Operation Engage: Raising Awareness to Make Communities Safer Webinar

June 10, 2021
Agenda

Opening Remarks
Mariel Lifshitz, M.P.H., Senior Advisor, Office of the Assistant Attorney General, Office of Justice Programs, U.S. Department of Justice
Sean Fears, Chief, Community Outreach Division, Drug Enforcement Administration (DEA)

Overview of the Community Outreach Division, DEA
Jamila Robinson, Senior Prevention Program Manager, Community Outreach Division, DEA

Operation Engage
Jamila Robinson, Senior Prevention Program Manager, Community Outreach Division, DEA
Robert Niczyporowicz, Community Outreach Specialist, Philadelphia Field Division, DEA
Uluao Aumavae, Community Outreach Specialist, Seattle Field Division, DEA

Operation Prevention
Catie Drew, Senior Prevention Program Manager, Community Outreach Division, DEA

Campus Drug Prevention
Rich Lucey, Senior Prevention Program Manager, Community Outreach Division, DEA

Questions and Answers
Opening Remarks
COMMUNITY OUTREACH & PREVENTION SECTION

Office of Congressional & Public Affairs
Drug Enforcement Administration

Jamila Robinson, Senior Prevention Program Manager
Goals/Overview

- Identify and eliminate **local drug threats** in every field division
- Build on the success of DEA 360 and take it to **scale across all divisions** and against any drug threat
- Support and contribute to local drug use **prevention efforts**
- **Bridge** local public safety and public health efforts
How Operation Engage Will Work:

Operation Engage will target a specific drug threat within each field division while building upon those things that stay the same across all divisions.

<table>
<thead>
<tr>
<th>What Stays the <em>Same</em> Division to Division:</th>
<th>What Changes Division to Division:</th>
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<tbody>
<tr>
<td>• Drug trafficking</td>
<td>• The specific drug(s)</td>
</tr>
<tr>
<td>• Violence &amp; crime</td>
<td>• The Transnational Criminal Organization(s)</td>
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<td>• Presence of DEA and its partners</td>
<td>• The sectors of the community available to respond</td>
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<td>• Importance of law enforcement and prevention</td>
<td>• The size and culture of the community</td>
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<td>• DEA’s ability to play a role and make a difference</td>
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OBJECTIVES:

• **Connect** DEA field offices more, and more often, with the communities they serve

• **Leverage** DEA intelligence and street knowledge to build public awareness of local drug threats

• As an entity representing one of several key community sectors (law enforcement), **support** local drug-free community coalitions to increase impact and lasting success

• **Raise public awareness** on local drug threats and change attitudes to reduce drug use
IDENTIFY DRUG THREAT:

1) **Opioids** *(Fentanyl, Heroin, Rx)* – A modified/simplified version of the current DEA 360 Strategy is deployed within that community with the support and engagement of national and local partnerships to implement 360 community outreach deliverables

2) **Stimulants** *(Methamphetamine/Cocaine)* – Addressing the resurgence of stimulants in a given community through a variety of enforcement and community engagement strategies
DIVISIONS:
- New England
- Detroit
- El Paso
- Los Angeles
- Miami
- New Orleans
- Philadelphia
- Phoenix
- Seattle
- St. Louis
- Washington, DC
A. **Stakeholders Gathering**
   - Convene a stakeholders meeting

B. **Adult/Community Engagement**
   - Capacity Building/ Coalition Strengthening
   - Adult and Parent Training

C. **Youth Engagement**
   - Youth Leadership Training
   - Youth Summits
   - Dance Program
Deliverables

- **D. Media Engagement**
  - Drug prevention media campaign
  - Media Training
  - Social Media training for community members and/or youth

- **E. School Engagement**
  - Operation Prevention

- **F. Workplace Engagement**
  - Operation Prevention (Workplace module)
  - “Hidden in Plain Sight” initiative
Implementation

• Provide each field division with a full time **Community Outreach Specialist** position to support the mission and work of the collateral duty Demand Reduction Coordinator and access to a network of proven **national partners** to help with implementation.

