



**ORANGE COUNTY
HIGH IMPACT OPIOID ABATEMENT
STRATEGIES**

**Funding Proposal Application Form
Application Due Date: February 21, 2025**

Applicant Agency: General Information				
Legal Name	ATS of North Carolina, LLC DBA Hillsborough Comprehensive Treatment Center			
Address	129 Mayo Street, Hillsborough, NC 27278			
Type of Agency (check one)	<input type="checkbox"/> Government/ Public Authority	<input type="checkbox"/> Non-Profit	<input checked="" type="checkbox"/> For-Profit Business	
Telephone	919-910-2001			
Website	https://www.ctcprograms.com/location/hillsborough-comprehensive-treatment-center			
Primary Contact Full Name	Jessica Tighe			
Title	Regional Director			
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Telephone	919-986-8882			
Name of Project	Hillsborough Healing Initiative			
Total Application Funding Requested		\$ 200,000.00		
Funding Period Requested (MM/DD/YYYY)	Start Date	1 July 2025	End Date	1 July 2026
Selected NC MOA Option A Strategy (Number and Name)	Option A, Strategy 3: Recovery Support Services			
Agency Mission and Vision Statements	ATS of North Carolina, LLC DBA Hillsborough Comprehensive Treatment Center’s mission, as part of Acadia Healthcare’s Comprehensive Treatment Center division, is to be a world-class organization that sets the standard for excellence in the treatment of mental health and addiction concerns. We strive to maintain our standing as a thought leader in the behavioral care industry, providing treatment that is synonymous with compassion and innovation. Our			

	vision is to promote comprehensive and integrated care to improve the mental well-being of the children, adolescents, and adults we serve.
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Use font size 12 throughout document.

As a **separate Excel file**, submit a completed **Budget Worksheet**.

Submit application to tstancil@orangecountync.gov with a subject line of – RFA: Opioid Settlement Funds – [Organization name]. Will receive Receipt of Application email upon submission. If email is not received within 24 business hours, reach out to Tonya Stancil, Harm Reduction Coordinator at tstancil@orangecountync.gov.

1. Proposal Summary *(no more than 250 words, required but not scored)*

Hillsborough Comprehensive Treatment Center (CTC) in Orange County is actively seeking funding to expand our opioid use disorder (OUD) and substance use disorder (SUD) recovery programs. At the heart of our proposal is the integration of a certified peer support specialist, a role essential for bridging clinical expertise with genuine empathy and understanding. This specialist will guide clients through their recovery journey, offering support and deep insight into the challenges of addiction.

Moreover, we plan to enhance our wrap-around services to meet the diverse needs of our clients comprehensively. This includes improving transportation services to ensure all clients can reliably access our facilities and support groups, thus overcoming one of the major barriers to consistent care. Another crucial aspect of our request is the expansion of our medication-assisted treatment (MAT) offerings. Funding this component will enable us to cover MAT costs for those in need, significantly boosting recovery outcomes when paired with counseling and behavioral therapies.

Integrating these services will establish a robust support network that not only addresses immediate health needs but also fosters long-term recovery and well-being. This project, funded by opioid settlement funds, aims to substantially decrease the community's opioid overdose rates, improve health outcomes, and strengthen our local infrastructure to more effectively address the opioid crisis.

While we are applying for the full grant amount to implement our comprehensive care model entirely, we understand the competitive nature of this funding and are prepared to accept partial funding to launch the most critical components of our initiative.

2. Project Narrative

A. Assessment of Community Need (16 points, page limit: not to exceed 1 ½ pages)

At Hillsborough CTC, our current treatment program serves a diverse group of 188 active patients, each battling OUD/SUD with our support. While the majority of our patient population are from Orange County, we also serve patients from Alamance, Caswell, Chatham, Durham, Onslow, Person, and others. With this proposed project, we expect to continue serving these counties and potentially expand our services to neighboring counties as demand for transportation assistance grows. Our patient population primarily consists of 173 Caucasian individuals, reflecting the majority, but also includes 11 African American and 3 Hispanic individuals, showcasing our reach across different ethnic groups. This demographic distribution highlights the diverse backgrounds of individuals who benefit from our services and underscores our commitment to addressing opioid addiction across a spectrum of community members.

