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**Presenter: Jac Charlier, M.P.A.; Guy Farina; Amy Coggins, J.D. of TASC**

**Topic: *Rural Consideration in Deflection***

[00:00:00] **Moderator:** Hello, and welcome to our presentation on Rural Considerations in Deflection. Today's presenters are Jac Charlier, a executive director, Guy Farina, senior program manager, and Sidney Goggins, deflection Program Manager of Tasks Center for Health and Justice, an international nonprofit that specializes in practical, local, and collaborative solutions at the intersection of public safety and public health.

[00:00:42] Jac Guy Sydney. The floor is yours.

[00:00:47] **Jac Charlier:** Thank you so much and what a pleasure to be here with you. Lemme think for saying thank you to the Fletcher Group, our colleagues there up and down the ladder who do such great work in rural communities across the United States. And of course, in putting on webinars and events like today.

[00:01:01] We're pleased to be here with you. So thank you to the Fletcher Group and thank you to all of you who have joined us today for what will be a very good hour together that will leave you with something that you can go and do and work on in deflection in your rural community. So thank you for joining us today.

[00:01:19] We'll get going with the first presentation, which is my part, and then on to Guy and then to Sydney, and then we'll get a chance for some q and a. Next slide please. Here's our agenda for today. Introductions, of course, we're doing that right now. I'm going to come back to number one in a second.

[00:01:38] Then we're gonna define deflection. Then we're gonna talk of course about rural considerations in deflection. And as I said, have some q and a on the introductions, I'm gonna wear two hats. You heard me introduce as the Executive Director of Task Center for Health I Justice. I also, excuse me, I also wear a hat as the CEO of PTACC, the Police Treatment and Community Collaborative, which is the national and international voice for deflection with Sydney and Guy introduced themselves.

[00:02:09] They'll talk a little bit about the Bureau of Justice Assistances National SEP TA Center. Next slide, please. Here are today of this webinar. Before we get, you are able to define deflection. State the difference between deflection and diversion. Two terms that begin with the letter D, that work side by side, but are understand how deflection fits with prevention and diversion.

[00:02:38] And then finally, of course, the meet and the heart of the presentation today. State five challenges for rule deflection challenges that of course you can overcome. And many of you already have those and are addressing those in the work that you are doing. Next slide, please. If at the end of this webinar today and the work we're going to do together, talking

about rule deflection, the field of deflection interests you, I invite you to join the national and global deflection conversation.

[00:03:08] Next slide. PTACC. The Police Treatment and Community Collaborative, as I said, is the national voice of the field. And on the screen right now, you can take a look at some of the items that PTACC does in its role of bringing together all the ways and approaches that deflection happens into United States and abroad.

[00:03:27] So no matter what your angle is or your view on it. Whether you're doing something more in one space or another. PTACC is that big tent. PTACC created the National Deflection Week third, full week of July. We do standards and accreditation. Moving into that, if you're a deflection site, the PTACC ticker, are you receiving the newsletter for our field?

[00:03:46] If not, sign up for the PTACC ticker. Would you like to be more involved in the field? Connecting with the field highlights different opportunities and ways in which you can engage in deflection, not only your community, but in communities across the United States and indeed with other countries. So this slide gives you a sense of some of the ways that PTECH works as the national voice of the field in ways you can get engaged with the field at large.

[00:04:11] Next slide. Speaking of engagement, the Annual National Summit and International Summit for deflection is coming up in the first week of December. I invite you to join us as we gather, as a field to meet each other, to network, to learn from each other and to have a good time because of course we're going to be in New Orleans.

[00:04:32] The summit themes are on the right hand side of your slide, and when you get the slide, you can read through this as well as learn how to register again. First week of December, and did I say New Orleans is where we're gathering. Next slide. Some resources that are available to you on the PTACC website.

[00:04:50] These are free of charge. You don't need to register in its role. PTACC produces documents for the field. You can click on these when you get the slide deck 'cause they're hyperlink, or again, just go to the website and pull these down. They're brief. They're one to three pages, most of them. Some are a little bit longer, and they're designed to be used very simply by sharing with your deflection team.

[00:05:11] Your deflection partners on a variety of topics relevant to the field. Next slide. With PTACC. Now explain. Let's get into one of our first learning objectives is understanding what is deflection. So here's the definition of deflection. I've highlighted two important elements. First is deflection improves public safety at its hard.

[00:05:33] And core deflection has a public safety element to it because we know that at times for some people drug use, misuse and addiction has linkages to criminal behavior. And we want to be mindful of that. We want to be aware of that so that we can deal with that and

ensure that people move on into a place of recovery and wellbeing so that they no longer have those encounters with law enforcement.

[00:05:57] The other thing that I want to highlight, which we underline in italics to make sure it stands out very much too, is deflection, if you had to define it in of just a few words, is about getting to people as early as possible. Why does that matter? Because we know that in many settings. The sooner you get to someone, the earlier you get to someone, preferably before anything has started, that becomes a problem.

[00:06:21] The better the outcomes, the quicker the outcomes, the fewer resources that are needed for outcomes. And if I wanna break it down to dollar and cents, usually the cheaper it is to deal with people and the things we all encounter in life earlier rather than later, earlier when it is not set in, versus later when something, for example, like drug misuse has now moved to drug addiction or some kind of issue or challenge has moved to the point where now the interventions are going to take much more time, be much more costly and have more residual effect on the individual, on their family, on children, on the community.

[00:06:58] So deflection improves public safety and it's done as early as possible. And while you're reading the deflection, you'll notice that, oh, can you go back one slide then? While you're reading the slide, you'll notice that we have an higher font. People lived with ex lived experience, peers, clinicians, family members, and crime survivors.

