

Fentanyl Awareness Summit

May 9, 2023
Fentanyl Awareness Day

#RiskItAllWithFentanyl



HENDERSON™

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Welcome and Introduction

City of Henderson Mayor
Michelle Romero

Clark County Commission
Chair Jim Gibson





Setting the Stage

Lisa Corrado, City of Henderson Director of Community Development & Services

Keith Carter, Nevada HIDTA Director





CLARK COUNTY, NV

Deemed a High Intensity Drug Trafficking Area (HIDTA)



HIDTA Overdose Response Team (ORT)



HIDTA

- ✓ Las Vegas Metropolitan Police Department (LVMPD)
- ✓ Henderson Police Department (HPD)
- ✓ Homeland Security Investigations (HSI)
- ✓ Drug Enforcement Administration (DEA)

ORT

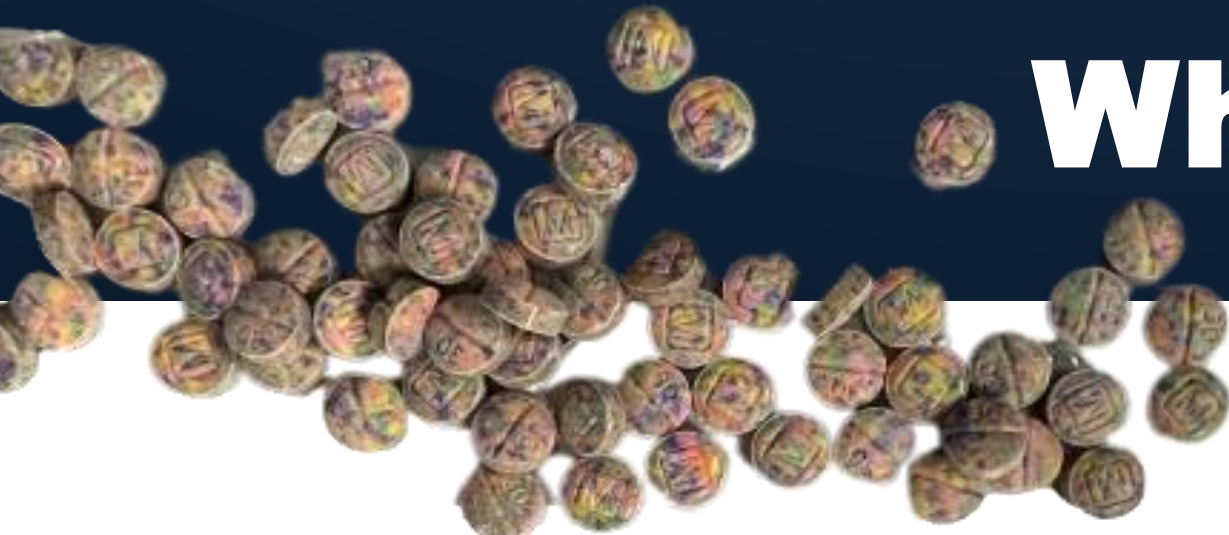
- ✓ Responds to overdose cases in southern Nevada
- ✓ Mission is to reduce fatal and non-fatal overdose incidents by developing investigative leads and identifying drug sellers and traffickers responsible for creating these deadly situations.
- ✓ Works with partners who provide treatment and recovery services to victims and families impacted by overdoses.

Heroin is 50
times stronger
than Morphine

Fentanyl is 30-50
times stronger
than Heroin

What is Fentanyl?

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Lethal Dose



Real Oxycodone



Real Xanax



Real Adderall



It's important to remember that any pill or drug sold on the internet, on the streets or by a person you know could contain a potentially lethal dose of fentanyl.

FENTANYL IS MORE COMMON THAN YOU THINK.

Opioid Epidemic

- Most Americans are familiar with the opioid epidemic headlines dominating the news
- It is estimated the economic impact of opioid use disorder and fatal opioid overdoses is near \$200 billion
- Non-economic costs may be as high as \$900 billion due to reduced quality of life and the value of lives lost
- Illicitly manufactured fentanyl, heroin, cocaine, or methamphetamine (alone or in combination) are involved in nearly 85% of drug overdose deaths

Why is this happening?

- ✓ Synthetic illicit drugs have permeated America's streets
- ✓ Fentanyl, methamphetamine are illicitly manufactured drugs that are not derived from plants
- ✓ Creates an endless supply of cheap easy to manufacture dangerous substances

About 3 out of 5 overdose deaths had at least one potential opportunity to link people to care before the fatal overdose or to implement life-saving actions when the fatal overdose occurred



Fentanyl changed the Opioid Epidemic

Now It's Getting Worse

Interdicting the drug is very challenging

Users have a false security “with fentanyl, you can’t really tell until you shoot it.”

