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## *Overdose Deaths Reached Record High as the Pandemic Spread*

More than 100,000 Americans died from drug overdoses in the yearlong period ending in April, government researchers said.



A memorial service in Baltimore last year for a man who died of an overdose. Overdose deaths have more than doubled since 2015. Andrew Mangum for The New York Times



Fentanyl: Primarily in Blue M-30s

## Homeland Security Seizures (KOMO article May, 2021)

### In the Pacific Northwest:

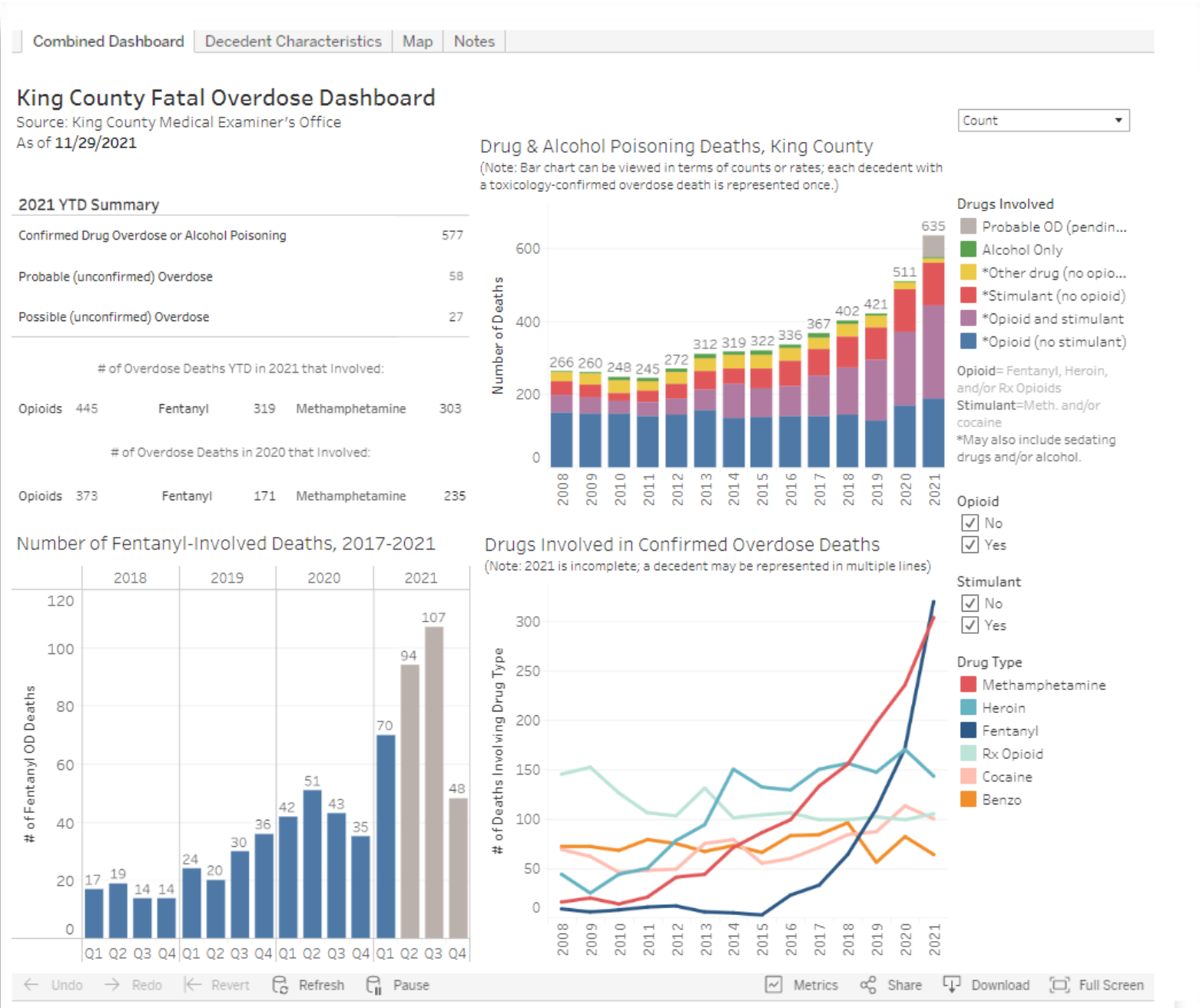
- In 2021: approximately 131 pounds was seized.
- In 2020: approximately 50 pounds was confiscated.
- In 2019: Just 4 pounds were seized by federal agents.