Our focus on such varied groups emphasizes the importance of tailored treatment approaches that respect and respond to cultural and individual differences. By understanding and adapting to the specific needs of these demographic groups, we aim to enhance the effectiveness of our treatments and support systems. This commitment not only helps in the immediate recovery of our patients but also contributes to the broader goal of reducing opioid-related harm in the community.

Recent data from the North Carolina Department of Health and Human Services highlight an increasing trend in opioid overdoses within the county, aligning with state and national crises that underscore the urgent need for enhanced OUD and SUD recovery services. Emergency room visits and overdose deaths are on the rise, as reported by local health surveillance from sources like InjuryFreeNC.

Orange County, NC, is home to a diverse population of approximately 150,626 residents. The racial makeup of the county includes 78.69% White, 11.93% African American, 8.52% Asian, and smaller percentages of other races and ethnicities including Hispanic and Native American individuals. The economic stability is highlighted by a relatively low unemployment rate of 2.9% as of January 2025. This economic backdrop is supported by strong community and government structures that provide comprehensive public transportation and affordable housing initiatives, essential for all residents, particularly those recovering from substance use disorders.

These demographic and socio-economic characteristics are foundational for supporting various health and social service programs aimed at combating substance use disorders. The diversity within the community also enriches the range of community-based health initiatives, promoting comprehensive care and support.

To better understand and address these challenges, Hillsborough CTC has engaged directly with the community through focus groups, surveys, and patient feedback. These engagements have consistently pointed to significant barriers such as inadequate transportation, a lack of culturally

competent care, and insufficient support services, which are particularly pronounced among historically marginalized groups.

In response, Hillsborough CTC is proposing to expand its offerings to include certified peer support specialist who resonate with and reflect the community's diversity, comprehensive wrap-around services to alleviate logistical barriers to access, and an expansion of our MAT programs. These enhancements are designed to not only fill the existing service gaps but also to foster a more inclusive environment that supports the diverse needs of Orange County's population, thereby reducing the incidence of opioid overdoses and improving overall community health outcomes.

This proposal is backed by data sourced from credible local and state health databases, including the North Carolina Department of Health and Human Services and InjuryFreeNC, providing a solid foundation for our targeted interventions aimed at those most in need within our community.

<https://censusreporter.org/profiles/05000US37135-orange-county-nc/>

B. Project Description and Program Sustainability (28 points, page limit: not to exceed 3 pages)

Option A, Strategy 3: Recovery Support Services

Project Description and Expected Impact

Central to our initiative is the integration of a certified peer support specialist who plays a vital role in connecting clinical services with the lived experiences of our clients. This specialist will actively support individuals undergoing treatment for OUD and SUD, providing empathy, motivation, and a personal understanding of the recovery journey. This support is crucial for enhancing client engagement and adherence to treatment programs, particularly for those who may feel isolated or misunderstood within traditional treatment settings.

Complementing this personalized support, our project significantly expands the scope of wraparound services to encompass not only transportation but also housing assistance, employment coaching, legal aid, and educational opportunities. These services are crucial for addressing the holistic needs of our clients, ensuring they have the support necessary to rebuild their lives during and after recovery. For example, stable housing provides a secure environment conducive to recovery, while employment coaching and legal aid facilitate reintegration into society and help clients navigate the complexities that often accompany recovery from OUD/SUD. Transportation also remains a fundamental component of our wraparound services, enabling consistent access to MAT, therapy sessions, and community support groups. By partnering with local transportation providers, we offer flexible, on-demand solutions that ensure no client is hindered by logistical barriers from participating in their prescribed treatment and recovery activities.