Most overdoses are multi-drug caused

Methamphetamine is an extremely addictive stimulant

Cocaine is often described as a fashionable social drug

Heroin use has surged

Skin-Rotting 'Zombie Drug' Xylazine

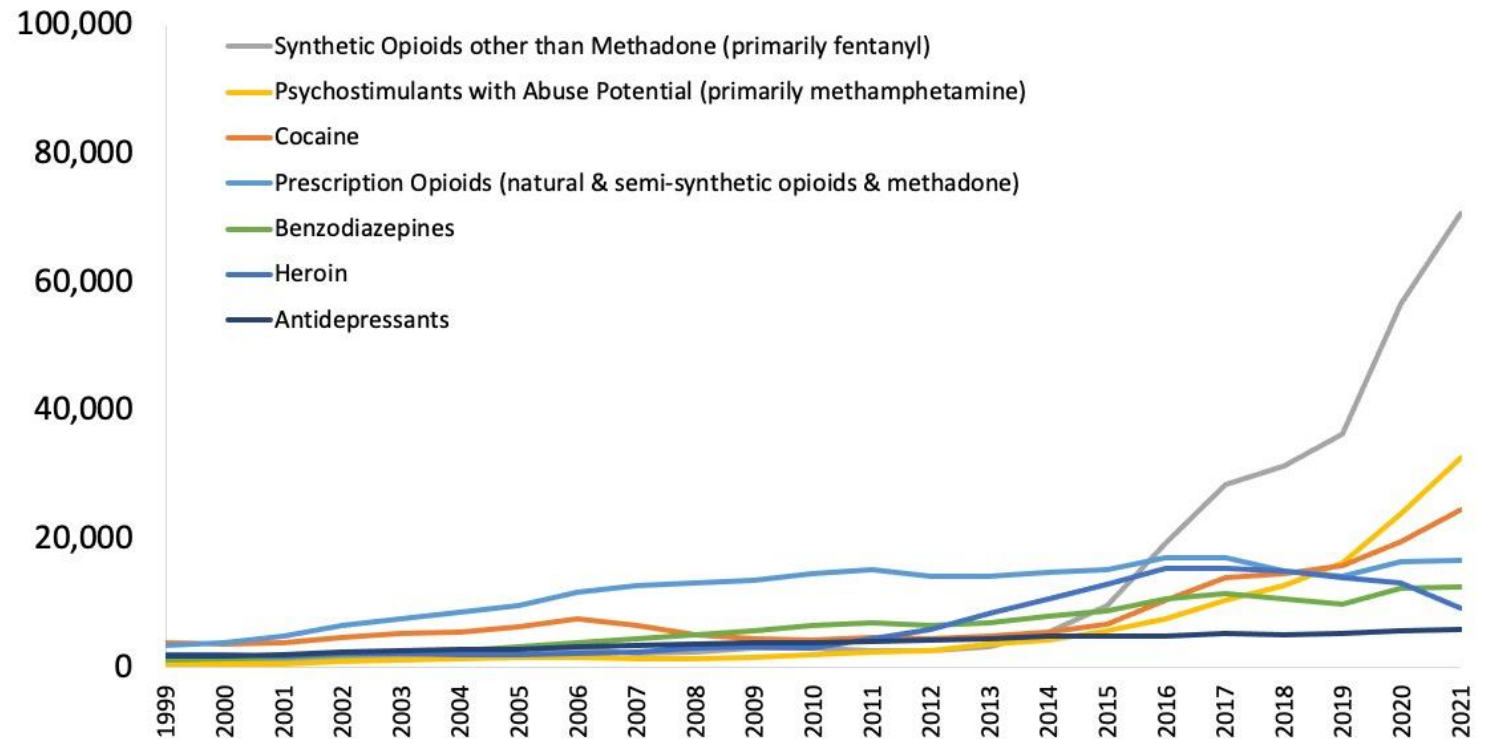


OVERDOSE TRENDS

National Overdose Deaths

- ✓ More than 106,000 overdose deaths in 2021
- ✓ 80,000 from synthetic opioids

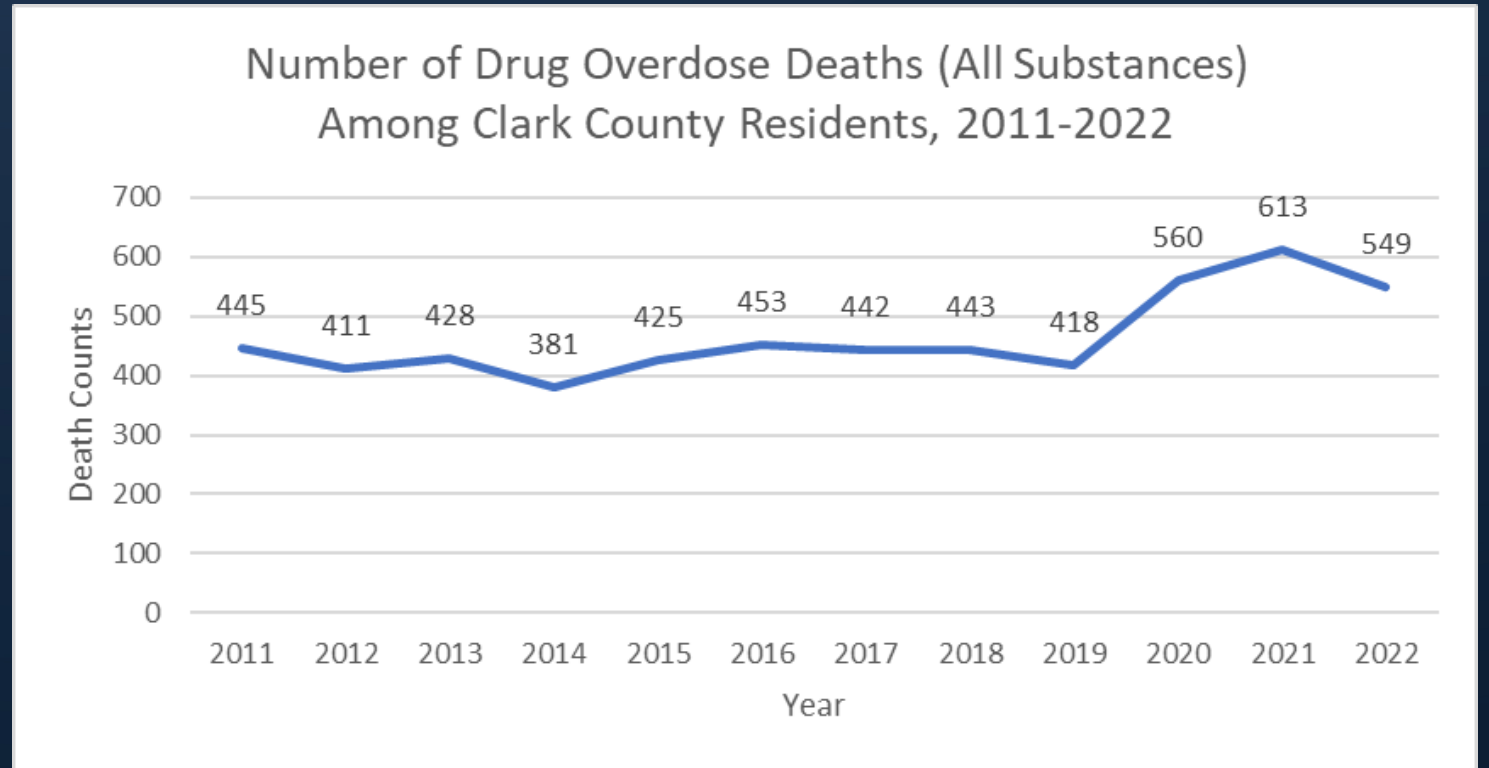
Figure 2. National Drug-Involved Overdose Deaths*, Number Among All Ages, 1999-2021



Source: [Drug Overdose Death Rates; Trends & Statistics; NIDA, NIH; CDC WONDER.](#)

Clark County: Drug Overdoses

- ✓ From 2011 to 2022 there has been a 23% increase in overdose deaths among Clark County residents
- ✓ Years 2020 and 2021 had the highest number of overdose deaths

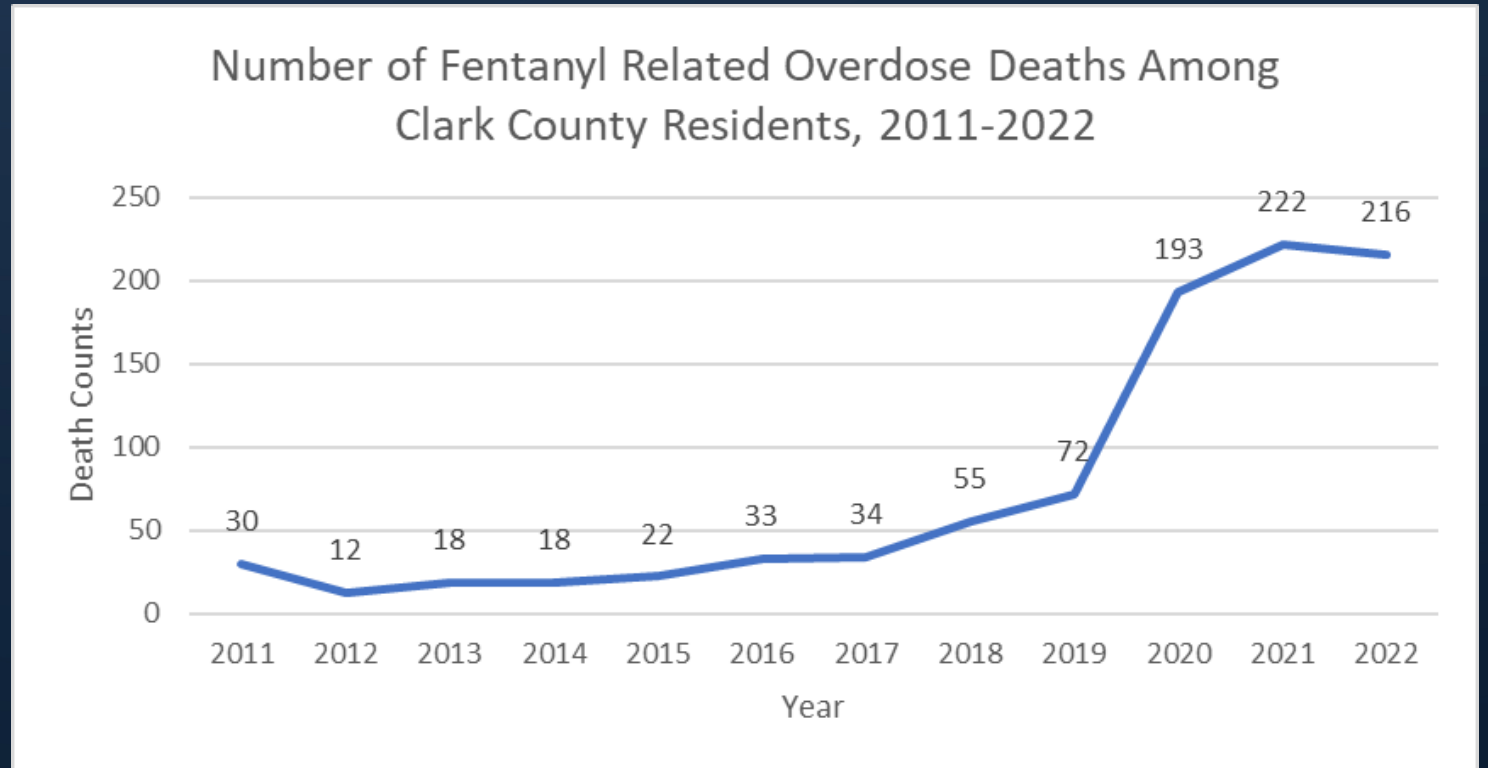


Source: SNHD's Electronic Death Registry System.

Data retrieved on 5/1/2023.

Clark County: Fentanyl Overdoses

- ✓ From 2011 to 2022 there was a 620% increase in fentanyl related overdose deaths among Clark County residents
- ✓ Years 2020 and 2021 had the highest number of fentanyl related overdose deaths

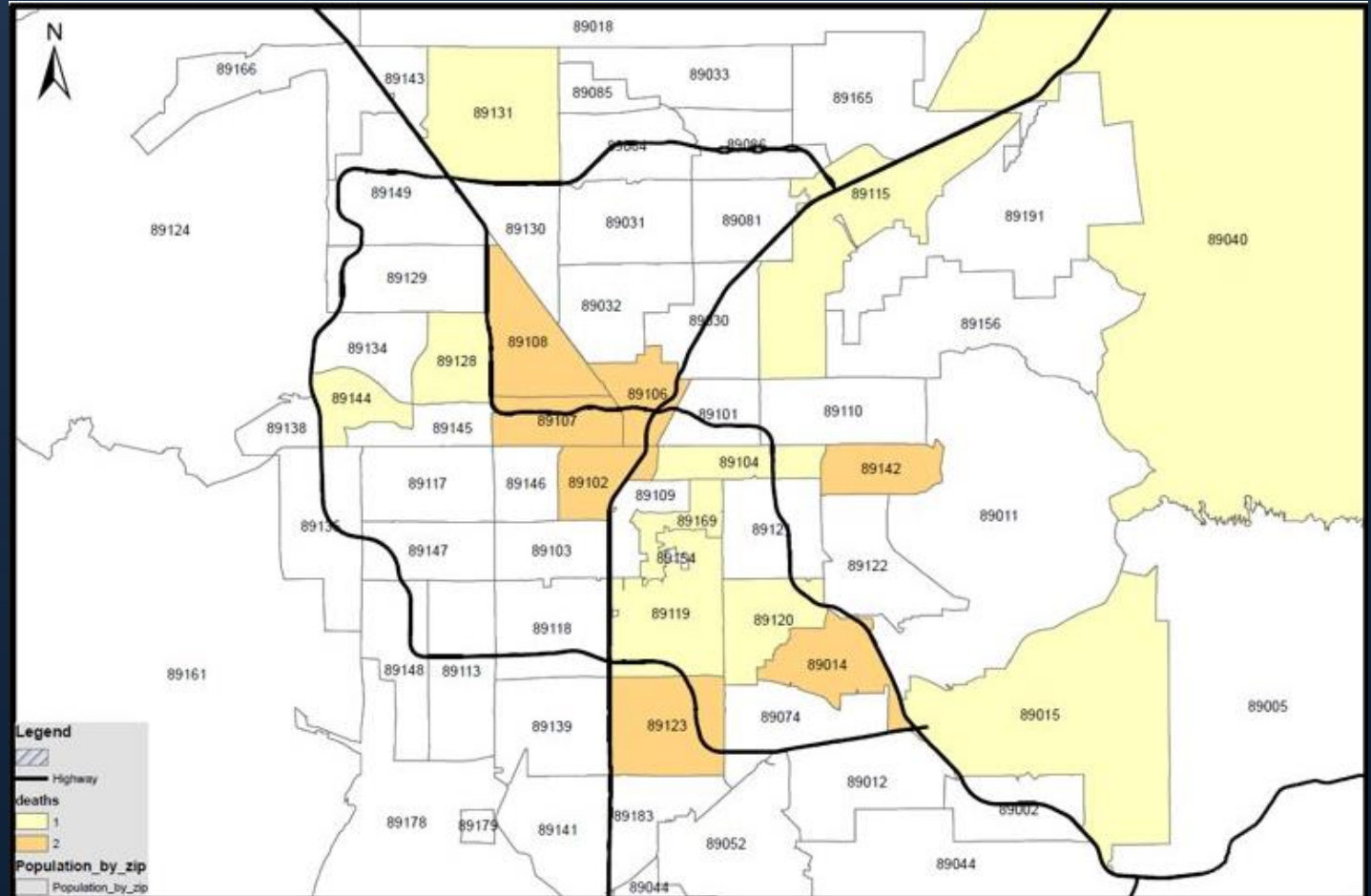


Source: SNHD's Electronic Death Registry System.
Data retrieved on 5/1/2023.

Note: Fentanyl overdoses were classified as "T40.4 - Synthetic opioids, including drugs such as fentanyl and tramadol and excluding methadone.