[00:07:19] Why do we do this? Because while you're getting this presentation today, and many of you might already know about deflection, you'll think of, oh, that's law enforcement and treatment together. And that is absolutely true. We also though very much lift up that deflection is not a program. It is a framework of relationships in a community, and we want those relationships and they need to include people with lived experience.

[00:07:42] They need to include peers. Clinicians, family members, crime survivors, and we could keep going on with the list. So in addition to those that you read up here, we always wanna elevate the folks for whom this is not a program. Deflection is not a program, it's a framework of relationships in a community, and each community will have its unique set of relationships that allow us to get to where we need to be, which of course is promotion of recovery from drug use, misuse, and addiction.

[00:08:11] Now, next slide please. If I had to now just give you a picture of deflection versus the definition you just had, this is what it would look like. On the left hand side In green is community, and those two arrows where it says zero and one are arrows that are moving up and out of what's on the right hand side in grain orange, which is the justice system.

[00:08:34] What's the difference between deflection and diversion? One of our learning objectives, if you are pre-filing of charges. On the left hand side, you are in deflection. If you are post filing of charges, that's the orange dotted line you see down the middle into the grain, into the orange. You are now into diversion.

[00:08:52] Deflection and diversion are compliments to each other. However, we are here to talk about the left hand side, where zero. That's the SIM sequential intercept model. If you're familiar with that at sim zero, otherwise known as the community. All the interventions that can happen with law enforcement, with fire, with EMS, with community response, with just outreach workers, that's deflection.

[00:09:14] Or if you're at number one where it says law enforcement, and this is where law enforcement now could be looking at someone that they're going to possibly charge an arrest, might or might not happen. But if it does, that's fine too. And they're gonna make the decision, are we going to charge or not?

[00:09:30] That's also deflection and opens up huge opportunities for you and your community to act. That's often called, by the way, all of this zero and one is deflection, but the one space also is sometimes called pre-arrest deflection or pre-arrest diversion signaling that there could be an arrest, whereas in zero in community there was never gonna be, but there could be an arrest.

[00:09:52] And we're gonna look to see if deflection options are possible and available for the person. So now you understand the definition of deflection as well as what's the difference between deflection and diversion. Next slide. Here's some more for you to get deeper into. What's deflection versus what's diversion.

[00:10:12] You can read these on your own. The only one that I will highlight right now is addressing the bottom one, left hand side and deflection, addressing underlying causes of conduct. Driven by behavioral health challenges. Ultimately, as I said, if you had to find deflection in a few words, you'd say, we wanna get to people as early as possible.

[00:10:33] That is the motto of the field of deflection. Why wait for an arrest? Why wait for an overdose? Why wait for a crisis? Because as it says on the bottom left and green, we're trying to get at the underlying causes while people are still in community. Better outcomes for the person, for the family, for our children, for the community, for officers, for treatment, for our resources that are limited everywhere that we go.

[00:11:01] That bottom green box really says it all. Next slide, please. I'm gonna now show you just a few more slides before turning it over to my colleagues. One of these slides is a great visual, great way to understand deflection. We call it the deflection bridge, but first, next slide.

[00:11:22] One of our learning objectives was to understand how does prevention, drug prevention is God's work, as I like to say. We should all be doing prevention and diversion post filing into the justice system. Prosecutors, courts, jails, probation, parole, prisons. How does that fit with deflection? Jac?

[00:11:38] I don't get, so before this of deflection, this is how we looked at the world. We had prevention and green in the community, and we had diversion in blue on the right hand side.

Click it once Guy. Yep. And we had this kinda world that said there's left and right, A and B zero and one into two worlds. Don't meet.

[00:12:00] Ladies and gentlemen, you know, that's not reality. That's not actually how it works. Next slide. So thanks to the introduction of deflection, this is actually now how we see and understand the world. And it actually was like this, we just didn't have a word for it, that word now. And we are celebrating the 10th anniversary this year in 2025 of the introduction of the word deflection, formal introduction through an article that was written in 2015 in Police Chief Magazine.

[00:12:27] We now understand between prevention and diversion, we actually have places to act. We have things we can do, and that is called deflection. And deflection opens up new opportunities for reducing drug use, promoting wellness, promoting recovery, and reducing crime. Very important elements that we talk about.

[00:12:47] Prevention, deflection, diversion do all fit together. Creating the space that we knew was there but didn't have a word for it. Now we do 10 years on, and that word is deflection. Next slide. And as I head to the end of my part of the presentation, I'm gonna show you the bridge again, this fantastic visual that describes deflection in a picture I saw when we started off the webinar, people were putting into communities that they are from.

[00:13:14] So where it says in green your community, that's where you'd add in the community you're from. So deflection creates a bridge and this is the deflection visual in your community. Hit it Guy. We place a bridge. Really common idea, right? There's a bridge and who, what is the bridge connecting Next, it is connecting law enforcement on one side.

[00:13:38] And by the way, this presentation on deflection that we're doing is centered around the idea of law enforcement. Deflection. Law enforcement can be done with fire. It can be done with EMS. It can be done with second responder workforce. It can be done with community outreach, with the faith community.

[00:13:53] Anything that fits that defin definition can be on the left hand side of the bridge. And on the right hand side it says drug treatment. Now, drug treatment is a proxy for treatment, housing, recovery, and services. I want to be clear, you can't write that in that little bar. That's why it just says drug treatment.

[00:14:09] The point is, we are connecting two worlds that historically, prior to deflection did not have much relationship. And what they did have wasn't a great relationship. But through deflection, we have opened up and created this bridge that now allows law enforcement and drug treatment to be together in the community.