In addition to the peer support specialist and wraparound services, our project prioritizes comprehensive wraparound services to address all facets of our clients' needs. This includes the expansion of our MAT offerings, which are essential for managing withdrawal symptoms and reducing relapse rates. MAT will be seamlessly integrated with counseling and behavioral therapies, ensuring a holistic approach to recovery that treats both physical and psychological aspects of addiction.

The expected impact of these integrated services is profound. We anticipate not only a reduction in opioid overdoses but also significant improvements in treatment retention rates. By providing a supportive, inclusive, and effective healthcare environment, we aim to serve as a model for other regions struggling with similar issues. This project is designed to promote long-term well-being and resilience, ensuring every aspect of the patient's recovery journey is supported through comprehensive, multi-faceted care.

Engagement of Priority Population

Engaging the priority population—individuals directly affected by OUD/SUD—is at the core of our project, ensuring that our services are not only effective but also culturally sensitive and responsive to the community's needs. Our engagement process begins with community outreach, organizing accessible meetings across the County and distributing anonymous surveys online

and at key community locations like clinics to gather a wide range of inputs. These efforts are complemented by the staff meeting regularly to review program progress and discuss potential improvements, ensuring continuous alignment with community needs. Additionally, we conduct focus groups to delve deeper into specific issues and employ feedback mechanisms through our community outreach teams, allowing for ongoing adjustments based on community feedback. Further enhancing our engagement, we employ individuals from the priority population as peer support specialists and other project roles, empowering them and ensuring services are delivered by those with firsthand understanding of the challenges faced by people with OUD/SUD.

Detailed Project Timeline

Quarter 1, 2025 (Starting July 1, 2025): Project Initiation and Staffing The project kicks off with an initial team meeting to establish goals and expectations, particularly emphasizing the integration of MAT and wraparound services. The recruitment process for the peer support specialist begins, focusing on identifying candidates with relevant experience and a deep understanding of the community's needs, especially in delivering comprehensive care. Once selected, the new peer support specialist undergoes a comprehensive onboarding and training program, preparing them to effectively meet the specific challenges of our clients.

Quarter 2, 2025: Program Launch and Initial Outreach During the second quarter, we continue to support and enhance our transportation services to ensure they facilitate access to treatment and recovery resources seamlessly integrated with existing MAT programs. The newly hired peer support specialist starts active client engagement, providing personalized support and facilitating the use of our services. This quarter also marks the initiation of the first round of program evaluation, using feedback from clients and community members to assess the effectiveness of the wraparound support, peer support initiatives, and integration of MAT.

Quarter 3, 2025: Evaluation and Expansion Feedback and service usage data collected earlier are analyzed to identify opportunities for program improvement, with a focus on enhancing the accessibility and effectiveness of MAT and wraparound services. We also expand outreach efforts to increase awareness and participation in the program, leveraging community events and local partnerships. This quarter also sees the introduction of additional recovery support activities, such as group therapy sessions and educational workshops, led by the peer specialist.

Quarter 4, 2025: Consolidation and Further Development The year's activities are thoroughly evaluated to assess their impact on client outcomes and overall program effectiveness. Based on the evaluation results, the program is refined and further developed, focusing on enhancing services that are most beneficial to the community. The quarter concludes with the preparation of an annual report that summarizes progress, challenges, and strategic plans for the upcoming year, ensuring that stakeholders are well-informed and engaged, and highlighting the successes and areas for improvement in MAT and wraparound services implementation.

Ongoing Activities Throughout Each Quarter: Bi-monthly reviews of project metrics and performance are conducted to ensure continuous alignment with strategic goals and client needs, with special attention to the integration of MAT and wraparound services. We also provide

ongoing professional development opportunities for the peer support specialist and other team members to maintain high service standards. Regular communication with the community through various engagement activities ensures that the program remains responsive and relevant to their needs, fostering a holistic approach to recovery.

