



# FENTANYL CRISIS RESPONSE REPORT

A recap of Health & Human Services strategies and efforts in response to the FENTANYL Crisis Declaration on August 1, 2022.





# WELCOME

[www.waukeshacounty.gov/overdoseprevention](http://www.waukeshacounty.gov/overdoseprevention)



In August 2022, Waukesha County officially recognized fentanyl as a major health crisis in our community and launched a detailed **13-point plan** to tackle the issue of opioid abuse head-on. Fentanyl, a synthetic opioid known for its extreme potency, is contributing to a surge in overdose deaths.

In response, Waukesha County Health and Human Services has ramped up efforts in prevention, harm reduction, intervention, and raising awareness about the dangers of fentanyl. We're committed to continuing our comprehensive plan until we've effectively eliminated the threat of fentanyl from our community.

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# A LETTER FROM THE DIRECTOR

I am honored to present to you the progress and achievements of the Health and Human Services Department in addressing the fentanyl crisis in our community. This report aims to illustrate our ongoing commitment to proactively and strategically address this pressing issue. Throughout 2023, we prioritized the efficient use of funds, ensuring that opioid settlement funds were utilized as the payor of last resort. Our budgetary decisions were planned to maximize impact, with alternative



Elizabeth Aldred, Director of Health and Human Services, participating in an interview for the video series scheduled to launch by HHS in

funding sources sought when possible. We found creative solutions that didn't require opioid settlement funds, leveraging strong community partnerships to achieve collective impact.

Spending authority for opioid settlement funds is authorized through the annual budget process overseen by the Waukesha County Board of Supervisors. In 2023, \$533,000 of opioid settlement funds were strategically invested in outreach, pretrial diversion, treatment, and overdose response. Approximately \$400,000 budgeted was unspent due to the availability of grant funding that helps stretch opioid

settlement, and due to lower-than-expected treatment and placement costs. These unspent opioid settlement funds remain available to be dedicated for future program investments. Data and experience have guided our initiatives, leading to adjustments in our strategies for 2024 and beyond. We have placed significant emphasis on building strong community partnerships, amplifying our message through collaborations with businesses, community organizations, and other government entities.

In summary, our collaborative efforts, guided by County Executive Farrow's vision, have been instrumental in advancing our mission to prioritize the health and safety of Waukesha County residents. We remain committed to continued progress and impactful change in our ongoing response to the fentanyl crisis.



*"The fentanyl crisis is not simply an illicit opioid problem to be solved, it's a towering dilemma that requires a swell of support and engagement to intentionally reduce fentanyl-related deaths and poisonings in Waukesha County."*

**- HHS Director, Elizabeth Aldred**

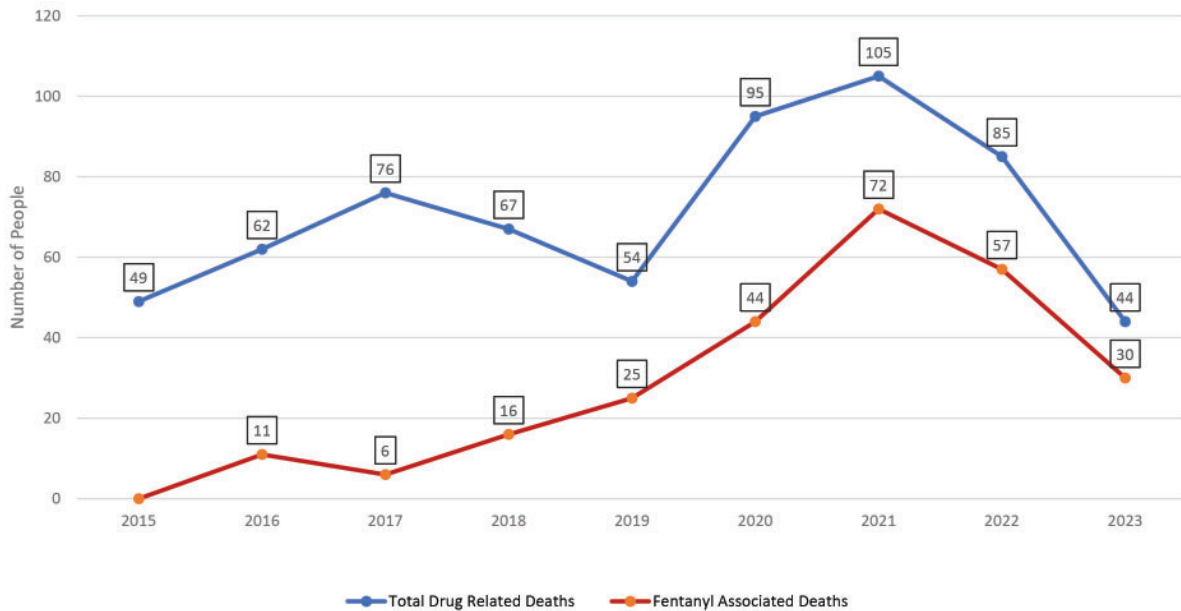
Respectfully,



# LOCAL STATISTICS

The Waukesha County Medical Examiner’s Office releases death-related information regarding overdoses in Waukesha County after full investigations have been completed. Since the initiation of our 13-point response plan, we've seen a decrease in drug related deaths in Waukesha County.

**DRUG-RELATED DEATHS IN WAUKESHA COUNTY\***  
2015 - 2023

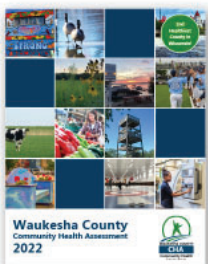


\*All data provided by the Waukesha County Medical Examiners Office. 2023 data provided to-date, additional investigations pending.

