



Wisconsin Counties Association  
**ANNUAL CONFERENCE**  
*& Exhibit Hall* **2023**

**10:30 – 11:30 PM**

**Fentanyl/Opioid Crisis Response from Brown and  
Waukesha County**

**Speakers:** Troy Streckenbach, County Executive, Brown County;  
Anna Nick, Public Health Officer, Brown County;  
Elizabeth Aldred, Director of Health and Human Services,  
Waukesha County

**Moderator:** Jon Doemel, County Executive, Winnebago County

# Fentanyl Overdose Awareness Efforts in Brown County

September 19, 2023

Troy Streckenbach  
Brown County Executive

Anna Nick  
Brown County Public Health  
Officer/Administrator



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# Driven to Action

Troy Streckenbach

## The Data

In the last three years (2019-2021) the number of opioid-related deaths in Brown County increased by 33% and the number of synthetic-related opioid deaths increased by 80%.

## Actions

- Declared opioid and fentanyl misuse a community health crisis
- Tasked Brown County Public Health with:
  - Fentanyl awareness campaign
  - Creating response plan with performance measures
- Worked with County Board and Department Heads to strategize around opioid settlement funds



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Source: <https://www.dhs.wisconsin.gov/opioids/deaths-county.htm>

# Brown County Overdose Taskforce

Anna Nick

- Created to develop Community Action Plan
- Three pillars/workgroups:
  - Prevention, Response, and Recovery
- Participants
  - Brown County Public Health - Facilitating
  - Fire, EMS, Dispatch
  - Medical Examiner's Office
  - Community Services (Human Services)
  - Police Departments
  - Non-Profits - Sober living, recovery, and treatment
  - Community members with lived experience
- Action Plan Expected October 2023



# Real-time Data

- Wisconsin Overdose Initiative - Brown County
  - Partnership
    - Wisconsin National Guard
    - Brown County Public Health
    - Brown County Sheriff's Department
    - Others
  - Recognizes that both law enforcement efforts AND public health/prevention efforts are needed
- Overdose Detection (OD Map)
  - Real-time suspected overdose data for first responders
    - Participation from LE, Dispatch, ME, EMS/Fire, and Public Health
    - Help identify where community strategies should be deployed
  - Not meant for public - Will explore format for community sharing/reporting and awareness
  - <https://odmap.org:4443>
- DHS Daily Spike Alerts and Monthly Summaries (PILOT)



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# Fentanyl Awareness Campaign

Hosted Community Conversations to hear feedback directly from the community.

**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



**FENTANYL AND OPIOID COMMUNITY CONVERSATION**

ONEIDA | TAP | NORTHEAST | Public Health

000000 | 1800.468.7467 | Brown County Health & Human Services



This will be a safe space to share and listen to how the opioid crisis is affecting those who live, work, and play in our communities. Light refreshments will be provided.

**JUNE 5TH 6-8P.M.**

**EAGLE EVENT CENTER**

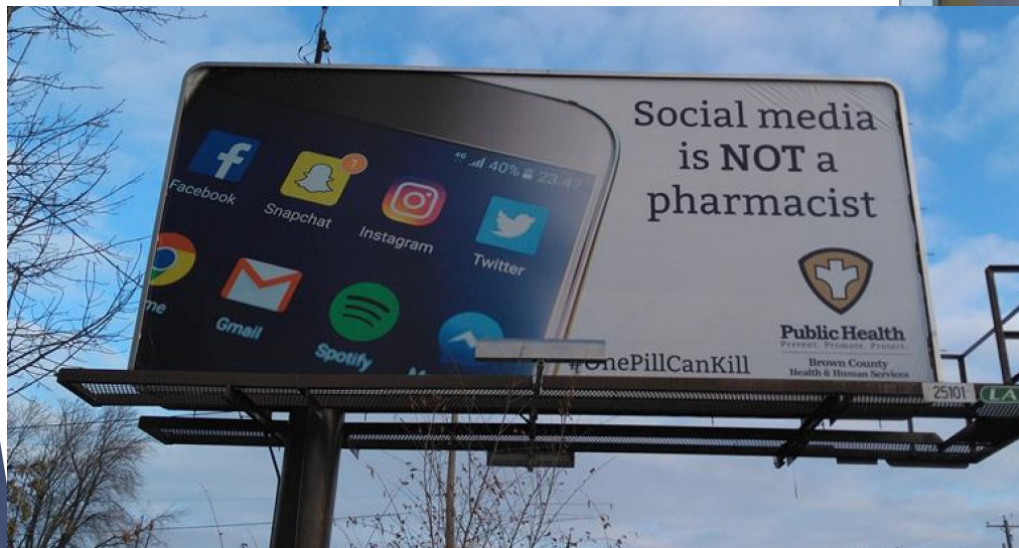
2740 WEST MASON ST  
GREEN BAY, WI 54303  
Parking Lot 'H' - Entrance 9  
Room SC142