Sustainability and Capacity Building

To ensure the long-term sustainability of this initiative, our organization is committed to establishing an infrastructure that supports continuous improvement and adaptation. This begins with the development of a comprehensive training program for peer support specialists and other staff involved in delivering both MAT and wraparound services. At the conclusion of the grant period, Hillsborough CTC plans to permanently hire the peer support specialist, ensuring the continuity and expansion of this vital role in our ongoing treatment programs.

In addition to building internal capacities, our strategy includes actively pursuing additional funding through applications for state and federal grants, partnerships with private foundations, and collaborations with local businesses interested in supporting community health initiatives.

Our project's sustainability and growth are significantly reinforced by the support from our parent company, Acadia Healthcare, which brings extensive resources and a wealth of experience in healthcare management. Leveraging Acadia Healthcare's expertise, we enhance our training programs, tapping into their advanced curricula and best practices in MAT and comprehensive wraparound services. Acadia Healthcare's proven success in navigating funding landscapes aids us in establishing a robust financial strategy, including securing grants and fostering partnerships that ensure long-term funding and operational stability. Additionally, Acadia's proprietary technology systems are instrumental in upgrading our data management capabilities, allowing for sophisticated monitoring of treatment efficacy and patient outcomes, thus ensuring that our services remain adaptive and responsive to the evolving needs of our community.

By investing in these strategic areas, we ensure that our project not only meets the immediate needs of our population but is also well-prepared to adapt to future challenges and opportunities. This forward-thinking approach will significantly enhance our organization's ability to deliver high-quality, sustainable services that evolve with the changing landscape of healthcare and patient needs, ensuring long-term impact and effectiveness.

Barriers and Solutions

One potential barrier could be the potential fluctuation in funding. We intend to address this by establishing partnerships with local businesses and applying for additional grants to secure a diverse funding stream. By anticipating these challenges and proactively planning solutions, we aim to ensure the project's resilience and long-term success.

Other Funding Sources

Hillsborough CTC currently does not receive external funding, relying solely on operational revenues.

B. Equity Impact (8 points, page limit: not to exceed ¾ page)

Hillsborough CTC is deeply committed to addressing health inequities in Orange County, particularly among historically marginalized populations. Our policies and procedures are designed to ensure fair treatment, equitable access, and the effective utilization of benefits for all individuals, including marginalized and underserved populations. By focusing on OUD/SUD, a condition that disproportionately affects underserved communities, the project aims to provide targeted, effective interventions that address both the immediate and systemic barriers these groups face.

Reaching Historically Marginalized Populations

Orange County’s demographic diversity includes a significant representation of African American, Hispanic, and low-income communities, which historically have had less access to healthcare services, including OUD/SUD treatment. Our project directly targets these disparities by deploying certified peer specialists from diverse backgrounds who share similar experiences with the clients they serve. This peer-led approach not only enhances cultural competence but also increases trust and relatability between service providers and clients. Additionally, to promote equitable access to care, we implement Culturally and Linguistically Appropriate Services (CLAS), which include providing translated materials, utilizing interpretive services, and hiring multilingual staff who reflect the communities we serve.

Addressing Social Determinants of Health

Our project recognizes that recovery from OUD/SUD is influenced by various social determinants of health, including transportation, housing, and employment. To tackle this, we are establishing a robust transportation service that ensures individuals can attend treatment sessions, access medical appointments, and participate in community support groups. We are also collaborating with local housing authorities and nonprofits to secure stable housing for clients, as stable living conditions are crucial for sustained recovery. For employment, we partner with vocational training programs to facilitate job placement services, helping clients gain employment, which is essential for long-term recovery and social reintegration.

Through these focused interventions and collaborations, our project not only addresses the immediate needs of those affected by OUD/SUD but also works towards systemic changes that reduce health disparities and improve the overall well-being of historically marginalized and economically disadvantaged groups in Orange County. By integrating services that address these social determinants, Hillsborough CTC ensures a comprehensive, equitable approach to OUD/SUD treatment and recovery, ultimately leading to healthier, more resilient communities.