**TOTAL NUMBER OF OVERDOSES REVERSED  
IN WAUKESHA COUNTY (LIVES SAVED)  
SINCE 2015:**

**70 LIVES SAVED**

**103 DOSES ADMINISTERED**



For a deeper dive into Waukesha County Health Statistics, please view our Community Health Assessment from 2022 here:



# CRISIS RESPONSE 13 POINT PLAN

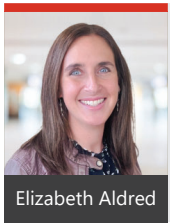
## STRATEGIES

A brief description of our 13-point plan strategies, developed after the crisis was declared:

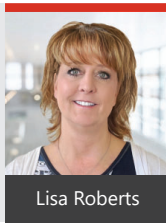
- 1 Expand access to **Medication Assisted Treatment (MAT)** in Waukesha County Jail
- 2 Offer **pre-charge diversion** and **post-charge deferred prosecution opportunities** to low and moderate risk, non-violent, justice-involved individuals with opioid use disorders to reduce recidivism and increase public safety
- 3 Launch **community engagement campaign** to increase awareness, provide education and inspire action
- 4 Create opportunities for local licensed prevention agencies to propose **prevention projects** for funding
- 5 Identify and establish **community partnerships** to build capacity for a countywide response
- 6 Leverage all available **data sources** to inform strategies and tactics moving forward
- 7 Launch the 2023 **Heroin Task Force** with the overarching theme; "**Changing the Drug Landscape**" and aligning efforts with the **Community Health Improvement Plan**
- 8 Identify opportunities to increase number of **naloxone trainings** offered in the community
- 9 **Train subject matter experts** and make them available to assist community partners with **direct outreach** in the community
- 10 Implement a comprehensive process to gather and **analyze data related to overdose fatalities** throughout the county in order to inform systems level change
- 11 Identify and optimize **available funding to support treatment services**
- 12 Expand access to **fentanyl test strips** throughout Waukesha County
- 13 Work with Wisconsin County Human Service Association (WCHSA) and Wisconsin Counties Association (WCA) to **promote legislative change** through communication with DHS and the Legislature

# FENTANYL CRISIS RESPONSE TEAM

Under the leadership of the fentanyl crisis response team, Waukesha County has coordinated efforts to strategically address the opioid community health crisis. With a strong dedication and the resilience Waukesha County is known for, the team has navigated complex challenges, ensuring effective communication and decisive action. Our team utilizes strong team leaders to maximize our impact through innovation, technology, and collective impact with stakeholders.



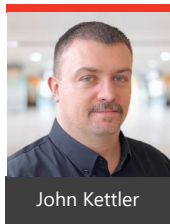
Elizabeth Aldred



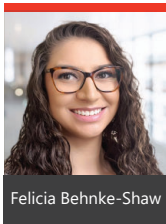
Lisa Roberts

## **Director of HHS, Elizabeth Aldred / Deputy Director, Lisa Roberts**

With a focus on maximizing our resources along the array of county services we seek to identify new ways to collaborate with local business and communities that will transform our continuum of care while positively impacting those we serve.



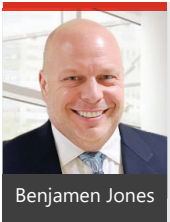
John Kettler



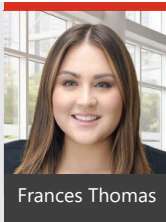
Felicia Behnke-Shaw

## **Integrated Services Coordinator, John Kettler / Clinical Therapist, Felicia Behnke-Shaw**

Implementing a multi-pronged approach allows our team to provide preventative training, naloxone and testing strips, focus on intervention focused response through the pulse point app and outreach with a post overdoses response including distributing leave behind kits in partnership with community stakeholders.



Benjamen Jones



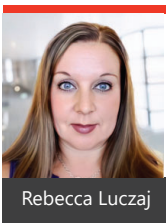
Frances Thomas

## **Public Health Manager/Health Officer, Ben Jones / Strategy Supervisor, Public Health, Frances Thomas**

Utilizing the public health role as the community health strategist, they have pulled together over 100 community partners as part of the heroin task force and the overdose fatality review team to coordinate root cause analysis based in data and stigma reduction



Kirk Yauchler



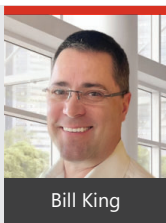
Rebecca Luczaj

## **Clinical Services Manager, Kirk Yauchler / Justice Services Coordinator, Rebecca Luczaj**

Shepherding collaborative initiatives supported by our CJCC we are able to directly impact individuals at high risk within our community by providing treatment, support and accountability through evidence-based interventions geared to reduce future legal system



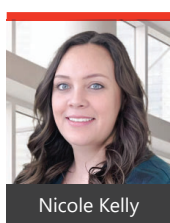
Sandra Masker



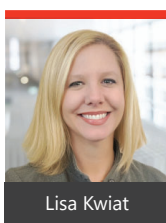
Bill King

## **Business Application Support Mgr, Sandra Masker / Data Analytics Supervisor, Bill King**

Though their efforts, Waukesha County now hosts and interactive dashboard that provides data that is community specific and highlights the impact of fentanyl and opioids in our community as well as the efforts made to combat this health crisis.



Nicole Kelly



Lisa Kwiat

## **Communications Coordinator,HHS, Nicole Kelly / Communications Coordinator,Public Health, Lisa Kwiat**

Developing a comprehensive campaign including the development of a toolkit, a series of documentaries, social media posts, and direct mail have been designed to reach people in our community who are impacted by opioids and fentanyl as well as those who are joining us in the fight to prevent addiction and loss of life.