Sent educational mailer to ALL households in Brown County (116,945 households)  
*\*Big Impact Initiative*



# Fentanyl Awareness Campaign, Cont.

## Billboard Campaign



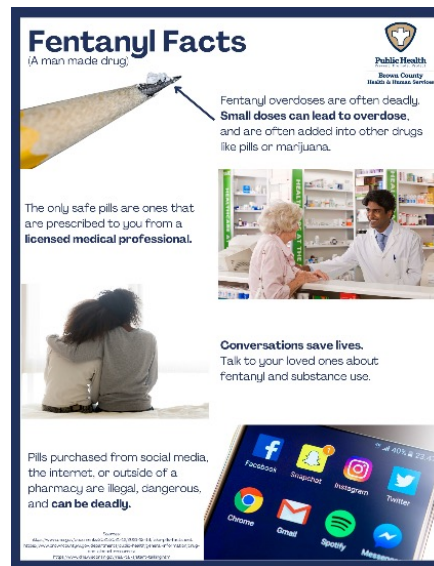
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# Fentanyl Awareness Campaign, Cont.

## Handouts and Fliers

- Sent to schools to go to parents
- Provided at community events
- Available on website



**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**.

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**Where can I get help?**

**2-1-1**  
Get Connected. Get Help.  
Call 211 for community resources and referrals.

**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 920-435-6585 for immediate help.

**ADRC**  
Alcohol & Drug 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:**

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

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

Learn how to use NARCAN to reverse an opioid overdose. Call Vivent Health: (920) 432-7430 or visit <https://www.vivent.org> to learn more.

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Can't forget about  
Social Media!!



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**Fentanyl Facts**

- Not all pills are real - you should only take pills you get from a pharmacist
- You can't see it, taste it, or smell it
- As little as two grains of salt is enough to kill someone
- Fentanyl is being pressed into pills and mixed into other drugs

