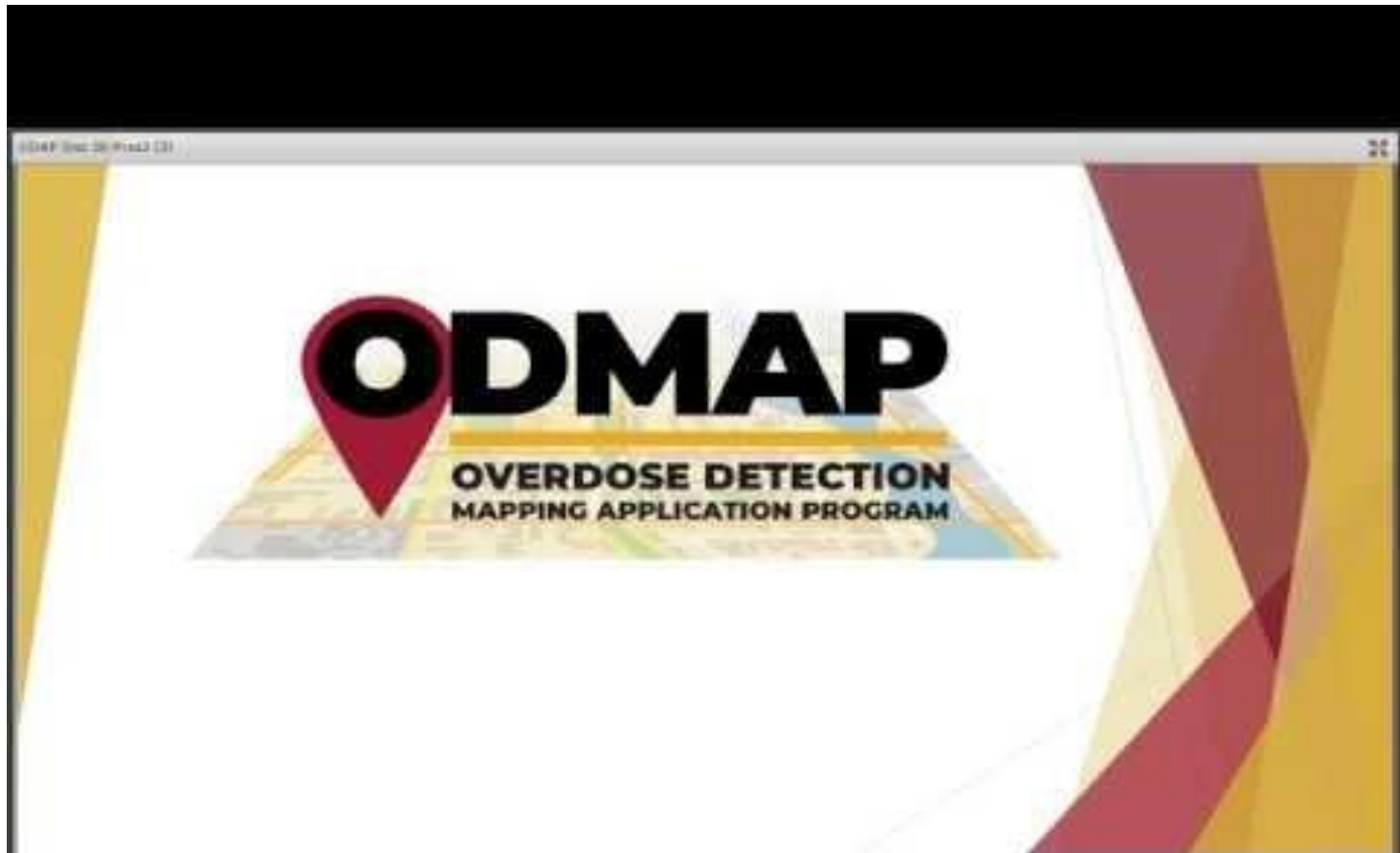
Annotations on the screenshot include:

- A blue arrow pointing from the "Register as a new user" link to a box labeled "Register New Users".
- A blue arrow pointing from the "Remember me?" checkbox to a box labeled "Checking this box will save your password."
- A blue arrow pointing from the "Register New Users" box to the "Register" link in the top right corner.
- A vertical blue arrow pointing upwards from the "Register New Users" box to the "Register" link.