• Provide up-to-date and relevant **publications and digital materials** that can be tailored to a specific community.

• Connect community outreach efforts to **local media** through the field divisions’ public information officers to raise even more awareness and affect more individuals and organizations.
Implementation

- Provide evidence informed trainings, programs and presentations (i.e., DEA presentations, Red Ribbon, Hidden in Plain Sight)
- Provide annual training on best practices and new resources
- Provide technical assistance to demand reduction coordinators and community outreach specialists
Citizens Academy

- Five to eight week training program given to civilians to understand critical mission and work conducted by DEA.
- Foster relationships between law enforcement, communities, and businesses.
Citizens Academy

DEA field divisions’ implementing a Citizens Academy may achieve the following objectives:

• Increase in community awareness of the DEA’s law enforcement and drug reduction efforts
• Develop new relationships with public and private individuals and organizations
• Establish a qualified pool of newly vetted and trained community liaisons to support DEA’s drug reduction efforts
Outcome Metrics

- An increase in the number of public-private partnerships in each Operation Engage community to collaborate on efforts to reduce drug use-related problems

- An increase in community members’ awareness of the scope of drug use-related problems in that community

- An increase in engagement by educators and parents in using science-based prevention materials, such as DEA’s Operation Prevention, to prevent drug misuse in each Operation Engage community

- The community stakeholders’ development of a formal strategic plan of action to decrease drug misuse-related overdoses in each Operation Engage community
Outreach Efforts

- DEA Dance and sporting team
- Baby Scientist activity
- Hooked on Fishing
- Citizens Academy
- Cultural Competency training
- Drug prevention and education school presentations
- Adult/Youth summits
Questions?

CONTACT INFORMATION:

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JUNE 10, 2021
DRUG ENFORCEMENT ADMINISTRATION (DEA)
PHILADELPHIA FIELD DIVISION
COMMUNITY OUTREACH PROGRAM
“HEALTHY BODY/HEALTHY MIND”
JUNE 10, 2021
PARTNERSHIPS ARE CRUCIAL

PHILADELPHIA DEPT. OF BEHAVIORAL HEALTH

SCHOOL DISTRICT OF PHILADELPHIA

LIONS CLUB/KNIGHTS OF PREVENTION & EDUCATION

BOYS & GIRLS CLUB OF CHESTER, PA

PENNSYLVANIA CHAMBER OF COMMERCE

SAINT JOSEPH’S UNIVERSITY

PHILADELPHIA UNION/KENSINGTON SOCCER CLUB

DELAWARE DIVISION OF PREVENTION & BEHAVIORAL HEALTH SERVICES
DANCE
BASEBALL
ART
SOCCER
BASKETBALL
PHILLY OUTREACH - SPRING 2021

• PENNSYLVANIA YOUTH SURVEY SUMMIT
• WORKPLACE ROUNDTABLE
• SCHOOL DISTRICT OF PHILADELPHIA TEACHER CONFERENCES
• FEDERAL AND NATIONAL TAKE BACK DAY
• COALITION CAPACITY ENHANCEMENT TRAINING – CADCA
• NATIONAL PREVENTION WEEK (NPW) FORUM WITH LIONS CLUB
• NPW STUDENT/PARENT WORKSHOPS
• AFTER-SCHOOL PROGRAMS/PRESENTATIONS
UPCOMING PHILLY OUTREACH

• BRISTOL CARES YOUTH SUMMIT
• DEA SUMMER CAMP SERIES
• YOUTH LEADERSHIP ACADEMY
• BLESSED BAG/CARE BAG PROJECT
• FAITH-BASED AND COLLEGE OUTREACH INITIATIVE
• RED RIBBON PROGRAM
• NATIONAL TAKE BACK DAY
ANCHORAGE, ALASKA

Collaborate with local community stakeholders to implement several strategies and activities regarding drug use prevention and education.

