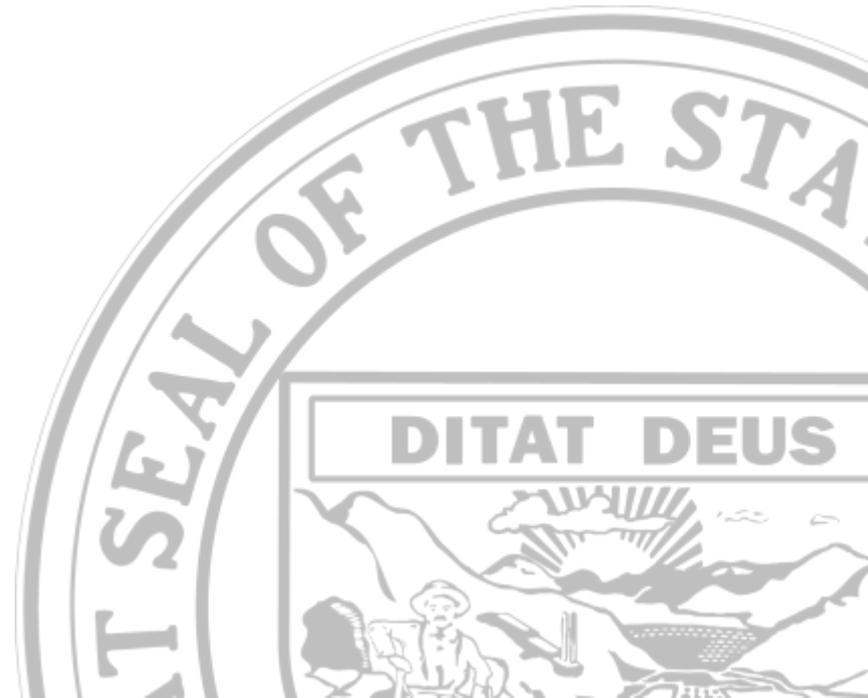
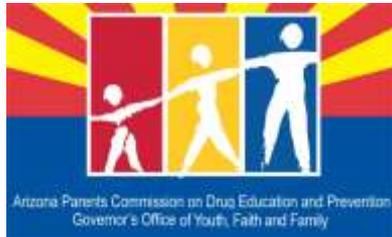


Arizona Parents Commission on Drug Education & Prevention

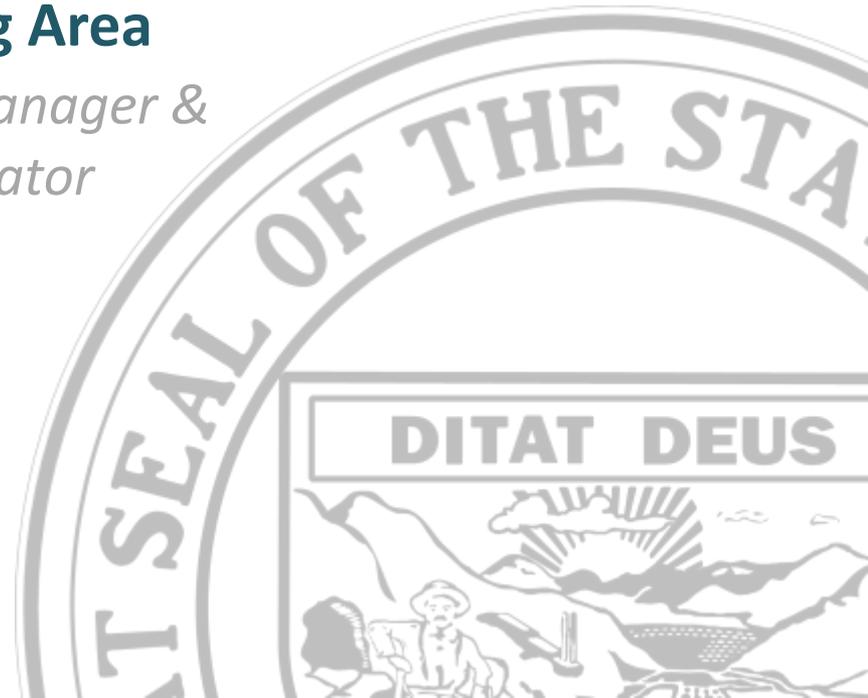
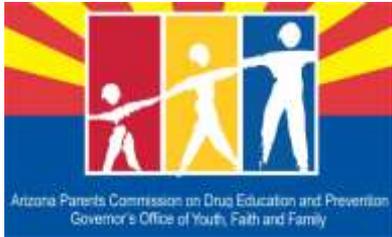
June 8, 2022



Arizona Parents Commission on Drug Education & Prevention

Arizona High Intensity Drug Trafficking Area

*Al Laurita, Investigative Support Center Manager &
Shelly Mowry, Demand Reduction Coordinator*



Arizona Parents Commission on Drug Education & Prevention

Al Laurita

Investigative Support Center Manager

AZ HIDTA

Arizona Parents Commission on Drug Education & Prevention

Al Laurita

Investigative Support Center Manager

AZ HIDTA

Arizona Parents Commission on Drug Education & Prevention

- **2021 - Top Five Drug Threat**
 - **Southwest Border Drug Seizures**
 - **Overdose Death**



Arizona Parents Commission on Drug Education & Prevention

2021 Drug Threat

1 - Fentanyl

2 - Methamphetamine

3 - Cocaine

4 - Heroin

5 – Marijuana / THC



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2021 Drug Threat

- 1 - Fentanyl
- 2 - Methamphetamine
- 3 - Cocaine
- 4 - Heroin
- 5 - Marijuana (THC Derivatives)

2020 Drug Threat

- 1 - Methamphetamine
- 2 - Fentanyl
- 3 - Marijuana (THC Derivatives)
- 4 - Heroin
- 5 - Cocaine

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2021 Drug Threat Southwest Border

