



BOARD ITEM (5/2/23): UPDATE ON OPIOID SETTLEMENT FRAMEWORK IMPLEMENTATION AND PUBLIC MESSAGING CAMPAIGNS

Nicole Esposito, M.D., Chief Population Officer
Katherine Briggs, Chief, Communication & Engagement

Behavioral Health Advisory Board Meeting

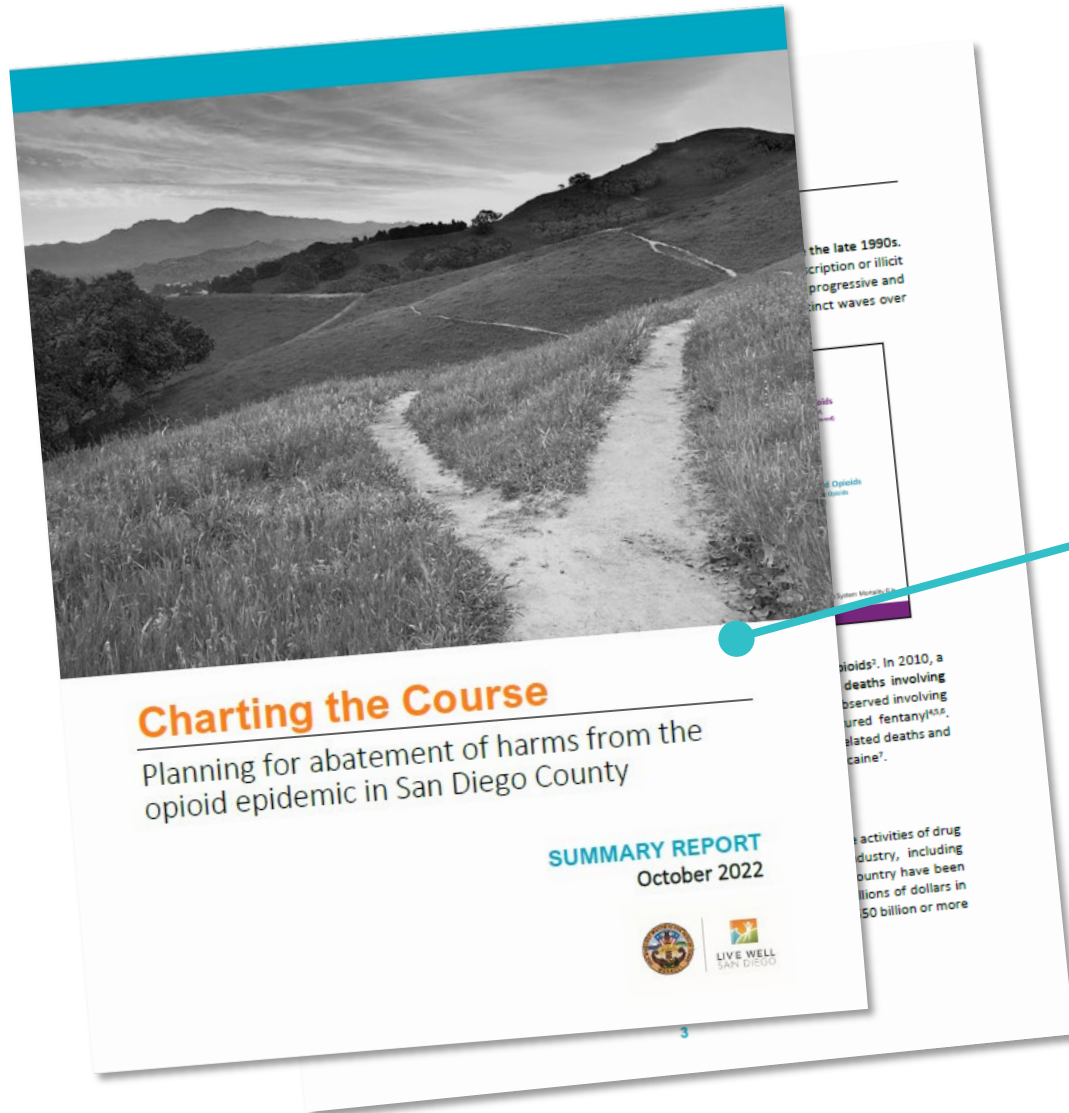
Thursday, April 6, 2023



OPIOID SETTLEMENT FRAMEWORK



LIVE WELL
SAN DIEGO



THREE KEY DOMAINS

1. Healthcare Integration
2. Harm Reduction and Prevention
3. Social Supports

KEY DOMAIN 1: HEALTHCARE INTEGRATION



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- Development and implementation of the San Diego Relay Program
- Execution of two health integration contracts
- Development of a countywide Emergency Medical Response buprenorphine induction program
- Development and integration of an overdose response unit within Behavioral Health Services and Public Health Services

