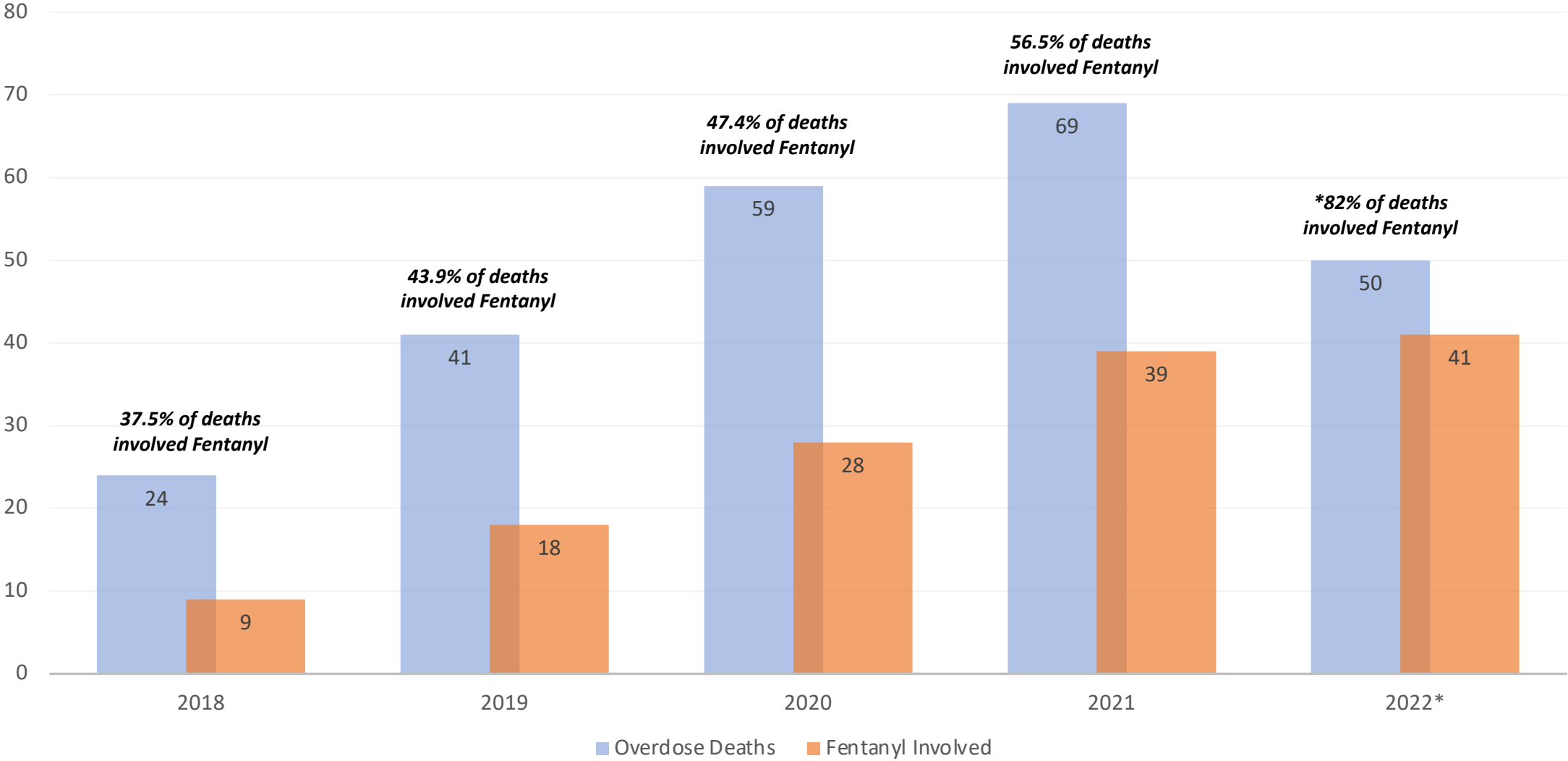


# Brown County Fentanyl and Opioid Crisis Response

Brown County Executive Troy Streckenbach, Green Bay, WI

# Brown County Drug Overdose Deaths 2018-2022

*\*Partial Data*





# Declaration of Community Health Crisis

- **September 1, 2022**: Brown County Executive Troy Streckenbach declares fentanyl and opioid misuse a Community Health Crisis in Brown County.

