

MAINE STATE LEGISLATURE

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1000 LIVES

CAMPAIGN FOR MAINE



**Maine Medical
Association**

2025 Annual Report

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INTRODUCTION

In 2024, Maine’s healthcare community came together around a bold shared commitment: to reduce opioid-related deaths in Maine by 1,000 over five years. This effort known as the 1000 Lives for Maine Campaign was launched at the Governor’s Opioid Response Summit in July 2023 formally introduced to the public at a press event in Portland in December 2023, ahead of its statewide rollout in January 2024. Since then, the Campaign has garnered broad support from physician and clinician associations, hospitals, health systems, and other partners across the state.

The Campaign builds on Maine’s longstanding efforts to address substance use disorder (SUD) and opioid use disorder (OUD), focusing on evidence-based, clinical interventions that improve care and save lives. Recognizing that no one sector can solve this crisis alone, the Campaign invites healthcare providers and systems of all types to sign on and implement targeted practices designed to reduce opioid-related harm.

At its core, the 1000 Lives Campaign is a clinician-led, collaborative effort that prioritizes practical, measurable steps such as expanding access to lifesaving medications, improving emergency department and primary care responses, reducing stigma, and strengthening care coordination. By aligning diverse stakeholders under a shared goal and deploying proven interventions across care settings, the Campaign seeks to make meaningful, sustained reductions in overdose deaths throughout Maine.

Over the past two years, Maine has seen encouraging signs of progress in the fight against overdose, including declines in statewide overdose mortality and growing engagement from providers and community partners. Yet the work is far from finished. The 1000 Lives Campaign continues to leverage data, clinician leadership, and cross-sector collaboration to ensure that every Mainer has access to effective prevention, treatment, and recovery support.

This second Annual Report reflects both our collective achievements and the ongoing journey toward a healthier, safer Maine.

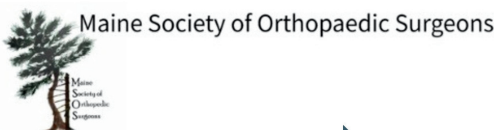
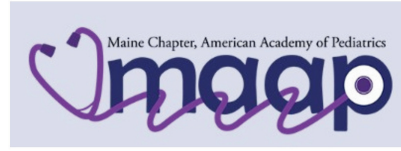




WHO'S PARTICIPATING



Maine Medical Association



Want to be a Participating Organization? Scan here



For more information or to sign on to the campaign, email cmcglynn@mma-cqi.org

2025 Priority Strategies to Reduce Opioid Use Disorder and Save Lives in Maine

Prevent the Development of Opioid Use Disorder (OUD)

Prevention remained one of the most effective ways to reduce opioid-related harm and save lives. In 2025, the 1000 Lives Campaign supported evidence-based strategies to reduce unnecessary opioid prescribing, identify youth and adults at increased risk for OUD, and promote early intervention before substance use escalated. Building on the Campaign's proven "4-5 Things That Save Lives" framework, prevention efforts expanded beyond traditional healthcare settings to engage businesses, faith-based organizations, schools, and community groups. By focusing on high-impact actions for each sector, the Campaign empowered community partners to reduce overdose risk and support prevention efforts across Maine.

Increase Funding for Rural Services

Access to timely, effective SUD treatment remained uneven across Maine, particularly in rural and underserved communities. Targeted state and federal investments helped expand treatment capacity, strengthen the workforce, and improve access to medications for opioid use disorder (MOUD) in rural areas. These efforts contributed to more equitable care and helped reduce geographic disparities in overdose outcomes statewide.

Strengthen Recovery Support Systems

Recovery extends beyond clinical treatment and requires sustained support. In 2025, the Campaign elevated the importance of recovery-oriented services, including recovery housing, peer recovery support, workforce development, and employment pathways. By promoting stable housing, meaningful work, and strong peer connections, the Campaign helped reduce relapse risk and supported long-term recovery, health, and community stability for individuals across Maine.

Integrate Substance Use and Mental Health Services

Many individuals with SUD also experience co-occurring mental health conditions. In 2025, the Campaign supported integrated models of care that promoted collaboration, coordination, and continuity, improving access and outcomes for individuals and families. These efforts reinforced the standard of care that combines substance use and mental health services, reducing barriers and enhancing treatment effectiveness statewide.