C. Organizational Readiness (20 points, page limit: not to exceed 3 pages)

Organizational Readiness

Hillsborough CTC, in partnership with our parent company Acadia Healthcare, possesses a robust infrastructure and proven competency in managing complex health service programs, particularly in the realm of substance use disorders. Our financial management team, staffed with experienced professionals, is adept at overseeing large-scale grants, ensuring meticulous adherence to budgetary constraints and regulatory compliance.

Subcontractor Engagement and Selection

To augment our services and reach, we strategically engage subcontractors who specialize in areas that complement our mission. For this project, the focus will be on enhancing transportation accessibility and extending community outreach. Potential subcontractors undergo a comprehensive selection process that involves detailed assessments of their operational history, financial health, compliance record, and commitment to ethical practices. This ensures alignment with our organizational standards and project goals. Our procurement team uses a scoring system to evaluate proposals based on these criteria, followed by in-depth interviews and reference checks to ensure we partner with organizations that are capable of delivering high-quality services consistently.

Cultural Competence and Sensitivity

Hillsborough CTC's commitment to cultural humility and sensitivity is central to our service delivery model. We recognize that effectively serving people who use drugs (PWUD) and other historically marginalized populations requires a nuanced understanding of the social and cultural factors that influence health behaviors. Our staff, including clinical professionals, peer specialists, and administrative personnel, participate in ongoing training programs designed to enhance cultural competence. These programs cover topics such as social determinants of health, trauma-informed care, and anti-stigma practices. Additionally, we incorporate patient feedback mechanisms to continually refine our approach, ensuring it remains aligned with the needs and preferences of the communities we serve.

Demonstrating Subcontractor Capabilities

Our subcontractors and partnerships are integral to our operational strategy, particularly in areas like transportation and specialized patient support services. Each subcontractor is required to demonstrate their commitment to cultural competence and to provide services in a manner that respects the dignity of all clients. For instance, our transportation providers are trained in sensitivity and confidentiality, crucial for patients who may face stigma or discrimination due to their health conditions. This training ensures that every interaction is conducted with the utmost respect and professionalism, aligning with our core values of empathy and respect.

History and Mission Integration

For over a decade, Hillsborough CTC, supported by Acadia Healthcare's resources, has been at the forefront of promoting health and dignity among individuals affected by drug use. Our

programs are designed not just to treat addiction but to empower individuals, helping them to reintegrate into society with dignity and hope. Our partnership with local agencies, such as the Orange County Health Department and various nonprofit organizations, enables us to provide a continuum of care that addresses not only medical needs but also social and emotional challenges.

Service Delivery to Prioritized Groups

We have a strong track record of serving prioritized groups, including those experiencing homelessness, BIPOC communities, tribal communities, and individuals transitioning from correctional facilities. Our services are tailored to address the unique challenges faced by these groups, facilitated by our extensive network of community partnerships.

Conclusion

With the support of Acadia Healthcare, Hillsborough CTC is uniquely positioned to successfully manage and execute the proposed project, ensuring sustainability, compliance, and effective service delivery. Our comprehensive approach, combined with a deep commitment to community and cultural sensitivity, sets the stage for a transformative impact on our community's health landscape, particularly for those affected by substance use disorders.

D. Evidence of Collaborations/Partnerships (10 points, page limit: not to exceed 1 ¼ pages)

Evidence of Collaborations/Partnerships

Hillsborough CTC is deeply committed to collaborating with a broad network of community organizations to maximize the impact of our OUD/SUD treatment programs. Our approach to collaboration is strategically designed to include both strengthening existing partnerships and forging new ones to ensure comprehensive support for our clients.

Strengthening Existing Collaborations

We have established enduring partnerships with vital healthcare providers and community organizations within Orange County. These include the UNC Health Care System, known for its advanced medical and behavioral health services, and the Freedom House Recovery Center, which offers a range of services from detox to residential and outpatient treatment. In addition, we collaborate closely with Orange County Social Services and the Orange County Treatment Court. These partnerships help us integrate our services with local social support systems and judicial entities that play a crucial role in addressing the needs of individuals with OUD/SUD, particularly those facing legal challenges or in need of coordinated social services.