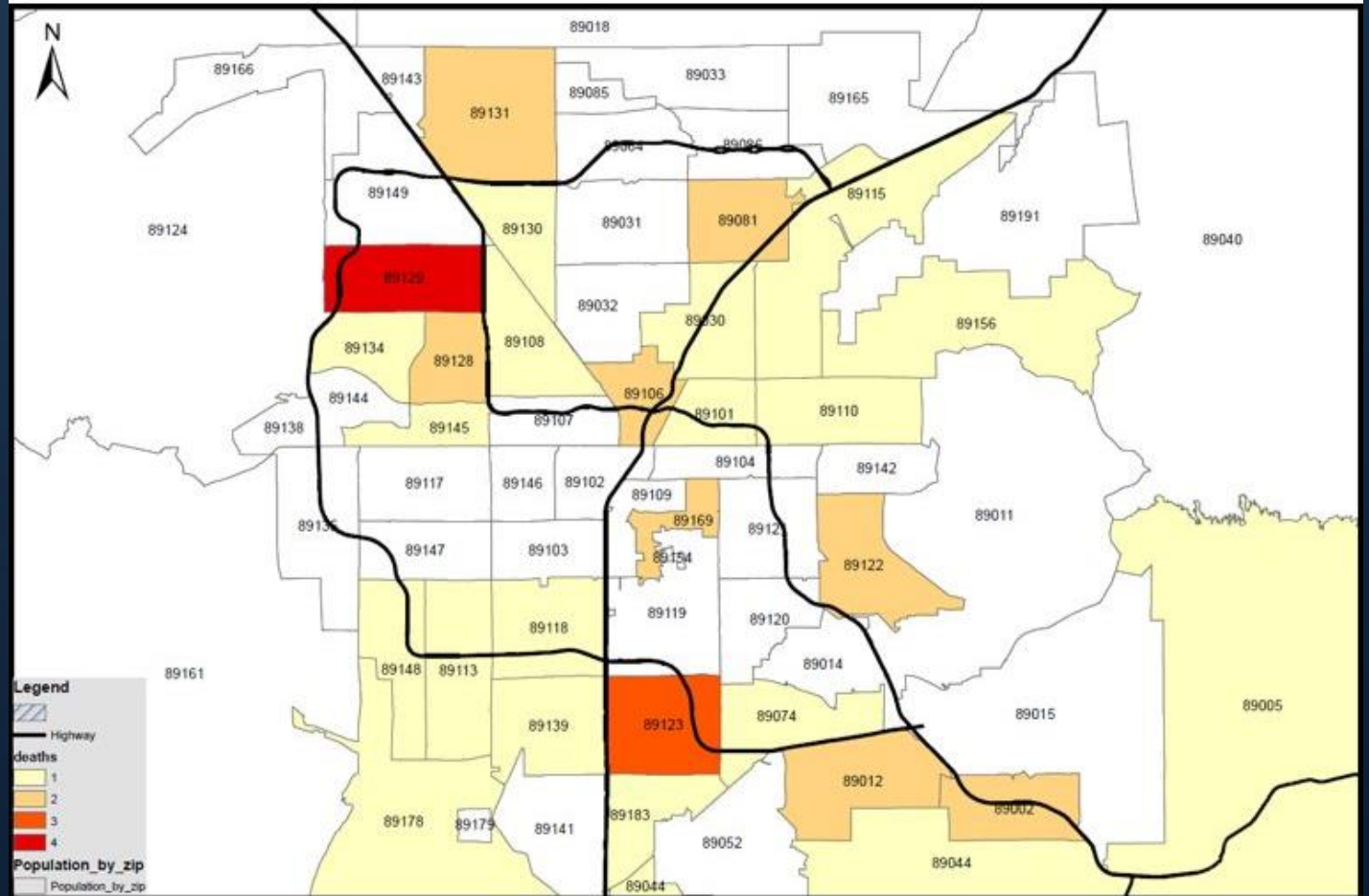
Fentanyl Deaths by Resident Zip Code (2017)

Source: Nevada Electronic Death Registry System



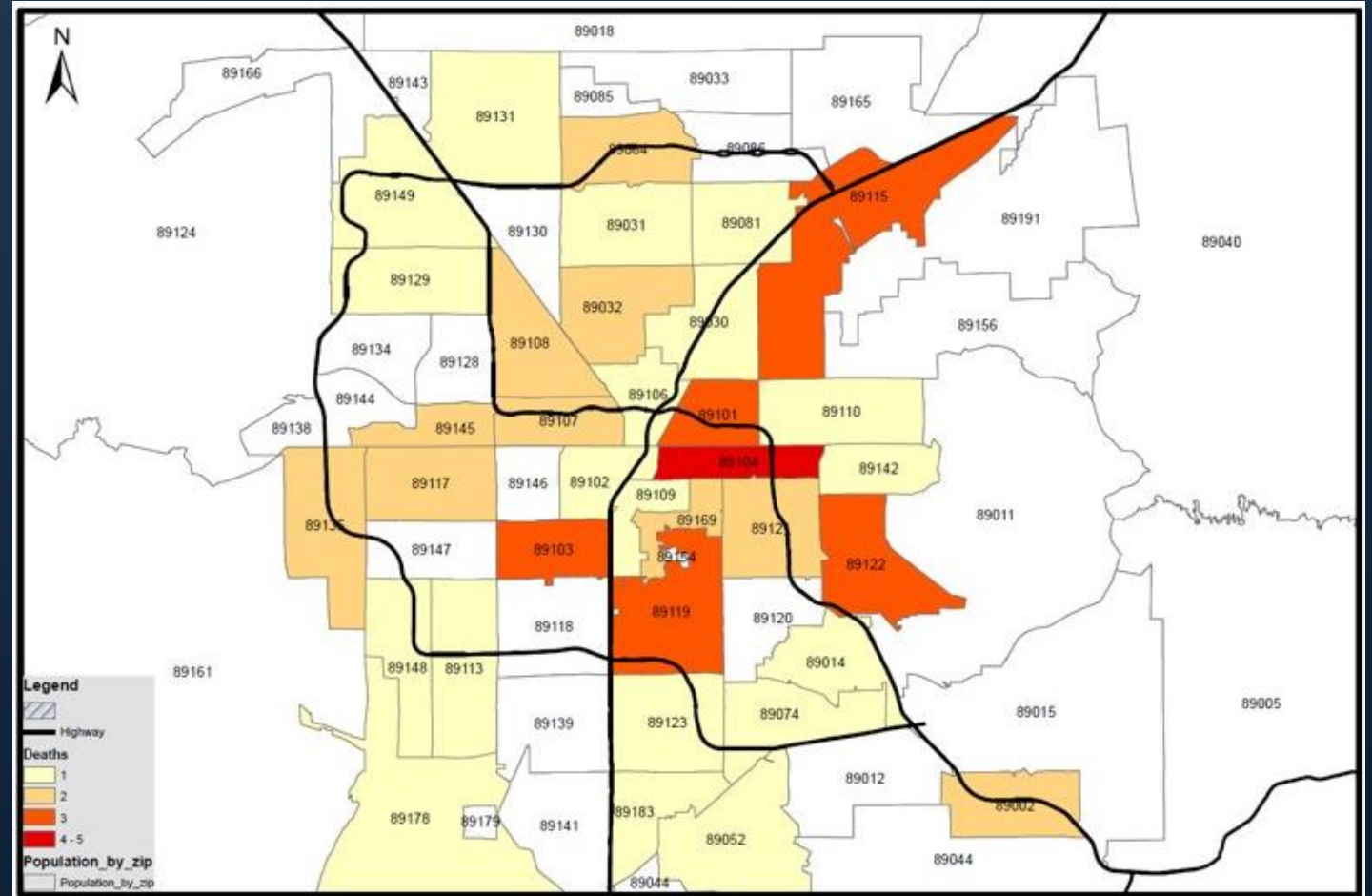
Fentanyl Deaths by Resident Zip Code (2018)

Source: Nevada Electronic Death Registry System



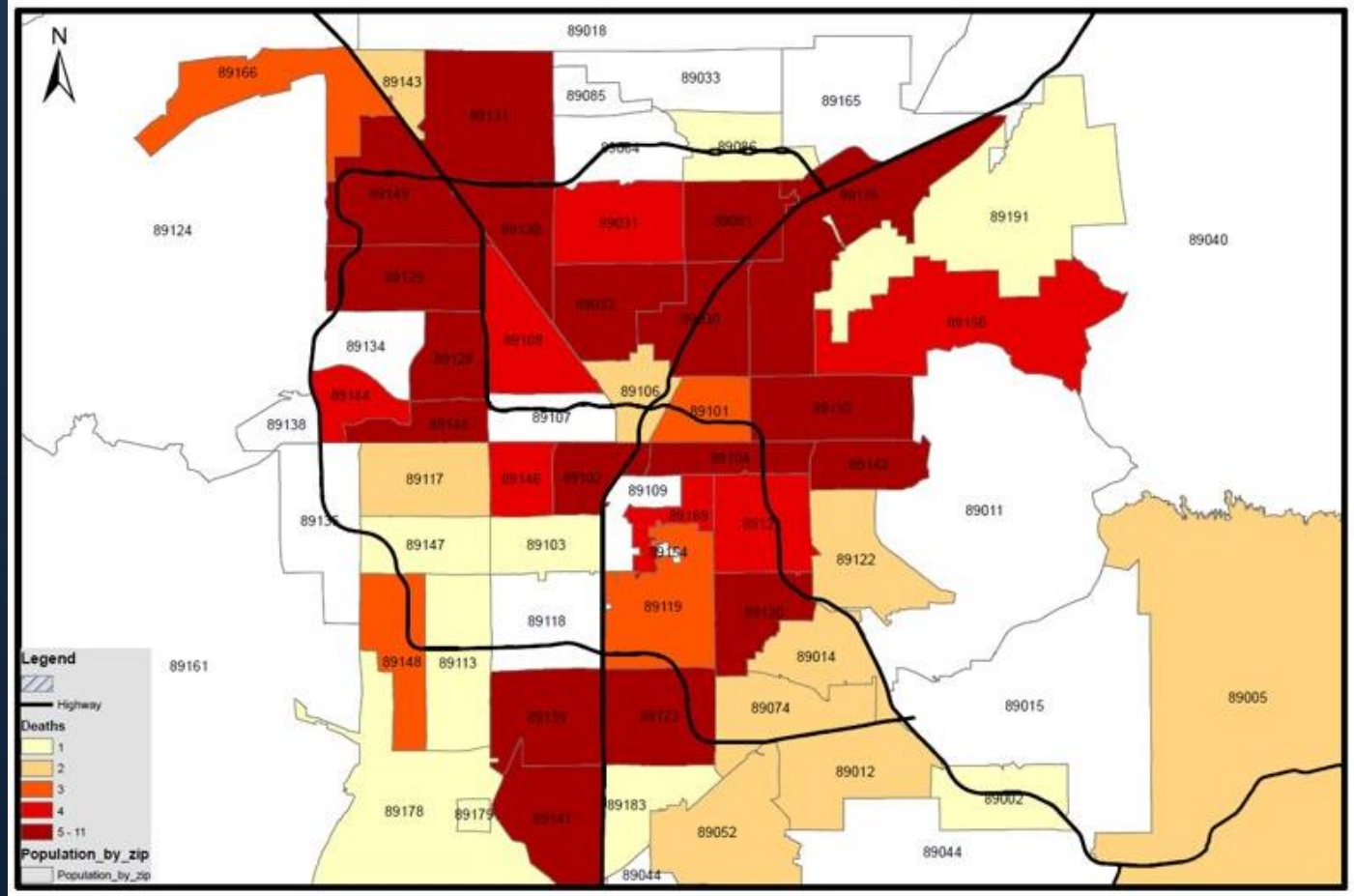
Fentanyl Deaths by Resident Zip Code (2019)

