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**CHIP Title:** A Response to the Infant Victims of the Opioid Epidemic: Neonatal Abstinence Syndrome (NAS) Care Resource Toolkit

### **Project Description:**

**Background:** Substance abuse by pregnant women is a public health crisis. In, 2019, the U.S. was in the grips of an epidemic, with >70,000 opioid drug overdoses. In 2020 ED visits for opioid abuse went up 45% and studies have estimated an almost 30% increase in opioid overdoses. This has resulted in an ever-increasing number of babies struggling with highly traumatic abstinence (NIDA).

**Problem:** 40 percent of pregnant women use substances like alcohol, cigarettes, opiates, meth, and/or marijuana. At least 15 percent of women use illicit substances during pregnancy, with opioids and methamphetamine being the primary drugs of choice in California. Medical care costs for infants with NAS are 9 times higher. NAS affects vital functions that permit growth and normalcy; sleep, eating, and elimination. *The impact of long-term outcomes of NAS on neurodevelopment is strongly related to the caregiving environment.* There are limited if any resources specific to caregivers of infants suffering from NAS.

**Goal:** The NAS CARE Resource Kit will provide support to parents/caregivers and providers of substance-exposed infants. *With attuned caregiving, it is possible to ameliorate infant outcomes & reduce medical and social welfare costs.*

**Outcome Objective:** To bring awareness, education, and skills to parents/caregivers of substance-affected newborns. To promote caregiver capability and stability and decrease the pain/suffering of these infants and, thus increasing the likelihood that they will have a better outcome in life (developmentally& socially).

### **Key Elements and Lessons Learned:**

- Successful collaboration is gained with well-developed marketing and customer development via discovery interviews and start-up stories.
- Make sure your protagonist, and focus is the entity with the most to gain from the successful implementation of your CHIP.
- Don't be afraid to delve deeply into your CHIP.
- Funding secured (\$125,000) through International Commission for the Prevention of Alcoholism and Drug Dependency (ICPA).
- Relationships with a Non-Profit Foundation and a Profit Business with a similar mission and/or consumer can offer varied pathways for sustainability and marketability.

### **Next Steps:**

- Coming fall of 2022, the NAS Care Resource ToolKit will be available at [www.timeindrkiti.com](http://www.timeindrkiti.com).
- Complete logistics for the Infant arm of Kids First Foundation to house the NAS Care Resource ToolKit and other Infant/Caregiver-based resources.
- Grant applications or other funding to keep NAS CARE Resource Toolkit 'living'.
- Continue work with Ollieworld on the marketing of neurodevelopmentally based strategies for attuned parenting for all infants.
- Follow up on interests and continue to engage other infant serving agencies to ensure that the NAS Care Resource ToolKit can assist as many infants as possible locally, nationally, and globally.
- Provide resources to California-based health care entities to offer parents tools to ameliorate outcomes for the high-risk infant.