CHEMICAL HEALTH AND HEROIN INITIATIVE

- In Anoka County in 2016, six separate overdoses on heroin occurred within a 12-hour period. Two of the six ended in death.
- Commissioner Rhonda Sivarajah made a commitment to have Anoka County look at how we could provide education, support and prevention around this Drug Crisis.
- Anoka County authorities hosted three forums which included the Sheriff's Office, Attorney's office and MN Adult and Teen Challenge to educate on the dangers of heroin, opiates and prescription painkillers.
- Several Large group stakeholder meetings were held to generate ideas and potential initiative options.

Chemical Health and Heroin Initiative was created.

- Goals, objectives and a workplan were established for each workgroup.
- Anoka County Public Information staff were key to reaching our goals, connecting with the community, parents and students of all ages.
- The workgroups utilized Basecamp, an electronic coordination tool to assist in communicating tasks, sharing innovative ideas & working within a timeline. Link: Basecamp
**Top Secret Workgroup**
Responsible to coordinate with Anoka County schools and Hazelden to offer 4 Top Secret Events which encompassed 8 school districts. During each event, a training or activity regarding substance abuse was provided for the youth.

- *What is the Top-Secret Project?* It is a unique exhibit designed to help parents recognize unfamiliar hazards that are often in plain sight. Using a simulated teenagers bedroom, the interactive exhibit includes hundreds of items seen through an educated lens, could be a signal that there is a problem. Resource Packets were given out to each attendee.

- Community Program Providers participated in a vendor fair to offer additional resources for attendees.

**Resources and Marketing Workgroup**
Responsible for identifying gaps in chemical health education, coordinated educational materials that reduce these gaps, and identify/enhance community strategies targeted to prevent drug use.

Examples of resources on this website include the following:

- Developed the [#HeroinKills](https://www.anokacounty.us/HeroinKills) postcard and Public Service Announcement.
  - Ran PSA in theaters and County website -PSA Videos, #HeroinKills
- Updated County Website- [www.anokacounty.us/#HeroinKills](https://www.anokacounty.us/HeroinKills)
- Developed 4 Chemical Health education videos. Link: [Community Initiative](https://www.anokacounty.us/HeroinKills)
- Get Help Now- Link: [Resources](https://www.anokacounty.us/HeroinKills)
- Opioid Dashboard- One stop shop for all state-wide data related to opioid use, misuse and overdose death prevention. Link: [State Opioid Dashboard](https://www.anokacounty.us/HeroinKills)
Drop-Off Site Workgroup
Responsible to organize a list of the current drop off sites and start advertising as well as educate the importance of safe disposal of prescription medication.

- Contacted pharmacies and police departments to get information on take-back availability. Posted on County website the address, dates and times for drug take-back for each location.
- Sent letter to each Anoka County pharmacy encouraging participation in the Naloxone protocol.

Top Secret Project Workgroup
- Coordinated 4 Top Secret Events. Link: Top Secret Project
- 208 Adults Attended
- 85 Youth Attended

Resources and Marketing Workgroup
- Over 450,000 Theater, Tag and Website views.
- Developed several marketing tools to assist work groups. One example is the Prescription Disposal Flyer. Link: Prescription Disposal

Drop-Off Site Workgroup
- 16 Drop-off locations. Link: Drug Take Back Sites
- Sent 40+ Letters to Pharmacies encouraging participation. Link: Pharmacy Letter

KEY INFORMATION
- Local grass root efforts are very valuable for increased partnership and impact.
- Build on and utilize what is already available. Not everything needs to be created from scratch!
- Tap into State and National efforts when opportunity arises.
- Have usable communication vehicles.
- Assign leaders who have a passion for the work!

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