# WAUKESHA COUNTY HHS

## Opioid SETTLEMENT BUDGET

HHS STRATEGY/DESCRIPTION	2023 BUDGET	2023 ACTUAL	2024 BUDGET
Youth Treatment	\$116,895	\$0	\$259,817
Outpatient Treatment	\$100,000	\$37,500	\$100,000***
Pretrial Diversion	\$187,889	\$170,605	\$192,137
MAT for Inmates	\$225,000	\$0	\$227,000
Out-of-Home Care for Youth with Parents in Treatment	\$100,000	\$0	\$0
Marketing	\$160,000	\$149,155	\$92,000
Overdose Aid Kits	\$45,000	\$145,270*	\$0
Inpatient Treatment	\$0	\$0	\$50,000
PulsePoint	\$0	\$30,943**	\$30,943
National Drug Court Conference Training	\$0	\$0	\$21,000
Data Analytics	\$0	\$0	\$28,110****
<b>TOTAL</b>	<b>\$934,784</b>	<b>\$533,443</b>	<b>\$1,001,007</b>

\*Additional funds were spent to provide Naloxone and fentanyl testing strips in the OAK Boxes. These funds were reallocated from the treatment lines to support these life saving tools for the youth and adult unknown client in the community.

\*\*Following the approval of the 2024 budget, HHS utilized 2023 funding to begin the development and implementation process to get PulsePoint established and activated as soon as possible in 2024.

\*\*\* The \$100,000 allocation includes \$50,000 initially budgeted in the Children and Family Division for offsetting out-of-home placement costs for families with substance abuse-related issues, as stated in the budget book. However, it is now earmarked for direct treatment of opioid use addiction in youth, hence its inclusion in the outpatient treatment line.

\*\*\*\* The budget of \$1,007,007 includes a carryover of an open purchase order amounting to \$28,110 from the previous fiscal year. This accounts for the variance between the budget figure cited in this document and the \$972,897 referenced in previous budget book letters.

Through collaborative efforts with local stakeholders, Waukesha County seeks to channel resources towards evidence-based programs that not only combat the spread of opioid misuse but also provide vital support to those affected by addiction, fostering a pathway to healing and resilience within the community.



**\$25,000,000**

Opioid settlement funds are expected to total more than \$25 million through at least the year 2038.



# OPIOID REVENUE AS OF 12/31/2023

YEAR	BEGINNING BALANCE	SETTLEMENT PROCEEDS	EXPENSES	END BALANCE
2022	\$0	\$2,851,539*	\$0	\$2,851,539
2023	\$2,851,539	\$901,724	\$533,433	\$3,219,830
2024	\$3,219,830	\$3,000,000	\$1,001,007	\$5,218,823

\*\$247,344 received from the National Opioid Abatement Trust resulting from defendant bankruptcies.

Settlements, some of which are front loaded, have differing funding periods. The 2024 proceeds listed above are an estimate and subject to change based on settlement term finalization.

Settlements are expected to total more than \$25 million through the year 2038. To date, \$533,000 of opioid settlement funds have been spent leaving \$3.2 million on hand at the close of 2023 to support fentanyl response activities.

Opioid settlement funding will be prioritized for projects that adhere to the county's strategic priorities, comply with the opioid settlement agreements and county fiscal policy. Investments will be scalable and will not create unaffordable long-term obligations. To make the most of these funds, opioid funding will be thoughtfully planned to use a multi-year framework that does not exhaust cash on hand.

## GRANTS THAT HAVE BEEN UTILIZED BY HHS TO COMBAT THE CRISIS:

SUP Treatment Block Grant  
 SUP Treatment Grant  
 Supplemental Public Health ARPA Grant  
 State Opioid Response Inject Grant  
 Drug Use Prevention Grant  
 Urban/Black/Hispanic Urban Grant  
 Rural Women's Grant  
 Injection Drug Use Treatment Grant  
 Residential Substance Use Disorder Grant  
 (SUP = Substance Use Prevention)

## ALTERNATIVE FUNDING

In addition to opioid settlement funds, alternative funding sources are available to Waukesha County Health and Human Services through grants, such as:

- Pursuing federal grants from agencies like SAMHSA and CDC
- Partnering with state, local, and nonprofit organizations
- Seeking donations from private sources and foundations
- Advocating for insurance and Medicaid reimbursements

These efforts ensure financial support for prevention, treatment, and awareness programs in the fight against opioid misuse.

# M.A.T. EXPANSION

## IN WAUKESHA COUNTY JAIL & THE MENTAL HEALTH CENTER

Our efforts to enhance access to Medication Assisted Treatment (MAT) within Waukesha County Jail have made substantial strides. Initially, funding was directed towards medication costs for inmates. The jail's medical contractor absorbed these expenses, enabling us to re-evaluate ways to expand our rehabilitation and reintegration programs for inmates struggling with substance abuse issues.

In 2023, we extended MAT provision beyond pregnant inmates to include any individual already receiving MAT in the community upon entry to the jail. This expansion underscores our commitment to treatment access for all affected individuals.

In 2024, approval has been granted for opioid settlement funds to finance the hiring of an additional 1.4 full-time equivalent nursing staff members at the jail. Their role will be to offer MAT to inmates. Additionally, 2024 opioid settlement funding will allow for inpatient MAT induction at the Mental Health Center for clients who can't receive the treatment in an outpatient setting for a number of reasons.

Our program serves an average of 17-19 inmates monthly with MAT. Recognizing the positive impact of MAT in correctional facilities, including reduced recidivism and lower mortality rates post-release, we are steadfast in our efforts to enhance treatment access and improve outcomes for incarcerated individuals with opioid use disorder.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
MAT for Inmates	\$0	\$227,000
MAT Inpatient	\$0	\$50,000

Total number of inmates who used MAT while in Jail during 8-1-2022 to 12-31-2023:

**17-19 PER MONTH**

# ADVANCING JUSTICE

## PRETRIAL DIVERSION

Our objective to offer pre-charge diversion and post-charge deferred prosecution opportunities to low and moderate-risk, non-violent, justice-involved individuals with opioid use disorders has yielded promising results in reducing recidivism and enhancing public safety.