	Texas	New Mexico	California	Arizona	Total
<u>Fentanyl Pills</u>	1.3%	1.9%	17%	79.5%	100%
<u>Fentanyl Powder</u>	10.9%	3.1%	53.3%	32.5%	100%
<u>Methamphetamine</u>	25.3%	1.3%	61%	12.4%	100%
<u>Meth Solution</u>	60%	.13%	28%	11.6%	100%
<u>Cocaine</u>	40%	1.3%	52%	8.6%	100%
<u>Heroin</u>	35%	1.9%	44.5%	18.6%	100%
<u>Marijuana / THC</u>	20.2%	3.3%	71.3%	5.2%	100%

Arizona Parents Commission on Drug Education & Prevention



Drug Overdose Deaths in the U.S. Top 100,000 Annually

For Immediate Release: November 17, 2021

Contact: CDC, National Center for Health Statistics, Office of Communication (301) 458-4800

E-mail: paoquery@cdc.gov

Provisional data from CDC's National Center for Health Statistics indicate that there were an **estimated 100,306 drug overdose deaths** in the United States during 12-month period ending in April 2021, **an increase of 28.5%** from the 78,056 deaths during the same period the year before.

The new data documents that estimated **overdose deaths from opioids increased to 75,673** in the 12-month period ending in April 2021, up from 56,064 the year before. **Overdose deaths from synthetic opioids (primarily fentanyl) and psychostimulants such as methamphetamine also increased** in the 12-month period ending in April 2021. **Cocaine deaths also increased**, as did deaths from **natural and semi-synthetic opioids (such as prescription pain medication).**

Arizona Parents Commission on Drug Education & Prevention

Snapchat



Arizona Parents Commission on Drug Education & Prevention

Tetrahydrocannabinol (THC)

THC is the main psychoactive compound in cannabis that produces the high sensation. It can be consumed by smoking cannabis. It's also available in oils, edibles, tinctures, capsules, and more.



The background features a large, faded circular logo for the Arizona High Intensity Drug Trafficking Action (HIDTA). The logo contains a central emblem with a scale of justice and a torch, surrounded by the text "ARIZONA HIDTA" at the top and "HIGH INTENSITY DRUG TRAFFICKING ACTION" at the bottom.

QUESTIONS?

The Rise of Fentanyl

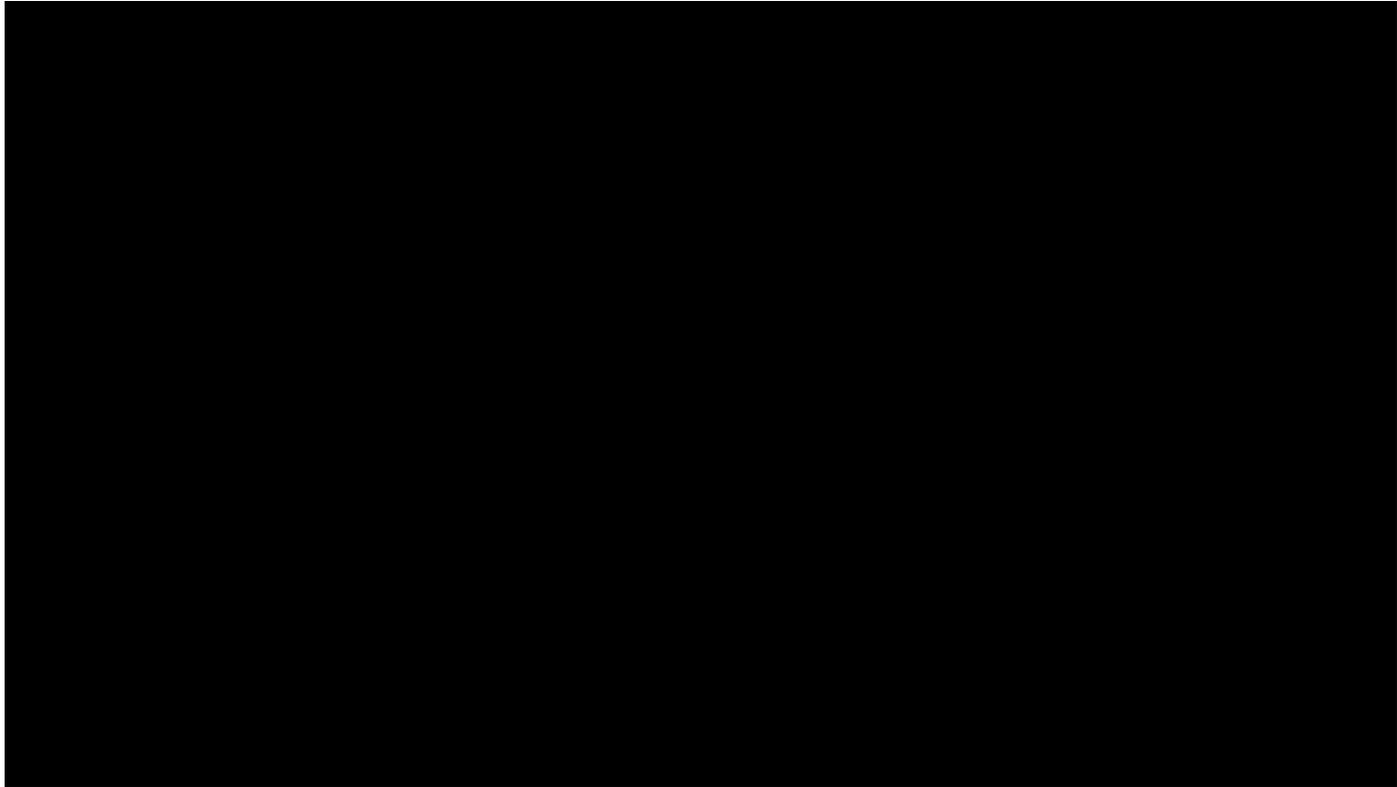
Saving Lives by
Moving Communities
from Understanding
to **Action**



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Ethan's Story



AZ PEDIATRIC FATALITY REVIEW 2020

Released November 15, 2021

DEATHS IN CHILDREN 0-17

Direct Covid Related Deaths = 12



Substance Use Related Deaths

Substance use related deaths are where the child or any individual involved in the death of the child used or abused substances, such as alcohol, illegal drugs, and/or prescription drugs and this substance use was a direct or contributing factor in the child's death. See glossary for further explanation.



