



## *The Drug Enforcement Administration's 360 Strategy: A Case Study on Its Reach and Impact*



**National Prevention Network's Prevention Research Conference  
A Revolution in Prevention: Understanding the Past, Informing the Future  
August 28, 2018**



# Overview

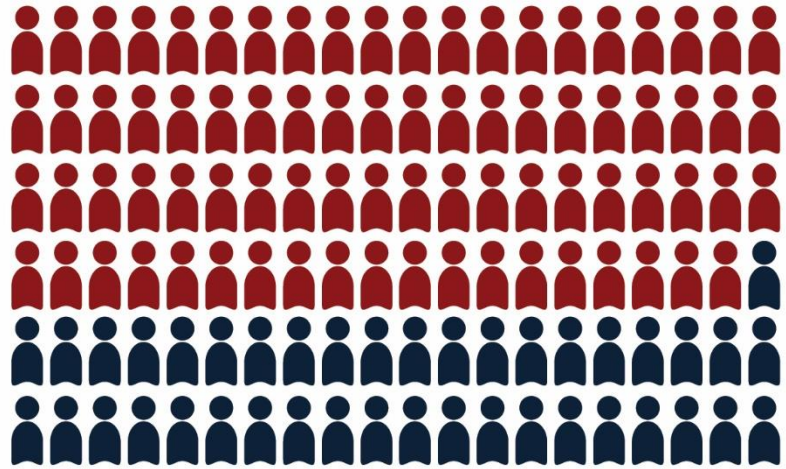
**Heroin/  
Prescription  
Opioid  
Overdose  
Epidemic:**

**174**

Drug overdose  
deaths per day

**66%**

of those deaths are  
pharmaceutical  
opioids or heroin  
related



Source: Center for Disease Control (CDC)

**Epidemic Fueled by:**

**Demand: Opioid Cycle that Leads to Heroin**

**Supply: Mexican Cartels to Violent Gang**

**Distribution Networks**



# 360 Degree Strategy

Enforcement Partnership

Diversion Partnership

Community Partnership



# **Enforcement Partnerships**

## **Coordinating and Targeting Enforcement Efforts**

- **Federal, State, and Local Resources**
- **Community Enforcement Efforts**
  1. Built on local intelligence and experience
  2. Coordinating efforts – Task Forces / Initiatives
  3. Targeting local distribution realities
  4. “Top Target” Lists
  5. Death or Serious Bodily Injury Cases (Strict Liability)



# 360 Degree Strategy

Enforcement Partnership

Diversions Partnership

Community Partnership



# Diversion Partnership

## Enhance Data to Identify and Track Problems

- Prescription Drug Monitoring Program (PDMP), Medical Examiners (ME's), and Other Sources