Source: Nevada Electronic Death Registry System



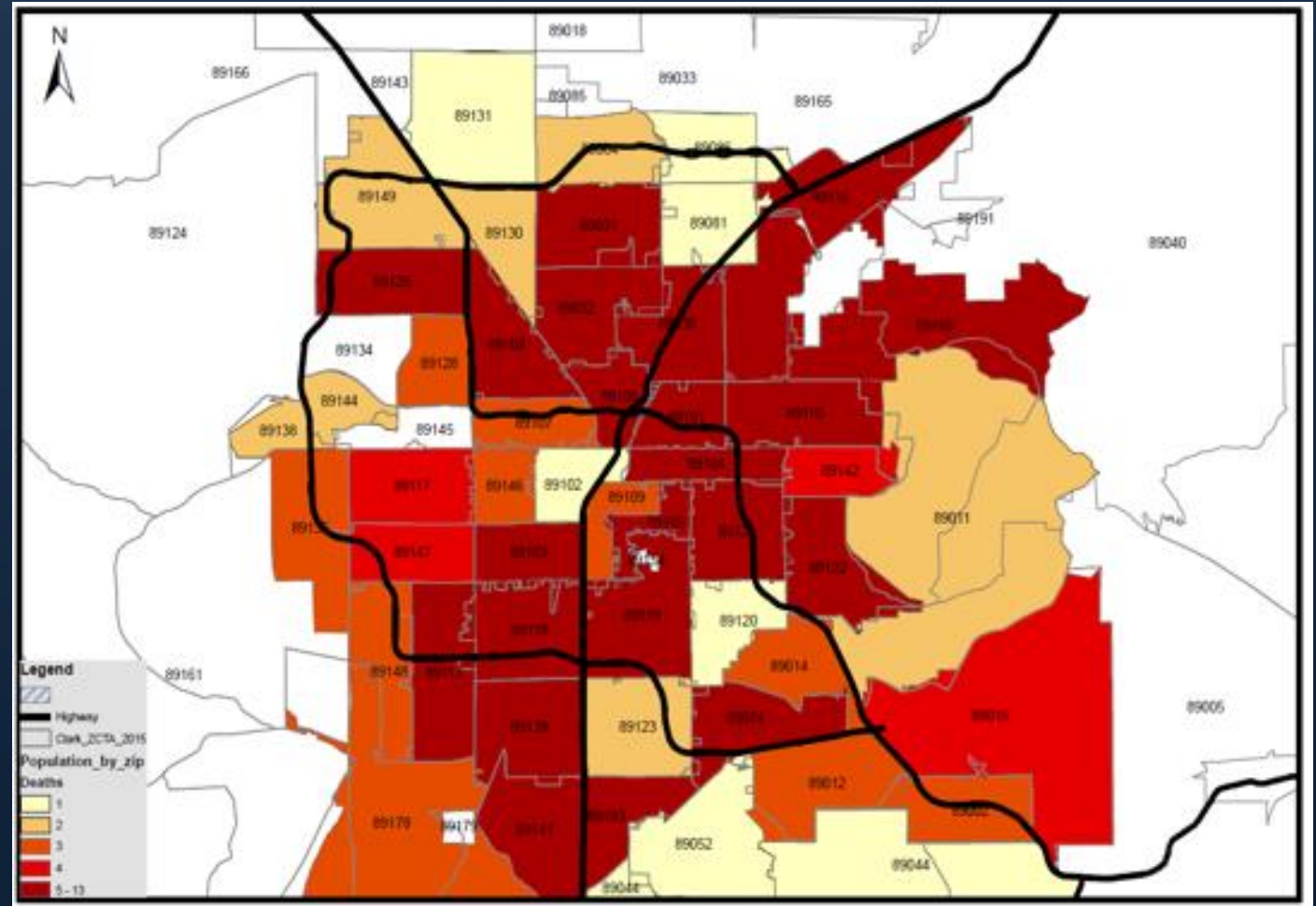
Fentanyl Deaths by Resident Zip Code (2020)

Source: Nevada Electronic Death Registry System



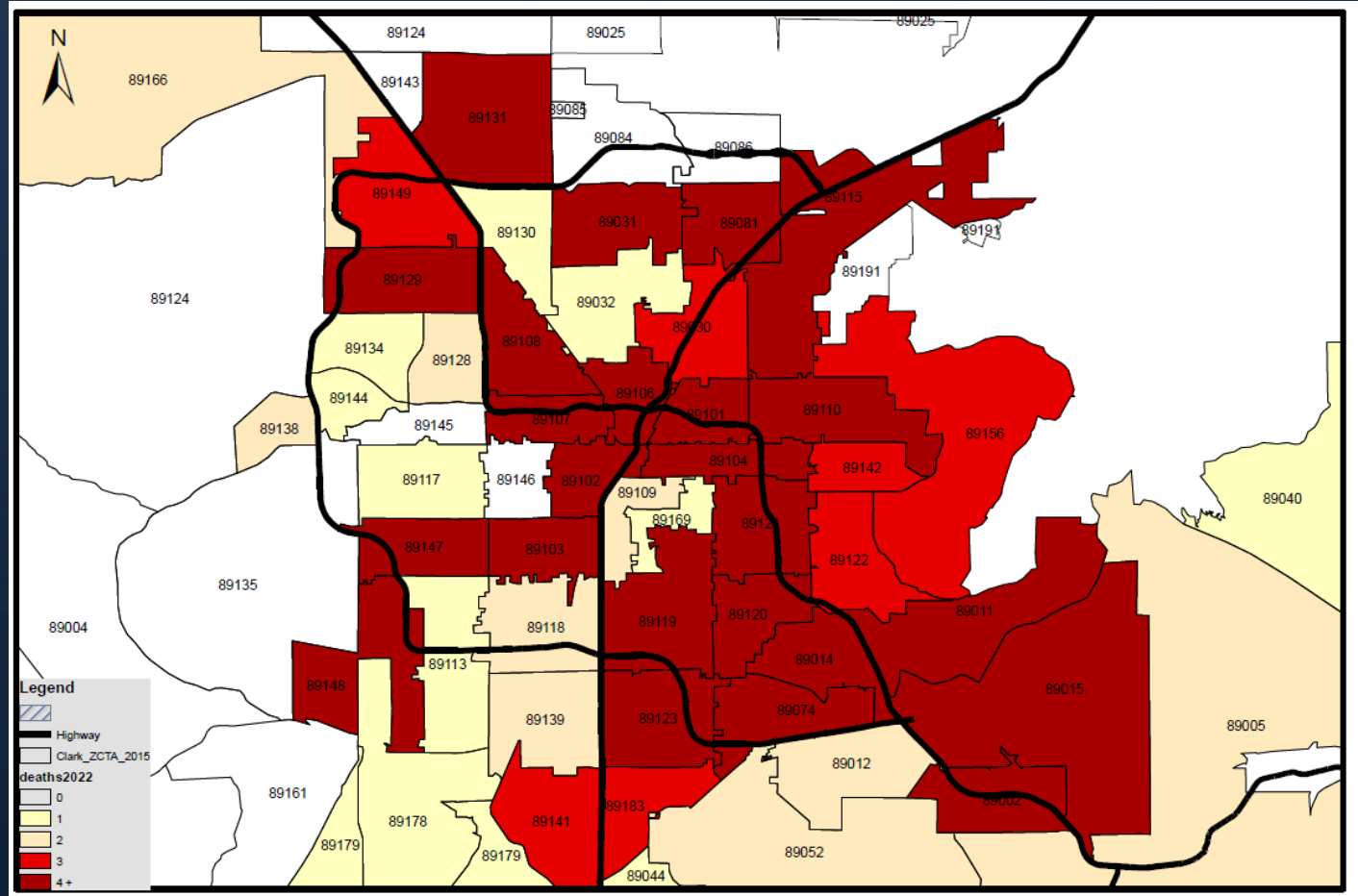
Fentanyl Deaths by Resident Zip Code (2021)

Source: Nevada Electronic Death Registry System



Fentanyl Deaths by Resident Zip Code (2022)

Source: Nevada Electronic Death Registry System



Trends- National & Local

- #1 killer of people ages 18-45 (CDC)
- Overdose deaths among 14-18 year olds increased 94% in 2019-2020; +20% from 2020-2021 (CDC)
- Law enforcement agencies are seeing a growing number of middle school kids trying pills, not realizing the deadly consequences.
- LVMPD reported:
Child Deaths from #Fentanyl:
2022- 8
2021- 6
2020- 10
2019- 1
2018- 0