[00:14:26] Hit it again. Six pathways. The Guy's gonna present here in just when I finish this slide, hit it again. That's creates pathways from the community onto the bridge as a result of contact with law enforcement, hit it again. And then people stay in community. You notice they're not going into jail, they're not going into prison.

[00:14:48] They're staying in community through the six pathways that you'll hear of in a second. Alright, Guy, we're gonna do a couple more clicks and then after this slide we're gonna go right to you. So hit it again. Other thing deflections doing, and you saw this on the title slide, it's connecting public safety to public health two more times and it's connecting the ability to reduce drug use and reduce drug crime.

[00:15:18] Okay, next slide. And then over to you. And ultimately, then again, deflection leads to recovery from drug use, opening up new ways to reduce drug use and drug related crime in your community. Thank you. Guy. Over to you.

[00:15:35] **Guy Farina:** Alright, before we actually get into. Six pathways. I wanted to address a question in the chat. Now we are gonna have to time for questions at the end, but this question I think is important to understand now. So what happens? I believe the question is, what happens after the last intercept in that intercept model?

[00:15:55] That's when it goes back to zero on screen. The sequential intercept model looks very linear. It's not, it's cyclic. So once we get through the intercepts, it actually starts back over and it keeps going around in a circle. So as far as the deflection pathways go there's different models, different frameworks on how deflection works, and neither are them there.

[00:16:16] We're gonna go into each one of these somewhat briefly, to give you an idea of what they look like. It's very important to understand. These are frameworks, they're pathways, but they are not meant to be rigid. Okay. They seem rigid on paper. They're meant to be very fluid and very flexible.

[00:16:34] And frankly each community we work with across the country integrates these pathways and they always look slightly different and that's okay. That's almost kind of the point of it. So we start with self-referral. Now self-referral, it just refer it, it just references the fact that someone is coming to you for assistance.

[00:16:53] This pathway started in 2015 at Gloucester, Massachusetts, and it is the where the phrase we can't arrest ourself out of the problem. Comes from, and we, I'm sure you've heard that in the past. That's where it comes from. This pathway. Basically what it, how it started was police department being willing to open their doors and say, Hey, listen, if you have help and you don't know where to go, you know where the police department is, come to the police department.

[00:17:19] You need help with treatment mental health, behavioral health drug treatment, whatever you need, come here and we'll get you connected. Either coming, someone coming to the station to help you, or we'll get you a resource and get you connected to the help that you need. It started in law enforcement, started with a chief of police's idea.

[00:17:36] It has expanded to safe stations, which are fire departments. Some communities are very willing to inter interact with the police department. Other communities are not. And there's probably a spectrum of everywhere in between that. Fire departments is the next logical place to do that.



[00:17:52] EMS can be involved. It could be a hospital, it could be a community center. It could be anywhere that some place is set up to take in a self-referral. Someone coming and saying, I need help. I don't know where to go to. It also has evolved to online forms. Some initial initiatives have a website where you could do an online assessment and get you in, or even a phone call.

[00:18:14] The emphasis on this is that you really want this to be a warm handoff, which means a face-to-face interaction. I am. And I'm handing you off to this person who's also with you. The next best thing is a cold handoff, which is phone call or online. Yeah, so that's self-referral in a nutshell.

[00:18:34] **Amy Coggins:** I think the other thing about self-referral too, that I've seen with my grantees is that it oftentimes is the easiest one to implement, at least at first. Depending on level of buy-in and your community needs and capacity. But it tends to be an easy one to get off the ground. The first responder and officer referral pathway.

[00:18:54] This happens during routine activities. So instead of waiting for an arrestable offense while out on patrol or just while doing their regular duties, law enforcement can use this pathway to proactively refer an individual experiencing substance use disorder or mental health crises. To services like Jac was mentioning earlier, like a treatment provider or a case manager.

[00:19:18] These initiatives can be led by any first responder agency, but 75% of them are led by law enforcement. So where the initiatives are led by law enforcement, there's no arrest made. And if it is led by fire or EMS, then these referrals can happen on their routine calls for services as well, or where they're out in the community.

[00:19:40] The nice thing about this pathway and I think a good talking point when you're trying to get buy-in with law enforcement, is that it offers a tool for law enforcement officers while they're out on patrol to respond to substance use disorder and mental health issues when there are no charges present, instead of them just having to leave the person.

[00:20:05] **Guy Farina:** All right. The next passed started as Naloxone Plus. There is a push to kind of refer to this as a post overdose response because that's really what it is. The idea behind Naloxone Plus is we provided Naloxone, now we're adding additional resources, and this is when a non-fatal overdose happens.

[00:20:21] Response. We respond to the non-fatal overdose and we follow up with treatment and services. And that follow up could be immediate. A team could show up to the scene of an overdose. It could be very shortly after, or almost immediate at the hospital. It could be the next morning. The important thing is this golden window of time from immediate to 72 hours of this person is probably now realizing it's not an abstract thought of, yeah, I use drugs there.

[00:20:50] I could overdose. It's, I did overdose and I almost died. So we wanna catch them in that mind state of perhaps a bit more willing to take treatment. The where this started, which it really, what I love about it was it's a multidisciplinary team. It could be law

enforcement, fire, EMS, pe, someone that knows the overdose happens, someone that has that access to this data.

[00:21:11] But the, one of the most important per people in this is a treatment provider or someone from the public health side. And like I said, where it started was they would go and cold call someone at their house. After an overdose and knock on the door and say, Hey, listen, if you recognize us, we were just we just narcaned you.

[00:21:28] We saved your life. We have a treatment provider with us right now. If you're willing to come with us, she can get you into a treatment facility right now. That's the way it started. It doesn't mean that's the only possibility of this. It could be going to the hospital and just providing resources.

