



DEA 360 Strategy -- Community Outreach, Education & Prevention

Goal:

Have a positive impact in four pilot communities over the coming months that will serve as models for other communities that are facing similar issues of rising heroin and prescription opioid trafficking, abuse, addiction, overdose, and the violence and gang activity associated with the trafficking of these products.

Objectives:

- 1) Provide DEA leadership to **bring together disparate elements of local communities** following DEA drug enforcement actions.
- 2) Have a **long-lasting impact** through increased awareness of the costs and consequences of heroin and prescription opioid abuse.
- 3) **Change attitudes** to reduce demand through increased collaboration, prevention education, and treatment recovery support.

Four Key Target Audiences:

Home (Parents/Caregivers) – DEA and our national partners can have a lasting impact by engaging those who have significant influence on young people: their parents and caregivers. DEA can provide the facts and science behind the impact these drugs have on their families, so that parents can be better informed and able to communicate with their kids on this issue.

Educators & The Classroom – DEA and our national partners can have a lasting impact by engaging teachers and home schooling parents to provide them the facts, statistics, and science-based information tied to State SOLs, Common Core, and STEM that will allow them to increase integration of the prescription opioid and heroin prevention messages into classroom education opportunities.

After School (Athletics, Scouts, Boys&Girls Clubs, 4H, After-School activities, etc.) – DEA and our national partners can have a lasting impact by reaching youth during the critical after-school hours of 3 PM to 7 PM (source: DOJ/OJJDP) when parents aren't around and kids are looking for things to do. Supporting existing after-school programs with a drug education element on prescription opioids and heroin can reinforce healthy lifestyles free from drug abuse or engaging in gang activity that leads to crime and violence associated with drugs.

The Workplace – DEA and our national partners can have an impact by engaging business leaders to encourage workplace drug education programs focused on preventing lost productivity from prescription opioid and heroin abuse and encouraging employees to seek treatment for existing substance use disorders.

KEY CONSIDERATIONS: Efforts should be:

- Limited (We don't have a bottomless budget)
- Strategic (Targeted to the best places DEA can work within the larger field)
- Impactful (Make a difference with everything we do)
- Finite (Have an end-game in mind from the beginning, pass off to those best suited to manage the long-term follow up, keeping DEA at the table where we can be)

SHORT TERM STRATEGIES (First 30 Days):

* Rally DEA

- Identify and commit a DEA point person in each of the four target communities who will serve as “boots on the ground” for implementation of this plan.
- Collect, duplicate, and disseminate existing DEA-branded print materials on the heroin and prescription opioid issues to the four DEA local contact points. Provide digital versions of all of these materials as well. Identify any needs for language translations of these products for different communities within each city. Local DEA Office to start distribution to each pilot community.
- Provide initial media training (1/2 day) to two designated DEA spokespersons in each of the four communities.
- Develop logo, slogan (i.e.: Safer Communities, Safer Families), program materials, graphics, etc. to share with partners, media, and general public.
- Create general public talking points, general public PowerPoint presentation deck, media talking points, speeches, op-ed/letter to the editor, radio and TV PSA scripts, etc. that each of the four DEA offices will be using with their public outreach.
- Prepare and disseminate sanitized segments of the DEA 2015 National Drug Threat Assessment that cover each of the four pilot communities.
- Begin development of new localized resources to bring the messages of this effort to the target audiences (kids, parents, teachers, etc.) via methods and communication channels they are using today.
 - short-form videos
 - mobile-friendly micro websites
 - social media channels

- social media content (info graphics, posts, images, facts/stats)
- fact sheets
- an interactive app
- exhibit panels for local school/library/courthouse/community center

- Begin development of a “Community Alliance” in each of the four pilot cities comprised of key leaders from the fields of law enforcement, prevention, treatment, judicial system, education, business, government, civic, faith communities, media, social services, etc. to form the core of a long-term group that will cross disciplines to help DEA carry the prevention and treatment messages to the local population during the critical post-enforcement operation timeframe.

*** National Partner Outreach**

- Engage each of the national partners (federal and NGO) identified in this plan to secure their commitment to active involvement and specific deliverables they will be able to bring to the table.

*** Media Outreach**

- DEA SAC, PIO, or other designated local DEA staff do media interviews with friendly press to talk about the local problem and what DEA is doing about it. Begin to mention community partnerships, national prevention and treatment partners, and local organizations gearing up to emphasize prevention of future abuse outbreaks and treatment of people with existing substance abuse disorders.

MID-TERM STRATEGIES (60 – 180 Days):

*** DEA to Host Summit**

- Each DEA SAC to host a Heroin/RX Summit in the four target communities: a two-day facilitated meeting where DEA invites key community leaders to brainstorm on sustainable efforts to address all aspects of these problems in a holistic and collaborative manner within that affected community.

*** Deploy Existing Materials**

- Provide bulk quantities of DEA-branded existing materials to participants at the summit for distribution to their constituents across the target community.

