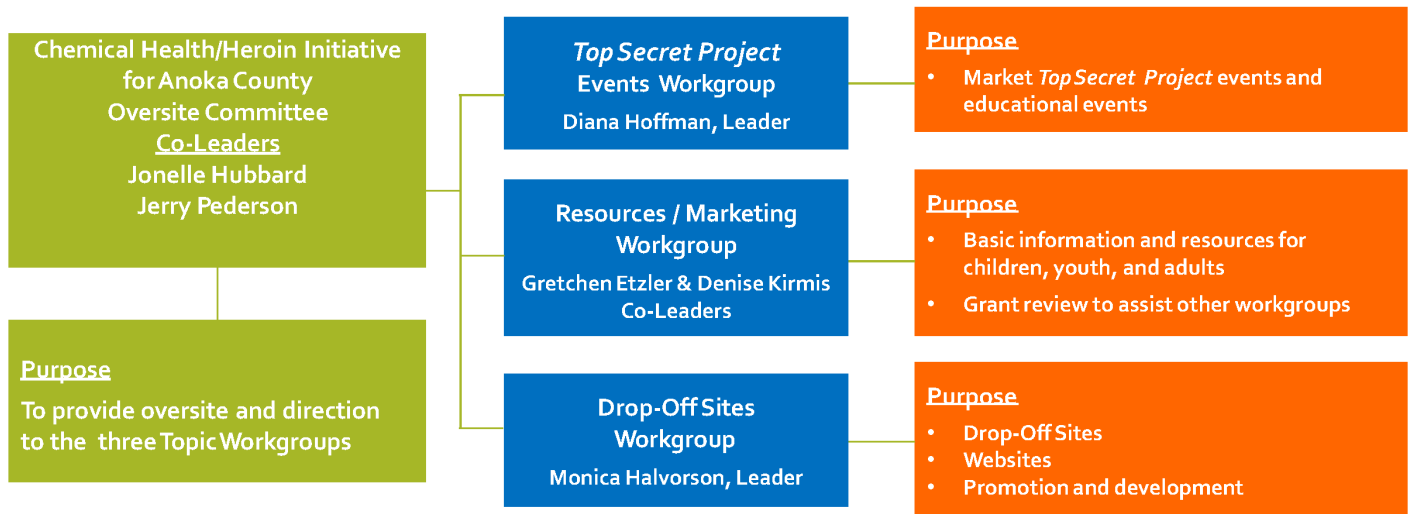




CHEMICAL HEALTH AND HEROIN INITIATIVE

- 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 pain killers.
- 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](#) postcard and Public Service Announcement.
 - Ran PSA in theaters and County website -[PSA Videos](#), [#HeroinKills](#)
- Updated County Website- www.anokacounty.us/#Heroinkills



- Developed 4 Chemical Health education videos. Link: [Community Initiative](#)
- Get Help Now- Link: [Resources](#)
- Opioid Dashboard- One stop shop for all state-wide data related to opioid use, misuse and overdose death prevention. Link: [State Opioid Dashboard](#)

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!

CONTACTS



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