2025 Priority Strategies to Reduce Opioid Use Disorder and Save Lives in Maine

Build Public Awareness and Education Across the Lifespan

In 2025, the Campaign advanced efforts to reduce stigma and increase understanding of substance use disorder as a treatable medical condition, helping to increase engagement in care. Comprehensive, age-appropriate education initiatives including school-based programming and community outreach reached individuals, families, caregivers, and communities across Maine. By providing accurate information on prevention, treatment, harm reduction, and recovery, these efforts strengthened pathways to care and contributed to saving lives statewide.

Standardized Reporting and Public Transparency

The Campaign supported regular reporting to Maine DHHS, the Legislature, and local public health partners, enhancing informed decision-making and accountability. Aggregated, non-identifiable data including treatment access, MOUD utilization, outcomes, and regional disparities were made publicly available, promoting transparency, informing providers, and engaging communities in data-driven solutions to address substance use disorder.



Challenges and Opportunities

Maine has made significant strides in expanding access to evidence-based substance use disorder (SUD) treatment and supports. Hospitals, emergency departments, primary care practices, and community organizations across the state have implemented innovative programs, increased training, and strengthened recovery networks. These efforts have saved lives, improved care continuity, and built a foundation for future progress.

At the same time, several challenges remain providing opportunities for continued investment and collaboration:

Geographic Disparities

While many urban centers have robust treatment networks, rural communities still face limited access to comprehensive SUD services. Mainers in remote areas may experience delays or must travel long distances for care, underscoring the need for continued expansion of rural treatment capacity.

Access to Medications for Opioid Use Disorder (MOUD)

Maine has increased MOUD availability through hospitals, primary care clinics, and community programs, yet access remains uneven. Rural and economically disadvantaged areas still experience barriers due to provider shortages or infrastructure limitations. Expanding MOUD access statewide is essential to ensure all Mainers can receive this evidence-based, life-saving treatment.

Recovery Support Services

Recovery supports such as sober housing, employment programs, and peer coaching have grown substantially in Maine, helping many individuals maintain long-term recovery. However, availability is not yet consistent statewide, particularly for those transitioning from residential programs or the criminal justice system. Strengthening these services further will reduce relapse risk and promote sustained recovery.

Stigma and Public Awareness

Maine has made important progress in reducing stigma, with hospitals, emergency departments, and community organizations implementing training and public education campaigns. Still, stigma remains a barrier for some individuals seeking care. Expanding stigma-reduction efforts and continuing public awareness initiatives will help normalize treatment, encourage help-seeking, and support Maine communities in understanding that SUD is a treatable medical condition.

Engagement & Outreach

Throughout 2025, the 1000 Lives for Maine Campaign connected with healthcare leaders, clinicians, policymakers, and community partners across the state to advance evidence-based strategies to prevent opioid use disorder, expand treatment, and support recovery.

Why This Matters

Every presentation, meeting, and community conversation strengthens Maine's response to opioid use disorder.

By engaging clinicians, hospital leaders, policymakers, and community partners, the 1000 Lives for Maine Campaign is building a coordinated, statewide approach to prevention, treatment, and recovery.

Tabled Engagements

Apr 26 | Franklin County Recovery Center

May 30 | Central Maine Pride

Presentations & Briefings

Clinical, policy, and system leadership audiences

Jan 22 | One-Year Anniversary Press Conference

Feb 8 | Maine Society of Anesthesiologists

Feb 12 | Maine FLEX CEO/CFO Network

Mar 7 | Governor Mills' Monthly Opioid Response Seminar

Mar 11 | Maine Radiological Society

Mar 18 | Maine Hospital Association

Mar 20 & Nov 13 | Maine Opioid Clinical Advisory Committee

Mar 23 | Maine Society of Orthopedic Surgeons

Mar 30 | American Academy of Pediatrics

Apr 1 | Midcoast Recovery Alliance

Apr 3 | Maine Academy of Family Physicians

Apr 9 | St. Mary's Hospital

Apr 30 | Maine SUD Learning Community (CCSME)

May 1 | Maine Pharmacy Association

Jun 12 | Chief Nursing Officer Quality Improvement Meeting

Jun 18 | Critical Access Hospital Meeting

Jun 24 | A.R. Gould Hospital

Jul 10 | Governor Mills' 7th Annual Opioid Response Summit

Community Events & Conferences

Attended

Engagement, listening, and partnership building

Apr 12 | The Black Poster Project

May 3 | S.T.I.G.M.A.