[00:21:42] 'cause again, we are meeting these people where they are. So if they're not ready to go into treatment right away, that's fine. Here's resources, here's some harm reduction. Here's our card. We are here whenever you're ready. So that's really what this, pathway is about it can work very well in rural communities, as does self-referral and officer referral.

[00:22:01] The picture that I included in this one, there's not a chance that I'm gonna have a presentation and not include a picture of myself. I was foreign former law enforcement, and this is me bending down, giving Narcan. But what I really love about this picture it highlights a traditional or a past response from officers and a more modern response.

[00:22:18] You have the officer standing up looking, waiting for the ambulance to come in, taking information, and that was a traditional police response to this. And then you have another officer carrying Narcan, administering Narcan, administering a bit more non-traditional law enforcement activities. And I think that it's a really cool picture to include in this.

[00:22:37] And the next one is active outreach. And I'll hand it over to Sidney.

[00:22:42] **Amy Coggins:** So no specific event is required for this pathway. Either first responders, either on a co response team or a multidisciplinary team will seek out individuals and then initiate linkages to treatment resources to meet basic needs and provide information about support services.

[00:23:00] So the primary goal of this pathway is to identify and reach people before they have an overdose or before they're exposed to the criminal legal system. These teams can be made up of a lot of different organizations or agencies, similar to what Guy was mentioning before. Teams that we've seen with grantees can include clinicians, peers, first responders.

[00:23:23] Really at the end of the day, again, it's really dependent on the community, on your capacity on buy-in and what your community needs.



[00:23:34] **Guy Farina:** Also, with this, if you look at this picture one of the other people. You can involve in this, and it specifically can be very beneficial to rural communities where capacity is a bit low.

[00:23:46] As volunteers, and we'll get into that a little bit more, but the picture of the woman in this car is a community volunteer.

[00:23:54] Okay. The officer intervention pathway, this is where Jac was talking about sometime before charges are filed or before the court process this is where your district attorney must be involved because there i, it is a post in that process to where it's got a bit more teeth. It's okay we're maybe have given you a ticket for this and before arraignment or before a hearing or sometime in that process we are introducing some type of intervention to where listen, we have an opportunity to get you to treatment. And if you finish this treatment, the, this case won't go any further. It can also be at the officer level to where the officer goes up and says, listen, I have two years to charge you with this simple possession. Or you can go to treatment and we'll keep track of you and you, if you do successful, I won't file the charges.

[00:24:42] This one has a bit more teeth to it. It can be voluntary. It can be a little bit more non-voluntary. While the other pathway pathways are very voluntary they're only voluntary.

[00:24:58] **Amy Coggins:** Okay. Community response, this is where a team will engage an individual oftentimes to help deescalate crisis, mediate some low level conflicts, address quality of life issues, and of course provide referral to treatment services, case manager, any type of recovery resource. Again, team members here can include a variety of different folks depending on your community needs, but it can include crisis workers, clinicians, peers, medical professionals, and others.

[00:25:31] These teams are often dispatched through 9, 1, 1, 9, 8, 8. They can also be just community-based referrals, which would be through a software system or through a phone call, sometimes an email. Whatever works for your community and whatever works for the folks. Providing that data is ultimately what's gonna be best.

[00:25:50] And next slide Guy.

[00:25:54] **Guy Farina:** Yeah. One more thing on community response. You heard Jac say secondary response or second response. We all know what first responders are. This pathway has started to be recognized by calling the people that are responding to this as a second response or se or second responders, which I think is actually a really cool way to delineate between the two.

[00:26:13] Onto specific rural deflection ideas or considerations. What and we're gonna go over a bunch of different topics. These are the topics. The first one is access to treatment and follow-up care. When we talked to some challenges with rural they're, they can be the same challenges in other communities, urban communities, suburban communities, but they're much more highlighted during in rural communities.

[00:26:37] Because, I mean, the definition of rural is there's less people in your community. With that service, locations is an issue, but even more beyond that, one of the biggest issues is capacity. And when we talk about capacity the way I like to describe it is the amount of options maybe not enough staff, limited resources beds that may that maybe just aren't available.

[00:27:01] If you take an example from like New York City I'm based outta New York, so I'm gonna give you a bunch of New York references. Based in New York City you're, and someone in need and you're standing on pretty much any corner in New York City, you probably have a bunch of options, inpatient, 12 step programs outpatient, all kinds of things.

[00:27:18] And they're probably walking distance. And if not, there's tons of public transportation to get you there in rural communities. It's almost a complete opposite. There's many initiatives we work with that have zero out inpatient options and maybe the inpatient option is one inpatient option outside the county.

[00:27:36] Which brings up some concerns with capacity in that one inpatient facility. 'cause now they're servicing two counties, so beds might even be more scarce. That brings us to location. A lot of these communities are spread out. The population's a bit more spread out, and the service, the services provided tend to be somewhat centrally located, which seems like a good idea and it's really the best case option for that community.

[00:28:02] But that doesn't really help someone who's, on the outskirts are farther away getting to a treatment facility that takes you a half hour, 40 minutes to get to. You're going to maybe two times a week, once a week, whatever it is, can become a little bit cumbersome and a bit of a drain and maybe even be a something that makes the person go, you know what, maybe this, I don't even wanna do this anymore.

[00:28:22] So capacity locations are huge issues with this and that, that's where understanding the community landscape comes in. Knowing what your community solutions are doing a mapping of what your resources are. And also what comes along with this is partnership and planning. Partnership is probably one of the most important things to consider in any initiative.

[00:28:45] It becomes more intentional, the need for it to be more intentional when you're talking about rural communities. 'cause just the lack of resources. And that also like I said, brings up transportation issues. New York City has tons of public transportation available rural community is not so much.