KEY DOMAIN 2: HARM REDUCTION & PREVENTION



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SAN DIEGO

- Expansion of naloxone access and supply
 - Naloxone distribution at community events throughout the region, particularly in rural areas
- Design and implementation of the County's Syringe Services Program and drug checking services
- Community-based trainings and workshops on opioid overdose prevention and illicit fentanyl risks



HARM REDUCTION SERVICES

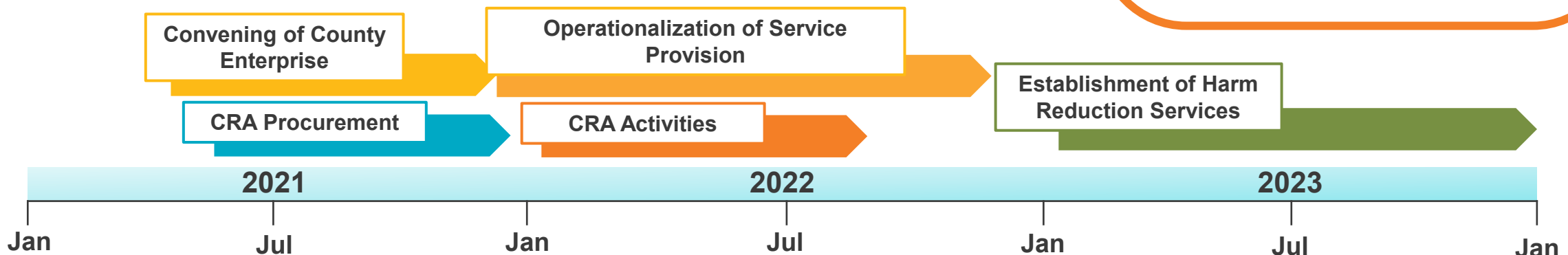


HARM REDUCTION SERVICES ACTION PLAN

- Engage San Diego County stakeholders and residents via the Community Readiness Assessment
- Convene the County Enterprise (PHS, BHS, Sheriff's Department, and Probation Department) around planning and implementation
- Develop policies and procedures for siting, implementing, and monitoring Harm Reduction Services
- Implementation and ongoing evaluation

Community Readiness Assessment

- Gather insight into resident knowledge of harm reduction services
- Identify organizations and groups to support deployment
- Understand community concerns and objections



KEY DOMAIN 3: SOCIAL SUPPORTS



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- Public health messaging, outreach campaigns and targeted naloxone distribution events in coordination with rural and tribal communities
- Integration of peers into programming
- 22 bed Community Harm Reduction Team-designated Safe Haven
- Recovery residence funding expansion



YOUTH ILLICIT FENTANYL AWARENESS CAMPAIGN – DIGITAL

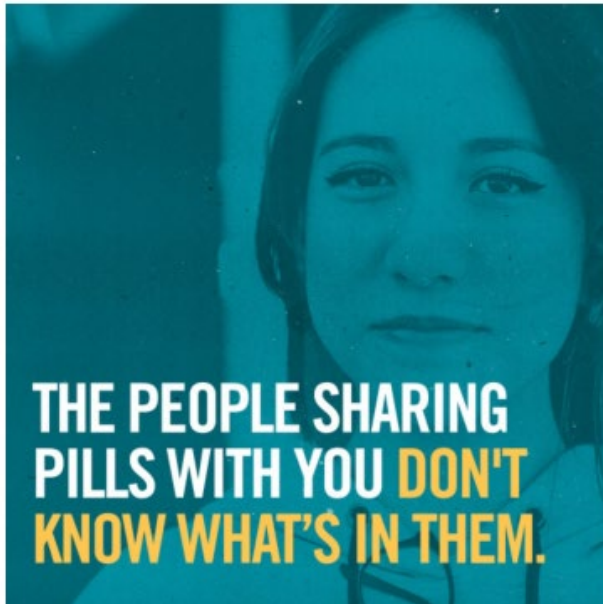


LIVE WELL
SAN DIEGO

Digital Banner
for Twitch
(Gaming)