May 14 | HOPE Conference

Jun 6 | 21st Annual Basics of SUD Conference

Jul 18 | Disability Pride

Jul 31 | Maine RBHWC Community Meeting

Aug 5 | Overdose Prevention in Jails Partner Call

Aug 7 | MOUD Success Stories (Maine RBHWC Community)

Aug 18 | Breaking the Cycle: Substance Use & Psychiatric Care

Sep 18 | AMA Substance Use & Pain Care Task Force

Oct 30 | Nurture ME Summit

Dec 9 | CCOPA Symposium



30+ presentations & briefings

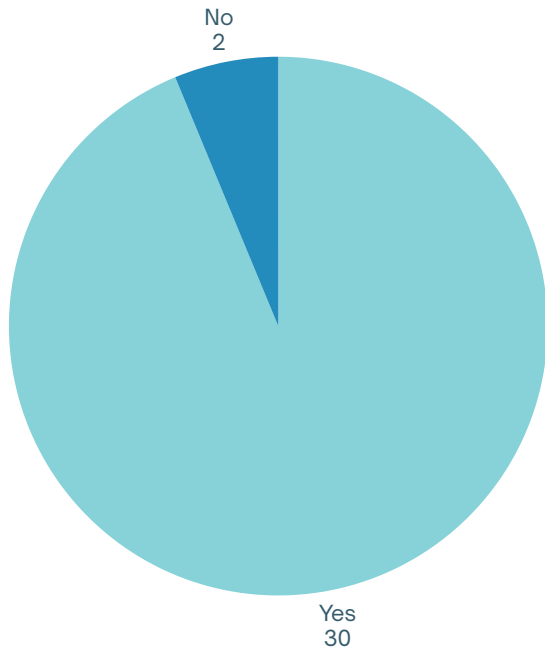
20+ community events & conferences

Hospitals, EDs, primary care, and specialty practices

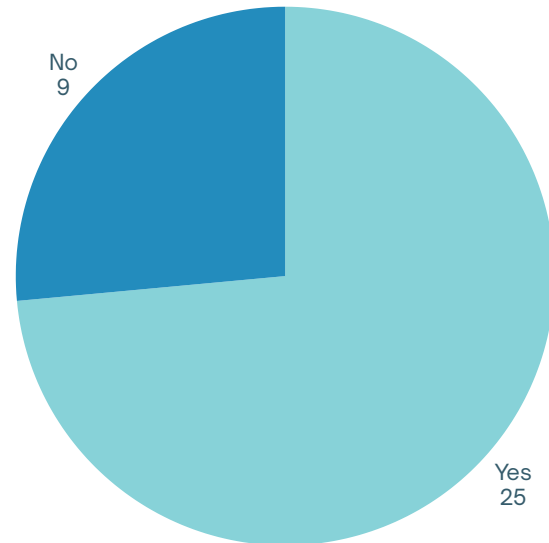
Statewide reach from rural communities to academic centers

Program Highlights:

Expanding Access to SUD Treatment



**Emergency Department
treating people with substance
use disorder 24/7/365**



**Hospital In-patient setting
treating people with substance
use disorder 24/7/365**

Emergency Department Support

Nearly all of Maine's emergency departments, 31 of 32 surveyed, now provide support for individuals with substance use disorder (SUD) on a 24/7/365 basis. This demonstrates widespread adoption of evidence-based practices and highlights the commitment of emergency care teams to ensure patients have immediate access to lifesaving interventions, including linkage to medications for opioid use disorder (MOUD) and follow-up care.

Inpatient Hospital Support

In the inpatient setting, progress is ongoing. While many hospitals have implemented MOUD and SUD treatment protocols, 9 hospitals are not yet participating in these programs and currently do not offer inpatient SUD treatment. These data underscore the need for continued engagement, training, and support such as the Campaign's Inpatient MOUD Learning Collaborative to ensure that all Mainers have access to timely, evidence-based care during hospital stays.

Together, these findings highlight both Maine's successes in expanding emergency department coverage and the opportunities for growth

Learning Collaborative

Expanding Access to MOUD in Hospitals Maine's Inpatient MOUD Learning Collaborative

The Maine Medical Association Center for Quality Improvement (MMA-CQI), with support from the Rural Health and Research Center (RHRC), launched an Inpatient MOUD Learning Collaborative aimed at expanding access to medication for opioid use disorder (MOUD) across Maine hospitals.