There were 157 substance use related deaths in 2020.



There was a 32% increase in the substance use related death rate from 2019 to 2020.



100% of substance use related deaths were preventable.



#1 cause: Poisoning (n= 66)

#2 cause: Firearm (n= 22)

#3 cause: MVC (n= 21)



Of the substance use related deaths, 66% were male and 34% were female.



53% of substance use related deaths occurred in children ages 15-17 years.



American Indian/Alaska Native and Black/African American made up 15% and 13% of substance use related deaths, respectively, but only make up 5% and 8% of the total population, respectively.



Of the 66 poisoning deaths, 60 were opiate overdoses and fentanyl was responsible for 57 of opiate poisonings.

Coalitions Activate in Response to Fentanyl Crisis

- Apache County Youth Council
- BeMedSmart
- Casa Grande Alliance
- Chandler Coalition
- Against Youth Substance Abuse
- Copper Basin Coalition
- Fountain Hills Substance Abuse Prevention Coalition

- Graham County Substance Abuse Coalition
- Help Enrich African American Lives
- HOPE Coconino
- LPKNC
- Marana Prevention Alliance
- MATFORCE

- Mayahuel Prevention Consortium
- Mesa Prevention Alliance
- Mohave Substance Abuse Treatment & Education Partnership
- Nexus Coalition for Drug Prevention
- PAACE Coalition
- Pima County Community Prevention Coalition

- South Mountain W.O.R.K.S. Coalition
- Tempe Coalition to Reduce Underage Drinking and Drug Use
- Safe Out LGBTQ+ Youth Coalition
- Santa Cruz County Drug Free Community Coalition
- Way Out West Coalition



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Fentanyl and Counterfeit Pills Toolkit

27 Community Forums

Toolkit – 4 Tabs

- Fentanyl and Counterfeit Pill Education and Awareness
- Naloxone Education and Awareness
- Youth Resiliency
- Addressing Stigma

Fentanyl and Counterfeit Pill – Education & Awareness

PowerPoints – Adults and Youth

Media Materials

PSA's

Posters

Social Media Creative

Takeaways for Community

Fact Sheets

Talk Tips

Postcards



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Fentanyl – Counterfeit Pill Handouts

Can you tell which pill contains a deadly dose of Fentanyl?



Neither can your child.

Arizona teens and young adults are using their phones to buy and sell counterfeit pills laced with Fentanyl ...

... and they're overdosing at an alarming rate.

Don't wait until it's too late. Here are 3 simple things you can do:

- 1 Talk with your child about **NEVER** taking a pill that's not prescribed to them.
- 2 Monitor your child's texts and social media.
- 3 Get the **FACTS** on Fentanyl at TalkNowAz.com

Even if you don't think your child is taking pills, talking with them could be the reason they never do.



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Today, we will discuss ...



**What is
fentanyl?**



**How big is
the problem?**



**What can we
do?**



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Today, we will talk about three aspects of this issue ... **CLICK**

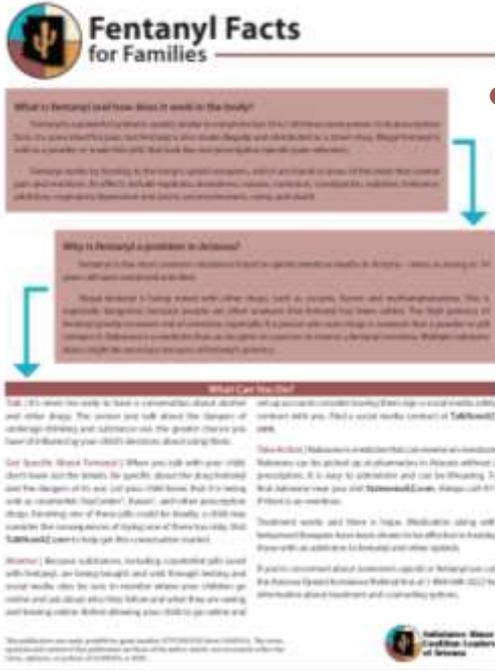
First, we'll take a look at what Fentanyl is to provide you with a better understanding of what this substance is. **CLICK**

Next, we'll talk about how big this problem is and what's driving it. **CLICK**

Finally, what can we do? As family members and as members of a community.

There is important work we can do together to save lives and prevent use.

Fentanyl Facts and One Sheets



Fentanyl Facts for Families

What is Fentanyl and how does it work in the body?

Fentanyl is a powerful synthetic opioid drug that is 50-100 times more potent than morphine. It is used to manage severe pain, but it can be addictive and has a high potential for abuse. Fentanyl is often used in combination with other drugs, such as benzodiazepines, which can increase the risk of overdose and death.

Why is Fentanyl a problem in Arizona?

Fentanyl is the most common substance used in opioid overdose deaths in Arizona. It is easy to obtain and can be hidden in everyday items, such as pills, patches, and creams. Fentanyl is also often used in combination with other drugs, such as benzodiazepines, which can increase the risk of overdose and death.

What Can You Do?

Get tested for fentanyl. If you are taking any medication, ask your doctor if it contains fentanyl. If you are taking any medication, ask your doctor if it contains fentanyl. If you are taking any medication, ask your doctor if it contains fentanyl.

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- Fentanyl Facts
 - Families
 - Pediatricians
 - Older Adults
 - Young Adults
 - Schools
 - Behavioral Health



Datos del Fentanilo para Familias

¿Qué es el fentanilo y cómo actúa en el cuerpo?

Fentanilo es un potente opiáceo sintético, 50 a 100 veces más potente que la morfina. Se utiliza para manejar el dolor severo, pero puede ser adictivo y tiene un alto potencial de abuso. Fentanilo a menudo se usa en combinación con otros medicamentos, como benzodiazepinas, lo que puede aumentar el riesgo de sobredosis y muerte.

¿Por qué el fentanilo es un problema en Arizona?