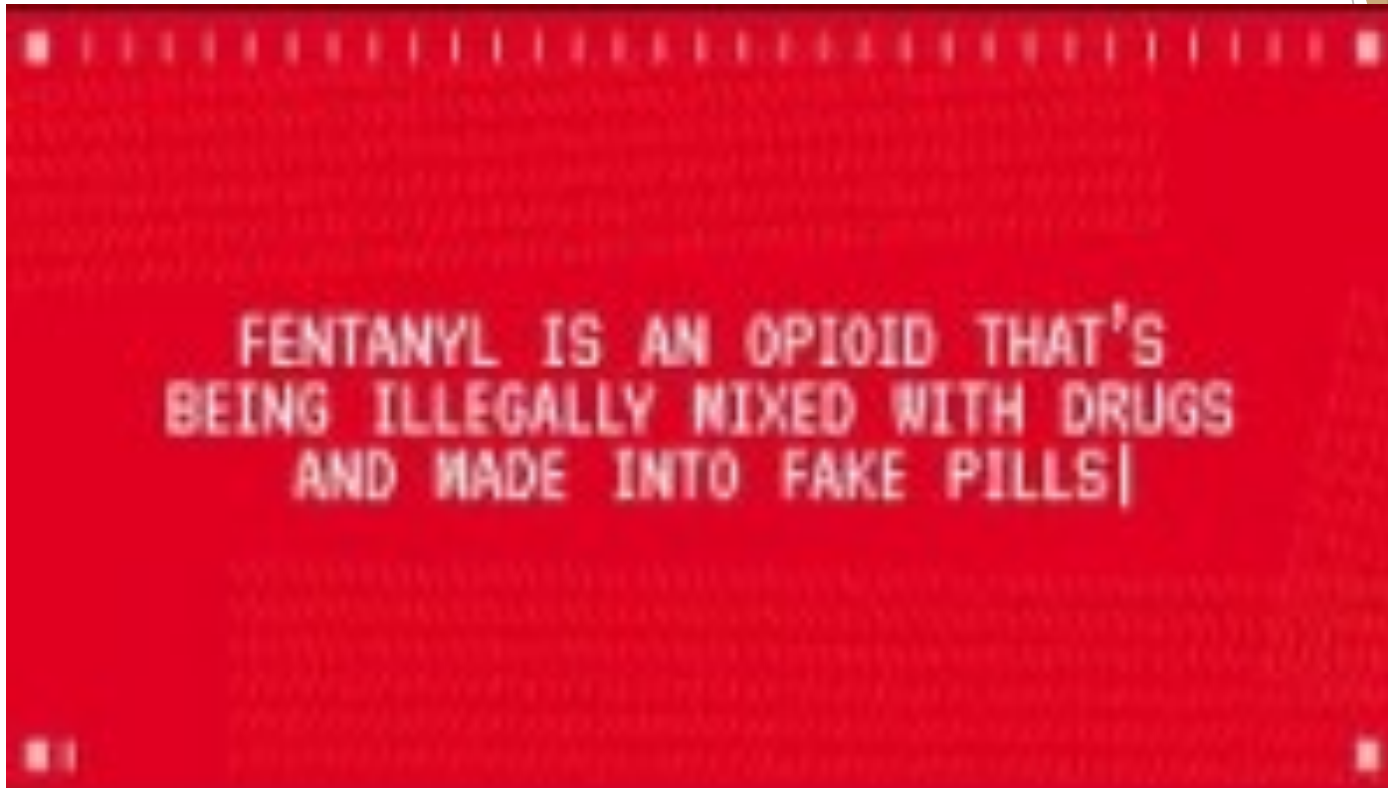
**Parents: Monitor your child's social media use and talk to them about the dangers of fentanyl.**

Scan here to learn more:

Source: <https://www.browncountyhealth.org/fentanyl-facts>



# Northeast Region PSA Effort



Link to Video:

<https://www.youtube.com/watch?v=dyiD1CtQsgo&feature=youtu.be>

**Partnership Between:**

Brown County, Oconto County, Outagamie County, Shawano-Menominee Counties, Sheboygan County, the Green Bay Packers, and the Wisconsin Counties Association

# Resources

➤ Brown County Public Health:

<https://www.browncountywi.gov/departments/public-health/general-information/fentanyl-and-opioids/>

➤ Ad Council: Youth Fentanyl Awareness

<https://www.adcouncil.org/campaigns/youth-fentanyl-awareness>

➤ DHS Real Talks:

<https://www.dhs.wisconsin.gov/real-talks/index.htm>



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**TOOLKIT**

# Closing

Troy Streckenbach



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# FENTANYL AND OPIOID CRISIS RESPONSE



# 13-POINT PLAN

1. Launch the 2023 Heroin Task Force and align efforts with the Community Health Improvement Plan and Process (CHIPP).
2. Launch community engagement campaign to increase awareness, provide education and inspire action.
3. Identify and establish community partnerships to build capacity for a countywide response.
4. Work with Wisconsin County Human Service Association (WCHSA) and Wisconsin Counties Association (WCA) to promote legislative change through communication with DHS and the Legislature.
5. Train subject matter experts and make them available to assist community partners with direct outreach in the community.
6. Implement a comprehensive process to gather and analyze data related to overdose fatalities throughout the county in order to inform systems level change.
7. Leverage all available data sources to inform strategies and tactics moving forward.