Engaging New Stakeholders

To expand our collaborative network, Hillsborough CTC plans to engage with local nonprofits like the Orange County Partnership to End Homelessness and Peers for Progress, enhancing our ability to provide holistic care that addresses both health and social determinants impacting our clients.

Ensuring Non-Duplication of Services

To prevent service duplication, we actively participate in community health planning sessions and maintain a centralized database that tracks all client interactions and services provided. This ensures that our clients receive coordinated care tailored to their unique needs without redundancy. We also plan to develop a community resource map that identifies all OUD/SUD services available, which will be shared with our partners to aid in strategic service planning and gap analysis.

Verification of Unique Service Provision

Hillsborough CTC implements a formal process for verifying that our services complement and do not duplicate existing community resources. This involves continuous assessment of community needs, regular feedback from our partners, and adaptation of our services to meet emerging trends and gaps identified through our collaborations. We also hold regular meetings with stakeholders like Orange County Social Services and the Orange County Treatment Court to ensure alignment and responsiveness to the community's evolving needs.

Through these strategic collaborations, Hillsborough CTC not only enhances the scope and effectiveness of its treatment programs but also fosters a more integrated and efficient community response to the challenges of OUD/SUD. Our partnerships with key local

stakeholders ensure that we deliver comprehensive, culturally sensitive, and appropriate care, promoting the health and dignity of all individuals impacted by drug use in our community.

E. Performance Measures and Program Evaluation *(18 points, page limit: not to exceed 1 page)*

Performance Measures and Program Evaluation

Project Evaluation Strategy

Our project employs a mixed-methods evaluation approach to assess the impact of our services, integrating quantitative data analysis with qualitative feedback. Key performance indicators including the number of clients served, adherence to MAT, counseling session attendance, and client satisfaction will be monitored. This comprehensive evaluation will help gauge the effectiveness of our peer support specialist, wraparound services, and MAT programs.

Engagement with Priority Population

To reflect the true impact of our interventions, we will engage our priority population—individuals undergoing treatment for OUD and SUD—in our evaluation process. This includes organizing focus groups and conducting satisfaction surveys to incorporate their direct input into service refinement, ensuring our programs accurately meet their needs.

Data Collection Methods

Client-level data collection will adhere to the guidelines provided by NC-TOPPS, which will serve as our primary tool for capturing detailed demographic characteristics, substance use patterns, diagnoses, services received, and types of medications for opioid use disorder.

We will utilize the following performance indicators to track the effectiveness of each strategy:

Peer Support Specialist: We will monitor the efficacy through various metrics such as the number of clients served, client satisfaction ratings, and rates of adherence to treatment. These metrics will be collected using client logs, session notes, post-session surveys, and medical follow-up records.

Wraparound Services: For wraparound services, we will track the number of services provided, the reduction in missed appointments, and overall service utilization rates. Data sources will include transportation logs, attendance records, and service utilization logs. Client feedback on the accessibility and effectiveness of these services will be gathered through client surveys, providing insights into areas needing improvement.

MAT: The effectiveness of MAT will be evaluated by monitoring the number of clients receiving treatment, adherence to treatment protocols, and relapse rates among participants. Data will be systematically collected from treatment records, prescription tracking systems, and follow-up assessments. This comprehensive data collection will allow us to adjust MAT protocols as needed to enhance treatment efficacy and reduce relapse incidences.

Program Adaptation and Continuous Improvement

The ongoing evaluation will enable real-time adjustments to the program. If certain strategies are found to be less effective than anticipated, we will modify them based on direct feedback from our clients and the empirical data collected. This adaptive approach ensures that our programs remain aligned with the evolving needs of the community and the latest in addiction recovery research.