[00:29:00] And they might not even service the entire county. Let's say we're talking about a county the cost of transportation having to maybe bother your friend to get you there every day. So there's a lot of issues around that. But like I said, with partnership and planning partnership.

[00:29:15] When we talk about partnership it's, we have certain critical elements to the flexion, and partnership is always the first one. Creating partners with church faith-based

communities community groups school, anti-drug groups the DA's office, law enforcement and trying to pool resources is really important in this in this space.

[00:29:36] To give you an example this photo is from Rockefeller Institute of Government. They did a study back in 2018 on rural deflection. And if you're interested, it's stories of Sullivan. You can look it up. They have a lot of unique insight here. But what's important about, or interesting about this photo is that yellow triangle.

[00:29:56] Now this is Sullivan County, which is in New York. It's about an hour and a half from New York City north of New York City. It's the size of Rhode Island. It's a very rural community. To give you an example, if you see Bethel on there, that's Woodstock. So if you're familiar with Woodstock and what that looked like in farming and everything, that's this community.

[00:30:12] And it really hasn't changed very much since the sixties. That triangle is where all the resources are the treatment resources which are limited. But also on top of that's where the grocery stores are. That's where the pharmacies are, that's where the doctor's offices are. So to get from somewhere on, on the, you know, Southwest side, like Eldrid and going into this triangle of resources every day, every week can become a bit Sydney.

[00:30:42] **Amy Coggins:** Oh, similar to what Guy said. Stigma exists in all communities, right? And all of the issues that we're talking about or all of the considerations that we're talking about exist in all communities. It just shows up differently in different communities. Stigma in rural communities. Sometimes can be, can feel more overwhelming, I think for people with substance use disorder because of that lack of anonymity.

[00:31:07] In other words, everybody knows each other's business. So for example, I'm from Minnesota originally, and when I go home I get an in-depth update on all of my parents' neighbors and their children and what all of them are up to. Meanwhile, I live in Chicago in an apartment complex, lived here for two years, and I don't know a single one of my neighbor's names.

[00:31:29] So in rural communities, word travels fast. I was just meeting with a grantee yesterday actually, who was trying to get a rural police department on board with their initiative. And even the law enforcement officers were saying people don't want to accept help because we all know each other. All of our kids go to school together.

[00:31:49] They don't want to talk to us about substance use disorder. There can also be less of a cultural acceptance of, for treatment, maybe less awareness about alternatives to arrest and incarceration. And again, that's present in a lot of communities. And really the antidote to that is outreach and education and training.

[00:32:09] And as I mentioned, this perspective is present in the general population, but that also translate to first responders too. So to combat that level of stigma within the first responders or within agencies that you're working at, again, community education, training,

outreach work, that's the best way to combat stigma in these communities and in communities in general.

[00:32:32] **Guy Farina:** Yeah. In addition to that, when we're talking about stigma it's important to know your community and know what your community is like. I used to work in a community that was more kind of suburban, had neighborhoods, but also combined with farms dairy farms and produce farms and all kinds of farms and the different types of mindset with people moving up from the city to go to the suburbs.

[00:32:54] But also being in a community of farmers it can be very tricky. And I know specifically of an example that I'll give of a farmer who I knew who was in a mindset of, not putting money in a bank, putting money under the mattress, and even, burying their money in a can in in, in the back in, in their farm.

[00:33:13] Take that mindset of setting their ways and kind of, not wanting to change and people coming up from the city where there's tons of resources and stigma might not be as much of an issue. They can some, sometimes be at odds and it can be very tricky to to get get them both on the same page.

[00:33:27] And that's why it's really important to know what your community landscape is in terms of where they are so you can actually meet them where they are. 'cause you might need to meet a more traditional rural population a little bit differently than someone in the urban environment or someone a bit more progressive ideas.

[00:33:45] Also with rural deflection, especially with stigma, is finding interesting solutions and out-of-the box solutions. And I'm gonna play a short video and it is short. It's from Rockefeller Institute Government.

[00:34:09] My name is Julie Al and I am the co-founder of the Kingfisher Project here at WJFF Radio Station. One of the things that we wanted to do was reduce the stigma because five years ago nobody was talking about it, and it seems now, even though the problem seems to be getting worse, more people are talking about it and there's becoming more solutions.

[00:34:28] We've had the da, we've had the sheriff, we've had family members, we've had people who are in recovery. We've had people who are not in recovery. I hope people get out of our show that there is hope for them. There is hope for someone who is struggling with addiction, and I hope they know that they're not alone, that there are other people who are suffering.

[00:34:47] And I hope that they also know that there are services available and they're becoming more and more, and that family members need to talk about it more, talk about and raise awareness, and I hope the family members also know that they're not alone.

[00:35:20] Actually I'll get to that in a minute. So we talked a little bit about capacity and the limited capacity in usually in, in rural communities. What this. Really takes, and we hinted it

at it before, is intentional planning. Getting a, an organized, well-established planning session.

[00:35:39] Action planning can be very, be beneficial. And you get people from partners from all over the county in the same room. Identify what your problems are, identify what the potential solutions are, what outcomes you, you would like to get out of that. That's really where this can come, can be very beneficial or that can be very beneficial to rural communities.

[00:35:58] It's beneficial to every community, but really beneficial in rural communities. You really gotta plan for success and intentional planning gaining cooperation from different groups. You know, working with your neighbors, knowing your neighbors involving, a lot of times when we're talking about capacity issues, it's a workforce issue.

