Pennsylvania
Department of Drug and Alcohol Programs

We will RISE.

An Update on the Pennsylvania Department of Drug and Alcohol Programs State Plan

SFY 2024-25

Letter from the Secretary

Dear Colleagues and Partners,

It is an honor to serve as Pennsylvania's Secretary for the Department of Drug and Alcohol Programs (DDAP). Every day, we work with urgency and purpose to build systems that support healthy, resilient Pennsylvanians and communities. Our progress reflects a strategic, outcomes-oriented approach rooted in our RISE principles — **R**educing stigma, **I**ncreasing prevention, **S**trengthening treatment systems, and **E**mpowering sustained recovery.

The following summarizes some of our notable accomplishments and ongoing efforts:

Reducing Stigma

Stigma remains a critical barrier to care. Our Life Unites Us statewide anti-stigma campaign generated more than one million views to more than half a million Pennsylvanians, amplifying lived-experience voices and reshaping public perceptions about substance use disorder (SUD) and recovery.

Increasing Prevention

Prevention continues to be a central pillar of our strategy. DDAP supports community-based opioid use prevention and harm reduction programming through opioid settlement-funded grants. Additionally, DDAP's Overdose Prevention Program has distributed nearly 800,000 doses of naloxone statewide, contributing to approximately 11,400 documented overdose reversals.

Strengthening Treatment Systems

To address the complex health needs of individuals with substance use disorders, DDAP has invested in integrated care models that bring behavioral health and physical health services together. Through a $3 million grant initiative, we are expanding capacity for primary and behavioral health integration, allowing individuals to receive whole-person care in one coordinated setting.

Workforce development remains central to our mission. DDAP's student loan repayment program has invested more than $40 million to retain nearly 675 professionals in the substance use treatment field, supporting counselors, clinicians, peer workers, and prevention specialists across urban and rural regions.

Empowering Sustained Recovery

Recovery is more than clinical intervention — it is health, home, purpose, and community. DDAP is investing $8 million to expand and enhance recovery support services, including telephonic check-ins, recovery planning, culturally grounded practices, and population-specific peer support.

Letter from the Secretary

We are also strengthening recovery housing, a critical determinant of long-term recovery outcomes. Through strategic opioid settlement investments, more than $2 million in grant funding has been made available to community organizations to expand access to DDAP-licensed recovery houses. Across Pennsylvania, over 400 recovery houses licensed through DDAP now serve as vital anchors in regional recovery ecosystems, helping individuals build stability, connection, and purpose after treatment.

This document serves as an update to the State Plan released in September 2025, which was informed by extensive collaboration with community partners, service providers, county systems, Commonwealth agencies, and individuals with lived experience. The original plan remains our north star— this update highlights progress made, and outlines our strategic path forward.

Thank you for your partnership and dedication. Together, we will continue to RISE with purpose and impact.

Latika D. Davis-Jones, PhD, MPH, MSW
Secretary, DDAP

View DDAP's State Plan

pa-ddap.info/stateplan2025

Progress & Accomplishments

DDAP's strategic plan aims to enhance Pennsylvania's SUD and problem gambling treatment and prevention systems by building on the department's past successes while introducing innovative approaches to address emerging challenges.

The key areas of focus include: health equity; workforce; coordinated, wholeperson care; and operational excellence. The department's goals are focused on the overarching mission of DDAP and aligned with the findings from the stakeholder engagement tour.

Given the ambitious goals, objectives, and strategies outlined in our original plan published in September 2025, DDAP anticipated that achieving change and improvement may require more than 12 months of work.

Updates on our progress to date as well as our focus for 2026 are detailed on the following pages.

GOAL 1

Health Equity

All Pennsylvania residents should have access to quality SUD and problem gambling treatment, services, and supports, as well as overdose prevention resources, regardless of where they live and/or their demographic and/or socioeconomic status.

2025 Progress & Accomplishments

Expand the distribution of overdose reversal medications and drug checking strips statewide, especially to underrepresented and/or underserved populations, through the Overdose Prevention Program.

- Pennsylvania ranked third in the nation for naloxone distribution in 2025.
  - Nearly 800,000 doses of naloxone and more than 737,000 fentanyl/xylazine test strips distributed statewide in 2025.
  - Over 11,400 overdose reversals documented by community distribution partners in 2025.
- Philadelphia's Office of Public Safety and the Philadelphia Fire Department launched the "Naloxone in Black" initiative, with DDAP supplying 48,312 doses of naloxone through the Overdose Prevention Program to create a citywide network of 24/7 access points at local fire stations for overdose reversal medication.