Fentanilo es la sustancia más común utilizada en sobredosis de opiáceos en Arizona. Es fácil de obtener y puede estar oculto en objetos cotidianos, como pastillas, parches y cremas. Fentanilo también se usa a menudo en combinación con otros medicamentos, como benzodiazepinas, lo que puede aumentar el riesgo de sobredosis y muerte.

¿Qué Puede Hacer Usted?

Señale a su médico si está tomando cualquier medicamento. Pregunte si contiene fentanilo. Si está tomando cualquier medicamento, pregunte si contiene fentanilo. Si está tomando cualquier medicamento, pregunte si contiene fentanilo.

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Social Media

Can you tell which pill contains a deadly dose of Fentanyl?



Neither can your child.

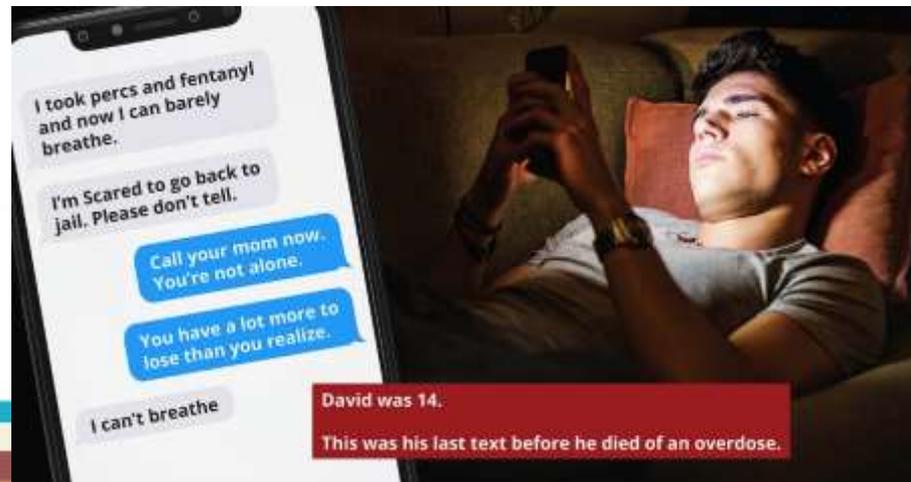


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Meet the new drug dealer in town.

Arizona teens and young adults are using their phones to buy and sell counterfeit pills laced with Fentanyl.

... and they're overdosing at an alarming rate.



Community Outreach



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**Can you tell which
pill contains a deadly
dose of Fentanyl?**

**Neither can
your child.**



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SACLAz.org



EVERY DAY, Arizona youth are buying counterfeit pills laced with Fentanyl through texts and social media.

They're **OVERDOSING** at an alarming rate.

DON'T WAIT until it's too late. Here's what you can do to prevent it:

- 1** Talk with your child about **NEVER** taking a pill that's not prescribed to them.
- 2** **MONITOR** your child's texts and social media.
- 3** Get the **FACTS** on Fentanyl at TalkNowAz.com

Even if you don't think your child is taking pills, talking with them could be the reason they never do.



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2

Agenda

- Introductions
- Pre-Survey
- Snapchat Overview
- Snapchat and Drug Sales
- Online Best Practices
- In-Person Best Practices
- Resources
- Post-Survey



3

Pre-Survey



<https://www.surveymonkey.com/r/SACLAZSnapChatPreSurvey>



4

Do you know what they know?

How do you think youth are obtaining marijuana, alcohol, Rx drugs, and other substances?



Agenda

- Introductions
- Pre-Survey
- Snapchat Overview
- Snapchat and Drug Sales
- Online Best Practices
- In-Person Best Practices
- Resources
- Post-Survey



(*Note: Snapchat Overview, Snapchat and Drug Sales, Online Best Practices, In-Person Best Practices each have subtopics under these headings within the presentation).

Throughout this presentation we are going to explore all aspects of Snapchat. We are going to identify the applications origins, the appeal to our youth, who is currently using snapchat and how they are using it, the risk associated with using snapchat, we will hear from law enforcement agencies regarding their encounters with snapchat on criminal cases, we will hear from a family personally impacted, and finally we will talk about what we as professionals, parents, and caretakers can do to protect the youth in our lives.

As we jump into this presentation, I will ask that parents currently with youth attending and anyone under the age of 18 to please excuse themselves as the content is not meant for youth.

Naloxone and the Good Samaritan Law Tab



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Community Awareness

you have the
POWER
to save a **Life.**



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SAVE A LIFE

WITH *NALOXONE* YOU CAN
**SAVE YOUR
BROTHER'S LIFE.**



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Naloxone Cards



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WHAT IS NALOXONE?

Naloxone is a medication designed to rapidly reverse an opioid overdose. It can very quickly restore normal respiration to a person whose breathing has slowed or stopped as a result of overdosing with fentanyl, heroin, or prescription opioid pain medications. Always call **911** if someone is overdosing. Naloxone is a **TEMPORARY** treatment and medical attention is critical.

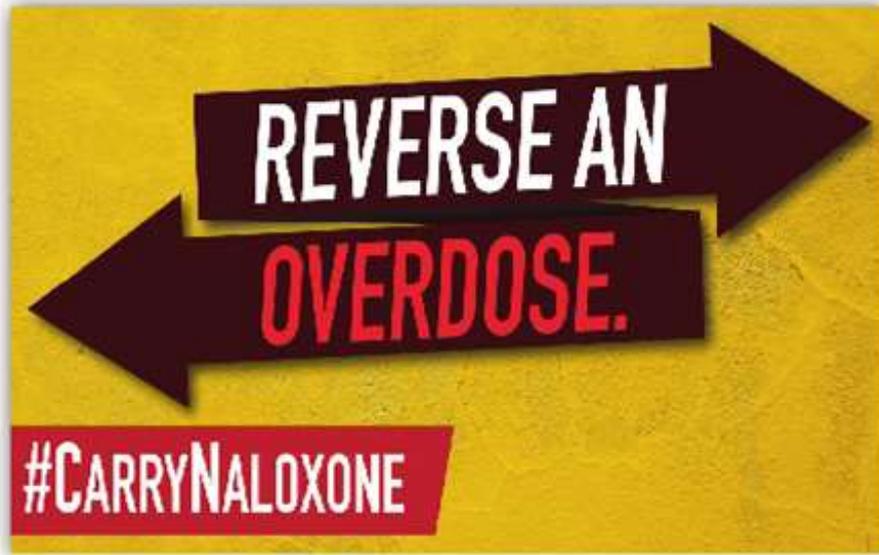
¿QUÉ ES NALOXONA?