[00:36:16] Limited employees maybe having the trained employees. Employees that aren't as trained. What's important with this and why the training is important is, in larger communities you can be more specialized in more rural communities. It's nice to be specialized in something, but you have to be more of a generalist.

[00:36:37] I give an example of I was a detective sergeant and I'm, dealing with investigations and heading up investigations and supervising investigators. And I'm also doing deflection work, and I find myself in a training on Medicare, on how to get people on Medicare to, for for treatment.

[00:36:55] Something I've never, I thought I would be involved with. But because I lived, I worked in a community where it was a bit more rural. I had to have a wide range of knowledge in many different areas. It, it really doesn't work. It, it deemphasizes specialization, and let's see. Oh, the example I wanted to give was larger police departments.

[00:37:16] So larger police departments. New York City, someone comes into a police department and says, my car was hit last night. Parked on the road. I need to make a report. Awesome. I have a whole unit for that. I'm gonna send you to them. That's all they deal with. Another person comes in I need an accident report.

[00:37:29] Awesome. Our records department, they're specialized in that. You go to them, they'll handle it. Another person comes in and says, someone broke into my house. Oh, we have a major crimes. That's what they deal with. We'll give you it to them. That is impossible in smaller PDs and in fact most smaller PDs you don't even have units.

[00:37:47] You have the officer who has to be trained in all of these things. When you're dealing with initiatives, with deflection, that's where you have to lie. That's where you have to be. You have to be, you have to wear multiple hats. You have to be a Jac of all trades. That does bring issues with short staffing shortages, which is a national issue with with this.

[00:38:06] But with that, since you're wearing so many different hats, you're doing so many different things, burnout is also an issue. Initiatives having planning for self-care and taking

care of your employees is also very important when we're looking for solutions with this, especially staffing issues.

[00:38:23] Often overlooked, and I mentioned it before, is volunteers. So I worked with a, an organization up in New York and. There were, when we started there, was there was no paid employees and we had 500 community volunteers. And these are parents, sisters, brothers, friends that are looking for a way to help and they just don't know how.

[00:38:45] And these unfortunately, are a very untapped resource in this. There's ways to make that volunteer sustainable. It's a bit more challenging. But with deflection in rural areas, you have to think outside the box. You have to come up with, group think ideas and and go for maybe the non-traditional type of solutions.

[00:39:05] But partnerships, again, not to overstate it, partnerships and planning is huge. One of the big things with rural communities can also be siloing, which can kill initiatives. The more you can get in touch with and partner with and plan and make other organizations part of your planning, not just, Hey, here's what we're doing.

[00:39:27] You want to join us, getting to them to the table, and being a part of the planning the better outcomes you can come across and I will give it right back to Sydney.

[00:39:43] **Amy Coggins:** So initially when I was planning presentation, I listed out workforce challenges in rural communities. But after we talked more about it, I feel like everybody on this call probably knows what their workforce challenges are. I'm sure a lot of you have many of them in common and in urban communities, people are experiencing the same thing.

[00:40:05] It's difficult to hire and it's difficult to find good qualified people for these roles to fill. So instead we're gonna talk about solutions to these challenges. And as we've been saying throughout the whole presentation, it's important to remember that there's not a one size fits all solution. Each community, each deflection initiative, each organization is different.

[00:40:26] And all of the people that you're serving are different with different needs. And it's important to keep all of that in mind. So the first idea or first solution is providing more incentives when you're hiring. So for example, I have one grantee who provides living stipends. For certain expenses such as rent for their peer recovery coaches, they're in rural Wisconsin.

[00:40:51] So that's one example. But it's good to think about, as Guy was saying, other creative out of the box ideas to incentivize people to move to your community or even just to relocate, within your area. Maybe they're not coming from out of state, but maybe they're coming from just a neighboring community.

[00:41:09] But you can provide those living stipends that I mentioned. Maybe you have some benefits that you could offer childcare, work from home options, any other type of like creative benefit that you can offer that just sweetens the deal a little bit for people who are



looking for a job. Virtual services since COVID, there's a lot of organizations offering virtual services now.

[00:41:31] There's telehealth there's SUD assessments that you can do virtually and even peer support organizations where you can access a peer 24 7 in a lot of states. That's an available service as well. I know for sure there's one in Washington called Boulder Care, and that's an app and also I believe a website and people can log on and access peer support anytime.

[00:41:54] As Guy was saying, volunteers or interns is also a really good option. Again, you have to think about the sustainability of that, but for example, I have one grantee who works with their local community college, so they always have a pool of. Candidates from the behavioral health program at that local college.

[00:42:16] So a little bit of sustainability in that sense. But you can also do interns from like local, high school community centers. And things that I've seen interns or volunteers do with some of my grantees are putting together like infographics helping create training or education for, community events or first responders.

[00:42:38] I've also even seen interns or fellows, even from local colleges help with like data research evaluation and other ideas. You can use contractors or part-time workers to fill any gaps that you might have. Maybe it's too difficult to find somebody full-time, but you can find a part-time worker. Also being flexible with qualifications and with job descriptions.

[00:43:06] Being flexible in deflection initiatives in general is always best, and I think you have to be flexible and you have to be creative. But even with hiring and job descriptions, you need to be flexible and creative there as well. So I have one grantee also in rural Wisconsin. They were trying to hire a social worker for their co response team, and they just weren't getting any bites.

[00:43:31] They had the job hosted for a while, nobody was applying. So instead I worked with them to change that job description instead to a coordinated response specialist is what we ended up calling it. They didn't need a social worker license and they ended up hiring for that role. And somebody is starting, I think actually yesterday they started but it was pretty quick.

[00:43:55] Once they changed that drop description and just changed the qualifications a little bit, the person is still gonna be doing. A lot of the same work is just a different qualification and partnerships as we've been saying this entire time. Partnerships, working together with neighboring communities, sharing resources, pooling resources.