Since the declaration of the crisis in August 2022 through the end of 2023, our program has screened 103 individuals, with 49 enrolling in the program. Notably, 22 participants successfully completed the program during this period. This signifies a significant step forward in providing an alternative pathway for individuals grappling with opioid use disorder, steering them away from the cycle of incarceration and towards recovery and rehabilitation.

Furthermore, the positive outcomes demonstrate the program's effectiveness in reducing recidivism. With a recidivism rate of 9% among individuals who successfully completed the program, we have witnessed tangible evidence of its positive impact on breaking the cycle of addiction and criminality.

In 2024, HHS will utilize opioid settlement funds funding to continue this essential program which was previously funded through grants that are no longer available. Additionally, Waukesha County will be sending 7 people, including the Diversion Program staff, to the National Drug Court Conference.



*County Executive Paul Farrow speaks at the May 9th, 2023, Press Conference at Health and Human Services, advocating for Narcan.*

DESCRIPTION	2023 ACTUAL	2024 BUDGET
Diversion Program Drug Testing	\$10,366	\$24,841
Diversion Program Case Management	\$74,933	\$74,933
Diversion Program Client Assistance (Transportation & Assistance)	\$7,634	\$5,663
Diversion Coordinator	\$77,672	\$82,700
National Drug Court Conference Training	\$0	\$21,000
<b>TOTAL</b>	<b>\$170,605</b>	<b>\$213,137</b>

# MARKETING STRATEGY

## RAISING AWARENESS & REDUCING STIGMA

Our marketing strategy in 2023 aimed to address the opioid crisis by focusing on three key objectives: raising awareness about the dangers of fentanyl, combating the stigma surrounding substance use disorder, and promoting the importance of Narcan in reversing opioid overdoses. Addressing stigma helps in several ways. First, it encourages individuals struggling with addiction to seek help without fear of judgment or discrimination. Stigma often prevents people from accessing treatment and support services, exacerbating the crisis. Second, reducing stigma promotes empathy and understanding within the community, fostering a supportive environment for individuals in recovery.

We chose this strategy recognizing its capacity to disseminate information widely and influence public perceptions effectively. Leveraging various platforms and mediums, our approach encompassed social media advertising, targeted digital advertising, direct mail campaigns, and strategic partnerships with local businesses.

Specifically targeting males aged 18-44, a demographic at high risk of overdose in Waukesha County, we invested in targeted

advertisements on YouTube, capitalizing on its prominence among this demographic. Additionally, we aired video ads before movies at all Marcus Theaters in the county, reaching a captive audience, and played ads at gas station pumps throughout the county.

To engage directly with communities most affected by the crisis, we conducted a direct mail campaign, reaching every household in the three zip codes with the highest rates of overdoses. Furthermore, we collaborated with videography companies to produce impactful video content for future marketing efforts. Maximizing our impact, we utilized \$14,000 in non-opioid settlement grant funds to extend our reach by placing ads both inside and outside Waukesha Transit buses, targeting commuters and pedestrians across the county.

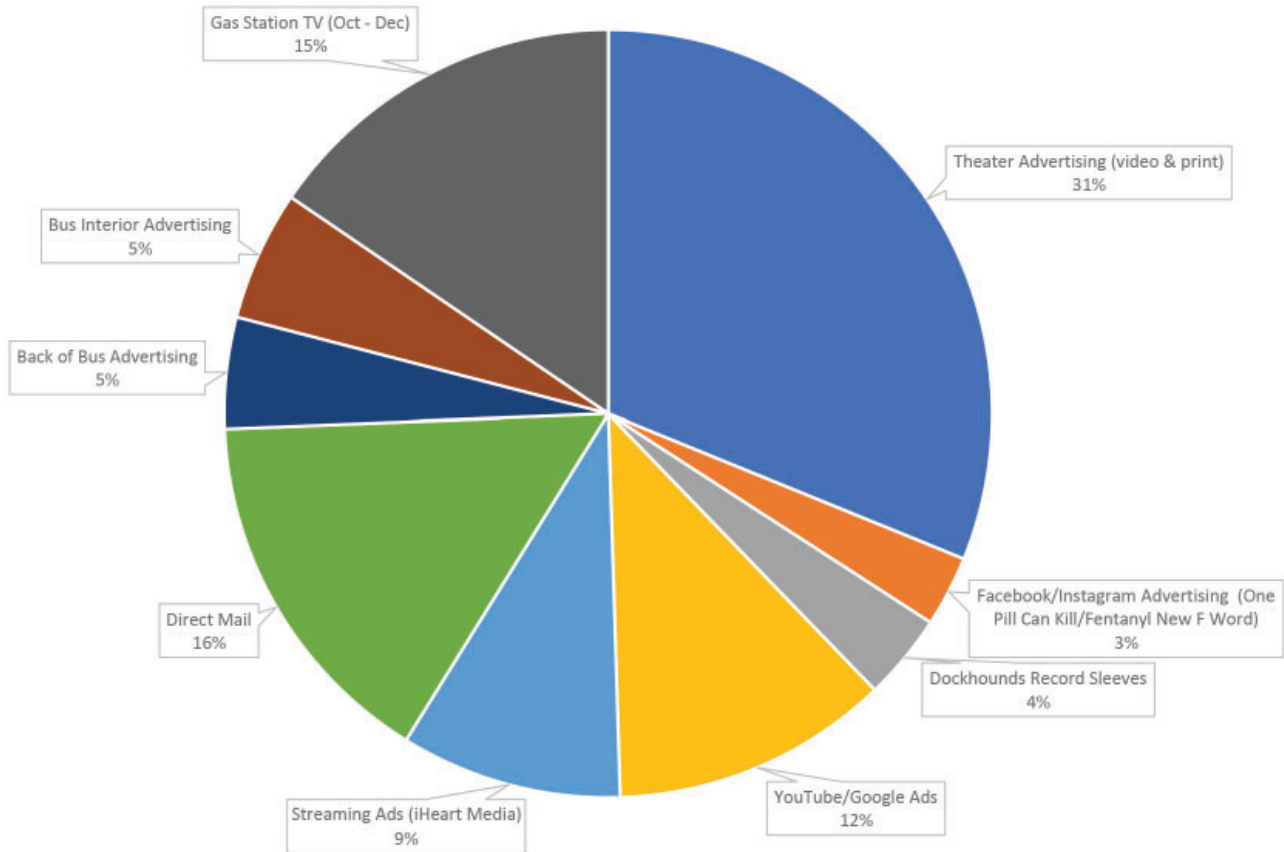
Looking ahead to 2024 and beyond, our marketing strategy will continue to evolve, guided by the principles of raising awareness and reducing stigma. By leveraging data and personal narratives, we aim to foster empathy and understanding within our community, inspiring action and ultimately saving lives.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
Audio Visual Equipment	\$782	\$0
Video Production	\$43,350	\$30,000
Outside Printing	\$2,798	\$2,000
Advertising	\$102,224	\$60,000
<b>TOTAL</b>	<b>\$149,155</b>	<b>\$92,000</b>