# 13-POINT PLAN

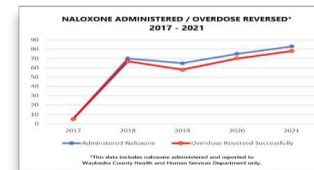
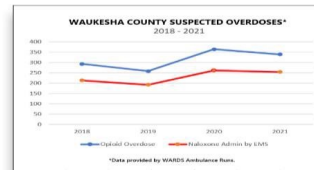
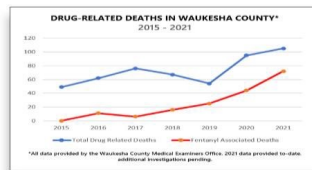
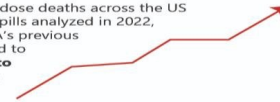
8. Expand access to fentanyl testing strips throughout Waukesha County.
9. Identify opportunities to increase number of naloxone trainings offered in the community.
10. Expand access to Medication Assisted Treatment (MAT) in Waukesha County Jail.
11. Offer pre-charge diversion and post-charge deferred prosecution opportunities to low and moderate risk, non-violent, justice-involved individuals with opioid use disorders to reduce recidivism and increase public safety.
12. Create opportunities for local licensed prevention agencies to propose prevention projects for funding.
13. Identify and optimize available funding to support treatment services.



# DASHBOARD

## Waukesha County has seen a steady increase in fentanyl related deaths since 2016.

Fentanyl, a synthetic opioid, is 100 times more powerful than morphine, and is fueling overdose deaths across the US and Wisconsin. The DEA Laboratory has found that, of the fentanyl-laced fake prescription pills analyzed in 2022, six out of ten now contain a potentially lethal dose of fentanyl. This is an increase from DEA's previous announcement in 2021 that four out of ten fentanyl-laced fake prescription pills were found to contain a potentially lethal dose. **We are sharing data with our community in an effort to increase awareness.** We are also sharing our community efforts with the hope that we can fight the community crisis together. Data is presented through 2021, as 2022 data still has additional investigations pending.



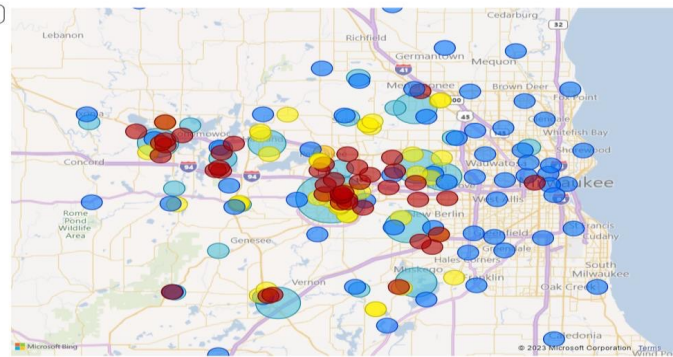
## Waukesha County Opioid Crisis Response Summary

The Waukesha County Overdose Response Dashboard includes geographic information about partners and the actions taken in response to the Opioid/Fentanyl crisis in Waukesha County. Data is collected from **August 1, 2022 through March 28, 2023** and is updated quarterly.

- Activities**
- ☒ Community Outreach Events
  - ☒ Individuals Trained
  - ☒ Naloxone Training Locations
  - ☒ Online Awareness Campaign Views
  - ☒ School Campaign Kit Sent

Some of the activities undertaken by Waukesha County Department of Health & Human Services include:

- Hosting & Co-hosting outreach events in the community to increase awareness of the Fentanyl Crisis.
- Training individuals on the proper use of Naloxone.
- Sponsoring online public education awareness campaigns to inform our community about the dangers of fentanyl.
- Distributing promotional materials to school districts to increase awareness of the dangers of fentanyl.