[00:44:15] Very important.

[00:44:18] **Guy Farina:** Yeah, I think also not overlooking certain partners, faith-based partners sometimes get overlooked. It is domestic violence awareness month. Domestic violence organizations get overlooked. They deal a lot in this space as well. Community groups, student groups any partner you can make it, it's a lot of times we look for big

solutions and we ignore simple or smaller solutions when a lot of the smaller solutions grouped together can turn into a big solution and really help your community.

[00:44:52] As well as volunteers. I'm a very big fan of volunteers that that, just because that's where I come from. So let's talk about funding. Obviously the one thing I'm gonna tell you is look for grants. What a silly thing to say. Of course, you know how to look for grants. That's what you're doing.

[00:45:06] You're looking for grants. More importantly is knowing how the money will help your community, looking for the grants that will actually help your community. What type of grants, what type of money, what type of resources you need. And of course, this is the first thing we look for. Okay.

[00:45:21] We need a grant to sustain this many and to sustain it. You really do need some kind of income. But to get it started you might not need as much as you think. The initiative I was a part of. We had zero funding. We had zero funding when we started.

[00:45:37] And what we did was we held a kayak race for funding. We held another fundraiser for funding, and we relied on donations as well. And that's another thing that, that sometimes gets overlooked. People are willing to help. Maybe they don't want to do it with their time, but they do want to do it with their money.

[00:45:55] If you're working with police departments, let's say in a self-referral trying to get the police department to fund Hey, listen, this police department's gonna fund our rack cards or our promotional material and this department's gonna fund transportation costs or things like that.

[00:46:10] So getting creative, not overlooking smaller solutions to funding is important. What's interesting now, and we're starting to see, which is really good intelligent way to do it, is there are grants and funding opportunities that police departments have that maybe benefit public safety, but also public health.

[00:46:29] So perhaps a police department gets a public safety grant and we can use it in our initiative because it's benefiting public health. Crime reduction is one of them. Crime reduction with deflection benefits, public health and public safety. And vice versa. Public health grants that maybe a hospital can get or a treatment facility might be able to get that might be able to be used towards more public safety initiatives.

[00:46:52] So thinking out of side the box and using it in a very creative way. It is very important, and as you've gotten from what we've said the ability to think outside the box, wear different hats and have different different types of knowledge is hugely important in the more rural you get.

[00:47:10] Data tracking I is important. Data tracking in the beginning is to get buy-in is huge. And we have research now on deflection that's very positive. Crime reduction, reduced

recidivism, reduced overdoses, all kinds of things. And that's great for getting buy-in. Where data tracking with your initiative comes in is to get funding or to sustain funding.

[00:47:32] This is where you go to your, senators or county executives and go, listen we would want some money for this for this initiative we're doing. And the next question you'll get is, how effective is it? Here's how effective is this is what we've done with limited or no resources.

[00:47:46] So that's also very important with this multiple streams of income, all these little types of income. You then you talk about sustainability with blending or braiding and your funds and braiding your funds basically just means this stream is gonna be blended with this stream of funding.

[00:48:02] And at the end of it, when we're ready to report, we can unbraided them and get the proper information to the proper sources. Blending is just, we're throwing all this money into a pool and we're gonna use it for whatever we want, different types of situations to call for different either blending or breeding.

[00:48:17] And that leads leads to sustainability

[00:48:23] and Sydney.

[00:48:27] **Amy Coggins:** So today we explained what deflection is, what the difference between deflection and diversion is, and we reviewed the six pathways of deflection. We also explored what deflection looks like in rural communities with a focus on those five considerations that we discussed and examples that we see within our own grantees and with our communities that we both live in.

[00:48:49] As a reminder, the PTACC conference is in New Orleans this year, December 2nd through the fourth, and registration is currently open. Myself, Guy and Jac will all be there, so we hope to see you to celebrate the 10th anniversary of deflection.

[00:49:05] **Guy Farina:** Thank you.

[00:49:09] And I'll turn it over to Amy to lead some q and a.

[00:49:13] **Moderator:** Alright, thank you very much. We really appreciate your time and information. It's been very informative, informal, and appreciate Jac and Guy and Cindy for providing that. We really appreciate the insights. We would now like to open the floor to questions so you feel free to drop your questions in the chat.

[00:49:29] I know there was one question I think Guy, you had answered that already about diversion number five. So while you're putting your questions in the chat, I'll just do a couple that kind of came to mind for me. So one of the things working in the field of substance abuse and trying to create sub recovery ecosystems, which would involve deflection programs.

[00:49:48] I know you just mentioned the really importance of funding. So is there a specific place that you would recommend that we go to look for grants to start deflection programs? Is there a good spot for that?

[00:50:00] **Guy Farina:** Government shut down aside that we are expecting a a solicitation for the Coup grant.

[00:50:05] Coup grant through the Bureau of Justice Assistance is, can provide significant funding. So if you look for that that's one of them. There is a new it just came out in September from the White House direction or from the federal government that is funding for specifically rural communities.

[00:50:24] And it's something like \$50 billion of money. And it's also it's only for states to put in, but it's something to put on your your politician's radar. 'Cause it's a significant amount of money that states can receive specifically for rural funding. Jac Sidney, do you have any ideas for.

[00:50:43] **Jac Charlier:** I I do. Yeah, the federal government aside, and that's just because the federal government is only mostly gonna initiate stuff. They're not gonna sustain or allow you to grow anything 'cause that's not the design of it. When you are looking at either existing operations or new operations that will fund outreach, workers, peers people lived experience, what you want to do is build into that proposal, contact with law enforcement, contact with fire and EMS.