Carousel Ad Example (Facebook and Instagram)

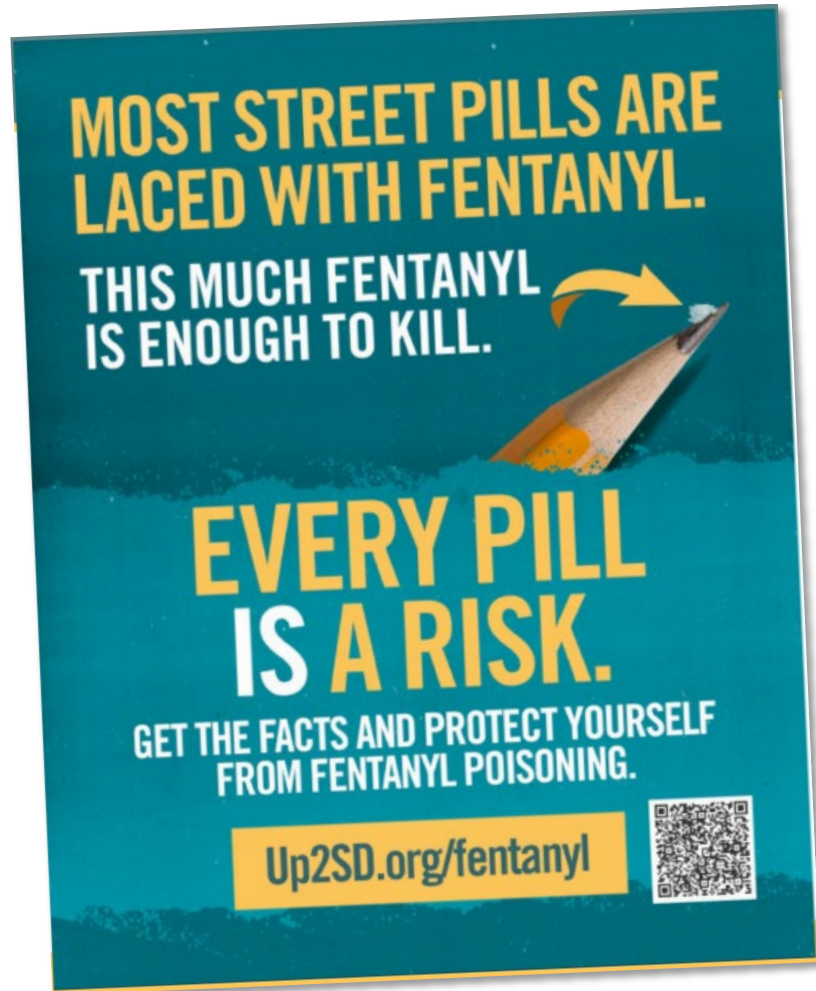


YOUTH ILLICIT FENTANYL AWARENESS CAMPAIGN – SCHOOL SETTINGS



LIVE WELL
SAN DIEGO

In-School Poster Example



Gym Banner Example - Civic Charter High School, San Diego, CA



PARENT ILLICIT FENTANYL AWARENESS CAMPAIGN – DIGITAL



LIVE WELL
SAN DIEGO

Web Click Ad Example



Organic Social Media Ad Example (Facebook and Instagram)



PARENT ILLICIT FENTANYL AWARENESS CAMPAIGN – OUT OF HOME



LIVE WELL
SAN DIEGO

Billboard Examples

OUR YOUTH ARE DYING FROM FENTANYL
Protect kids and teens by talking about fentanyl risks today.

Up2SD.org/fentanyl

NUESTROS JÓVENES ESTÁN MURIENDO DEBIDO AL FENTANILO
Protege hoy a niños y adolescentes hablándoles sobre los riesgos del fentanilo.

Up2SD.org/fentanilo

Newspaper/Print Ad Example

OUR TEENS ARE AT RISK OF FENTANYL POISONING.
It takes the tiniest amount of fentanyl
—just 3 grains of salt—
to cause a fatal overdose.

Up2SD.org/fentanyl
Protect kids and teens by starting the conversation about fentanyl today.



Working with stakeholders to collect input for new materials focusing on:

- Harm reduction for people who use drugs or who are at higher risk of an opioid-related overdose
- General campaign to educate community members on what naloxone is, where they can obtain it, and how to administer

Requesting Board Authority for competitive solicitations to expand and accelerate community-responsive, behavioral health public messaging, outreach, and education.



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