Naloxona es un medicamento diseñado para revertir rápidamente una sobredosis por opioides. Puede restaurar rápidamente la respiración normal a una persona que su ritmo respiratorio ha disminuido o se ha detenido como resultado de una sobredosis por fentanilo, heroína, o analgésicos opioides recetados. Siempre llame al **911** si alguien está pasando por una sobredosis. Naloxona es un tratamiento **TEMPORAL** y la atención médica es crítica.



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A Naloxone Presentation



**Community
Naloxone
and
Overdose
Training**



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How to Use Naloxone

1. Remove nasal spray from box
2. Open the packaging
3. Hold the nasal spray with your thumb on the bottom of the plunger and your first and middle fingers on either side of the nozzle
4. Insert the tip of the nozzle in either nostril
5. Press the plunger firmly to give the dose
6. If no reaction in 2-3 minutes or person stops breathing again, give second dose in OTHER nostril using a new device



Stay with the person. Naloxone loses it's effect in 30 - 60 minutes and the symptoms may return.

The combination of you and naloxone can help save lives in our community.

How to Respond to an Overdose

What does an overdose look like?

Loss of consciousness
Shallow/no breathing or gurgling sound
Pale/blue cold skin
Small or pinpoint pupils
NO response to stimulation
(Source: CDC.gov)

What if someone is experiencing an overdose?

1. Ask LOUDLY, "Are you ok?"
2. Perform a sternum rub
3. Check for signs of breathing
4. Administer naloxone
5. Call 9-1-1 immediately after administering naloxone
6. Perform CPR until professional help arrives

#SaveaLife

Arizona has a Good Samaritan law that provides immunity from arrest when a person calls 9-1-1 for assistance with an overdose.

If you believe someone is experiencing an overdose call 9-1-1 immediately.

Always Call 9-1-1 after administering naloxone

Individuals who have overdosed are being left to die because those around them are afraid to call for help.

The Good Samaritan law provides immunity from arrest when a person calls 9-1-1 for assistance with an overdose.

For more information visit NaloxoneAZ.com.

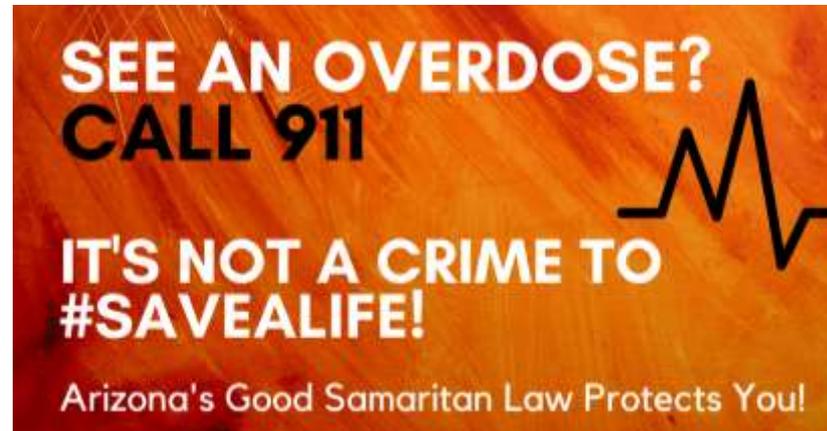
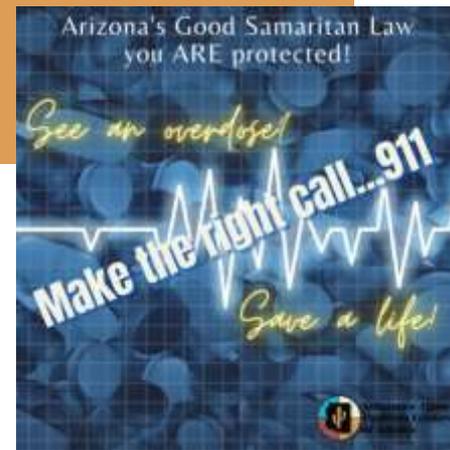
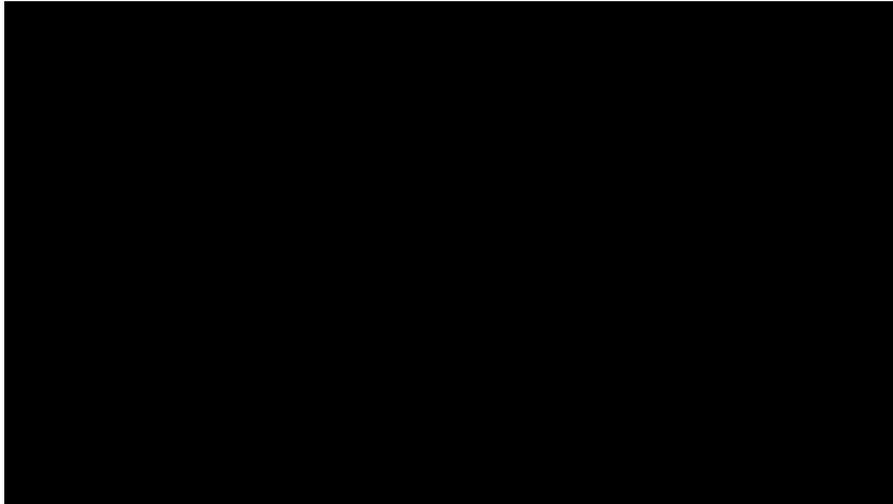


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**Substance Abuse
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Good Samaritan Law



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Media Campaign



**Substance Abuse
Coalition Leaders
of Arizona**



MEDIA SUMMARY

Objective –

To promote [TalkNowAZ.com](https://www.talknowaz.com) as the source for Arizonans to learn about the issue of Fentanyl laced counterfeit pills and what steps they can take with kids or family members regarding this issue. Includes naloxone awareness and education.