Source: LVMPD

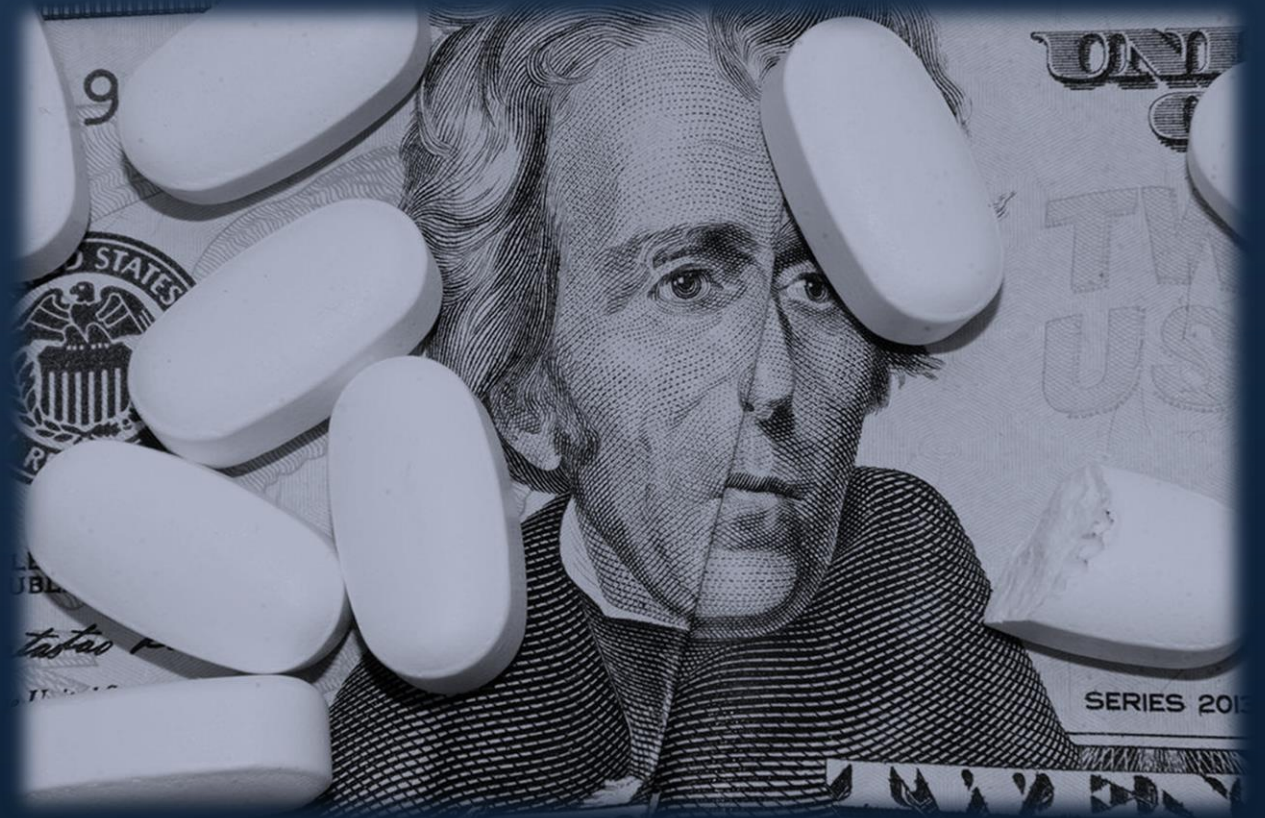


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Principles for Opioid Settlement Spending

1. Spend the Money to Save Lives
2. Use Evidence to Guide Spending
3. Invest in Youth Prevention
4. Focus on Racial Equity
5. Develop a Fair & Transparent Process



Source: Bloomberg Overdose Prevention Initiative

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Resources on Settlement Spending

Trackers

- [OpioidSettlementTracker.com](https://opioidsettlementtracker.com)
- [NationalOpioidSettlement.com](https://nationalopioidsettlement.com)
- [TribalOpioidSettlements.com](https://tribalopioidsettlements.com)



Guidance Reports

- Leveraging Opioid Settlement Dollars to Support Harm Reduction Programs in NC Jurisdictions
[VitalStrategies.org](https://vitalstrategies.org)
- John Hopkins University Bloomberg School of Public Health:
[Opioidprinciples.jhsph.edu/the-principles/](https://opioidprinciples.jhsph.edu/the-principles/)
- Harvard University FXB Center for Health and Human Rights
[Fxb.Harvard.edu/warondrugstoharmreduction/](https://fxb.harvard.edu/warondrugstoharmreduction/)

Websites

- Appalachia Opioid Remediation
[Arc.gov](https://arc.gov)
- National Association of Counties Opioid Solutions Center
[Naco.org/resources/opioid-solutions-center](https://naco.org/resources/opioid-solutions-center)
- Bipartisan Policy Center
[Bipartisanpolicy.org](https://bipartisanpolicy.org)
- Pew Charitable Trusts
[Pewtrusts.org](https://pewtrusts.org)
- Duke-Robert J. Margolis, MD, Center for Health Policy
[Healthpolicy.duke.edu](https://healthpolicy.duke.edu)





Inspiring Local Action

Sam Quinones,
Author and Journalist

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Local Action at Work:

City of Henderson's Efforts

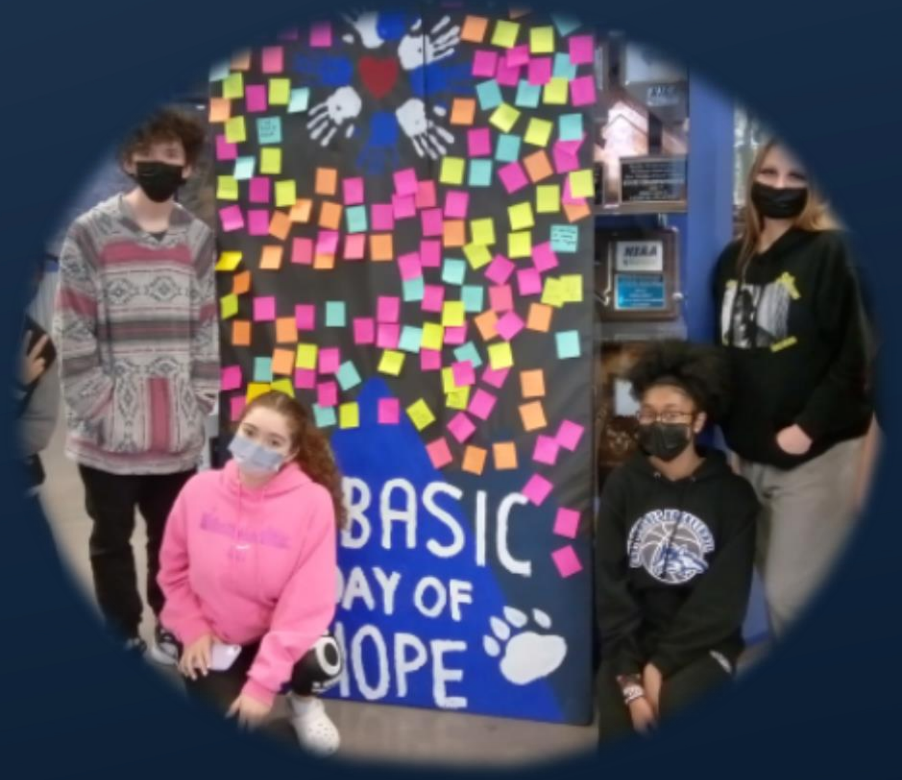
City of Henderson Mayor Michelle Romero

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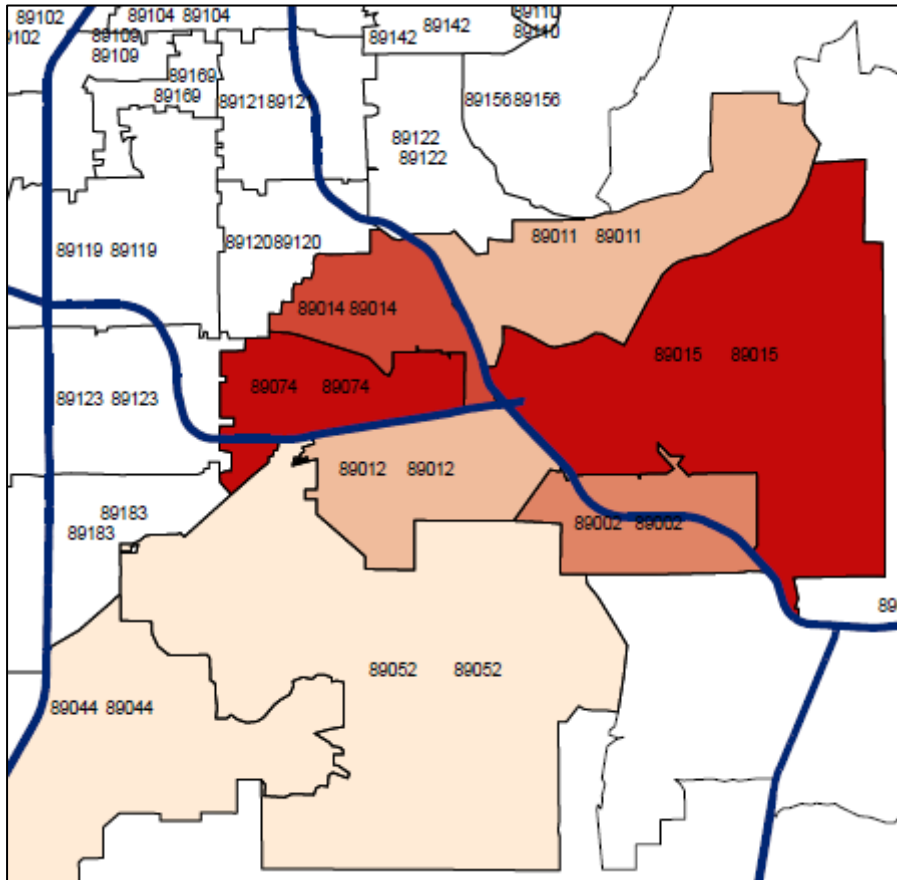
Local Action at Work

- ✓ Analyzing Overdose Trends
- ✓ Outreach & Training for Narcan Distribution Sites
- ✓ Comprehensive Opioid, Stimulant & Substance Abuse Program Grant (Mobile Crisis Intervention Team)
- ✓ Building Resilience in Youth
- ✓ Social Media Campaign for Youth Prevention