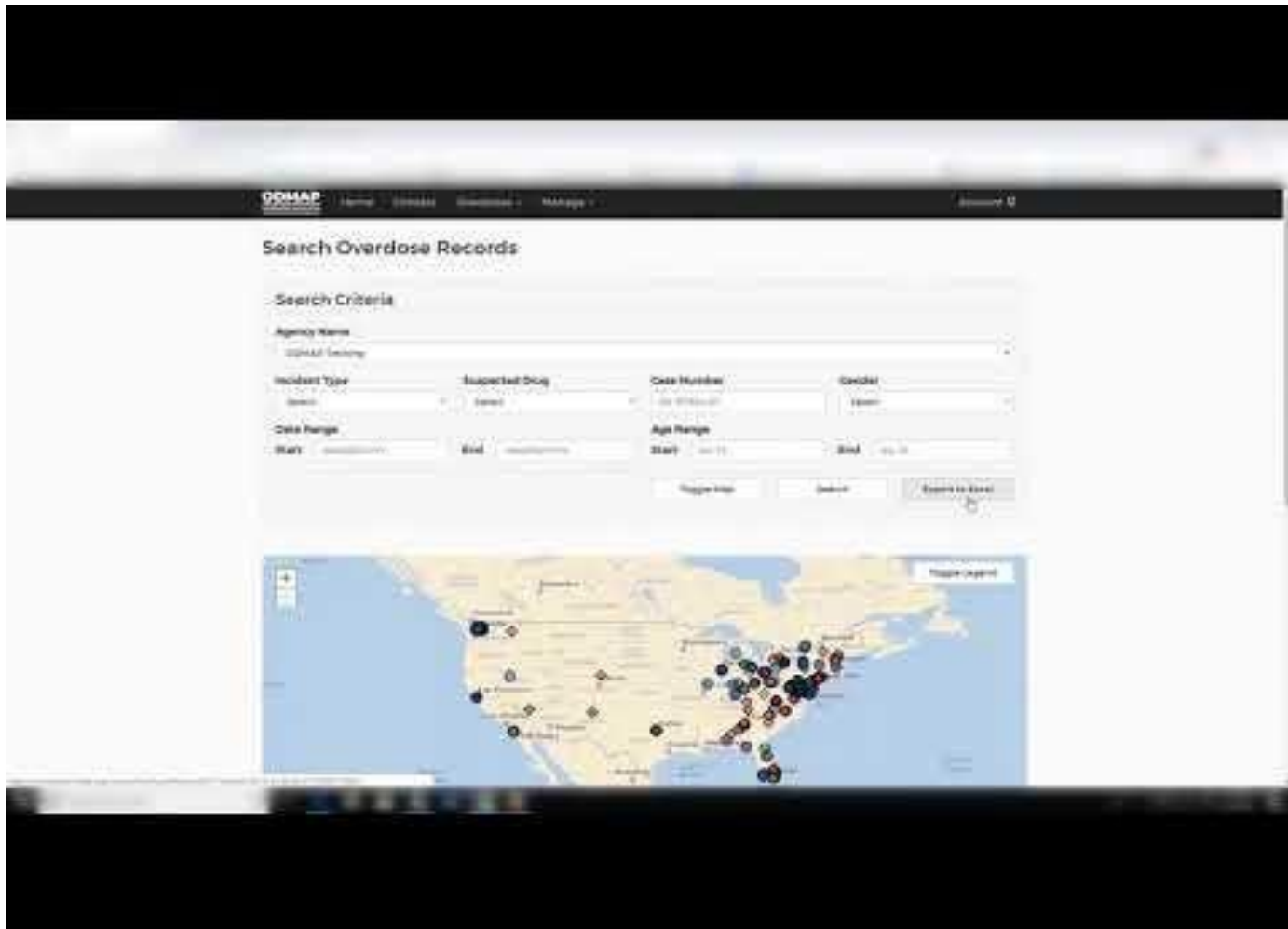
# How do I register for an account?

- After the individual completes the registration form, the agency administrator will be notified and must activate the Level 1 account.
- The agency administrator can provide access to National Map for those with a need to know and right to access.

Video on ODMAP access, assistance, and resources (5 min)



Video on how to navigate **Level 1** (data entry and spike alerts) (10 min)



Video on how to navigate **National Map** (data entry and spike alerts) (11 min)



# ODMAP Training

All training is available on the ODMAP YouTube channel:

- ODMAP YouTube homepage

<https://www.youtube.com/channel/UCVse8HTNyVOumM0dNAWKfog>

- Level 1 overview

[https://www.youtube.com/watch?v=r\\_RHJ4Mb1Sg&feature=youtu.be](https://www.youtube.com/watch?v=r_RHJ4Mb1Sg&feature=youtu.be)

- National Map tutorial

<https://www.youtube.com/watch?v=pIDmTBPysPc&feature=youtu.be>

- Gaining access

<https://www.youtube.com/watch?v=nyb2MiX86V8&feature=youtu.be>

- COVID-19 & ODMAP

[https://www.youtube.com/watch?time\\_continue=2&v=vyh1IXfk65I&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=2&v=vyh1IXfk65I&feature=emb_logo)



# Additional ODMAP Resources

## ODMAP website:

- <http://www.odmap.org/>
- <http://www.odmap.org/Content/docs/training/ODMAPCompanyGuide4.0.pdf>
- <http://www.odmap.org/Content/docs/training/general-info/ODMAP-Training-Manual.pdf>

## ODMAP FAQ:

- <http://www.odmap.org/Content/docs/training/general-info/ODMAP-Fact-Sheet.pdf>
- <https://legislativeanalysis.org/wp-content/uploads/2020/05/ODMAP-Fact-Sheet.pdf>

# CONTACT US

Danika L. Bass, BA  
Opioid Initiatives Facilitator  
[bassdl@dhec.sc.gov](mailto:bassdl@dhec.sc.gov)  
Mobile: (803) 995-0373

Kenny Polson  
DHEC Narcan Coordinator  
[polsonkb@dhec.sc.gov](mailto:polsonkb@dhec.sc.gov)  
Mobile: 803-429-9636

Arnold Alier Martínez  
Director of Prehospital Medicine  
Research and Overdose Prevention  
[aliera@dhec.sc.gov](mailto:aliera@dhec.sc.gov)  
Office: (803) 545-4958  
Mobile: (803) 760-5493

---

## Stay Connected