This objective was met through targeted radio, outdoor, tv and digital media ads placed in multiple markets across the state to provide **maximum** reach in audience.

MEDIA CAMPAIGN - RADIO

English

- 3 Things
- 30 Seconds
- Just One
- New Drug
- Parents
- Save a Life

Spanish

- 30 Seconds
- Parents
- Save a Life



DIGITAL

Statewide



ARIZONA SPORTS DAILY INSIDER

Listen to ESPN 620 AM at 12:40 pm, for Brewers-Diamondbacks



"Seems that movie before": Suns' miracle lob steals Game 2 from Clippers

The Phoenix Suns won't give the Los Angeles Clippers a better opportunity to beat them like they did Tuesday night, and they still managed to win.



Suns courtside: What it's like to have a full arena waiting on your next words

Suns public address announcer Vince Valotta had 15,645 people waiting anxiously to hear the next words coming out of his mouth after the Valley Dip.

[Read More](#)



Counterfeits can kill.

LEARN WHAT TO DO

Talk Now AZ.

Parents and caregivers have a significant influence on their children's decisions to experiment with alcohol and other drugs. Use that influence to have open, honest conversations that help you connect with your kids. #BeTheInfluence Talk Early. Talk Often.

[Read More](#)

KTAR DAILY CONNECT



Phoenix police report 50% increase in traffic deaths so far this year

The Phoenix Police Department has shed light on recent data that shows an alarming trend continuing on the streets in the city.

Constitutional candidate Matt Salomon wants to face back Arizona's liquor shift

Republican Matt Salomon said one of his motivations in running for governor is to avoid another high-profile Arizona political problem from flaring up in Democratic control.



[Read More](#)



Chase Institute condemns on Instagram for bombing church of Bible

[Read More](#)



Phoenix Fire causes evacuations in neighborhoods across town

[Read More](#)



Arizona lawmakers approve \$100 million for wildfire prevention

[Read More](#)



Counterfeits can kill.

LEARN WHAT TO DO

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Parents and caregivers have a significant influence on their children's decisions to experiment with alcohol and other drugs. Use that influence to have open, honest conversations that help you connect with your kids. #BeTheInfluence Talk Early. Talk Often.

[Read More](#)





OUTDOOR

Valley, Tucson, Yuma – 19 Billboard Locations



“This was an extremely important and informative campaign that aired in our market, especially with us located so close to the US Border and Fentanyl being a huge issue here. I'm glad to have been a part of this initiative to educate the community.”

Yuma Media Representative

Which has the Deadly Dose of Fentanyl?



Counterfeits Kill

TalkNowAZ.com

LAMAR

¡REVIERTE UNA SOBREDOSIS!

NALOXONEAZ.COM

#CARRYNALOXONE

Authoritative Source
of Evidence-Based
Information

REVERSE AN OVERDOSE.

NALOXONEAZ.COM

#CARRYNALOXONE

Authoritative Source
of Evidence-Based
Information

Which has the Deadly Dose of Fentanyl?

Counterfeits Kill

TalkNowAZ.com

The pill on the left is a genuine fentanyl pill. The pill on the right is a counterfeit pill that contains a lethal dose of fentanyl.

¿Cuál tiene la dosis mortal de fentanilo?

¡Falsificaciones matan!

TalkNowAZ.com

The pill on the left is a genuine fentanyl pill. The pill on the right is a counterfeit pill that contains a lethal dose of fentanyl.

¡El fentanilo es FATAL!

¡Una pastilla puede matar!

TalkNowAZ.com

The pill on the left is a genuine fentanyl pill. The pill on the right is a counterfeit pill that contains a lethal dose of fentanyl.

Fentanyl is FATAL

One Pill Can Kill

TalkNowAZ.com

The pill on the left is a genuine fentanyl pill. The pill on the right is a counterfeit pill that contains a lethal dose of fentanyl.



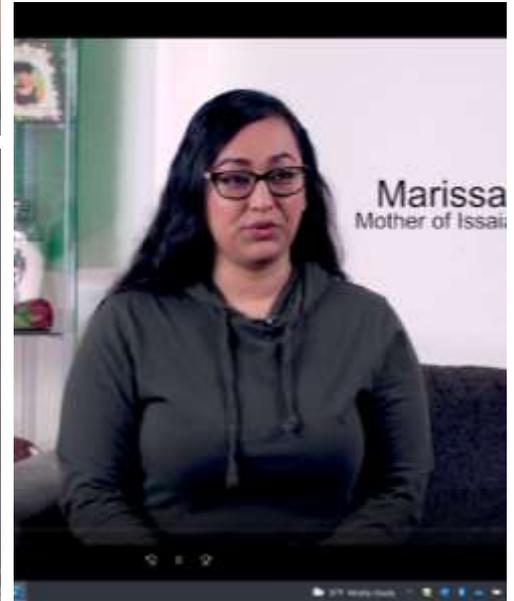
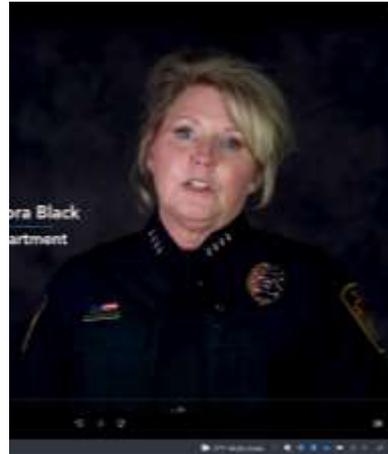
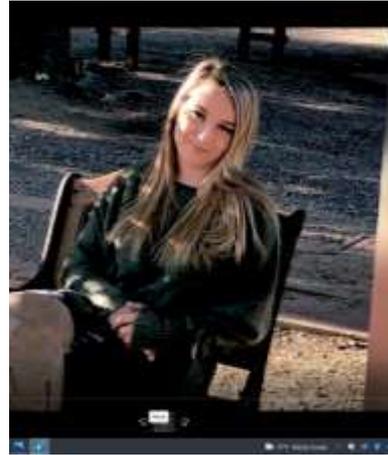
TELEVISION