- Prescription for Disaster: How Teens Abuse Medicine (a.k.a. - Pill Book)
- Drugs of Abuse, 2015 Edition
- Drug Fact Cards (heroin, marijuana, ecstasy, spice/k2)
- Heroin/Fentanyl brochure (in final process of formatting for copies)
- Prescription Drug Infographic
- Heroin Infographic
- Office of Diversion RX materials

*** Launch Micro-websites & Division Resource Pages**

- Complement the existing branding and infrastructure of the DEA managed justthinktwice.com website by deploying four microsities (justthinktwicestlouis, justthinktwicepittsburgh, justthinktwicemilwaukee, and justthinktwicememphis) to provide youth-oriented information specific

to that community.

- Cross-promote these microsites in all other aspects of the program.
- Establish a community outreach page on each of the four DEA Field Division websites as a one-stop-shop for localized law enforcement, treatment, and prevention education resources in each specific community.

* Launch social media presence in each of the four pilot communities

- Establish unique social media identities for this campaign in each community.
- Tie into and leverage existing “thought leaders” within the local social media spheres of each community.
- Cross-promote these social media channels in all other aspects of the program.

* Targeted Media Buy in each community with DEA ads/PSAs

* Deploy new outreach materials as they come online.

* Deploy DEA Youth Dance Programs in schools in each of the four pilot cities (Spring 2016 Semester)

LONG TERM STRATEGIES (180 days – One Year +):

* DEA Community Outreach

- Maintain the Community Alliance that was formed at the beginning of the project via regular meetings and communication by and among members.
- Follow up on action items identified in the Summit.
- Continue to provide public outreach and education programs as financial and human resources allow.

* Additional Media Placements

- Deploy second round of new Partnership and DEA PSA’s in each pilot community

* Evaluation of Effectiveness (Evidence-Based Prevention)

- Conduct surveys in the four pilot communities to gauge the on-going impact of the community outreach plan as part of the broader effectiveness of the larger Enforcement/Regulatory/Prevention 360 Strategy.
- Success to be based on increased knowledge of the issues and preventive solutions delivered by these programs as well as attitudinal changes toward heroin and prescription opioids by members of the target audiences.

* Transition to Local Leadership with National Support

NATIONAL PARTNERSHIPS:

DEA’s strength lies in decades of experience working in partnership on enforcement actions with other federal, state, and local law enforcement. The same holds true for DEA’s 30+ years of deploying demand

reduction programs alongside our enforcement operations. The key to the long-term success of the 360 Strategy's Community Action Support & Education element is to identify and engage key community leaders and stakeholders in the target communities, bring them into this initiative, and utilize their local experience, connections, and constituent bases to drive the messages of the program.

Department of Justice: Office of Justice Programs (OJP) and Violence Reduction Network (VRN)

About OJP:

The Office of Justice Programs (OJP) provides innovative leadership to federal, state, local, and tribal justice systems, by disseminating state-of-the-art knowledge and practices across America, and providing grants for the implementation of these crime fighting strategies. Because most of the responsibility for crime control and prevention falls to law enforcement officers in states, cities, and neighborhoods, the federal government can be effective in these areas only to the extent that it can enter into partnerships with these officers.

About VRN:

The Violence Reduction Network is an innovative approach to support and enhance local violence reduction efforts. This data-driven, evidence-based initiative complements DOJ's Smart on Crime initiative through delivery of strategic, intensive training and technical assistance. Designed to enhance a site's current goals, VRN builds on efforts already under way, leverages lessons learned, and delivers a broad spectrum of resources via a strategic and holistic approach.

What They Could Do:

- * Technical assistance for access to a host of existing OJP and BJA resources.
- * Broad appeal to organizations with existing relationships within the VRN program.
- * Best practices from past VRN experiences in their existing cities.

Substance Abuse Mental Health Services Administration (SAMHSA) and Department of Health & Human Services (HHS)

About:

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

SAMHSA promotes and implements prevention and early intervention strategies to reduce the impact of mental and substance use disorders in America's communities.

What They Could Do:

- * CSAT to identify and facilitate all local treatment & recovery providers in each community.
- * CSAT to provide educational materials on the benefit of treatment & recovery for distribution.
- * CSAP to identify and help engage local prevention organizations in each community.
- * CSAP to facilitate work with Drug-Free Communities Program grant in Milwaukee.
- * CSAP to facilitate access to additional proven anti-drug educational materials for distribution.
- * Utilization of Center for the Application of Prevention Technologies (CAPT) for training in best practices in the community and for evaluation component of the program.