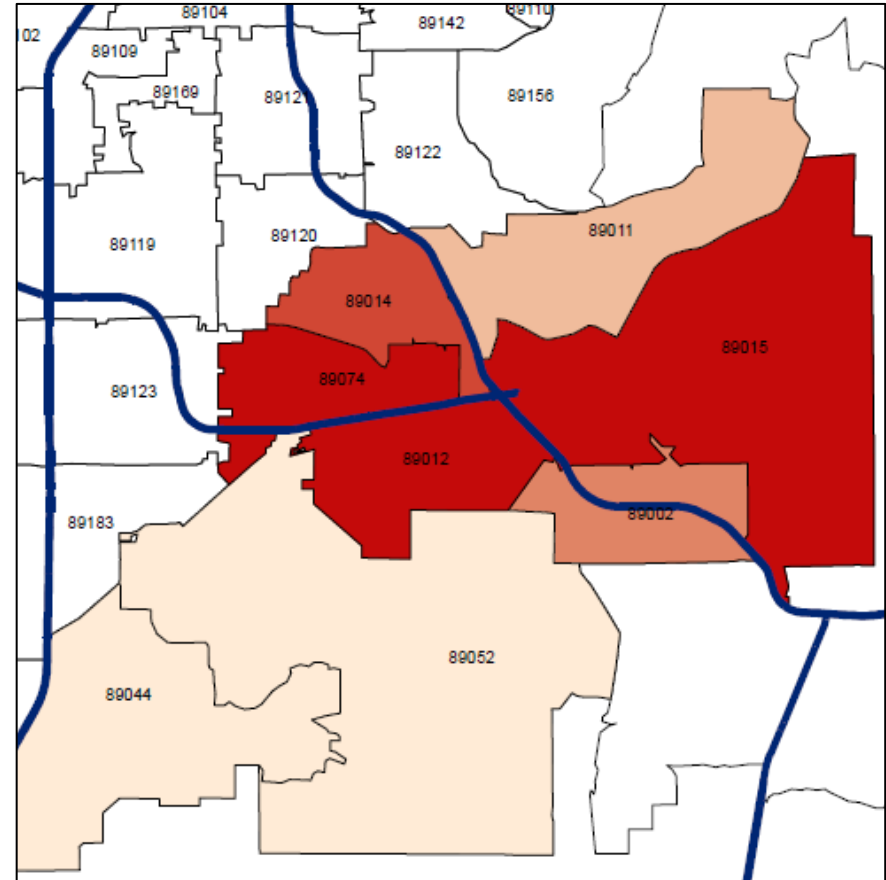


Henderson Residents Fatal Overdose

All Drug Overdose Death Rate per 100,000
Henderson Residents, 2021

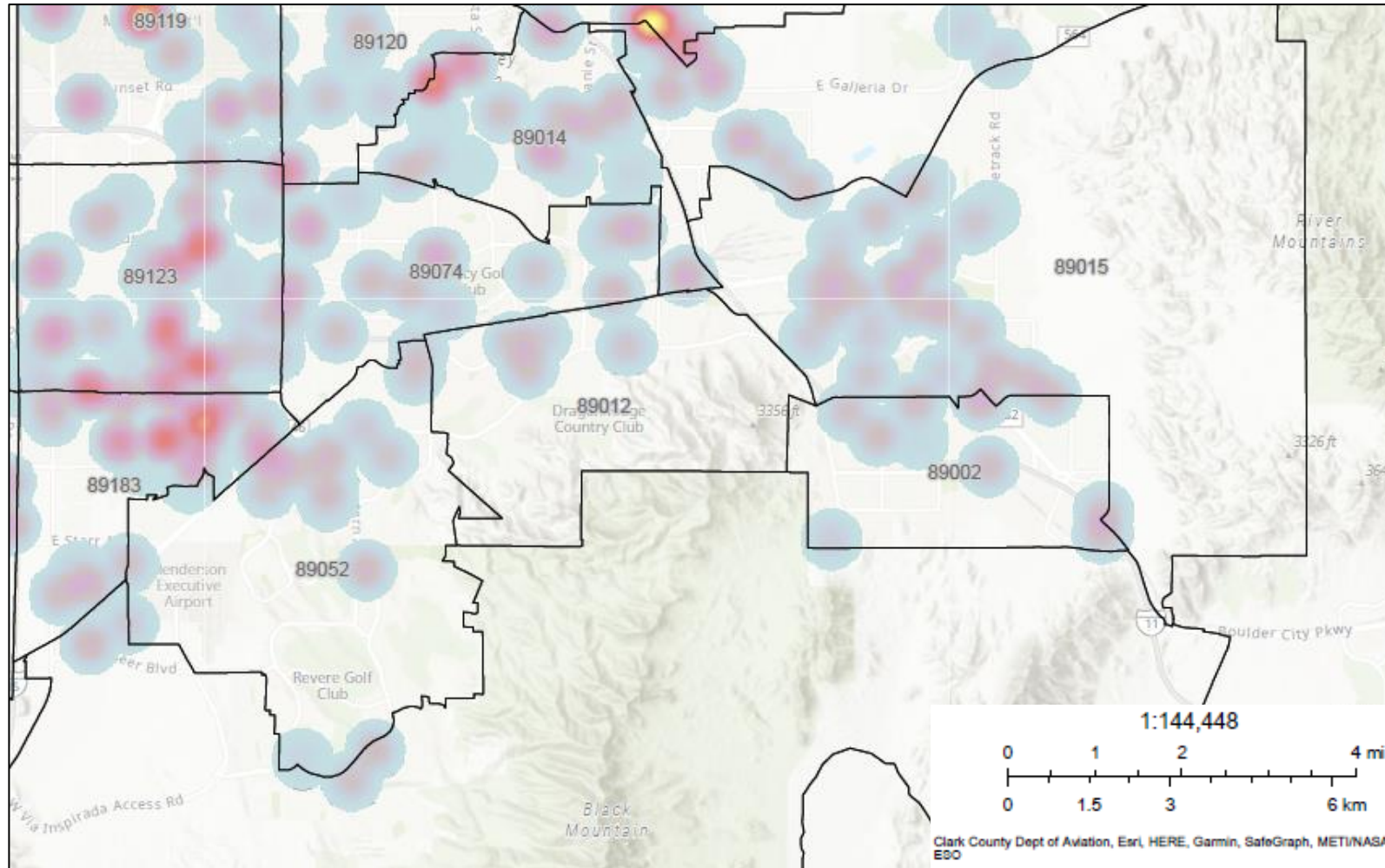


Opioid Overdose Death Rate per 100,000
Henderson Residents, 2021



Source: Nevada Electronic Death Registry System (2021)

Henderson Residents



Non-Fatal Opioid Overdose 2020-2021

USA ZIP Code Areas 01012020_11032021_GPS

Kernel densities are based on the frequency of nonfatal opioid overdoses reported by EMS agencies via ESO.

Low
High



NARCAN TRAINING

Overdose Prevention and Response



**MOBILE CRISIS
INTERVENTION TEAM
(Comprehensive Opioid,
Stimulant & Substance Use
Program Grant)**

MCIT Pilot Program

What is the MCIT?

- ❑ Funded by the Department of Justice for three years
- ❑ Integrates law enforcement with mental health professionals
- ❑ Responds to crisis that involve substance use and/or mental health concerns to ensure safety, dignity and connection to appropriate level of care for persons in crisis

Intent

- ❑ Improve de-escalation strategies
- ❑ Connect people to treatment
- ❑ Enhance officer and resident safety during contacts
- ❑ Strengthen partnerships with the mental health system
- ❑ Reduce unnecessary arrests or involuntary hospitalizations



Building Resilience in Youth

City of Henderson Initiatives:

- **Henderson Hope Squad:** Suicide prevention program
- **One Hill Resilience Project:** partnership with Google to build resilience among students
- **Invo IMPACT Program:** behavior support program in elementary schools
- **Preschool Enhancements:** facility upgrades and updated curriculum and assessments
- **Emergency grants to schools**



Building Resilience in Youth

- Out of School Time Programming: Safekey
(before/after school programming), Battle Born
Kids day camps
- APPLE Reading: partnership CCSD, Henderson
Libraries, Atkins to encourage reading outside of
school
- ACT Bootcamp: ACT prep course
- US Farms to Schools grants program: Community
Gardens at schools