County of Brown  
OFFICE OF THE EXECUTIVE



Troy Streckenbach  
Brown County Executive

## OFFICIAL DECLARATION

Whereas, the opioid crisis and subsequent fentanyl crisis is of such magnitude that decisive action is necessary to protect the health, safety, and wellbeing of all Brown County residents, and;

Whereas, fentanyl is a synthetic opioid that is approximately 50 times more potent than heroin and 100 times more potent than morphine and is widely available and highly addictive, and;

Whereas, traffickers are increasingly mass-producing fake pills that are mixed with fentanyl and other illicit drugs and marketed as legitimate prescription medications - increasing the rate of addiction and accidental overdose, and;

Whereas, there has been a significant increase in drug overdose deaths in Brown County associated with fentanyl since 2016, and the latest data for 2022 shows fentanyl associated with 79% of all drug overdose deaths, and;

Whereas, according to data from the Centers for Disease Control and Prevention (CDC), more than 150 people die every day from overdoses related to synthetic opioids like fentanyl.

Now, Therefore, I, Troy Streckenbach, Executive of Brown County, do hereby declare that

### Fentanyl is a Community Health Crisis in Brown County

Further, I direct:

1. Brown County Departments to collaborate with public and private partners to take the necessary steps to address this health crisis.
2. Brown County Departments work with the Brown County Board of Supervisors to develop a plan for the use of opioid settlement funds for programming, advocacy, and raising awareness.
3. Brown County Public Health to develop measurable objectives to track the County's efforts in the fight against fentanyl and to report results to oversight committees and the County Executive's Office on a quarterly basis.

In addition, I encourage residents of Brown County to educate themselves and their families about the dangers of fentanyl, fentanyl-laced drugs and accidental overdose, and to engage in community-based harm-reduction strategies.

Dated this 1<sup>st</sup> day of September 2022

Troy Streckenbach  
Brown County Executive

EXECUTIVE

Brown County

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Troy Streckenbach  
BROWN COUNTY EXECUTIVE

Release Date:  
September 1, 2022

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### PRESS RELEASE

#### County Executive Declares Fentanyl a Community Health Crisis *Public Health Releases Proactive Plan to Address Dangerous Increase of Opioid Use*

(Brown County, Wis.) – Brown County Executive Troy Streckenbach, with the support of Brown County Public Health Officer Anna Nick, has declared fentanyl a Community Health Crisis in the County of Brown as today marks the start of Recovery Month.

"The fentanyl and opioid crises are a scourge on our community and action must be taken," says Streckenbach. "Brown County needs to be proactive, educate, and empower everyone through data-driven strategies and increased access to life-changing resources. It's important for this community to team up so we can help keep our families and loved ones safe."

As outlined in the declaration (*attached*), Streckenbach is directing Public Health to utilize opioid settlement funds to support programming, advocacy, and raising awareness regarding this issue adversely impacting our community, collaborate with public and private community partners to assist in their efforts, and develop measurable objectives to track the County's efforts in the fight against fentanyl.

"As a mother, I am terrified that my kids will be exposed to fentanyl in some way," says Nick. "Fentanyl does not discriminate. You don't know who will impacted next and how. However, we do know that Fentanyl is out there. By partnering together, we can focus on prevention, response, and recovery, while attempting to reduce the number of overdoses in Brown County."

Over the past six years, opioid deaths in Brown County have nearly tripled. In 2021, 57 percent of all drug overdose deaths in Brown County involved fentanyl, and according to data from the Centers for Disease Control and Prevention (CDC), more than 150 people die every day from overdoses related to synthetic opioids like fentanyl.

Brown County's efforts will continue via several platforms and involve numerous community partners to help address immediate concerns, as well as long-term approaches dealing with the root causes of opioid use including a focus on the social determinants of health. One of the first avenues is by establishing a Brown County Overdose Task Force focusing on 3 pillars: prevention, response, and recovery.



# Hosted Community Conversation

- **September 12, 2022:**  
Community Conversation hosted by Brown County Public Health and Recovery Advocate Tom Farley to hear direct feedback from the community.

**Have you or someone you care about been affected by fentanyl, overdose, or substance use?  
We want to hear from you!**

Please join Brown County for a  
**Community Listening Session:**  
a safe space to share and listen to how the opioid crisis is affecting those who live, work, and play in our communities.

HOSTED BY TOM FARLEY



**Monday, September 12th  
5-8 pm  
Backstage at the Meyer  
117 S Washington St  
Green Bay, WI 54301**

This is a free event, all are welcome.  
Registration is encouraged but not required.  
Please scan our QR code below or visit:  
<https://www.eventbrite.com/e/406831783817>



Brown County  
Health & Human Services  
Community Services



SCAN / REGISTER



TALKING ABOUT  
OVERDOSE COULD  
SAVE A LIFE.