### In Seattle:

- In 2021: 115 pounds of fentanyl were seized.
- In 2020: 50 pounds were confiscated.
- In 2019: 3 pounds were pulled from Seattle streets.

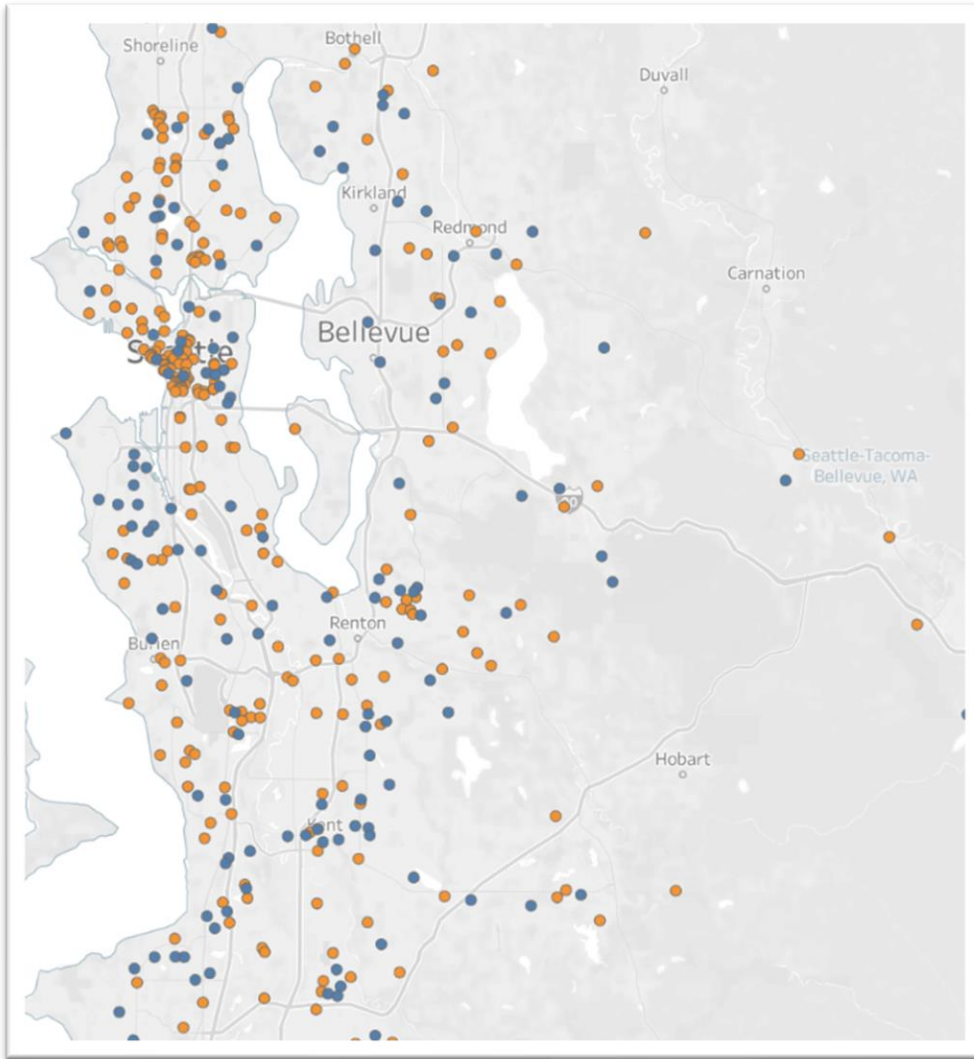
# External Data Dashboard

as of 11-29-21  
kingcounty.gov/overdose

