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
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

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](https://odmap.org:4443)

- DHS Daily Spike Alerts and Monthly Summaries (PILOT)
Fentanyl Awareness Campaign

Hosted Community Conversations to hear feedback directly from the community.

Sent educational mailer to ALL households in Brown County (116,945 households)

*Big Impact Initiative
Fentanyl Awareness Campaign, Cont.

Billboard Campaign
Fentanyl Awareness Campaign, Cont.

Handouts and Fliers

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

Can’t forget about Social Media!!
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:

- 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
Closing
Troy Streckenbach

Thank You
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.
**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.

- **Partners**
  - 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.

<table>
<thead>
<tr>
<th>Outreach Event Attendance</th>
<th>Community Partners</th>
<th>Individuals Trained</th>
<th>Naloxone Training Locations</th>
<th>Online Awareness Campaign Views</th>
<th>School Campaign Kit Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>84</td>
<td>697</td>
<td>50</td>
<td>276,638</td>
<td>792</td>
</tr>
</tbody>
</table>

**Location**

- ADHA Volunteers
- Arrowhead High School North Campus
- Arrowhead High School South Campus
- Ava Clark Middle School
- Aspens Center - LSS
- Bubba 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
-
TOOLKIT

86% of opioid deaths in 2020 were connected to a synthetic opioid such as fentanyl*

*https://www.dhs.wisconsin.gov/opioids

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
<table>
<thead>
<tr>
<th>PARTNERSHIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Waukesha County Jail</strong></td>
</tr>
<tr>
<td>Expand access to Medicated Assisted Treatment</td>
</tr>
<tr>
<td><strong>District Attorney</strong></td>
</tr>
<tr>
<td>Pre-trial diversion and post-charge differed prosecution</td>
</tr>
<tr>
<td><strong>Medical Examiner</strong></td>
</tr>
<tr>
<td>Overdose Fatality Reviews</td>
</tr>
<tr>
<td>- Social Worker</td>
</tr>
<tr>
<td>- Data Analysis</td>
</tr>
<tr>
<td><strong>Community Partners</strong></td>
</tr>
<tr>
<td>- Schools</td>
</tr>
<tr>
<td>- Municipalities</td>
</tr>
<tr>
<td>- Businesses</td>
</tr>
<tr>
<td>- Non-Profits</td>
</tr>
<tr>
<td><strong>Committees</strong></td>
</tr>
<tr>
<td>- Heroin Task Force</td>
</tr>
<tr>
<td>- Community Health Improvement Plan</td>
</tr>
<tr>
<td>- Substance Use Advisory Committee</td>
</tr>
</tbody>
</table>
Thank you

Elizabeth Aldred, LCSW, ICS
Director
Waukesha County DHHS

ealdred@waukeshacounty.gov

https://www.waukeshacounty.gov/HealthAndHumanServices/clinical-services/OverdosePrevention/OverdoseData/