# AWARENESS ADVERTISING

## IN WAUKESHA COUNTY

### MARKETING MEDIUMS USED IN ADVERTISING (2023)



Impressions represent the number of times a post or ad is viewed.

AS OF 12/2023

IMPRESSIONS BY MEDIUM:	
Theater Advertising (video & print)	832,831
Facebook/Instagram Advertising	431,896
Dockhounds Record Sleeves	3,200
YouTube/Google Ads	211,000
Streaming Ads (iHeart Media)	777,777
Direct Mail	50,822
Back of Bus Advertising	2,811,090
Bus Interior Advertising	35,416

# STRATEGIC FUNDING OPTIMIZATION

## FOR ENHANCED TREATMENT SERVICES

Our team focused on funding for treatment services, and that strategy has been shaped by a thorough environmental scan that identified critical needs and funding opportunities. In early 2023, our focus centered on addressing the gap in out-of-home treatment for youth and alleviating financial burdens associated with treatment expenses.

As we progressed, we conducted a comprehensive review of client charges that were eligible for grant funding. Through meticulous assessment, we identified \$215,000 in alternative grant funding sources, and prioritized their utilization before tapping into opioid settlement funds. This strategic approach allowed us to maximize resources while ensuring sustainable support for treatment initiatives.

Moreover, the establishment of a contract for youth out of home treatment marked a significant milestone in our efforts. While the contracting process took most of 2023, resulting in lower expenditure than expected, it laid the groundwork for future endeavors. Now equipped with a partner treatment facility, youth out of home treatment remains a focal point for our initiatives in 2024.

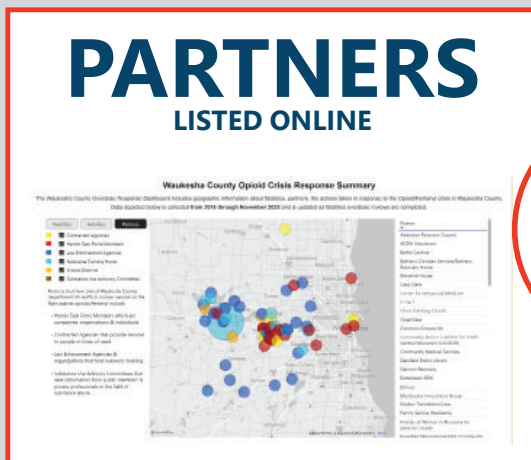
Moving forward, our commitment to optimizing funding for treatment services remains steadfast. We will continue to leverage grant opportunities, reassess client needs, and strengthen partnerships to ensure effective allocation of resources and sustained support for individuals seeking treatment. Through strategic funding optimization, we aim to enhance accessibility and quality of care, fostering positive outcomes in our community's journey towards recovery.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
Youth Out of Home Treatment	\$0	\$259,817
Outpatient Treatment	\$37,500	\$100,000
Out of Home Care for Youth with Parents in Recovery	\$0	\$0
<b>TOTAL</b>	<b>\$37,500</b>	<b>\$359,817</b>

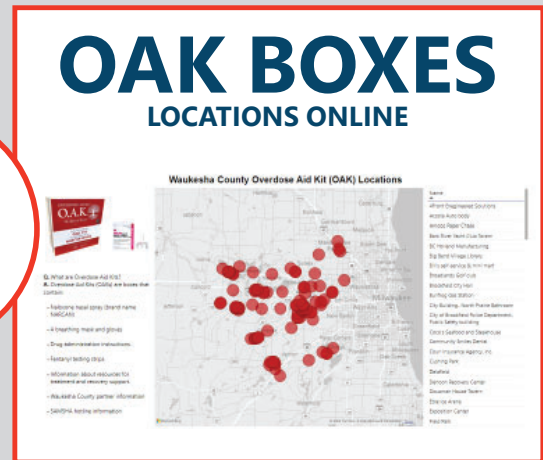
# BUILDING COMMUNITY PARTNERSHIPS FOR A UNIFIED RESPONSE

In 2023, our focus on identifying and establishing community partnerships has been pivotal in building capacity for a countywide response to the opioid crisis. A significant accomplishment was the distribution of more than 200 Overdose Aid Kit (OAK) boxes to community partners across Waukesha County. These kits serve as essential resources for individuals to assist in opioid overdoses effectively.

Each OAK box contains vital supplies, including Naloxone, a breathing mask, gloves, drug administration instructions, fentanyl testing strips, and information about resources for treatment and recovery support. By equipping community partners with these comprehensive kits, we empower them to respond promptly and effectively to overdose incidents, potentially saving lives.