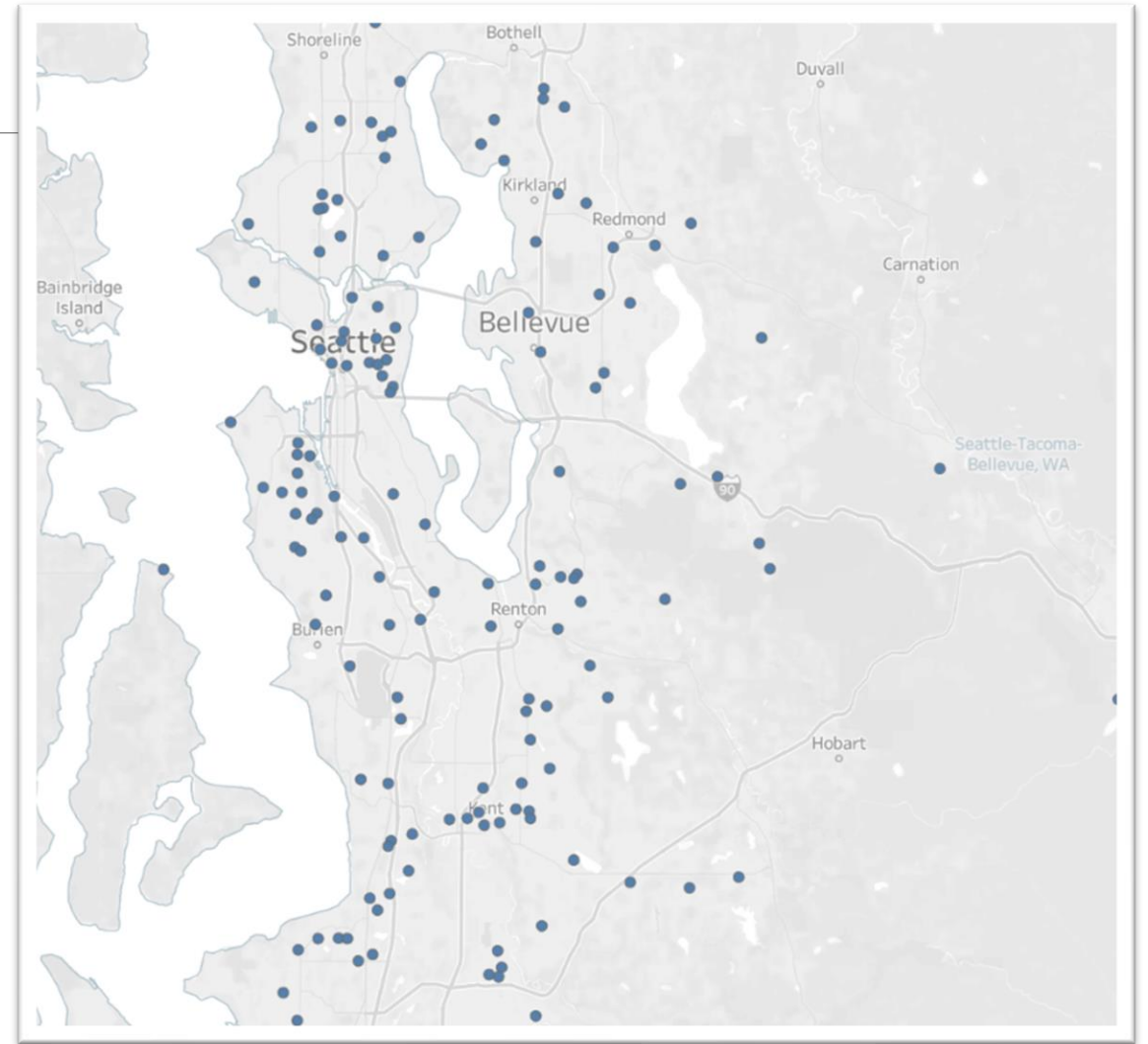




# Overdose Mapping - 2020



All Drug Overdose Deaths



Fentanyl Only

# Individuals Dying of Fentanyl Are Younger

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	Fentanyl Involved	Non-Fentanyl Involved
Under 40	73%	34%
Over 40	27%	66%