Expand DDAP's SUD education campaigns regarding overdose prevention, stigma, and treatment access to target Black men with SUD and their loved ones.

- Expanded stigma-reduction education for Black men and their loved ones through the Life Unites Us campaign, reaching nearly 245,000 adults of color and generating 417,000+ views and almost 95,000 engagements.*
- Targeted treatment-access messaging to reach Black men through the paid Get Help Now media campaign.

*Year 5 contracted period August 31, 2025 –December 31, 2025

2025 Progress & Accomplishments

Conduct an assessment of SUD needs for pregnant people in maternity deserts in PA, including Black maternal health needs.

- Conducted a needs assessment for pregnant and postpartum people with SUD and their newborns in maternity deserts in Pennsylvania (including Cameron, Forest, Perry, Fulton, Sullivan, and Snyder counties).
- Identified possible interventions to address the identified needs, including, maternal peer support, telehealth, provider-to-provider consultation programs, transportation programs, mobile treatment units, and partnerships with physical health providers.

Implement a public awareness campaign on SUD in individuals aged 65 and older that targets health care, housing, primary care physicians, social workers, and other staff who work with this population.

- Targeted older adults through the Life Unites Us campaign, reaching over 293,000 older adults and generating 507,000+ views and nearly 100,000 engagements* with anti-stigma messaging.
- Expanded treatment-access messaging for older adults through the paid Get Help Now media campaign.

*Year 5 contracted period August 31, 2025 –December 31, 2025

Plans & Strategic Priorities for 2026

Develop interventions to address the needs of pregnant and postpartum people with SUD and their newborns in maternity deserts increasing access to treatment and services, such as maternal peer support, increased telehealth, mobile treatment, etc.

Coordinate cross-promotional opportunities between DDAP's Get Help Now Hotline, Shatterproof ATLAS, and the statewide 988 referral lines/websites so that people with the disease of addiction have multiple ways to learn about and access the types of treatment and services in their area.

Develop and implement a problem gambling case management services program.

Develop a recruitment and retention plan to expand the number of problem gambling treatment providers throughout PA to support access to services.

Work with Commonwealth partners to implement the Wellness Initiative for Senior Education (WISE) EBP prevention program.

GOAL 2

Workforce and Training

Pennsylvanians seeking SUD treatment, services, and supports should do so in programs that are fully staffed with individuals educated and trained in the most effective treatment and service modalities.

2025 Progress & Accomplishments

Implement a retention survey for individuals who participated in the Phase I student loan repayment grants to determine how many continue to work in the SUD field one to three years post-grant award.

- In 2025, 75% of recipients of Round 1 of the loan repayment program completed a DDAP survey as a follow up to the program.
  - Most respondents, 81%, said they are likely to stay in the field because of the financial support.
  - 91% said the program boosted their job satisfaction.

Work with area universities to attract students to SUD professions through paid fellowships and practicums predicated on a commitment to serve in the SUD field for three years post-graduation.

- DDAP is partnering with Waynesburg and Carlow universities to provide DDAP-funded fellowships and practicums for master's degree students to increase a minimum of 75 staff to the SUD workforce by 2027.
  - Thirty-two students are currently participating.

Engage stakeholders in comprehensive regulatory reform to reduce administrative burden, improve efficiencies, and update language for inclusivity and appropriateness.

- Completed five topic-specific stakeholder work groups to discuss possible changes and updates to DDAP regulations.
  - Surveyed a larger group of providers, individuals with lived experience, and others to gather input on what is working and what isn't.
  - DDAP staff are using all feedback to draft regulatory changes and updates for submission to the Independent Regulatory Review Commission.

Plans & Strategic Priorities for 2026

Conduct a workforce survey on supervision, management, and executive training needs. Determine cohorts for training tracks. Develop trainings for each cohort, advertise, implement, and evaluate this effort.

Collaborate with the Commonwealth Prevention Alliance on the development and marketing of a webpage to promote careers in prevention and prevention job openings.

Address workforce challenges with peer support services to enhance and sustain this vital component in the Commonwealth.

Implement anti-stigma/implicit bias and person-first language training for all licensed SUD treatment providers along with expanding cultural competency training to address racial and socioeconomic disparities in SUD care.