Total Partner agencies that have joined in the fight against fentanyl: **99**



Total OAK Boxes Distributed: **210**

This initiative exemplifies our commitment to fostering collaboration and building capacity within the community to address the opioid crisis comprehensively. Moving forward, we will continue to identify and establish partnerships with key stakeholders, ensuring that resources and support are accessible to all individuals and communities affected by substance use disorder in Waukesha County.

The total cost of the OAK boxes includes more than \$90,000 in expenses for Naloxone. Most expenses will be covered by grant funding moving forward. Additionally, now that Naloxone is available over the counter, we expect the public to have easier access to this lifesaving medication.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
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OAK Boxes	\$145,270	\$0
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# EMPOWERING COMMUNITY AWARENESS THROUGH ACTION & DATA

Our strategy of leveraging all available data sources to inform strategies and tactics has been instrumental in shaping our approach moving forward. Through collaborative efforts with internal and external stakeholders, we identified crucial data sources and metrics to guide our decision-making process effectively.



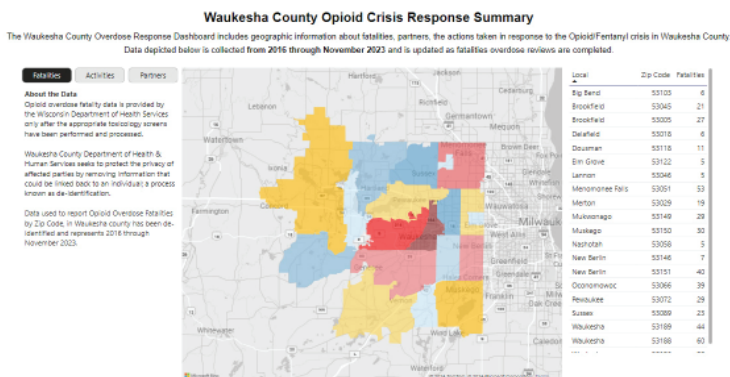
A significant milestone was the launch of a comprehensive dashboard on our website, providing the public with real-time access to key data points. This dashboard allows stakeholders to track vital information, including overdose deaths by zip code, the distribution of community partners, and the locations of Overdose Aid Kit (OAK) boxes. By making this data accessible and transparent, we empower our community to stay informed and actively engage in our collective efforts to combat the opioid crisis.



Moving forward, we remain committed to utilizing data-driven insights to drive impactful interventions and promote positive outcomes in our community.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
Data Analytics	\$0	\$28,110

## OVERDOSE DATA BY ZIP CODE



*“Saving lives starts with meeting people where they are. After all, I can’t offer help to someone who isn’t alive. It’s about recognizing realities and embracing compassion as our greatest tool for intervention.”*

**Felicia Behnke Shaw,  
Clinical Therapist at HHS**





**WAUKESHA COUNTY  
HEROIN TASK FORCE**  
WORKING TOGETHER  
to break the cycle of substance use  
through community action & hope!



The Heroin Task Force (HTF) & the Community Health Improvement Plan (CHIP) Action Teams are dedicated to addressing challenges that span across different sectors and partners. Their primary goal is to tackle projects that have cross-sector implications. The four Teams below were launched in spring 2023 and will continue their work through the end of 2024.

ACTION TEAM & FOCUS AREA	KEY INITIATIVES	PROJECTS & ACCOMPLISHMENTS
 <h2 data-bbox="266 684 548 789">STIGMA REDUCTION</h2> <p data-bbox="170 806 553 957">The focus of the <u>Stigma Reduction Action Team</u> is to reduce stigma associated with drug and alcohol use and addiction. Please click below to read our code of ethics on stigma reduction:</p>	<p data-bbox="618 680 980 785">Promote and educate teams on stigma reduction strategies in key sectors including healthcare, law enforcement, and education.</p> <p data-bbox="618 816 967 978">Guide HTF speakers and others in the community to examine presentations through a lens that promotes compassion and understanding for people suffering from substance use disorder.</p>	<p data-bbox="1070 669 1458 751">Created Code of Ethics focused on Stigma Reduction for guest speakers presenting to the HTF.</p> <p data-bbox="1070 779 1446 861">Engaged law enforcement leaders in key discussions about person first language and stigma reduction strategies.</p> <p data-bbox="1070 888 1433 942">Hosted guest speaker: National Stigma Reduction expert, Rachael Cooper.</p> <p data-bbox="1070 970 1442 1024">HTF partners participated in a survey to gauge awareness levels on Stigma.</p>
 <h2 data-bbox="302 1079 540 1184">SUPPORT RECOVERY</h2> <p data-bbox="162 1199 540 1320">The focus of the <u>Support Recovery Action Team</u> is to provide recovery support for both individuals and their families battling substance use disorder.</p>	<p data-bbox="618 1068 946 1123">Transition support during and after incarceration.</p> <p data-bbox="618 1150 1006 1232">Ensuring individuals with a substance use disorder have access to life skills training programs.</p> <p data-bbox="618 1260 951 1310">Continuing to improve access to life saving harm reduction strategies.</p>	<p data-bbox="1070 1068 1398 1150">Created a community partners collaborative <u>Community Resource Guide</u>.</p> <p data-bbox="1070 1178 1429 1232">Conducting focus groups with those in recovery to identify needs.</p> <p data-bbox="1070 1260 1421 1339">Working with Waukesha County HHS leadership and supporting their work with the jail system.</p>
 <h2 data-bbox="180 1413 540 1509">METRICS &amp; MEASUREMENT</h2> <p data-bbox="162 1535 540 1719">The focus of the <u>M &amp; M Action Team</u> is to improve data literacy among HTF community partners, standardize metrics for the work of the action teams, and support the action teams by seeking relevant data.</p>	<p data-bbox="618 1392 995 1474">Assist HTF members in accessing reliable and timely county level substance use data.</p> <p data-bbox="618 1501 995 1556">Educate HTF members to understand the basic foundations of data analysis.</p> <p data-bbox="618 1583 984 1665">Support all of the HTF Action Teams to ensure they have meaningful indicators and data to support their action plans.</p>	<p data-bbox="1070 1381 1455 1436">Provided data literacy training to the HTF membership.</p> <p data-bbox="1070 1463 1455 1570">Continue to meet with all action teams to assist with data needs and help teams focus their efforts on meaningful initiatives.</p> <p data-bbox="1070 1598 1427 1707">Developed and distributed a survey to analyze the data literacy level of HTF partners in order to better understand future educational needs.</p>
 <h2 data-bbox="159 1766 540 1862">CHIP SUBSTANCE USE</h2> <p data-bbox="126 1877 540 2032">Working in collaboration with the Waukesha County Public Health Division, the <u>CHIP Substance Use Action Team</u> is examining opportunities to support system level changes.</p>	<p data-bbox="618 1759 1000 1896">Reducing the number of opioid related deaths for Waukesha county residents 18-44 years old by ensuring access to life saving interventions including access to Certified Peer Specialists.</p> <p data-bbox="618 1923 980 1980">Examining access to stable housing for people with substance use disorder.</p>	<p data-bbox="1070 1766 1438 1843">This team is currently developing their action plans that will officially launch in early 2024.</p>



