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

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Investigative Support Center Manager
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• 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
Arizona Parents Commission on Drug Education & Prevention

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
## 2021 Drug Threat Southwest Border

<table>
<thead>
<tr>
<th>Drug Type</th>
<th>Texas</th>
<th>New Mexico</th>
<th>California</th>
<th>Arizona</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fentanyl Pills</td>
<td>1.3%</td>
<td>1.9%</td>
<td>17%</td>
<td>79.5%</td>
<td>100%</td>
</tr>
<tr>
<td>Fentanyl Powder</td>
<td>10.9%</td>
<td>3.1%</td>
<td>53.3%</td>
<td>32.5%</td>
<td>100%</td>
</tr>
<tr>
<td>Methamphetamine</td>
<td>25.3%</td>
<td>1.3%</td>
<td>61%</td>
<td>12.4%</td>
<td>100%</td>
</tr>
<tr>
<td>Meth Solution</td>
<td>60%</td>
<td>.13%</td>
<td>28%</td>
<td>11.6%</td>
<td>100%</td>
</tr>
<tr>
<td>Cocaine</td>
<td>40%</td>
<td>1.3%</td>
<td>52%</td>
<td>8.6%</td>
<td>100%</td>
</tr>
<tr>
<td>Heroin</td>
<td>35%</td>
<td>1.9%</td>
<td>44.5%</td>
<td>18.6%</td>
<td>100%</td>
</tr>
<tr>
<td>Marijuana / THC</td>
<td>20.2%</td>
<td>3.3%</td>
<td>71.3%</td>
<td>5.2%</td>
<td>100%</td>
</tr>
</tbody>
</table>
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
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.
QUESTIONS?
The Rise of Fentanyl

Saving Lives by Moving Communities from Understanding to Action

Substance Abuse Coalition Leaders of Arizona
Ethan’s Story
AZ PEDIATRIC FATALITY REVIEW  2020

Released November 15, 2021
### DEATHS IN CHILDREN 0-17

Direct Covid Related Deaths = 12
## Coalitions Activate in Response to Fentanyl Crisis

<table>
<thead>
<tr>
<th>Coalitions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache County Youth Council</td>
<td></td>
</tr>
<tr>
<td>BeMedSmart</td>
<td></td>
</tr>
<tr>
<td>Casa Grande Alliance</td>
<td></td>
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<tr>
<td>Chandler Coalition</td>
<td></td>
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<tr>
<td>Against Youth Substance Abuse</td>
<td></td>
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<tr>
<td>Copper Basin Coalition</td>
<td></td>
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<tr>
<td>Fountain Hills Substance Abuse Prevention Coalition</td>
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<tr>
<td>Graham County Substance Abuse Coalition</td>
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<tr>
<td>Help Enrich African American Lives</td>
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<tr>
<td>HOPE Coconino</td>
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<tr>
<td>LPKNC</td>
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<tr>
<td>Marana Prevention Alliance</td>
<td></td>
</tr>
<tr>
<td>MATFORCE</td>
<td></td>
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<tr>
<td>Mayahuel Prevention Consortium</td>
<td></td>
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<tr>
<td>Mesa Prevention Alliance</td>
<td></td>
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<tr>
<td>Mohave Substance Abuse Treatment &amp; Education Partnership</td>
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<tr>
<td>Nexus Coalition for Drug Prevention</td>
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<tr>
<td>PAACE Coalition</td>
<td></td>
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<tr>
<td>Pima County Community Prevention Coalition</td>
<td></td>
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<tr>
<td>South Mountain W.O.R.K.S. Coalition</td>
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<tr>
<td>Tempe Coalition to Reduce Underage Drinking and Drug Use</td>
<td></td>
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<tr>
<td>Safe Out LGBTQ+ Youth Coalition</td>
<td></td>
</tr>
<tr>
<td>Santa Cruz County Drug Free Community Coalition</td>
<td></td>
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<tr>
<td>Way Out West Coalition</td>
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</tr>
</tbody>
</table>
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
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.

Substance Abuse Coalition Leaders of Arizona

This publication was made possible by grant number 28480665 from SAMHSA. The views, opinions and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.
Today, we will discuss ...