# All drug overdose deaths in KC

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Age group	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<20	4	5	7	4	4	4	4	3	6	5	4	13	23	21





## STEP UP AGAINST FENTANYL

More and more substances are being laced with fentanyl. In just two years (2018-2020), King County saw a 167% increase in the number of fentanyl overdose deaths. Keep scrolling for life-saving steps EVERYONE can take to bring the death count down.



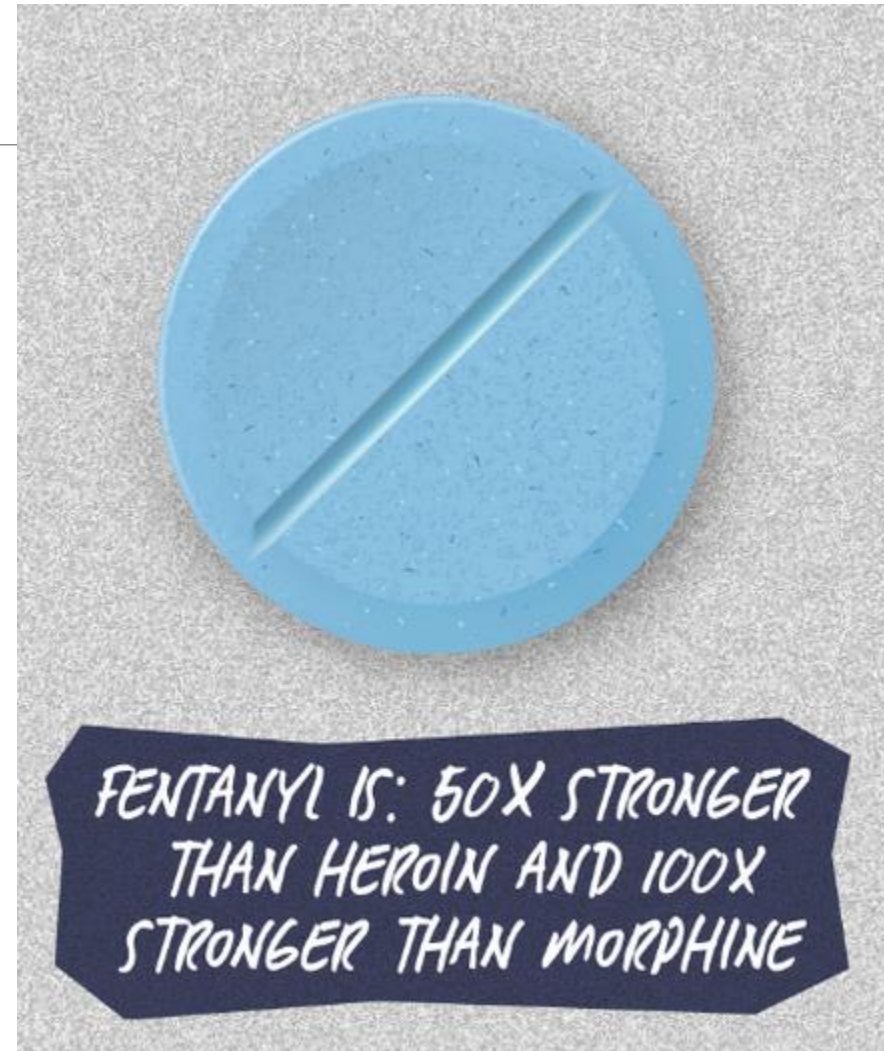
# Laced & Lethal Campaign

# The Work

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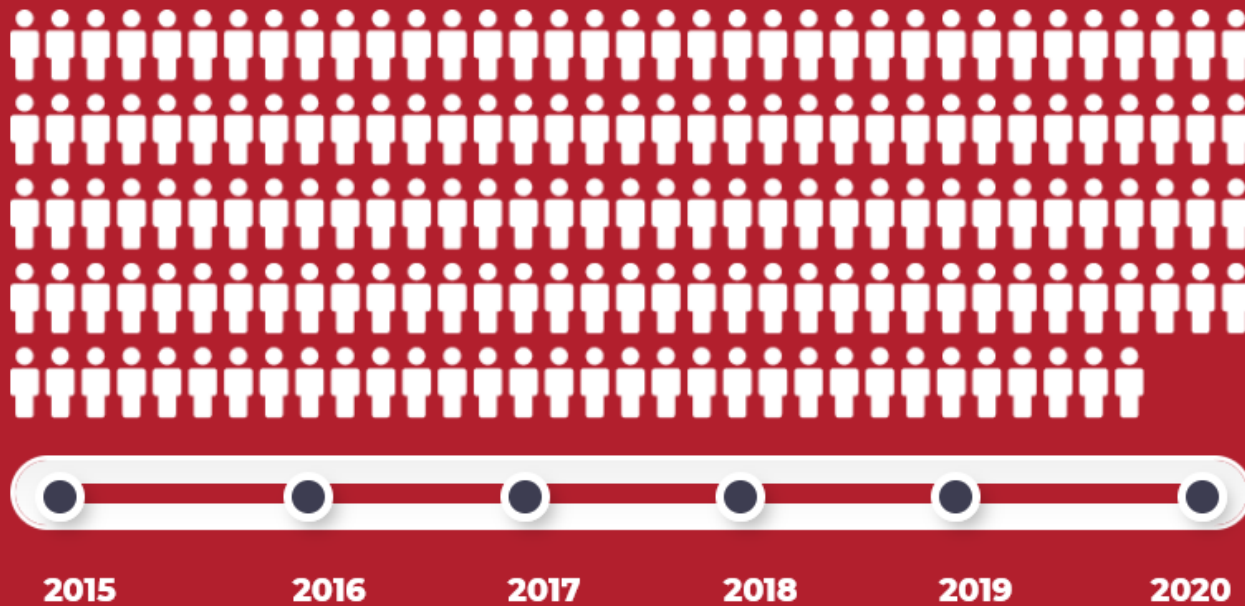
King County decided to fund a campaign to focus on youth fentanyl overdose prevention.

Released an RFP and selected Rescue Agency to conduct background research with youth at-risk for fentanyl overdose and develop a campaign centered on the needs of this population.



## MORE PEOPLE DIE EVERY YEAR

Same dealers, but the drugs themselves have changed. Move the slider to see how fentanyl-related overdose deaths in King County have steadily increased year over year:



In 2020, **172 people** died from a fentanyl-involved overdose in King County.

## Key findings

These youth reported two key motivations for use:

- coping and
- sensation seeking.

High levels of trust for the people they bought or obtained drugs from. Had easy access to drugs through friends and internet.

Did not perceive themselves as at risk for fentanyl overdose.

Were open to messaging about increased deaths from fentanyl.





**Order online** to have naloxone mailed to any address. It even arrives in plain packaging to protect your privacy. This service is free for King County residents under the age of 18.

# Naloxone access

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- Youth could order naloxone online through a partnership between King County and Kelley-Ross Pharmacy.
- Also directed to stopoverdose and pharmacies to obtain it.



# Laced & Lethal FY21 Performance Campaign Summary: Teen Audience

3/24/21 - 5/5/21 | 6/17/21-7/29/21 | 8/25/21 - 8/29/21

**11,125,052**  
Impressions

**301,834**  
Engagements

**66,545**  
Flagship Video Completions

*Landing Page*

Avg. Session Duration: **34s**

Sessions: **8,370**

Clicks on "Order Online" button for naloxone: **707**

*Full Campaign Website*

Avg. Session Duration: **50s**

Sessions: **6,503**

Clicks on Resources to find Naloxone : **213**

In FY21, Laced & Lethal ran two media activations targeted towards at-risk teens, aged 14-18, in King County.