Uluao “Junior” Aumavae
Top Drug Threat for Anchorage Alaska

The State of Alaska provides unique challenges in preventing the scourge of drug addiction and related crime due to its geographic location and dispersed population. The City of Anchorage consists of 40% of Alaska’s population and is a central hub for narcotics distributed throughout Alaska, to include rural villages. Opioids (illicit fentanyl and heroin) and prescription drugs are among the top regional drug threats in Alaska. According to the Department of Health and Social Services, Alaska Division of Public Health, Section of Epidemiology, from 2019 to 2020, fentanyl overdose-deaths increased 193% statewide. Additionally, the number of fentanyl seizures by DEA in Alaska have increased 90% during that time period, an all-time high.

The Seattle Division will partner with the United States Attorney’s Office (USAO), Federal Bureau of Investigation, Alaska National Guard Counterdrug Support Program (CDSP), Anchorage Police Department, State of Alaska Department of Health and Social Services, and Anchorage area drug addiction specialists and community outreach organizations.
“PEOPLE WHO WORK TOGETHER WILL WIN WHETHER IT BE AGAINST COMPLEX FOOTBALL DEFENSES, OR THE PROBLEMS OF MODERN SOCIETY.”

VINCE LOMBARDI
Anchorage Alaska Stake Holders

Scouting Report

- Build a CHAMPIONSHIP team
- IDENTIFY your team
- IDENTIFY your ROLE players
- IDENTIFY your IMPACT players
- RECRUIT your team
- BUILD relationships
- BUILD team chemistry
- CULTIVATE leaders
- IMPLEMENT play book to team

Anchorage Alaska Stake Holders
“THE ONLY PLACE SUCCESS COMES BEFORE WORK IS IN THE DICTIONARY.”

VINCE LOMBARDI
Scouting Report

- Relationship building
  - Time
  - Background
- Consistency
  - If you’re early you’re on time, every time
- Student of the game
  - Be informed of play book
  - Stay ready so that you don’t have to get ready
- Diversify portfolio
  - Open to learn new things
  - Learn different cultures, backgrounds and traditions

Anchorage Alaska Operation Engage Programming
“PERFECTION IS NOT ATTAINABLE, BUT IF WE CHASE PERFECTION WE CAN CATCH EXCELLENCE.”

VINCE LOMBARDI
Operation Engage Anchorage Alaska Impact

- April 2021
  - 25 Stakeholders
  - 5 Schools
  - 545

- May 2021
  - 50 Stakeholders
  - 14 Schools
  - 2586
The Partnership

- Began as a program aimed at combatting a growing epidemic of prescription opioid misuse and heroin use nationwide and has expanded to include prevention resources for all drug categories.

- Content sourced from DEA, National Institute of Drug Abuse (NIDA) and the Substance Abuse & Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention.

- Workplace resources and turn-key resources for elementary, middle, and high school classrooms.

- No cost.
Digital Lesson Bundles for Elementary, Middle and High School
Virtual Field Trip Series
Student Videos
Self-Paced e-Learning Module*
Parent Resource Toolkit*
Educator Webinar (On-Demand)
Culture-Based Resources and Lessons

*offered in English and Spanish
Digital Lessons – Opioid Misuse

Elementary School

**Proactive Prevention**
Over-the-Counter and Prescription Medications: How do medications work in our bodies, and why is it so important to use them responsibly? Follow medication on a path through the body to investigate how they make us feel better with responsible use.

Download Digital Lesson
Download Educator Guide

**Malachi’s Medication**
In this activity, students will identify and explain the dosage instructions included on a prescription label and conduct an experiment to understand the importance of accurately measuring medication dosage.

Download Activity

**Sarah’s Sister**
In this activity, students will meet Sarah and her younger sister who has gotten hold of medication that was not properly stored, to understand the importance of storing medication safely.

Download Activity
Digital Lessons-Opioid Misuse

**High School**

**Opioid Use:**
The Signs, The Symptoms, The Science

Separate fact from fiction with this classroom-ready digital lesson. Through investigation and hands-on activities, students learn the science behind prescription opioid and heroin addiction, overdose, and withdrawal.

- Download Digital Lesson
- Download Educator Guide

**Reporting on a Public Health Crisis:**
Opioids in the Community

Students will investigate how the opioid epidemic impacts their community acting as investigative reporters to investigate the who, what, when, where, why, and how of opioid use and misuse.