Building on the success of the Rapid Induction Starting in the ED (RISE) initiative, this collaborative supports hospitals in implementing the Standard of Care for initiating buprenorphine during inpatient stays. Hospitalization represents a critical window of opportunity to engage patients with opioid use disorder and ensure seamless linkage to ongoing care after discharge.

Participating hospitals receive:

- Monthly virtual learning sessions and expert-led training
- Practical tools and implementation resources
- Tailored technical assistance from addiction and quality improvement experts
- Opportunities to connect with peer hospitals and share successes

Faculty & Subject Matter Experts:

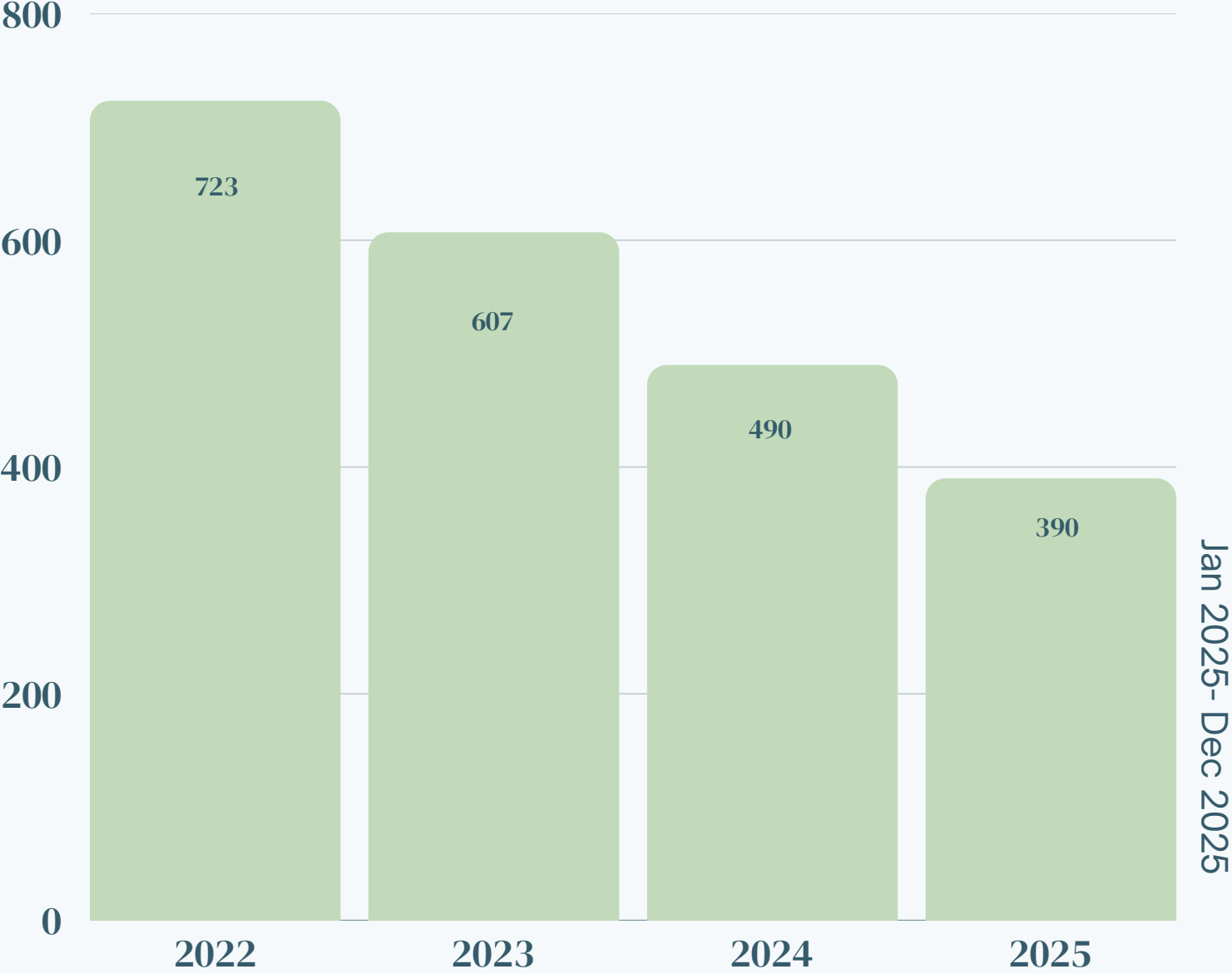
- Eric Haram, LADC – Haram Consulting
- Justin Bennett, MD – Blue Water Emergency Partners
- Whitney Jandreau, PharmD, BCPS – Northern Light Health
- Elizabeth Joyce, MD – MaineHealth

Recruitment for the collaborative was strategically informed by the 1000 Lives Campaign survey, which gathered insights from hospitals statewide on MOUD practices, readiness, and gaps. This data-driven approach allowed CQI to target outreach to hospitals most poised to implement inpatient buprenorphine induction and engage fully with the collaborative, ensuring high impact and meaningful participation.