**Total Media Spend:** \$57,000

**Summary:** The first batch of content educated teens on urgent harm reduction tactics, successfully driving consumption of key ad and landing page messaging. Content was effective at generating traffic to a unique landing page with naloxone info and resources. This signifies how the content was effectively resonating with and meeting teen's needs.

Laced & Lethal also ran "Meet Myles", a package of content that motivated teens to take overdose prevention measures through consumption of informational ad content and a comprehensive website. Content was highly effective at engaging teens through relevant channels like Snapchat and high performing mediums such as video. Social conversations showed gaps in understanding around the risk of overdose and one's susceptibility, signifying a further need for education.

**Engagements** = Link clicks/swipe ups, photo views, reactions, saves, story opens, video/GIF completions, and sessions  
**Impressions** = The number of times your ads were displayed/seen on screen.







# PARTNER TOOLKIT

The Laced & Lethal toolkit is a resource for partners and community members to educate their communities on the increasing risk of fentanyl-laced drugs and further efforts to lower the number of fatal overdoses in King County.

Please send any questions about the toolkit to [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov)

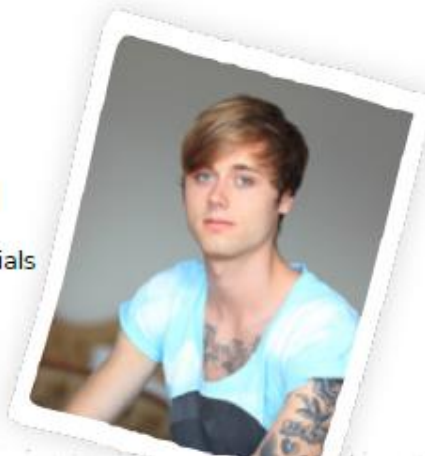
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### Section 1: About Laced & Lethal

### Section 2: Support the Laced & Lethal Campaign

- Educate your community
- Download and request campaign materials
- Share how to get naloxone

### Section 3: Additional Resources



# TALKING TO TEENS ABOUT FENTANYL

King County is facing an unprecedented rise in overdoses caused by fentanyl, an extremely deadly opioid that is often laced into pills and powders. This discussion guide is designed to help you talk with the teens around you about fentanyl in a way that empowers them to make safer choices.

## MAKE IT A CONVERSATION

Telling teens not to do drugs is NOT the way to go here. The teens that are the most at risk may just tune this warning out if they feel like they're being judged for their drug use. Focus the conversation on scientific facts and life-saving tips. Listen instead of sharing your own opinion.

## EXPLAIN THE REALITY

In just two years (2018-2020), King County saw a 164% increase in the number of fentanyl overdose deaths. Impress upon teens that fentanyl isn't a distant danger—it's hurting our