- Download Digital Lesson
- Download Educator Guide
Virtual Field Trips

The Science Behind Opioid Addiction

Full Length  47 minutes
Intro 03:51
A Special Agent’s Take 05:28
Chemistry 05:58
Neuroscience 08:14
Brain Functions 04:10
Personal Experiences 11:09
Moving Forward 04:52

On the Frontlines: A Community Fighting Back

Full Length  47 minutes
Intro 03:51
A Special Agent’s Take 05:28
Chemistry 05:58
Neuroscience 08:14
Brain Functions 04:10
Personal Experiences 11:09
Moving Forward 04:52

Opioids: Real People. Real Stories. Real Science

Full Length  33 minutes
Donna’s Story 05:33
Levi & Lyle’s Story 09:43
Angie’s Story 06:45
Carl’s Story 11:27
Student Videos

Competition Archives
Check out the finalists and winners from previous years’ Video Challenge! These incredible videos were selected from hundreds of entries for their creativity and impactful messages about the dangers of prescription opioid misuse and heroin use. Congratulations to the winners and finalists.

2019  2018  2017

GRAND PRIZE AND PEOPLE'S CHOICE WINNER
2019
Dalton S., Jackson H., Yanely L., Brian W. in Manchester, TN

2ND PLACE
2019
Aria K. in Worcester, MA

3RD PLACE
2019
Jake S. in Cody, WY

FINALIST
2019
Sebastian N. in Middletown, CT

FINALIST
2019
Olivia H. in Darien, GA

FINALIST
2019
Mia L., Ava L. in Blacksburg, VA
Self-Paced Module

- Follows the stories of three teens – Stefon, Haley, and Mia
- Students learn the science behind what happens to the brain and body
- Explores the cycle of addiction
- Debunks misconceptions
- Available in Spanish
SECTION 2
START THE DISCUSSION

DISCUSSION STARTERS

You may want to have a discussion with your child about this important issue but aren't quite sure where to start. Keep the lines of communication open by initiating the conversation.

Here are some possible conversation starters:

- Neither news talk nor personal experience will always yield the results you would like. Patient and persistent initiating conversations.
- You can raise your point about how many children are in school (and even more who are not) that your child might not have experienced something similar. This is also an opportunity to talk about why this is important.

I just heard a report about drug use by teenagers, and I wanted to talk to you about what it is like for many kids.

- Briefly summarize the report, and talk honestly about how it makes you feel. Your child may be hypocritical about drugs, but people often know, or make it clear that you are not feeling for information or see someone in trouble.

There is so much on the news lately about people who misuse prescription drugs. Are you ever confused about what people misuse prescribes by doctors?

- Your child is not necessarily lacking judgment. They may question the need to discuss the lower dication that people who misuse prescription drugs often don't have a prescription. Friends and family can supply the drugs—intentionally or inadvertently, when people leave old ones around.

I see that your school has been taking part in a drug prevention program. There is so much in the news lately about, and I can see how overwhelmed at times.

- This approach can be useful for children who are hesitant to talk about their personal feelings or experiences. Call them to talk about the issues, but let them talk about the issues. Talk about the issues and ask follow-up questions.

For hard copies email: Community.outreach@usdoj.gov
Multi-Drug Topic Series

- Depressants
- Hallucinogens
- Inhalants
- Marijuana
- Stimulants
- Steroids
Module 1
The Opioid Epidemic

Module 2
The Science of Opioids

Module 3
The Reality of Opioids

Module 4
The Power of Prevention
Drug Misuse Prevention Resources

• Digital Lessons

• Classroom Activities

• Master Class Video Series to Guide Implementation
Good Medicine Bundle
Digital Lesson Bundles

Traditional Talking Circle

Sharing Time:
- Why is it easier to stop a fire or emotion when it is little, and harder when it is big?
- How can a “firestorm” of emotion cause people to make poor decisions?
- How can talking about our emotions be helpful?
Good Medicine Bundle

Culture-Based Resources on the Website

Culture-based Prevention Resources
Good Medicine Bundles

Use the wisdom of Native practices of wellness combined with the insights of modern science to help Native and non-Native students avoid the dangers of substance misuse. These hands-on, standards-aligned resources empower students to embrace positive and holistic health practices and gain an understanding of modern and historical Native approaches to wellness.