Fatal Opioid Overdose Deaths in Maine: A Measurable Decline

Maine has seen a significant reduction in fatal opioid overdose deaths over recent years. After peaking at 723 deaths in 2022, fatalities declined to 390 deaths as of December 2025, reflecting meaningful progress in prevention, treatment access, and recovery supports statewide.



Learning Tools

MMA-CQI Learning Lab

The MMA-CQI Learning Lab offers a wide range of continuing education resources for healthcare practitioners, including online courses, webinars, and learning sessions. These educational offerings allow Maine physicians to engage in on-demand, asynchronous learning while earning Continuing Medical Education (CME) credits. Courses are designed to be informative and engaging, with a focus on issues such as opioid use disorder treatment, mental health, and addiction.

Many of these courses meet the CME requirements for opioid medication education under P.L. 2015, Chapter 488, which is part of Maine's legislative efforts to address the opioid crisis. [MMA-CQI Learning Lab](#) or [qclearninglab.org](#)

Medications for Opioid Use Disorder (MOUD) Program in the Emergency Department

With support from Maine DHHS and in collaboration with Blue Water Emergency Partners and other clinical experts, MMA-CQI provided technical assistance and mentoring to emergency department directors, clinicians, nurses, and administrators to support the implementation of medications for opioid use disorder (MOUD) in emergency department settings.

While implementation presented challenges including workforce constraints and resource limitations Maine's emergency departments demonstrated exceptional commitment to expanding access to evidence-based care. As a result of these efforts, 30 of Maine's 32 emergency departments now provide 24/7/365 access to MOUD services.

[Click here to access the MOUD in the Emergency Department Toolkit.](#) or visit [mainephysicians.org](#)

Medications for Opioid Use Disorder (MOUD) Program in Inpatient Settings

Informed by findings from the 2024 hospital survey and with funding support from the Rural Health and Research Center (RHRC), MMA-CQI launched an Inpatient MOUD Learning Collaborative to expand access to evidence-based opioid use disorder treatment in hospital inpatient settings. The Collaborative provided participating hospitals with structured peer learning, technical assistance, and expert guidance to support the initiation of MOUD during hospitalization and improve transitions to longitudinal care following discharge.

Through this work, hospital teams strengthened clinical protocols, enhanced care coordination, and addressed operational barriers to inpatient MOUD implementation. These efforts laid the groundwork for broader adoption of inpatient MOUD services across Maine and supported hospitals in delivering timely, lifesaving treatment to patients with opioid use disorder.

[Click here to access the Inpatient MOUD Toolkit.](#) or visit [mainephysicians.org](#)

Learning Tools

The Perinatal Quality Collaborative for Maine (PQC4ME) launched the Universal Postpartum

Naloxone Project to improve maternal safety and strengthen connections to community resources. Postpartum first aid kits including naloxone, basic supplies, and recovery resources were provided to all individuals, regardless of substance use history, to prevent overdose and address accidental medication exposures. Obstetric providers and nursing staff received training on implicit bias and harm reduction, and hospitals collaborated with community agencies to ensure kit distribution and ongoing support. This project enhanced access to lifesaving interventions, promoted equity in care, and strengthened hospital-community partnerships.

[Click here to access the Universal Postpartum Naloxone Toolkit.](#) or visit pqc4me.org

ME Statewide SUD Learning Community

Funding provided by Maine DHHS, through the Statewide SUD Learning Community, clinicians accessed expert-led training, e-learning modules, and ongoing support to increase both the number of providers offering treatment and the number of patients served, promoting recovery and reducing overdose deaths.

[Click here to access the ME SUD Learning Community](#) or visit mesudlearningcommunity.org

Looking Ahead to 2026

In 2026, the 1000 Lives Campaign will focus on advancing system-level solutions that require sustained public investment and policy alignment to ensure equitable access to evidence-based opioid use disorder (OUD) care across Maine.