Public Health  
Prevent. Promote. Protect.  
Brown County  
Health & Human Services

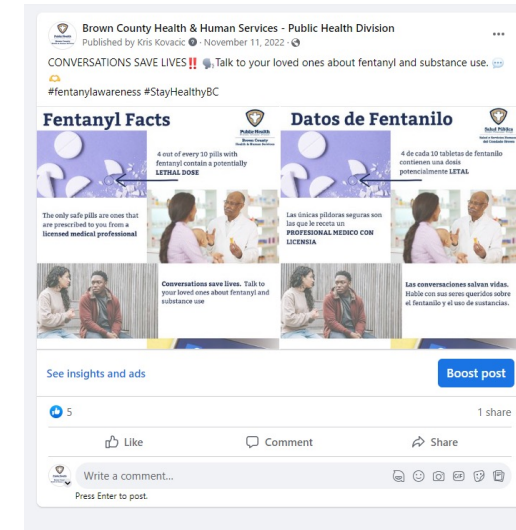
# Awareness Campaign

- **December 12, 2022:**
  - Three static billboards went live.
  - Brown County Public Health is partnering with Saving Others For Archie (SOFA Inc.) <https://savingothersforarchie.com/>.
  - BCPH is using their artwork for a Digital Billboard that went live 1/4/2023. Local face, Mitchell, will be added in the coming weeks.