# EMPOWERING COMMUNITY RESPONSE

## LAUNCHING PULSE POINT INTEGRATION

The implementation of PulsePoint at our Communications Center marks a significant advancement in community emergency response. CPR-trained individuals receive alerts from PulsePoint Respond, directing them to nearby cardiac arrest or overdose events, along with the nearest AED and Narcan locations.

Additionally, the free PulsePoint AED app empowers citizens to proactively identify AEDs and Narcan throughout the community, enhancing preparedness before emergencies occur. Users can easily add AED/ Narcan locations on a map, provide business information, and submit photos for contextual understanding.

Integration of PulsePoint streamlines emergency dispatch processes, enabling telecommunicators to swiftly inform callers of nearby life-saving resources, enhancing the cardiac arrest chain of survival.

While initially budgeted in the 2024 budget, we were able to utilize unallocated funding in 2023. This strategic approach maximizes resources to enhance community safety and response capabilities.

DESCRIPTION	2023 ACTUAL	2024 BUDGET
PulsePoint	\$30,943	\$30,943

# PulsePoint



Download the app to your mobile phone here.



# EXPANDING NALOXONE TRAINING

Our objective to increase the number of naloxone trainings offered in the community has been marked by strategic partnerships and innovative initiatives. One key partnership involved collaborating with the Hispanic Resource Center to train their staff in providing naloxone training to the Spanish-speaking community. This initiative addresses language barriers and ensures that vital resources are accessible to all demographics within our community.

Additionally, partnerships with the Menomonee Falls Fire Department and Western Lakes Fire Department allowed us to pilot our "Leave Behind" program. Through this initiative, Health and Human Services supplies first responders with small leave-behind kits containing naloxone, fentanyl testing strips, and resource information. These kits empower first responders to provide immediate assistance to individuals experiencing

opioid overdoses and their families, extending the reach of naloxone distribution efforts.

Moreover, partnerships with local businesses such as Marcus Theaters and Culvers facilitated naloxone training during community outreach events. By leveraging these partnerships, we are able to reach a broader audience and empower community members with the knowledge and tools to respond effectively to opioid-related emergencies.

Moving forward, we remain committed to identifying further opportunities to expand naloxone trainings in the community. Through ongoing collaboration with diverse stakeholders and innovative programming, we aim to increase access to naloxone and promote safer communities for all residents. **\*No Opioid settlement funding was utilized for this strategy.**

**In person training options can be found here:**



**The WI DHS naloxone administration video:**



**Total number of Naloxone Training Sessions scheduled through Health and Human Services from 8-1-2022 to 12-31-2023:**

**205**



County Executive Paul Farrow joined the HHS Community Outreach team at a Dockhounds game (Aug. 2023) in Oconomowoc, where over 3,000 people were trained to administer Narcan. Narcan and fentanyl test strips were offered on a first-come, first-served basis.

# TRAINING SUBJECT MATTER EXPERTS

## THROUGH ACTION & DATA

In 2023, our focus on training subject matter experts played a pivotal role in enhancing our capacity to provide crucial support and education to the community. One notable achievement was the significant expansion of Health and Human Services staff trained to administer Narcan in the community, effectively tripling our outreach capabilities. This expansion enabled us to forge new partnerships and increase the number of training opportunities available to community members.

Furthermore, we initiated collaboration with contracted agencies to provide regular trainings throughout the community. These contracts further expand our reach and allow us to reach target populations in underserved areas of the county.

As we look ahead to 2024, we remain committed to advancing these efforts and expanding our outreach in the community. By continuing to train subject matter experts and cultivating partnerships with diverse community organizations, we aim to broaden our reach and empower more individuals with the knowledge and skills needed to respond effectively to opioid-related emergencies. **\*No opioid settlement funding was utilized for this strategy.**

*Pictured below: Stephanie Engle, Overdose Fatality Review Social Worker & Felicia Behnke-Shaw, Clinical Therapist at HHS.*



# OVERDOSE FATALITY REVIEW (OFR)

## INFORMING SYSTEMS LEVEL CHANGE

Throughout 2023, HHS dedicated efforts to establish the Overdose Fatality Review (OFR) team to implement a comprehensive process for gathering and analyzing data related to overdose fatalities across Waukesha County. This multidisciplinary team comprises over 60 community stakeholders representing various sectors.