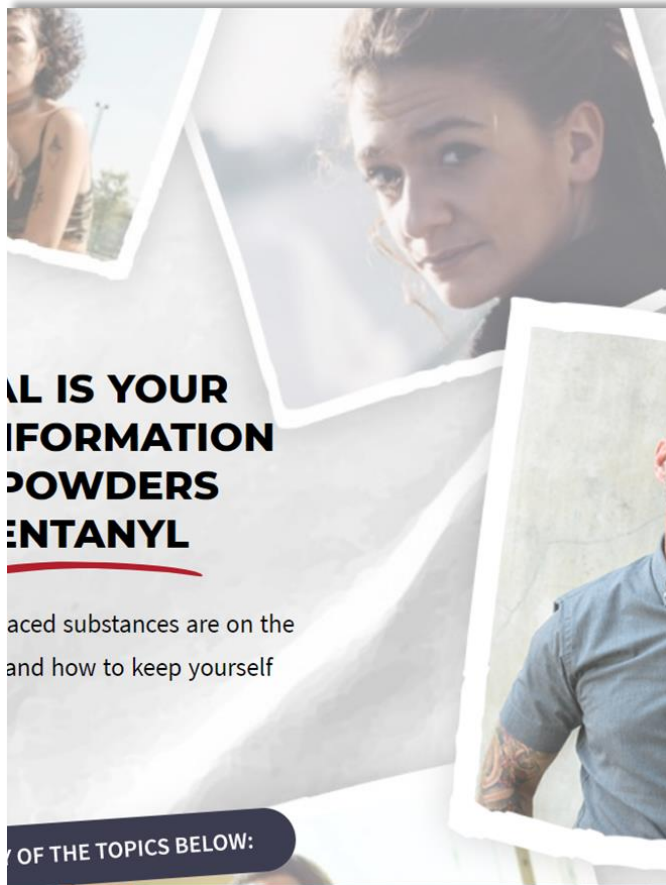


# MIDD CD-07

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- Opioid prevention and overdose campaigns targeting youth and young adults.
- Expansion of low barrier access to medications for opioid use disorder.
- Supports induction of Buprenorphine through Jail Health Services and linkage to long term maintenance.
- Outreach in shelters and encampments that provide induction and linkage to medications.
- Naloxone Distribution to behavioral health provider community and the general public via Kelley Ross pharmacy.
- Public Health surveillance of data and tracking trajectory of overdoses.
- FTE at the Robert Clewis Center/Syringe Exchange for client support and linkage to services.
- Additional strategies for 2022
  - EMS Overdoes Prevention Initiative.
  - Parent/Family Overdose Education Campaign.
  - Mini Grants for Culturally Appropriate MOUD Education Campaigns.
  - Naloxone Vending Machines and harm reduction supplies.

# What else we are we doing about it



Expanded look at data

- Overlapping systems
- Professions

Targeted ESJ Overdose Prevention Outreach in Communities.

Outreach and Comms

- Social Media
- Blogs
- Youth providers
- Stigma reduction

Clinical Quality Improvement

Drug Alerts (Over 2500 subscribers)

Naloxone expansion

Innovations and expansion in treatment

Expanded Harm Reduction

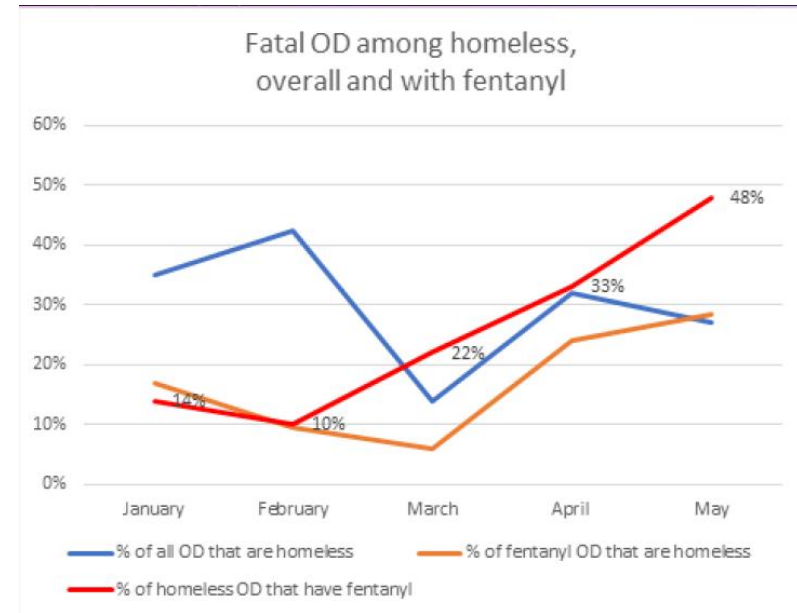
- Drug Checking
- Fentanyl Test Strips

Co-design programs with voice of people with lived/living experience (CEADU)

# Changing Demographics and Reasons for use.

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- Naïve / Experimental to Chronic Use



# Contact

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