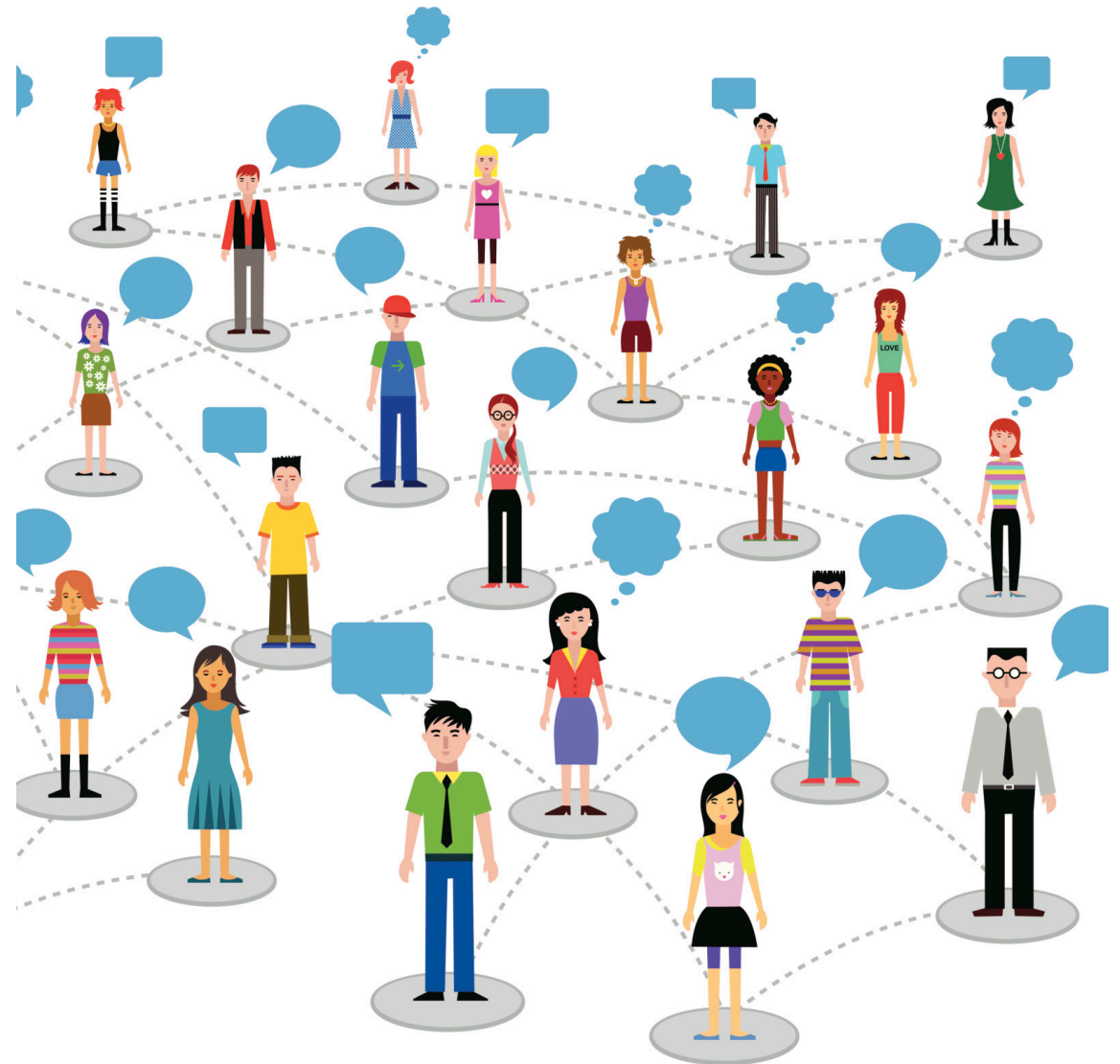
# Promoting Response and Communication

- **Ongoing Social Media Work:** Fentanyl, opioid use/misuse information, resources, education, and guidance provided on BCPH social media pages: Facebook, Instagram, Twitter.



# Key Community Stakeholder Involvement

- **Brown County Overdose Taskforce** being created and pulled together for first meeting on January 19<sup>th</sup>, 2023.
- Invitations sent to 63 community members to participate on the Taskforce for the purposes of strengthening and promoting the 3 pillars of: Prevention, Response, and Recovery.





# Targeted Community Communication Campaign

**Where can I get help?**

**2-1-1**  
Get Connected. Get Help.<sup>™</sup>  
Call 211 for community resources and referrals.

**Public Health**  
Brown County Health & Human Services  
Visit: <https://bit.ly/FentanylResources> for resources and information.

**Connections**  
for mental wellness  
MyConnectionNEW.org is a website for mental health and substance misuse information and resources.

**Family Services**  
Crisis Center  
If you are in a stressful crisis situation, call (920) 438-6888 for immediate help.

**ADRC**  
Aging & Disability Resource Center  
Visit: <https://adrcofbrowncounty.org/resource-library/> for a listing of agencies that provide services for alcohol and other drug addiction treatment.

**Taking action:**

**dose of reality**  
Having meaningful conversations is a great way to lower or stop substance use in Brown County. Get started now: [www.realtalkswi.org](http://www.realtalkswi.org)

Dispose of unused and expired medications. Scan the QR code above to find a Brown County drop-off site near you.

Learn how to use NARCAN® to reverse an opioid overdose. Call Vivent Health: (820) 437-7400 or visit <https://viventhealth.org/> to learn more.

Keep all medications in a safe place out of reach of children and pets. The best spot is a locked box or cabinet.

#OnePillCanKill

**Fentanyl Facts**  
(A man made drug)

Fentanyl overdoses are often deadly. Small doses can lead to overdose, and are often added into other drugs like pills or marijuana.

The only safe pills are ones that are prescribed to you from a **licensed medical professional**.

**Conversations save lives.**  
Talk to your loved ones about fentanyl and substance use.

Pills purchased from social media, the internet or outside of a pharmacy are illegal, dangerous, and **can be deadly**.

**Public Health**  
Brown County Health & Human Services

**Fentanyl is here in Brown County. It affects ALL of us**

**Conversations save lives.**  
Talk to your loved ones about fentanyl and substance use.

Fake prescription pills are easily accessible and often sold on social media or the internet.

Fentanyl is being added to pills and other drugs like marijuana.

You can't see it, taste it or smell it.

The only safe medications are ones that come from a licensed pharmacy.

**Someone you know or love might be struggling with substance use. Here's how you can help:**

**EXPIRED**  
Dispose of your expired or unused medications safely.

**Know the signs.** Look for loss of interest in important social, work, and other activities that they once enjoyed.

**Start a conversation.** Talk to your loved ones about fentanyl and substance misuse.

**Safely store your medicine.** The best spot is in a locked box or cabinet.

#OnePillCanKill

**Public Health**  
Brown County Health & Human Services

- **Mailer:** Brown County Public Health has created a mailer that will be sent to all 116,945 households in Brown County.
  - **Mailer will be available in four languages:** English, Hmong, Somali and Spanish
- **Partnership with Brown County School Districts**
  - BCPH plans to partner with school districts in Brown County to provide parents and families with information regarding fentanyl/opioid misuse and where to find information and get help.
  - **Educational flyer also available in four languages:** English, Hmong, Somali, and Spanish