GOAL 3

Coordinated, Whole-Person Care

Pennsylvanians seeking SUD and/or problem gambling treatment should be provided coordinated, whole person care, regardless of the various funding streams and entities needed to engage to do so.

2025 Progress & Accomplishments

Create additional ways for people with SUD to access and pay for stays in DDAP-licensed recovery housing.

- Held a competitive selection process for five grantees to assist people with access to recovery housing and provide financial assistance and case management that connects individuals to treatment, employment, and other health-related social needs.
    - Grantees to ramp up and begin offering services in early 2026.

Increase opportunities to support the development and expansion of recovery supports throughout the Commonwealth.

- Held a competitive selection process for five grantees to expand community-based recovery supports for people with SUD.
    - Grantees to ramp up and begin offering services in early 2026.

Plans & Strategic Priorities for 2026

Work with DDAP's State Epidemiological Outcomes Workgroup to create a report or other data product focused on substance use and its impact among older adults.

Coordinate with Commonwealth partners to transfer all relevant SUD-related data to DDAP so that SUD reporting considers all possible services in an individual's treatment.

Develop educational resource materials with the Department of Health and the single county authorities (SCAs) for primary care practices about appropriate screening tools and SCA referral resources in their communities.

GOAL 4

Operational Excellence

Pennsylvanians should expect DDAP to optimize processes to reduce waste, improve workflows, and allocate resources effectively to ensure efficient operations for staff and external stakeholders.

2025 Progress & Accomplishments

Implement a new IT system that eliminates the need for most provider double data entry, provides opportunities to track an individual's service history over time, and better allows for data-informed decision making in the form of pre-programmed reports and dashboards for both providers and DDAP.

- Released a competitive request for proposal for a new IT system to lessen administrative burden for counties, providers, and DDAP staff as well as improve data capture and visualization to assist with evaluation, quality improvement, and decision making.
- In final negotiations with a vendor and plan to begin implementation in 2026.

Update DDAP's website for easier navigation and access to resources and historical information.

- Overhauled web content to align with the new PA.gov "no wrong door" experience, making it easier for Pennsylvanians to land on the right page and get where they need to go even if they do not know where to start, including 22 DDAP pages in the Commonwealth's Services Directory.
- Structured the Overdose Prevention Program's web content with a clear, user-centered "front door," making it easier for individuals and organizations to understand how to get free naloxone and fentanyl/xylazine testing strips into their homes and communities.
    - Lowered the reading level by 30%, making content easier for the public to understand.
    - Improved search visibility by 15%, helping more people find life-saving resources when they need them.

2025 Progress & Accomplishments

Expand communication opportunities with the use of additional social media outlets, text messaging, etc.

- Across Facebook, LinkedIn, and Instagram accounts:
  - Gained over 3.8K followers (+49% over 2024)
  - Had 87.2 million views on content
  - Reached 13.3 million accounts
  - Had 61K interactions with content

Complete stakeholder assessment of family resource/information needed. Develop, implement, and publicize a family training track and educational information to help families navigate prevention, early intervention, treatment, and recovery supports.

- Over 200 family members participated in a DDAP survey regarding what information and resources would have been helpful for them and/or their loved one with SUD.
- DDAP used this input as well as that from the Parent Panel Council Advisory Council to develop the Family Learning Series.
  - On-demand, video modules each taking about 10-15 minutes to complete.
  - Accessed virtually through DDAP's website.
  - Additional learning modules will be added to the training in the future.

2025 Progress & Accomplishments

Implement strategies and processes to improve efficiency and reduce administrative burden such as using information technology via electronic forms for streamlined data collection and analysis, partnering with other Commonwealth agencies to improve workflows by coordinating on-site licensing visits with providers, etc.

- DDAP launched quarterly meetings with opioid treatment program (OTP) providers to strengthen care and reduce administrative burden through intentional communication, data sharing, and coordinated workflows.
    - 85 providers attended the first OTP meeting.
- Established coordinated licensing inspection visits at facilities licensed by both DDAP and the Department of Human Services.

Plans & Strategic Priorities for 2026

Increase low barrier models of care efforts within the Get Help Now hotline procedures to allow individuals access to more types of treatment services.

Implement Central Registry to improve workflows, processes, and administrative burden for OTPs.

Pennsylvania
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