Zoom Webinar Tips

- Everyone is muted, except presenters and panelists
- Use the Q&A button to ask questions, read answers, and share your thoughts
- Use the globe icon to select Spanish interpretation

- The Town Hall is being recorded and will be available along with resources at www.hipscce.org/saferx
Fentanyl Town Hall
&
Listening Session

Monday April 25, 2022
6:00 - 7:00 pm

SafeRx Santa Cruz County
Content Warning

This presentation contains images of drugs and drug paraphernalia and discussion of overdose and death that might be emotionally difficult or triggering for some people.

Please take care of yourself in whatever way you need during the session.
Panelists

Alex Threlfall, MD, Chief of Psychiatry Santa Cruz County Behavioral Health

Anthony Jordan, MPA, CADC III-CA, Santa Cruz County Director of Substance Use Disorder Services

Lt. Carter Jones, Santa Cruz Police Department

Dave Ghilarducci, MD, MPH Deputy County Public Health Officer

Jennifer Buesing, Director of School Safety, Santa Cruz County Office of Education

Jen Hastings, MD, SafeRx Physician Consultant

Jennifer Herrera, MPH, RN Santa Cruz Health Services Agency (HSA)

Johanna Schonfield JD, Santa Cruz County Supervising Assistant District Attorney

Kristen O’Connor RN BSN CARN, Certified Addiction Registered Nurse, Office Based Addiction Program Manager at Santa Cruz Community Health

Rita Hewitt, MPH, CPhT, SafeRx Program Manager

Stephany Fiore, MD, Santa Cruz County Sheriff-Coroner’s Office
“A true community is not just about being geographically close to someone or part of the same social web network. It’s about feeling connected and responsible for what happens. Humanity is our ultimate community, and everyone plays a crucial role.”

Yehuda Berg
We need to talk about it

1. Fentanyl is here

   Since 2019, Santa Cruz County has experienced the arrival of fentanyl into our drug supply

2. Fentanyl does not discriminate. It is an extremely potent opioid and is causing deaths from overdose and poisonings

   Community members are dying - from high school students to unsuspecting adults to seasoned users
What is Fentanyl?

- Extremely potent opioid, initially developed to manage severe pain

Why Fentanyl?

- Cheap to manufacture, simple to make and transport, and easily mixed into other drugs

Just a few grains of fentanyl can be lethal

Fentanyl is 50x more potent than heroin
Accidental Opioid Death Trend Over Time

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<th>Year</th>
<th>Total Cases</th>
<th>Opioid Cases</th>
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<td>44</td>
</tr>
<tr>
<td>2015</td>
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<td>2020</td>
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<td>41</td>
</tr>
<tr>
<td>2021</td>
<td>92</td>
<td>61</td>
</tr>
</tbody>
</table>

Fiore, Santa Cruz County Sheriff-Coroner's Office
Opioid Trends Over Time

Fiore, Santa Cruz County Sheriff-Coroner’s Office
Where or how is it commonly found?

Counterfeit/Fake prescription medications

Laced or cut into drugs
How do people obtain drugs?

- A friend
- A known or unknown dealer
- Social media
- The internet or dark web
Why does anyone use high risk substances?

- Experimentation, curiosity
- Accidental
- Thrill-seeking
- Masking to cover or escape from feelings (self-medicating)
- Current substance dependence or addiction
What are signs that someone might be using drugs, including fentanyl?

- Changes in mood, weight, anxiety, sleep, anger, hygiene
- Missing responsibilities – such as work or school
- Markings on the skin (bruising, scars, wounds, infection, burns) or wearing different clothing to hide the skin
- Decreased participation in usual hobbies/activities
How does fentanyl cause an overdose or poisoning?*

*accidental exposure to fentanyl

An opioid overdose occurs when a person has too much opioid in their system. This causes the brain to stop signaling the body to breathe. There is no urge or stimulus to breathe.
What does a fentanyl overdose emergency or poisoning* look like?

*accidental exposure to fentanyl

- Cannot be woken up or not moving
- Breathing slow or absent
- Choking or coughing, gurgling, or snoring sounds
- Cold or clammy skin
- Dizziness and disorientation
- Pupils extremely small
- Discolouration of lips and nails
How is a fentanyl overdose or poisoning treated?

**Narcan®**
(Naloxone)

- Life-saving effects only last 30-90 minutes
- A person with a fentanyl overdose may need **more than one dose** of naloxone
- **Call 911 for help and stay with them**

Giving Narcan will not cause harm if there are no opioids in their system.
Where can I get Narcan®?