Statewide

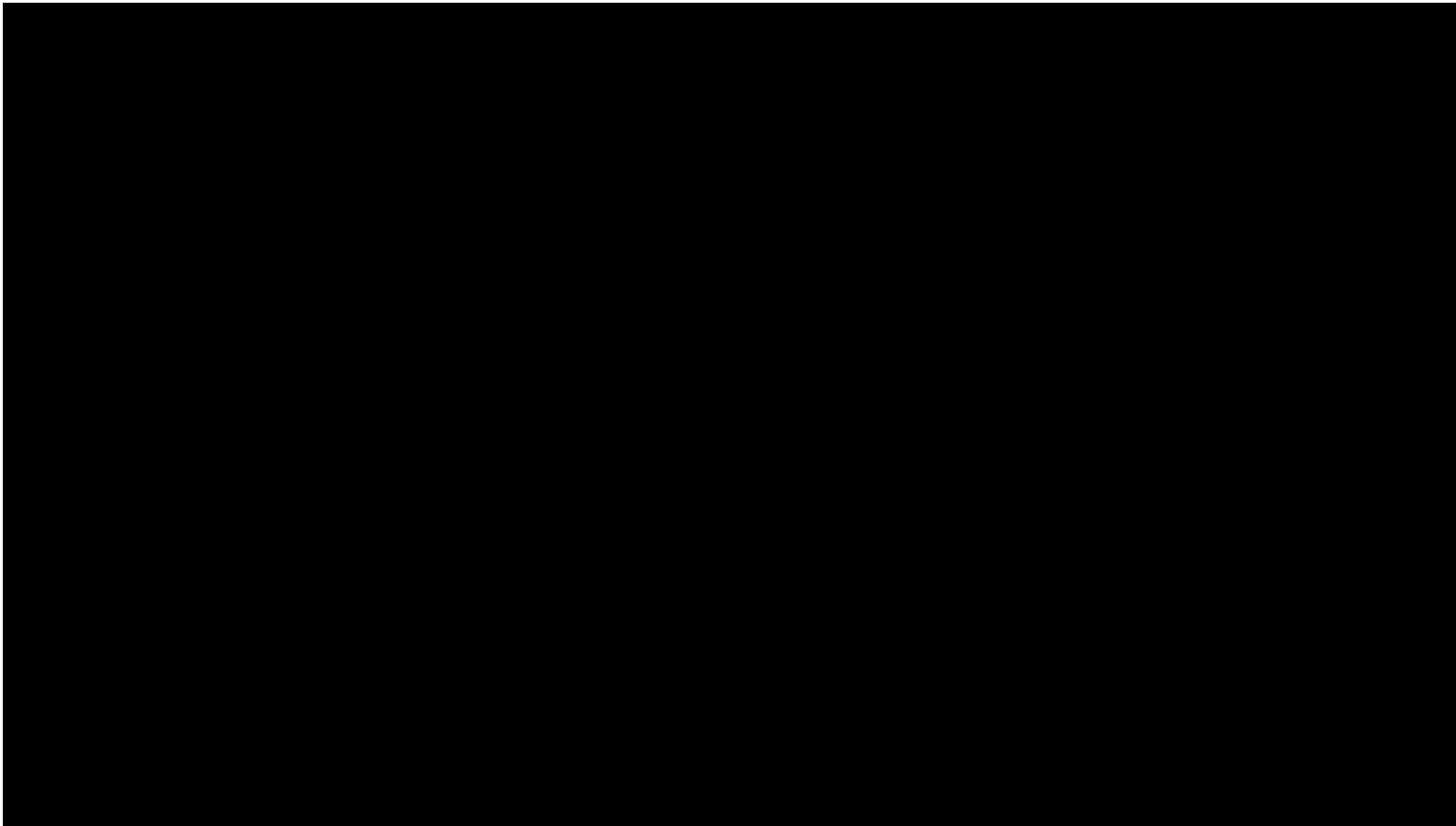


CREATIVE

- Counterfeit Pills/Naloxone
- Testimonials
 - Real-life stories



ISSAIAH'S STORY



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**ARE YOU PREPARED
TO REVERSE AN
OVERDOSE?**

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**WITH NALOXONE YOU CAN
SAVE
A CHILD'S LIFE.**