What is fentanyl?  
How big is the problem?  
What can we do?

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

First, we’ll take a look at what fentanyl is to provide you with a better understanding of what this substance is.

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

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
• Families
• Pediatricians
• Older Adults
• Young Adults
• Schools
• Behavioral Health
Social Media

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

Neither can your child.

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.

I took percs and fentanyl and now I can barely breathe.
I'm scared to go back to jail. Please don't tell.
Call your mom now. You're not alone.
You have a lot more to lose than you realize.
I can't breathe

David was 14.
This was his last text before he died of an overdose.

Substance Abuse Coalition Leaders of Arizona
Can you tell which pill contains a deadly dose of Fentanyl?

Neither can your child.

Substance Abuse Coalition Leaders of Arizona

SACLAz.org

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

They are 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.

Substance Abuse Coalition Leaders of Arizona

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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
Community Awareness

you have the power to save a life.
SAVE A LIFE

WITH NALOXONE YOU CAN
SAVE YOUR
BROTHER’S LIFE.

#CARRYNaloxone

NaloxoneAZ.com

CON NALOXONA PUEDES
SALVAR LA VIDA
DE TU VECINO

NaloxoneAZ.com

WITH NALOXONE YOU CAN
SAVE YOUR
NEIGHBOR’S LIFE.

#CARRYNaloxone

NaloxoneAZ.com

WITH NALOXONE YOU CAN
SAVE YOUR
CHILD’S LIFE.

#CARRYNaloxone

NaloxoneAZ.com
Naloxone Cards

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.
A Naloxone Presentation

REVERSE AN OVERDOSE.

Community Naloxone and Overdose Training

#CARRYNALOXONE
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 its 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

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

#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.
Good Samaritan Law

It's not a crime to #SaveALife

If you see an overdose
Arizona's Good Samaritan Law Protects You!

See an overdose!
Make the right call... 911

See an overdose?
Call 911
It's not a crime to
#SaveALife!

Arizona's Good Samaritan Law Protects You!

Substance Abuse Coalition Leaders of Arizona
Media Campaign
**Objective**
To promote **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

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Things</td>
<td>30 Seconds</td>
</tr>
<tr>
<td>30 Seconds</td>
<td>Parents</td>
</tr>
<tr>
<td>Just One</td>
<td>Save a Life</td>
</tr>
<tr>
<td>New Drug</td>
<td></td>
</tr>
<tr>
<td>Parents</td>
<td></td>
</tr>
<tr>
<td>Save a Life</td>
<td></td>
</tr>
</tbody>
</table>
“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
Which has the Deadly Dose of Fentanyl?
Counterfeits Kill
TalkNowAZ.com

Fentanyl is FATAL
One Pill Can Kill
TalkNowAZ.com
TELEVISION

Statewide
CREATIVE

- Counterfeit Pills/Naloxone
- Testimonials
  - Real-life stories
ISSAIAH’S STORY
SAVE A LIFE

WITH NALOXONE YOU CAN
SAVE YOUR BROTHER’S LIFE.

#CarryNaloxone

NaloxoneAZ.com

CON NALOXONE PUEDES
SALVAR LA VIDA DE TU VECINO

NaloxoneAZ.com
ARE YOU PREPARED TO REVERSE AN OVERDOSE?
#CARRYNALOXONE

WITH NALOXONE YOU CAN SAVE A CHILD'S LIFE.
#CARRYNALOXONE

NaloxoneAZ.com

This publication was made possible by grant number SUB3000.002 from SAMHSA. The views, opinions, and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.
Promising

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

- Awareness: 79.29%
- Understanding: 138.03%
- Knowledge: 49.82%
- Youth Perceived Risk: 32.39%
- Behavioral Intention: 89.79%
Naloxone Training - Awareness

- What naloxone or Narcan is: Pre: 60.63%, Post: 55.30%
- Where to get naloxone in your community: Pre: 38.13%, Post: 88.96%
- The Arizona Good Samaritan Law for overdose situations: Pre: 43.13%, Post: 98.00%

% Change:
- What naloxone or Narcan is: 94.16%
- Where to get naloxone in your community: 133.31%
- The Arizona Good Samaritan Law for overdose situations: 127.22%
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