- From your medical provider with a prescription
- From your pharmacy, without a prescription
  - Call ahead to confirm that your pharmacy has it in stock and is able to dispense without a prescription
- Community resources
  - www.hipscc.org/saferx

<table>
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<th>Services</th>
<th>Location</th>
<th>Contact Phone</th>
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<td>Santa Cruz County Health Services</td>
<td>Narcan® available at no cost Also provide: Primary Care Medication for Addiction Treatment</td>
<td>1080 Eastlake Ave, Ste. D, Santa Cruz 1430 Freedom Blvd, Suite D, Watsonville HFHP Coral Street Santa Cruz and 1430 Freedom Blvd Watsonville</td>
<td>831-424-6655 (ext. 6655)</td>
</tr>
<tr>
<td>Santa Cruz Health Centers (SCCH)</td>
<td>Narcan® available at no cost Also provide: Primary Care Medication for Addiction Treatment</td>
<td>The Women's Center 250 Locas Street Santa Cruz East Cliff Family Health Center 23000 East Cliff Dr Santa Cruz SC Mountain Health 9500 Central Ave Ross Lomand</td>
<td>831 - 427 - 3500 x 336 SCCH Call Center Please leave your name and phone number.</td>
</tr>
<tr>
<td>Salud Para La Gente</td>
<td>Need appointment for Narcan® Also provide: Primary Care Addiction Treatment</td>
<td>264 E Beach St, Watsonville</td>
<td>(831)775-0222 or Marquis 831-726-8250 x 1064 M-F 9-5 msg leave message</td>
</tr>
<tr>
<td>Jumu</td>
<td>Narcan® available Also provide: MAC services</td>
<td>1000A Eastline Ave Santa Cruz 284 Peninsula Dr Watsonville</td>
<td>Office Manager: (831) 425-0112 x 312</td>
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VIDEO: How to use Narcan®

https://youtu.be/cssRZEI9ujY

www.hipscc.org/saferx
What can you do?
As a parent, as a community member

- **Get informed.** Learn about Harm Reduction practices and how stigma negatively affects the health of individuals and of our community.

- **Reduce risk around the house.** Secure any prescription medications. Take unused medications to a safe medication disposal site.

- **Carry naloxone and know how to use it.**

- **Have conversations.** If you are concerned about a student, a friend, or family member, talk to them.

- **Learn about resources**
When engaging with someone using substances of concern

DON’T ASK:

“What is wrong with you?”

SHARE THAT YOU CARE:

“I am concerned about you”

THINK:

How can we connect so I can help?
“Let’s Talk” Resources for Parents

High School and Middle School Booklets
In English & In Spanish

I HAVE NEVER HAD A KID IN MY OFFICE WHO SAID, ‘MY PARENTS LISTEN TOO MUCH.’

29% 44%

LETSTALKMARIN.ORG

LETSTALKMARIN.ORG
I choose #CompassionOverStigma because...

"Too many of my former students have died from drug overdoses. They deserved compassion and treatment, not shaming."
— Teacher at Atascadero High School

The voices of Monterey County agree:
Stop the stigma of addiction. Support recovery.

Add your voice to the conversation.
co.monterey.ca.us/compassion

I choose #CompassionOverStigma because...

"Compassion is a choice, a chance to do good. And, if I miss this chance, I may never get it again."
— Male, 8th grade student and friend to those with addiction, Youth Collaborative, Junior Youth Advisory Council member

The voices of Monterey County agree:
Stop the stigma of addiction. Support recovery.

Add your voice to the conversation.
co.monterey.ca.us/compassion

I choose #CompassionOverStigma because...

"I lived in shame from my alcohol use for too long. I deserve recovery and others do too."
— Farm Worker

The voices of Monterey County agree:
Stop the stigma of addiction. Support recovery.

Add your voice to the conversation.
co.monterey.ca.us/compassion
Resources - If you or a loved one needs support

Medication for Addiction Treatment Resource Guide

Padlet with resources
https://padlet.com/SafeRxSCC/2htuyjphzy5g8u2u

www.hipsccc.org/saferx
Time for your Questions and Comments

Panelists

- Alex Threlfall, MD, Chief of Psychiatry, Santa Cruz County Behavioral Health
- Anthony Jordan, Santa Cruz County SUDs Director
- Lt. Carter Jones, Santa Cruz Police Department
- Dave Ghilarducci, MD, MPH, Deputy County Public Health Officer
- Jennifer Buesing, Director of School Safety, Santa Cruz County Office of Education
- Jen Hastings, MD, SafeRx Santa Cruz County
- Jen Herrera, Santa Cruz County Health Services Agency
- Johanna Schonfield, JD, Santa Cruz County Assistant District Attorney
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Contact Information

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Instagram: @saferx.scc
Facebook: @SafeRxSCC
How is a fentanyl overdose or poisoning treated? A short Narcan training

Narcan® (Naloxone)

- Person unresponsive, not breathing, cold
- “I am going to give you Narcan”
- Open package, thumb on plunger, fingers on either side
- Insert far up into one nostril - “knuckles to nose”
- Push plunger to activate spray
- Naloxone will be absorbed rapidly by mucous membranes
- Anticipate response in 2-3 minutes, if not, repeat in other nostril
- A person with a fentanyl overdose may need more than one dose
- Call 911 for help and stay with them

Giving Narcan will not cause harm if there are no opioids in their system.
Current and Future SafeRx - Community Efforts

- Focus on naloxone distribution, awareness, and education
- Partnerships with schools: Naloxone and OD response
- Partnerships with EMS, hospitals
  - OD Maps and Mass OD Spike Plan
- Partnerships with pharmacies
- #CompassionOverStigma
- Focus on Harm Reduction
- Partnerships with Law Enforcement
- Opioid settlement funds: to sustain and expand efforts
- National Drug Takeback
  - April 30, 2022