[00:51:08] And lo and behold, you have now built a deflection proposal. In other words, you might not find the CIP deflection funding stream. Instead, you're finding something especially focused on SUD. Outreach workers, peers and just build that and say, as part of our partnerships, we will build that with our local law enforcement that is going over better and better and better.

[00:51:31] 10 years ago that would not have been accepted. Now it is more and more understood that those relationships, like the deflection bridge working together through funding streams matters and makes a difference to your foundations that are in your area and to governments that want bang for buck proposition.

[00:51:49] **Amy Coggins:** I would also look at opioid settlement funds in your community as well. Those are always a good resource.

[00:51:57] I, and I did put links, go ahead

[00:52:00] **Moderator:** Cindy.

[00:52:01] **Amy Coggins:** Sorry, Amy. I put links to the funding opportunities that we were talking about for BJA, their current available funding opportunities and the rural health funding as well.

[00:52:11] **Moderator:** Thank you. I know we had someone that had a question during your presentation, so I'd like to turn the time over to them to ask their question.

[00:52:22] I think,

[00:52:23] **Moderator:** yeah, that is to Corey. I'm not sure how to pronounce the last name. Dha. You should be allowed to speak now. You can unmute if you if you wanna ask your question.

[00:52:39] **Moderator:** It's been a little bit so he may have gotten sidetracked.

[00:52:43] **Moderator:** Yeah, you may have. Yeah. And I think it may have dropped off. So Amy, you can move on with the other questions.

[00:52:48] **Moderator:** Okay. So it looks like we've got time for one more question. So one question that comes to mind for me, working in the rural state of Idaho in particular, and I'm sure this is true in most rural states, is how do you get buy-in within the criminal justice system?

[00:53:02] So we looked at creating a deflection program. You talked about bringing together community partners. And we had a great time bringing together like treatment providers those types of things, but we had a really hard time with the prosecuting attorneys, the court systems. Any suggestions on how to get some buy-in from those folks?

[00:53:21] I.

[00:53:22] **Guy Farina:** I I would throw out there that, so my role in my past initiative was law enforcement liaison, and it was specifically designed with officer buy-in and chief buy-in or administrator buy-in. The first thing I always had to get around was, this isn't a non-police solution.

[00:53:40] This isn't some community solution that's gonna tell the police how they're to do their job. And, law enforcement is also a group where it's somewhat set in their ways and you do have to meet them where they are. So having conversations and explaining the law enforcement, the history of law enforcement and how deflection fits with law enforcement goals.

[00:54:00] And I don't have time to get into it here, but deflection is really where law enforcement started. And only up until the war on drugs in 1971 did it change a bit. But if you look at the history of law enforcement prior to that it emphasized treatment over over arrest. And at many of the police leaders have are on record stating that, drug use or addiction will never be a police problem.

[00:54:26] And it's specifically in the public health realm with us to to with law enforcement to assist in that role. 'cause there is crossover. Jac, did you have something else?

[00:54:36] **Moderator:** Three very quick technical systems,

[00:54:41] **Jac Charlier:** no matter where it is in regards to something new, right? Deflection is something new.

[00:54:45] For some people, 10 years old is young. Number one, bring in their peers. Are there peers in your state, in rural communities where this is happening? Can you use a peer-to-peer network? Right? Peers apply to everybody in every profession. Nobody's unique on this. Number one, we will bring in peers. If we need to bring in folks from other states or nationally, we'll do that too, but often they'll be from similar communities.

[00:55:07] So peers is number one. Number two is it's new. 10 years is about second grade, right? So deflections in about second grade, as I like to say. Number two is do awareness and education. Lunches buy people lunch. I'm being funny, but I'm not buy people lunch and do these one-on-one sessions with them. Third approach that we take on this is either go and it's either way, or you can do both, is go to your judges.

[00:55:34] So I'm not saying prosecutors or police go to your judges. Why? Because judges have what we call convening power. They are different in all the, and along all the other justice entities that exist. Police, prosecutors wardens, sheriffs, they have convening power. When a judge says, come to my courtroom, we're gonna have a conversation, and it's not about a case, people usually show up.

[00:55:55] So we do look at judges as anchors in community for all sorts of justice initiatives. Now, the courts are not formally involved in deflection. However, when you find a judge, they call the police chiefs. The police chiefs will show up, others will appear. And so that is a very kind of learned lesson. The corollary to that on the community side is civic and faith leaders who are engaged, they often have a personal story, can be equally powerful.

[00:56:21] So those are three specific tactics or strategies we use on the technical assistance side when we're advancing any kind of justice work, not limited to deflection.

[00:56:33] **Guy Farina:** Yeah, I also think you know, training law enforcement as well, training in ACEs or childhood trauma which we didn't have time to get into, but is a connection there.

[00:56:42] Explaining the link between substance use and drug use substance use and crime. And have the cri criminogenic nature in that. And, showing it as a crime reduction tool. 'cause it is deflection is a crime reduction tool. It also has public health benefits. But like Jac was saying, find your partners and finding that champion within law enforcement who can speak law enforcement's language as a peer is crucial.

[00:57:10] **Moderator:** Alright, thank you very much. We appreciate your time and we appreciate all that Have joined us today. I feel like I learned a lot. I think we really got a lot out of your presentation. We would just remind everyone that please remember to take the



survey with the webinar when you get that, and it helps us to know how we can make these better and what topics that you might wanna understand better.

[00:57:29] We will be posting this to our webinar page and I put that in the chat there. Please go, feel free to go back and take a look at that along with a copy of the slides. And don't forget to sign up for our next month's webinar. So thank you again and enjoy the rest of your day.