#CARRYNALOXONE



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Promising

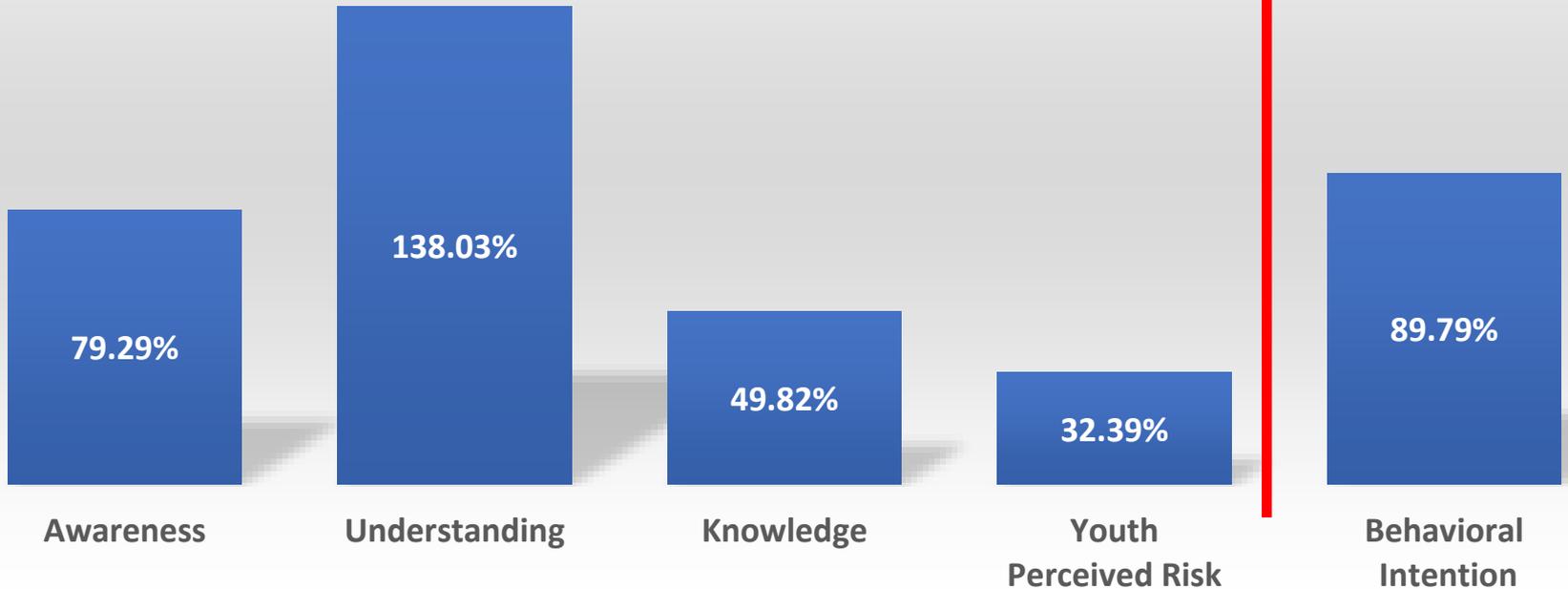
Outcomes



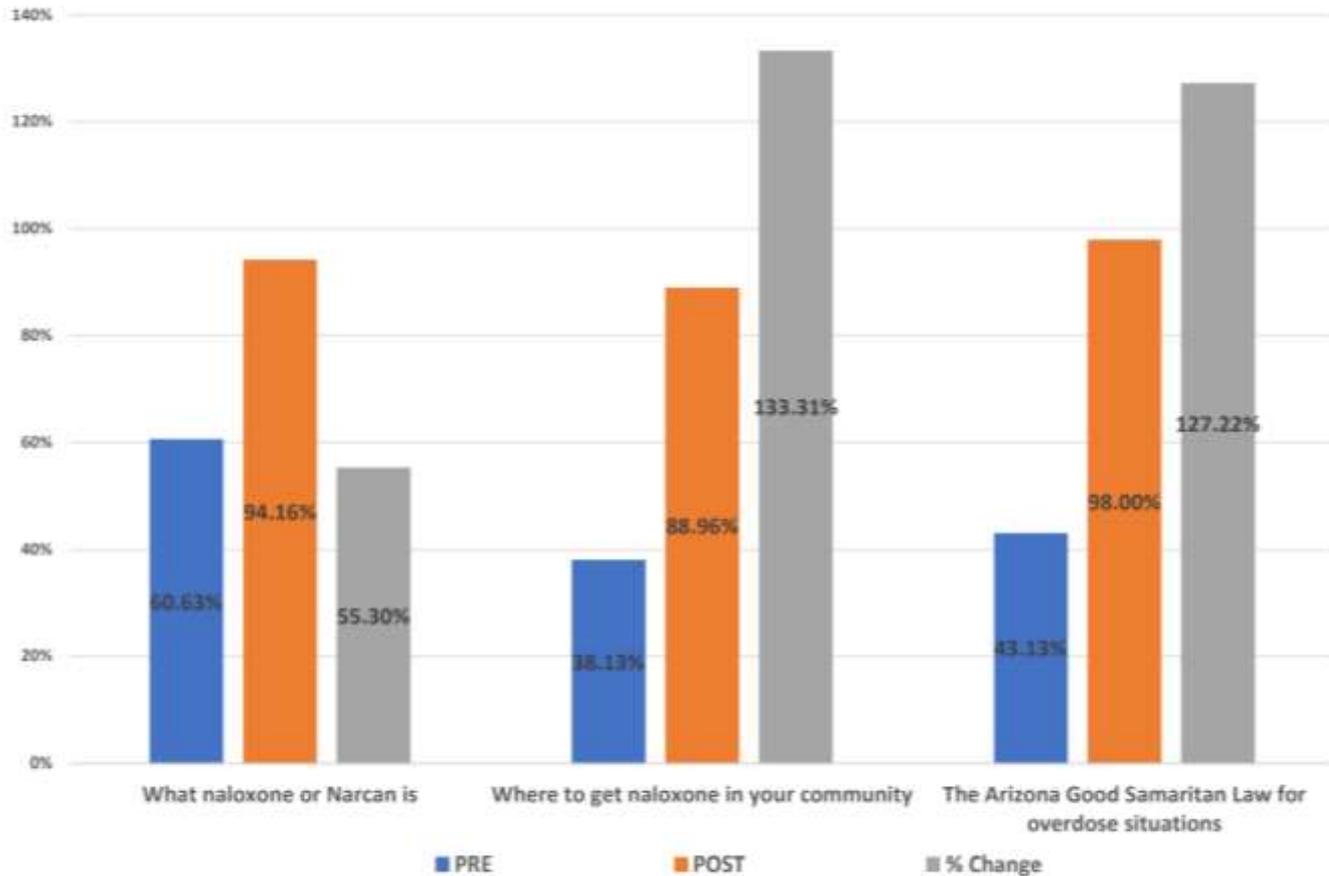
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Education Presentations

Percent Change in Intended Outcomes and Percent of People Indicating Intended Behavioral Change as a Result of the Education



Naloxone Training - Awareness



Impact 2020-2021

- 39% **Decrease** in Non-Fatal Opioid Overdoses 0-17
- 22% **Decrease** in Fatal Opioid Overdoses 0-17
- 18% **Decrease** in Non-Fatal Opioid Overdoses 18-24
- 22% **Decrease** in Fatal Opioid Overdoses 18-24

- As of 5/05/2022 <10 overdose deaths 0-17
- 25 overdose deaths 18-24



 Sessions