LACED &
LETHAL

FENTANYL IS A POWERFUL OPIOID
50X STRONGER THAN HEROIN

Other Campaigns

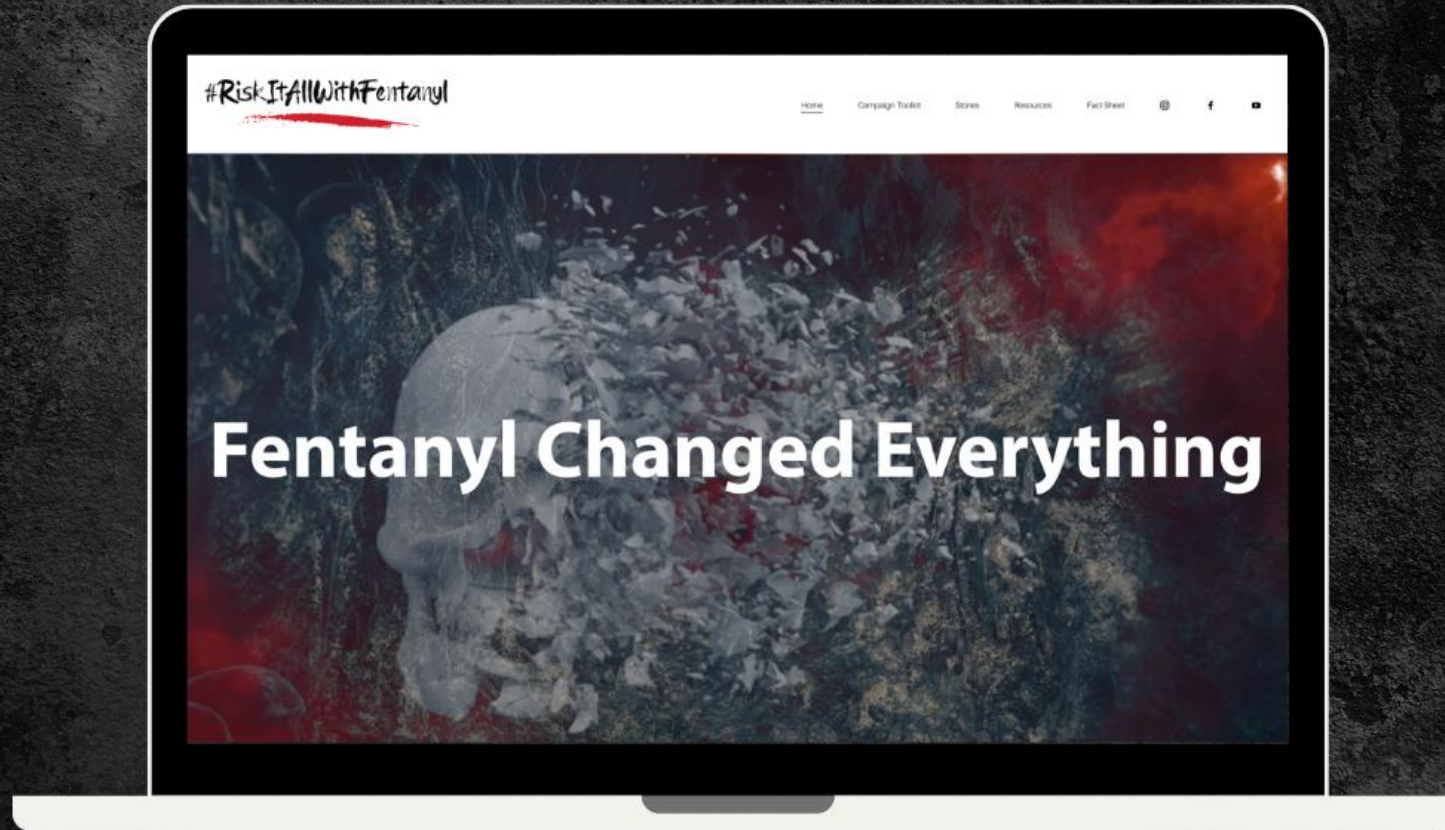


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Youth Focus Groups

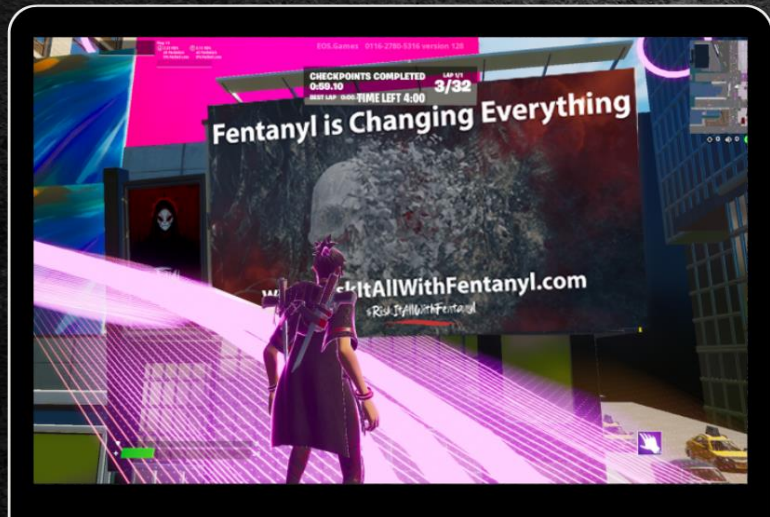


RiskItAllWithFentanyl.com

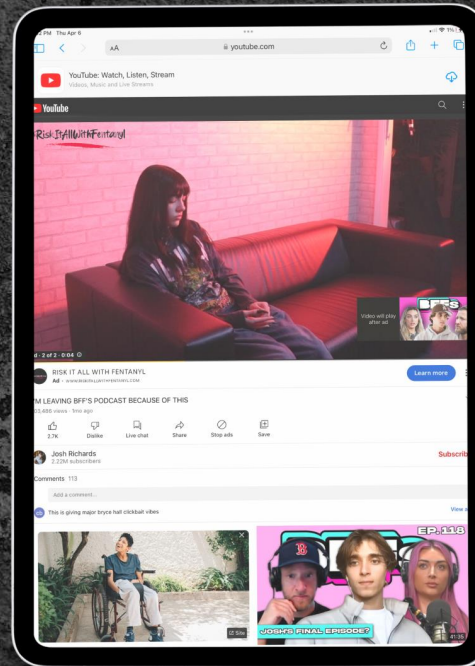


#RiskItAllWithFentanyl

TT/YT/TikTok, YouTube and In Game Ads



In Game Advertising



YouTube Advertising



TikTok Advertising

#RiskItAllWithFentanyl

Grassroots Efforts



#RiskItAllWithFentanyl

Fentanyl is Changing Everything Video



#RiskItAllWithFentanyl



Fentanyl is Changing Everything

Sitting here now, you might think *"I'll never take drugs, but this is a prescription pill – people take them all the time."*

The problem is you don't know where this one came from. Chances are it didn't come from someplace legit, and it could be laced with a *lethal amount of fentanyl.*

You can't even tell if a pill is real or fake because *fentanyl doesn't change the smell, taste or texture.*

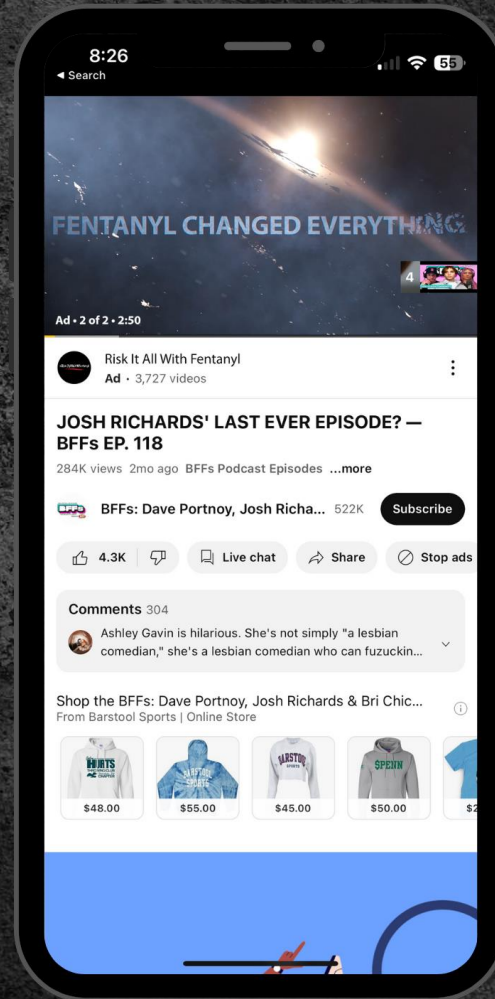
So, check out the videos and social posts at www.RiskItAllWithFentanyl.com. Together we can keep your friends and loved ones safe from this dangerous drug.

#RiskItAllWithFentanyl

Fentanyl is Changing Everything Print Ad

#RiskItAllWithFentanyl

Fentanyl is Changing Everything YouTube Ad



#RiskItAllWithFentanyl



It Only Takes Once Video

#RiskItAllWithFentanyl

It Only Takes Once



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#RiskItAllWithFentanyl

It Only Takes Once Print Ad

#RiskItAllWithFentanyl

It Only Takes Once TikTok Ad



#RiskItAllWithFentanyl

I Really Miss Him Video

FENTANYL

#RiskItAllWithFentanyl

"I really miss him."



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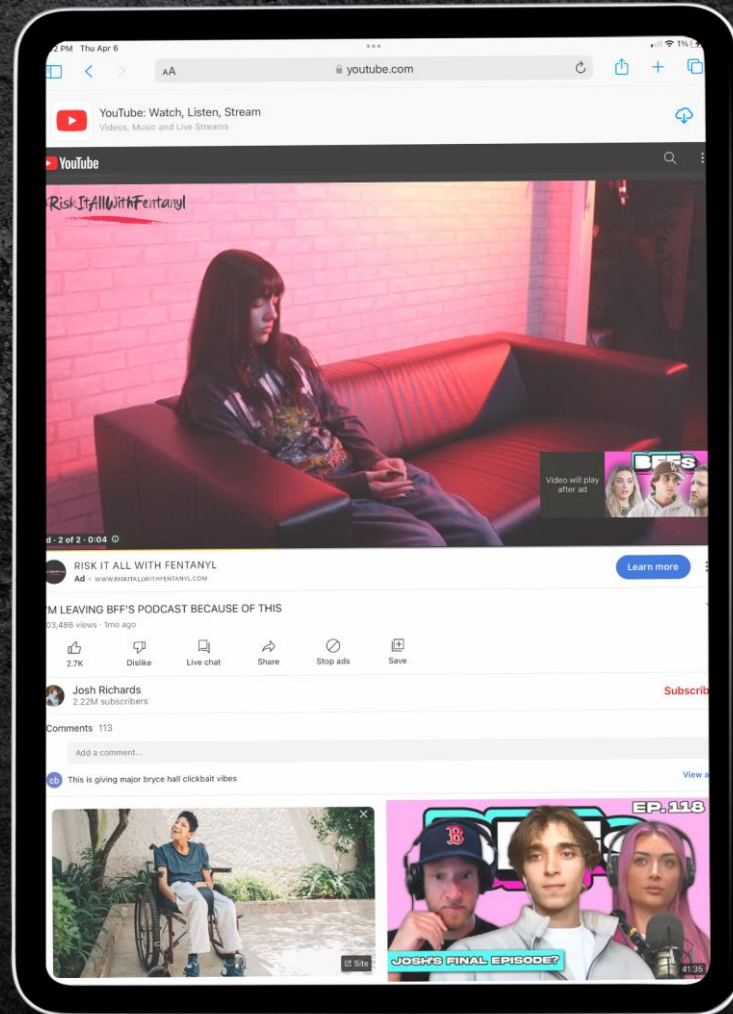
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#RiskItAllWithFentanyl

I Really Miss Him Print Ad

#RiskItAllWithFentanyl

I Really Miss Him YouTube Ad



#RiskItAllWithFentanyl

Visit Our Website, Share Resources

#RiskItAllWithFentanyl

We pledge to:

Learn all we can

Share all we learn

Work together to save lives

www.RiskItAllWithFentanyl.com



#RiskItAllWithFentanyl

What is Happening Locally? Regional Law Enforcement Panel

Moderator: City Councilwoman Nancy Brune, PhD

Panelists:

ASAC Kevin Adams, DEA Las Vegas District Office

Chief Hollie Chadwick, PhD, City of Henderson Police

Captain Branden Clarkson, Las Vegas Metropolitan Police





Fentanyl Safety for First Responders

Sean Friedland, Medical Services Officer,
Henderson Fire Department

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Key Takeaways & To-Do's

- Contact can be dangerous, but not necessarily lethal
- PPE Will absolutely protect you when used appropriately

If contact has been made via:

- Skin: Wash hands with soap and water
- Eyes: If possible, irrigate
- Mouth: Contact EMS
- Inhalation: Contact EMS



Staying Safe Out There

- Utilize issued PPE
- Avoid contact with unknown materials
- Follow your agency's exposure and decontamination protocols/ policies
- If you suspect contact with fentanyl, contact EMS and utilize Narcan