Benjamin Jones, Waukesha County Public Health Manager & Health Officer Speaks at the OFR Launch in January, 2024.

In 2024, the OFR team will commence its work by reviewing nine cases of overdose fatalities. The team will identify patterns and trends, shedding light on underlying factors contributing to these tragic incidents. Leveraging these findings, the team will formulate recommendations focused on prevention strategies aimed at addressing systemic issues and reducing the occurrence of overdose fatalities in our community.

By establishing the OFR team and undertaking rigorous data analysis, we are taking proactive steps to inform systems-level change. Through collaboration, data-driven insights, and targeted recommendations, we strive to enhance prevention efforts and create a safer and healthier environment for all residents of Waukesha County.



*“There is a gap in how we are responding to families who have lost a loved one to substance use. This position is an answer to filling that gap.*

*- Stephanie Engle, OFR Social Worker, HHS*

**\*No Opioid settlement funding was utilized for this strategy.**

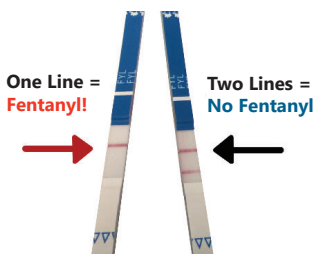
# FUNDING LOCAL PREVENTION

## INITIATIVES

HHS annually creates opportunities for local licensed prevention agencies to propose prevention projects for funding. This strategy has been pivotal in bolstering community-wide prevention efforts. From August 2022 through the end of 2023, Health and Human Services (HHS) allocated more than \$515,000 in grant funding to licensed prevention agencies, fostering collaboration with school districts and nonprofit organizations.

These partnerships enabled a range of prevention initiatives, including presentations to students, funding for a local hotline providing assistance, community outreach efforts, providing a series of webinars to parents, and the distribution of naloxone and fentanyl testing strips. Through targeted funding and collaborative partnerships, we are empowering local agencies to implement innovative prevention projects that address the unique needs of our community and contribute to the overarching goal of reducing substance misuse and promoting health and safety.

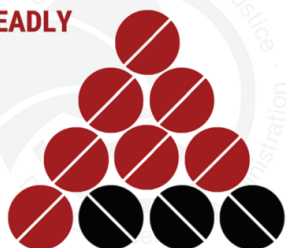
## EXPANDING ACCESS TO FENTANYL TEST STRIPS



The strategy to expand access to fentanyl testing strips in Waukesha County has been instrumental in our harm reduction efforts. We have integrated these strips into all outreach events and Naloxone trainings, ensuring they are readily available to community members. Additionally, we've partnered with community organizations to make fentanyl testing strips accessible through OAK boxes strategically placed throughout the county.

### HARM REDUCTION SAVES LIVES

7 out of 10 DEA tested pills with fentanyl are potentially DEADLY



These strips are included in our "Leave Behind" kits distributed to first responders. This comprehensive approach aims to empower individuals with the means to detect fentanyl in substances, thereby reducing the risk of overdose fatalities and promoting safer substance use practices throughout our community. \*No opioid settlement funding was utilized for this strategy.

Test Strips Distributed In Waukesha County 8/1/2022 - 12/31/2023:

4,893

# ADVOCATING LEGISLATIVE CHANGE

## COLLABORATIVELY

Our goal to promote legislative change through collaboration with the Wisconsin County Human Service Association (WCHSA) and Wisconsin Counties Association (WCA) has been instrumental in advocating for policies to address the opioid crisis. Waukesha County continued to foster relationships with state & local officials, providing local data and advocating for legislative initiatives. Efforts included supporting legislation to clarify it was legal to possess fentanyl testing strips and advocating for legislation requiring all schools to have publicly accessible Narcan in school buildings. By leveraging partnerships and advocating for evidence-based policies, we aim to enact legislative changes that enhance community safety, support prevention efforts, and save lives amidst the opioid crisis.

Additionally, Waukesha County was invited to present at the annual WCA conference in 2023 to provide insights into our efforts around the opioid crisis and share resource with other Wisconsin counties who are interested in implementing similar plans.

\*No opioid settlement funding was utilized for these strategies.



*We have to keep talking about this as much as we can.*

*This is an opportunity where **WE, TOGETHER, CAN MAKE A DIFFERENCE.***

*- County Executive Paul Farrow*

#### CREATING ADVOCACY & CHANGE:

***The 2024 HHS Fentanyl Crisis Video Series:***

#### LOSS & REMEMBRANCE

Features local parents bravely sharing their heartbreaking stories of losing children to fentanyl poisoning, shedding light on the urgent need for awareness, education, and preventive measures in the face of this devastating epidemic.

#### ROAD TO RECOVERY

Captures the inspiring journey of a few Waukesha residents on the road to recovery as they courageously share their personal stories of overcoming challenges.

#### HEROES AMONG US

Spotlights the heroic efforts of frontline workers addressing the fentanyl crisis in Waukesha County, illustrating their courage and commitment.

#### WAUKESHA COUNTY BATTLES THE FENTANYL CRISIS

Learn about what Waukesha County is doing to combat the Fentanyl Crisis.

# WHAT'S NEXT?



ELEVATING HEROES TO TELL THEIR STORY AND PROMOTE THEIR EFFORTS



*"We won't stop until there are no more deaths due to fentanyl poisoning in Waukesha County."*

*- Paul Farrow, County Executive*

CONNECTING WITH COMMUNITY MEMBERS TO GIVE THEM A PLATFORM



SHARING RESOURCES WITH MEDIA THAT CAN HELP OUR COMMUNITY

PARTNERING WITH AGENCIES TO BRING A HIGHER LEVEL OF SUPPORT



BEREAVEMENT OUTREACH THROUGH OFR, AND WORKING WITH LOCAL PARTNERS

