

## Fentanyl Awareness Campaign

### Overview

The number of fentanyl-related deaths and poisonings among adolescents increased across the country, and drastically in Santa Clara County. The Santa Clara County Office of Education (SCCOE) in partnership with local agencies acted swiftly to inform families and youth about the dangers of illicit fentanyl. Through an awareness and education initiative from spring 2022 to spring 2023, Santa Clara County youth were encouraged to make safe and healthy decisions. The SCCOE promoted, coordinated and hosted a series of Narcan/Naloxone trainings and distributions, which then morphed into sharing informative messaging and resources to two audiences: families (parents & guardians) and youth through multiple channels.

### Research

#### Secondary Informal Research:

- The Santa Clara County Office of Education is part of the Santa Clara County Fentanyl Working Group. The following partners work in collaboration to increase awareness and education about the dangers of illicit fentanyl, and expand prevention practices: the Santa Clara County Board of Supervisors, Santa Clara County Opioid Overdose Prevention Project (SCCOOPP), Santa Clara County Behavioral Health Services Department, the Santa Clara County District Attorney's Office, and families who lost youth to fentanyl poisonings and deaths.
- From [The Mercury News](#): In California, 1 in 5 youth deaths (ages 15 to 24) were the result of fentanyl poisoning or overdose in 2021
- From 2019-2020 fentanyl overdose among youth nearly doubled
- [Since 2020, 159 people under the age of 30 have lost their lives to illicit fentanyl in Santa Clara County](#)
  - [Nation-wide fentanyl is involved in 4 out of 5 Gen Z drug deaths](#)
- [Santa Clara County Specific Information from the County Behavioral Health Services Department:](#)
  - Out of 639 overdose deaths, 416 were fentanyl-involved

### Plan

#### Goal Statement (*high-level*)

In collaboration with the Santa Clara County Fentanyl Working Group and SCCOE Youth Health & Wellness Department, the SCCOE will educate families, youth, and educators about the dangers of illicit fentanyl and where to access life-saving resources.

**Audience (*who are you trying to target with this campaign?*):**

- Youth, middle school-high school age
- Families with youth in their homes
- Educators who work with youth

**Sample Objective Statements (*Who does what for whom by how much and when? These should be SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) Objectives and should measure outcomes (change in behavior, attitude or opinions)*):**

The SCCOE aims to distribute 100 boxes of Narcan/Naloxone at community events to those who attend before the summer break begins in June 2023 in an effort to educate youth about where they may encounter fentanyl and how to make safe decisions.

The SCCOE will encourage districts and schools to support fentanyl prevention efforts by creating a resource guide that highlights policies and procedures to have Naloxone/Narcan available on campuses.

The SCCOE will present media opportunities to help spread awareness of fentanyl overdoses in young people.

**Key Messages**

- Overall: Empower youth with information to make safe and healthy decisions.
- For families with youth in homes:
  - Fentanyl is not like other substances they may have been warned about.
  - Fentanyl does not discriminate.
  - Youth may unknowingly purchase other substances that may contain fentanyl.

**Implementation**

<b>Tactics/Tools (Specific channels)</b>	<b>Deadline</b>	<b>Responsible</b>	<b>Outputs</b>
<p>Naloxone/Narcan training and distribution events</p> <p>Promote through the SCCOE's external newsletter, IMPACT Weekly</p>	<p>First community training &amp; distribution to the community in September 2022</p> <p>Last community training &amp; distribution May 2022</p>	<p>Karess Paulino, Coordinator - Physical Health &amp; Wellness</p> <p>Jasmine Leyva, Manager - Media &amp; Marketing</p>	<p>43 distribution events (including school nurses &amp; educator training that were separate from community training &amp; distribution events)</p> <p>Community training &amp; distributions at Ridder Park location: 3</p> <p>Community training &amp; distributions at South County Annex: 1. This location included Spanish interpretation.</p> <p>Information from <a href="#">this flyer</a> was included in the IMPACT Weekly, which is sent to more than 20,000 subscribers leading up to each training &amp; distribution</p>
<p><a href="#">Social Media</a></p>	<p>Needs to be completed before June 2023 &amp; posts need to be scheduled throughout the 2023 summer</p>	<p>Jasmine Leyva, Manager - Media &amp; Marketing</p>	<p>Social Media Toolkit for 31 Santa Clara County school districts to use</p> <p>Examples: <a href="#">Post July 17 on Instagram</a></p>