Ensure 24/7 OUD Treatment Initiation in Emergency and Inpatient Settings

Despite progress, gaps remain in the availability of round-the-clock initiation of buprenorphine in emergency departments and inpatient units. In 2026, the Campaign will support policy and funding strategies that enable hospitals statewide to:

- Initiate buprenorphine 24 hours a day, 7 days a week
- Discharge patients with 7–14 days of medication
- Ensure direct, scheduled follow-up with longitudinal OUD treatment providers

These actions align with evidence demonstrating reduced overdose deaths, lower readmissions, and improved care transitions. Sustained investment in staffing, clinical protocols, and care coordination infrastructure is essential to make this standard practice across Maine.

Support Health System Leadership Engagement and Collaborative Implementation

Successful implementation of evidence-based OUD care requires both executive leadership commitment and frontline operational support. In 2026, the Campaign will continue to pair targeted engagement with hospital and health system leadership with structured learning collaboratives. This approach supports accountability, accelerates adoption of best practices, and ensures that public investments result in measurable system change.

Secure Funding to Sustain the Final Years of the Campaign

The 1000 Lives Campaign is entering a critical phase in which maintaining momentum is essential to protecting prior investments. In 2026, securing funding for the final two years of the Campaign will be a priority to sustain:

- Clinical and specialty-specific implementation support
- Data collection and reporting infrastructure
- Education and stigma-reduction efforts
- Cross-sector coordination and accountability

Stable funding will ensure that progress made to date translates into lasting, statewide impact.

Looking Ahead to 2026

Assess and Expand OUD Treatment Access in Primary Care

Primary care remains a cornerstone of long-term OUD treatment, yet access varies widely across the state. In 2026, the Campaign will conduct a statewide assessment of OUD treatment access in Maine primary care practices. Findings will inform targeted policy recommendations, workforce investments, and technical assistance strategies to expand access to medications for opioid use disorder (MOUD) in community-based settings.

Implement Specialty-Specific Interventions Through Physician Associations

Working in partnership with Maine physician specialty associations, the Campaign will support implementation of evidence-based, specialty-specific intervention sets statewide. Initial focus areas include:

- Anesthesiology
- Orthopedics
- Pediatrics
- Family Medicine

This work aligns with legislative and regulatory efforts to promote opioid stewardship, early identification of OUD, and appropriate referral to treatment.

Expand Legislative-Supported Engagement of Additional Specialties

To further strengthen statewide impact, the Campaign will seek to engage additional medical and dental specialties through formal participation and implementation support, including:

- General Surgery (Maine College of Surgeons)
- Obstetrics and Gynecology
- Emergency Medicine
- Internal Medicine
- Psychiatry
- Urology
- Dentistry

Engaging these specialties supports comprehensive, system-wide opioid stewardship and ensures that evidence-based practices are embedded across the full continuum of care.

A Vision for the Future: Saving Lives Across Maine

Maine has made meaningful investments in substance use disorder (SUD) treatment, resulting in expanded services, innovative programs, and stronger recovery supports. Hospitals, primary care practices, emergency departments, and community organizations across the state have stepped up to implement evidence-based interventions, improve access to medications for opioid use disorder (MOUD), and reduce stigma. These efforts have saved lives and laid a strong foundation for continued progress.

At the same time, critical gaps remain. Many Mainers particularly those in rural and underserved communities still face barriers to timely, effective care. Expanding services in high-need areas, increasing access to recovery supports, and sustaining public education to reduce stigma are essential to ensuring that all individuals can engage in treatment and maintain recovery.

These challenges are compounded by fiscal pressures at both the state and federal levels. A significant portion of SUD treatment for MaineCare members is funded through MaineCare reimbursements yet proposed state budget reductions and potential caps on provider reimbursement rates, combined with recent federal Medicaid proposals, create additional strain on the system. These fiscal realities must be carefully considered as the 1000 Lives Campaign advances its 2025–2026 strategies.

Despite these obstacles, Maine has a clear opportunity to strengthen the effectiveness and sustainability of its SUD treatment system. Continued investment in data collection, outcome measurement, and transparency will help track progress, identify emerging gaps, and ensure resources are directed where they are most needed.

The 1000 Lives Campaign remains committed to this work and inspired by the strength of partnerships across healthcare, government, and community organizations. By working together, Maine can change the trajectory of the opioid crisis, save lives, and ensure that every Mainer has access to the care and support they need. With sustained collaboration and strategic investment, the Campaign aims to reduce opioid-related deaths by 1,000 over the next five years, continuing to build a safer, healthier Maine.



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