- Location**
- AODA Volunteers
  - Arrowhead High School North Campus
  - Arrowhead High School South Campus
  - Asa Clark Middle School
  - Aspen Center - LSS
  - BelAir Cantina
  - Ben Westhoff Event - WCTC
  - Ben Westhoff Event
  - Bethany Recovery Center
  - Brookfield Central High School
  - Brookfield East High School
  - Butler Middle School
  - Center for Behavioral Medicine
  - CESA 1
  - Christ the King Church 6:30 PM
  - City of Brookfield Police Department
  - City of Waukesha Police Department
  - Collaborative Meeting
  - Delafield Night Out
  - Delafield Public Library

Outreach Event Attendance  
64

Community Partners  
84

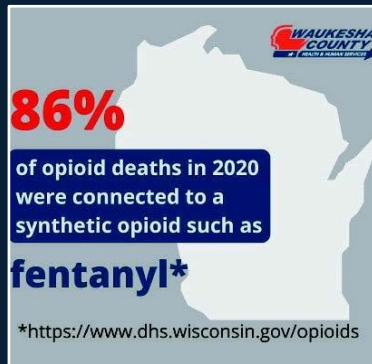
Individuals Trained  
697

Naloxone Training Locations  
50

Online Awareness Campaign Views  
276,638

School Posters Sent  
792

# TOOLKIT



Data & Information



One Pill Can Kill



Spanish



Fentanyl is America's  
New "F" Word

# OVERDOSE AID KITS (OAK BOXES)

- OAK Boxes contain:
  - Naloxone nasal spray
  - Breathing mask and gloves
  - Drug administration instructions
  - Fentanyl testing strips
  - Information about resources
- Distributing 200 boxes to community by the end of 2023



# ADVOCACY

## Require Narcan in Schools

- Senate bill 206
- Maintain a supply of usable opioid antagonist at schools
- Passed the House and waiting for Senate approval
- Appears to have Bi-partisan support

## Safety Check Test Strips Not Seen as Paraphernalia

- Looking for a champion to create a bill like was done for fentanyl test strips

## Reimburse Recovery Coaches through Medicaid

- Bill was passed
- State peer support specialist program does not match with this program
- Listening sessions have been held
- Drafting supporting documents to mesh these two programs

## Immunity for individual on probation calling in an overdose (previous Act 33-which lapsed)

- Legislation would support individuals on probation not be revoked in this instance
- Awaiting a champion to reintroduce

## Pulse Point

- Create a statewide resource to connect Narcan to AED location and first responders

## Statewide Data Dashboard

# PARTNERSHIPS

Waukesha County Jail	District Attorney	Medical Examiner	Community Partners	Committees
Expand access to Medicated Assisted Treatment	Pre-trial diversion and post-charge differed prosecution	Overdose Fatality Reviews <ul style="list-style-type: none"><li>▪ Social Worker</li><li>▪ Data Analysis</li></ul>	<ul style="list-style-type: none"><li>• Schools</li><li>• Municipalities</li><li>• Businesses</li><li>• Non-Profits</li></ul>	<ul style="list-style-type: none"><li>• Heroin Task Force</li><li>• Community Health Improvement Plan</li><li>• Substance Use Advisory Committee</li></ul>



# Thank you

**Elizabeth Aldred, LCSW, ICS**

*Director*

*Waukesha County DHHS*

**[ealdred@waukeshacounty.gov](mailto:ealdred@waukeshacounty.gov)**

[https://www.waukeshacounty.gov/HealthAndHumanServices/  
clinical-services/OverdosePrevention/OverdoseData/](https://www.waukeshacounty.gov/HealthAndHumanServices/clinical-services/OverdosePrevention/OverdoseData/)