Centers for Disease Control & Prevention (CDC)

About:

CDC remains committed to advancing a public health approach to preventing drug overdose death and applies its scientific expertise to help curb the epidemic in three ways: improving data quality and surveillance to monitor and respond to the epidemic; strengthening state efforts by scaling up effective public health interventions; and equipping health care providers with the data and tools needed to improve the safety of their patients

What They Could Do: (All in line with their current mission and goals on this issue)

- *Epidemiological data
- * Materials for health care providers
- * Awareness for public health intervention in each pilot city in line

Community Anti-Drug Coalitions of America (CADCA)

About:

CADCA is the premier membership organization representing those working to make their communities safe, healthy, and drug-free. CADCA has members in every U.S. state and territory and is working in 18 countries around the world. Special programs within CADCA are supporting returning veterans and their families and training youth leaders to be effective agents of change –all through the coalition model. Since 1992, CADCA has demonstrated that when all sectors of a community come together —social change happens.

What They Could Do:

- * Integrate DEA360 with local existing community coalitions for long-term sustainability of this initiative in Milwaukee and St. Louis.
- * Establish new community coalitions in Pittsburgh and West Memphis.
- * Facilitate the Heroin/RX Summit in each of the pilot cities using their existing Training Institute.
- * Assist with outcomes measurement/evaluation through their Evaluation & Research Unit.

Partnership for Drug-Free Kids (Partnership)

About:

Founded in 1987 as an anti-drug advertising campaign and formerly known as the Partnership for a Drug-Free America, the Partnership is a nonprofit organization dedicated to reducing teen substance abuse and helping families impacted by addiction. The Partnership for Drug-Free Kids translates the science of teen drug use and addiction for families, providing parents with direct support to prevent and cope with teen drug and alcohol abuse. On their website, families can find the information they need to understand the ever-changing drug landscape, which now includes abuse of prescription drugs. In addition to support and resources for parents, Partnership reaches youth directly through teen-targeted efforts.

What They Could Do:

- * Deploy existing “Mind Your Meds” PSA’s in each pilot community via their existing media networking.

- * Provide access to their toll-free parents help line: (855) DRUG-FREE.
- * Provide access to their existing infographics for use in presentations, on social media, etc.
- * Provide access to their existing “Above the Influence” teen toolkit.
- * Deploy their PACT360 program training for members of DEA’s Community Alliance in each of the four pilot cities (January 2016).

DEA Educational Foundation

About:

Established in 2001, the DEA Educational Foundation educates the American public on the various costs and consequences of drugs on society through support of the educational programs and exhibits of the DEA Museum and the operation of DEA Youth Dance Program in more than 30 cities around the country.

What They Could Do:

- * Deploy DEA Youth Dance Programs in multiple schools in each of the four pilot cities.

Benevolent and Protective Order of the Elks

About:

The Elks National Drug Awareness Program, established in 1982, is the largest volunteer drug awareness program in the United States. The Elks are committed to eliminating the use and abuse of illegal drugs by all members of society and believe that in order to ensure a bright future for our country, it is essential that our children be raised in a drug-free environment. The Elks possess a dedicated army of volunteers who freely give their time and talents to what they describe as “a most noble cause.”

What They Could Do:

- * Marshall their members in lodges in each of the four pilot cities to take the DEA materials and distribute them, with training they could serve as force multipliers to go out and give anti-drug presentations.

Boys & Girls Clubs

About:

The mission of Boys & Girls Clubs is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. A Boys & Girls Club provides: a safe place to learn and grow; ongoing relationships with caring, adult professionals; and Life-enhancing programs and character development experiences. Their community-based Delinquency and Gang Prevention/Intervention Initiative targets young people ages 6 to 18 that are at high risk for involvement or are already involved with delinquency and gangs. These youth and teens are directed to positive alternatives and learn about violence prevention.

What They Could Do:

- * Provide access to their youth members for audiences in each city for public education/outreach programs.
- * Identify youth leaders in each of their programs that can be part of DEA’s Community Alliance and engage with our other partners in making a difference in each pilot city.

Boy Scouts & Girl Scouts of America

About: Boy Scouts -- One of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness. For over a century, the BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. The Boy Scouts of America believes — and, through over a century of experience, knows — that helping youth is a key to building a more conscientious, responsible, and productive society. Drugs: A Deadly Game! is the drug abuse prevention awareness program of the Boy Scouts of America. It is a drug education experience designed to stimulate discussion in small groups and classroom settings and to get children talking—and learning—about the dangers of drug use and abuse.

About: Girl Scouts -- Girl Scouts builds girls of courage, confidence, and character, who make the world a better place. Girl Scouts sees itself as the preeminent leadership development organization for girls. With programs for girls from coast to coast and across the globe, Girl Scouts offers every girl a chance to do something amazing.

What They Could Do:

* Via the national organizations, access to the local Councils and Troops for presentation to their youth members the messages of this program in each of the four pilot cities.

* Engagement of youth leaders from these organizations to be active part of DEA's Community Alliance.

Others – Athletics:

National High School Coaches Association

National Alliance for Youth Sports

National Federation of State High School Associations

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