			<a href="#">Post May 26 on Instagram</a> <a href="#">Post April 18 on Instagram</a>
<a href="#">Training &amp; Resource Guide</a>	By the start of the 2022-23 school year	Michael Kanemura & Mike Bromberg, Graphic Designers (layout and design)  Karessa Paulino, Coordinator - Physical Health & Wellness (provided content)	Shared with school districts to implement policies & share resources; <a href="#">an update was made in October 2022</a>
San Jose Spotlight (media)	September 2022	Dr. Mary Ann Dewan, County Superintendent of Schools	<a href="#">Superintendent Dr. Dewan's monthly column</a>
Informative Graphic for parents, guardians, educators	December 2022	Debbie Wong, Digital Communications Specialist	<a href="#">Emoji decoder</a> posted to webpage & social media. Was printed and distributed at training & distribution events
India Currents Ad Campaign	Ad campaign scheduled to run throughout October 2022 & in May 2023 to coincide with National Fentanyl Awareness Day	Jasmine Leyva, Manager - Media & Marketing  Mike Bromberg & Allie Pallomera, Graphic Designers	Op-Ed, Social Media Ads, & ads in India Currents' e-newsletter  <a href="#">October 2022</a> <a href="#">May 2023</a>
Santa Clara County Board of Education <a href="#">Resolution</a>	Agendaized for the May 9, 2023 Board of Education Meeting	Jasmine Leyva, Manager - Media & Marketing	The Santa Clara County Board of Education passed the resolution
Updated SCCOE Website to include resources	Completion before National Fentanyl Awareness Day (May 9, 2023)	Debbie Wong, Digital Communications Specialist	<a href="#">Opioid &amp; Naloxone Awareness webpage</a>

		Jasmine Leyva, Manager - Media & Marketing	
Local Media	2022-23 school year, specifically around the times of training and distribution events	Kelly Wylie, Executive Director of Public Affairs Dr. Mary Ann Dewan, County Superintendent of Schools	<a href="#">FOX 2 KTVU - Santa Clara County looks to add overdose-reversal drug Narcan in all high schools</a>  <a href="#">KCBS Radio - Confronting the youth fentanyl crisis</a>  <a href="#">The Campanile - Palo Alto Unified School District partners with the Santa Clara County Office of Education to distribute naloxone kits</a>

**Goal:** In collaboration with the Santa Clara County Fentanyl Working Group and SCCOE Youth Health & Wellness Department, the SCCOE will educate families, youth, and educators about the dangers of illicit fentanyl and where to access life-saving resources.

**Evaluation**

The SCCOE exceeded its goal. Families, youth, and educators have knowledge about the dangers of fentanyl and know it takes a one-time use to lose a life. Resources for the Santa Clara County community continue to be shared and more school districts in Santa Clara County are adopting policies to have Narcan/Naloxone on campus. The approach the SCCOE took became a statewide model, as stated by Senator Dave Cortese. Senator Cortese authored [State Legislation 10 \(SB 10\), known as Melanie’s Law](#), and introduced the legislation in December 2022 with the Santa Clara County Office of Education as a co-sponsor.

**Objectives:**

- The SCCOE aims to distribute 100 boxes of Narcan/Naloxone at community events to those who attend before the summer break begins in June 2023 in an effort to educate youth about where they may encounter fentanyl and how to make safe decisions.
  - **Exceeded & Ongoing:** Data from December 2022, indicated 1,298 boxes of Naloxone were distributed throughout the Santa Clara County learning environments. In partnership with the County Behavioral Health Services Department and SCCOOPP, the SCCOE hosted 43 trainings for local education agencies and the greater community.
- The SCCOE will encourage districts and schools to support fentanyl prevention efforts by creating a resource guide highlighting policies and procedures to have Naloxone/Narcan available on campuses.
  - **Exceeded & Ongoing:** Within the data above, 103 schools were recorded to have Narcan/Naloxone on their campus.
- The SCCOE will present media opportunities to help spread awareness of fentanyl overdoses in young people.
  - The piece from KTVU showcases the partnership between the County Board of Supervisors and the SCCOE. The Board of Supervisors invested a significant amount of money into efforts for education, training and distribution of life-saving resources.
  - The KCBS Radio piece brings a panel of experts together to expand the conversation around substance use among youth, mental health, and why overdoses and poisonings happen amongst youth.
  - The Campanile coverage demonstrates the interest and concern youth have about substance use and illicit fentanyl while acknowledging the efforts of the SCCOE.

**Iterations:** The SCCOE would have reached families and youth directly by going to school sites to host the trainings and distributions. Further coordination would have been needed by access for families should have been a priority.

**Continuation:** In an ongoing effort to prevent the loss of young lives to illicit fentanyl, the SCCOE was a co-sponsor of Senator Cortese's legislation. During the 2023-24 school year, the SCCOE shared its support and encouragement for its passage and signing by the California Governor.