Quick Links  Elementary School  |  Middle School  |  Master Class Videos
Additional Resources

www.getsmartaboutdrugs.com/publications
Questions?

Cathleen.R.Drew@usdoj.gov

www.OperationPrevention.com
www.getsmartaboutdrugs.com/publications
DEA’s Outreach to Colleges and Universities
• Binge drinking showed no significant changes for young adults attending or not attending college.

• In 2019, 33 percent of college students reported binge drinking (versus 22 percent of those same-age adults not in college)

• High-intensity drinking (10 or more drinks in a row in the past two weeks) has stayed level at about 11% since 2015 for people between the ages of 19 and 22, regardless of college attendance.

Past year **CANNABIS USE** remained at historic highs.

2019 Monitoring the Future College Students and Young Adults Survey Results

- **College Students:** 9% FIVE-YEAR INCREASE
- **Non-College:** 37%
- **College:** 34%

Daily cannabis use was more common among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results

Daily use* of cannabis was nearly 3x as high among young adults not attending college compared to peers in college.

**DAILY USE 2019**

- College: 6%
- Non-College: 15%

*Cannabis use on 20 or more occasions in past 30 days

Figures have been rounded to the nearest whole number.

Past month NICOTINE VAPING rose dramatically over 3 years.

2019 Monitoring the Future College Students and Young Adults Survey Results

<table>
<thead>
<tr>
<th>Year</th>
<th>College</th>
<th>Non-College</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>2018</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>2019</td>
<td>22%</td>
<td>18%</td>
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Figures have been rounded to the nearest whole number.

Cannabis Vaping Among College Students

Past month CANNABIS VAPING increased sharply among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results

**COLLEGE**
- 2017: 5%
- 2018: 11%
- 2019: 14%

**NON-COLLEGE**
- 2017: 8%
- 2018: 8%
- 2019: 17%

Figures have been rounded to the nearest whole number.

# Nonmedical Use of Prescription Drugs

Source: American College Health Association-National College Health Assessment (Spring 2020)

## Percent of College Students Who Reported Misusing Prescription Drugs Within the Past 3 Months*

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<th>Male</th>
<th>Female</th>
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<tr>
<td>Prescription stimulants</td>
<td>12.7 percent</td>
<td>12.6 percent</td>
</tr>
<tr>
<td>Sedatives or sleeping pills</td>
<td>11.2 percent</td>
<td>13.4 percent</td>
</tr>
<tr>
<td>Prescription opioids</td>
<td>3.4 percent</td>
<td>4 percent</td>
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* Daily, weekly, monthly
Anytime within the past 30 days:

- 31.8% felt things were hopeless*
- 25.4% felt so sad nothing could cheer them up*
- 22.6% felt worthless*
  
  * Some, Most, All the Time

- 30.3% felt anxiety affected academic performance
- 2.4% likely to attempt suicide someday
- 2.0% attempted suicide within the last 12 months

Source: American College Health Association-National College Health Assessment (Spring 2020)
Institutions of higher education are an important stakeholder.

- Developed campus-specific fact cards
- Sponsor Red Ribbon Week Campus Video PSA Contest with SAMHSA’s Center for Substance Abuse Prevention
- Strategic planning guide for preventing drug misuse among college students
Welcome

The Drug Enforcement Administration (DEA) is pleased to provide institutions of higher education and their surrounding communities with these resources to prevent drug misuse among college students. We are committed to promoting the importance of prevention and its role in helping ensure the health and safety of our nation’s colleges and universities. View an introductory video clip of the website’s features.
Rich Lucey
Senior Prevention Program Manager
Drug Enforcement Administration
Community Outreach and Prevention Support Section
richard.lucey@usdoj.gov
Questions?