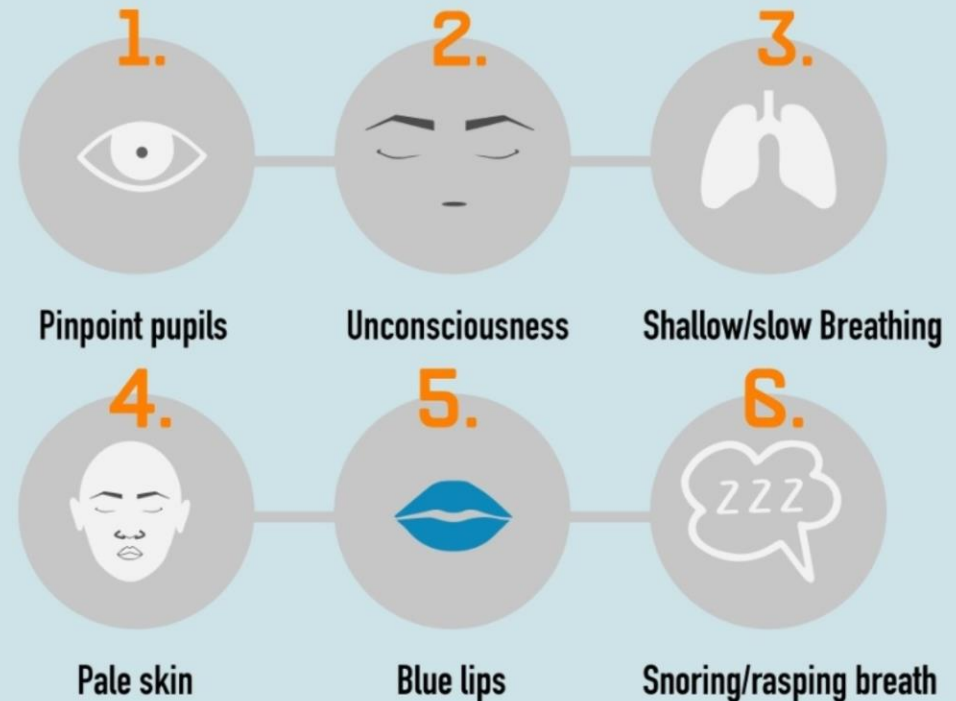
NOTICE

**PPE REQUIRED
BEYOND
THIS POINT**

Signs of Overdose

- Drowsiness
- Unconscious and unresponsive
- Slow or absent breathing
- Pupils are constricted or “pinpoint”
- Pale, cold, and clammy skin
- Bluish lips or fingernails

SIGNS OF OPIOID OVERDOSE

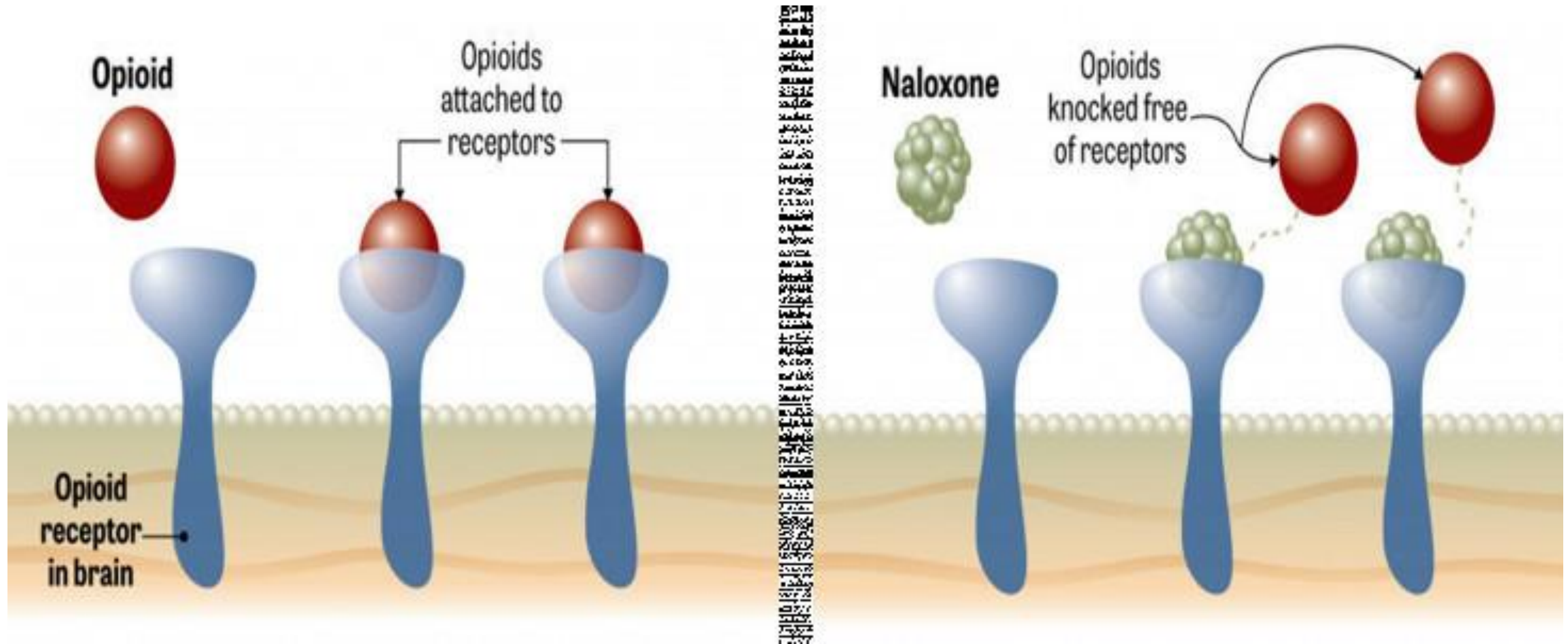


Narcan Saves Lives

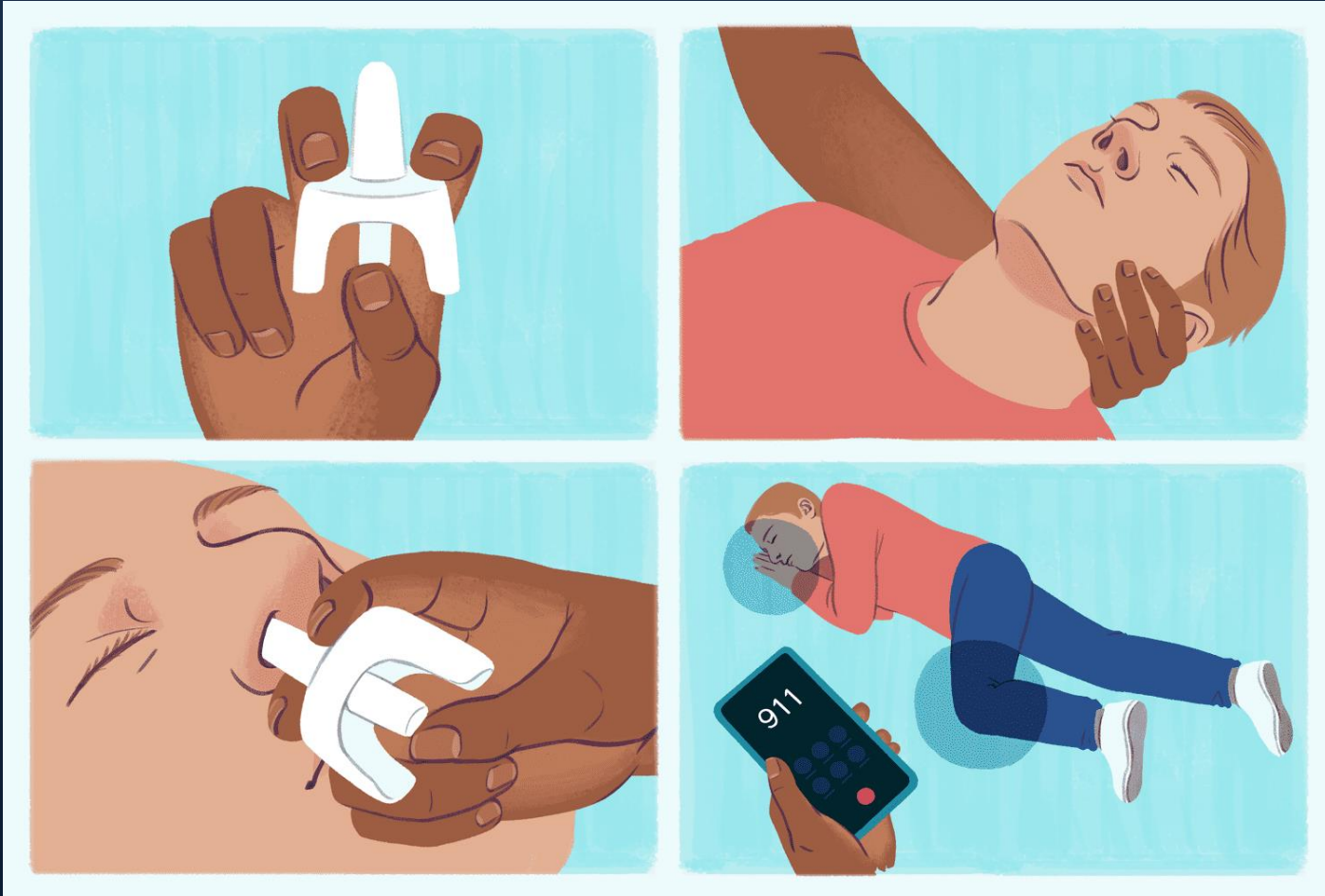


- Narcotic antagonist
- Easy and safe to administer
- First FDA Approved naloxone product approved for over-the-counter use without a prescription

The Neuroscience



How to use it



- Remove from package
- Insert into either nostril
- Firmly depress plunger to release medication
- Repeat if patient has no response after 3 minutes or until EMS arrives

Introduction of Attorney General

City of North Las Vegas Mayor
Pamela Goynes-Brown



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Opioid Settlements

One Nevada Agreement and the Substance Use Response Group

Nevada Attorney General Aaron Ford

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Introduction of Dr. Timothy Jeider

Jamie Ross, PACT Coalition Executive Director

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Addicted: The Science of Addiction & the Erosion of Teen Mental Health

Dr. Timothy Jeider, Nevada Mental Health

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Closing Remarks and

Invitation to Reception

Stephanie Garcia-Vause, City of Henderson
Chief Strategy Officer/Assistant City Manager

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