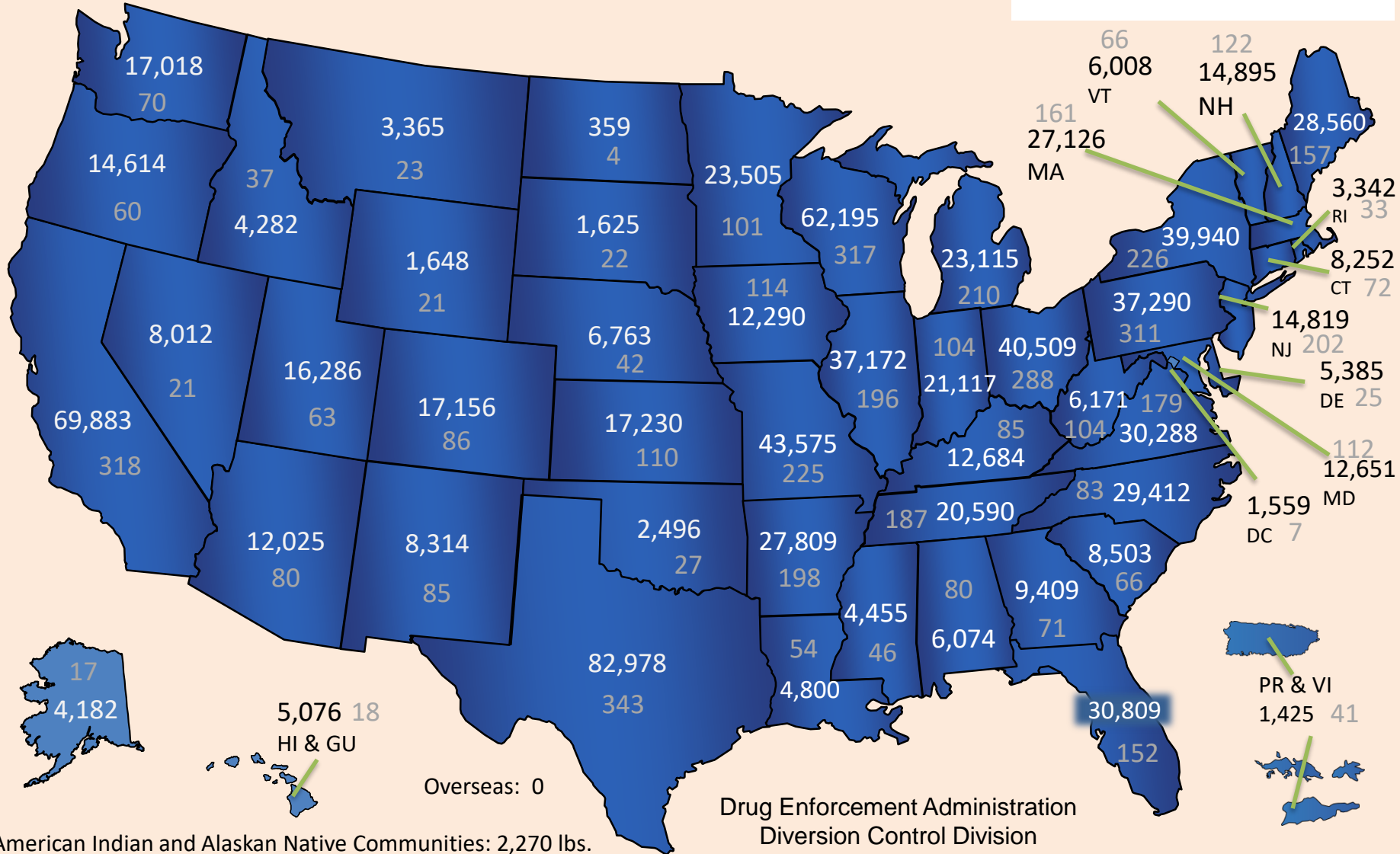
## Vigilant Enforcement and Regulation

- **Identify the Threat**
  - DEA Registrants Operating Outside the Law
- **Address the Threat**
  - Tactical Diversion Squads (TDSs)
    - Agents, Diversion Investigators, Intel Analysts, Task Force Officers
  - Diversion Investigators (DIs)
  - Mobile/Regional TDSs

# 15<sup>th</sup> National Take Back Day: April 28, 2018

Total Weight Collected: 949,046 lbs.(474.5 Tons) (White and Black)

Total Collection Sites: 5,842 (Grey)



\*American Indian and Alaskan Native Communities: 2,270 lbs.

Drug Enforcement Administration  
Diversion Control Division



**Drug Enforcement Administration**

# **National Take-Back Day**

**Save The Date:**

**October 27, 2018**





# 360 Degree Strategy

Enforcement Partnership

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# Community Partnerships



**The Guide: SAMHSA's Strategic Prevention Framework**



## Community Action Support & Education



- DEA recognizes we cannot arrest our way out of the drug problem – our goal is lasting success in the communities we serve.
- Education and Prevention are key elements for a true 360 degree strategy.
- Rolling Thunder operations provide an opportunity for community empowerment and a jumping off point for education and prevention efforts.



## Community Partnerships

### 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.



## Community Partnerships

### OBJECTIVES:

- 1) Provide DEA leadership to **bring together disparate elements** of local communities following DEA enforcement actions.
- 2) **Have a 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.



# Community Partnerships

## **FOUR KEY TARGET AUDIENCES:**

- 1) Home (Parents & Caregivers)**
- 2) Educators & The Classroom**
- 3) After School (Athletics, Scouts, Boys & Girls Clubs, 4H, After-School Activities)**
- 4) The Workplace**



# Community Partnerships

## **SHORT TERM STRATEGIES (First 30 Days)**

- 1) Rally DEA**
- 2) National Partnership Outreach**
- 3) Form “Community Alliance”**
- 4) New “Localized” DEA Resources**
- 5) Media Outreach**



# Community Partnerships

## **MID TERM STRATEGIES (60 - 180 Days)**

- 1) DEA to Host Community Summit**
- 2) Deploy Existing Materials**
- 3) Launch Micro-website & Division Resource Pages**
- 4) Enhance Social Media Presence**
- 5) Launch Targeted Media Buy**
- 6) Deploy New “Localized” Outreach Materials**





# Media PSA's





# Community Partnerships

## **LONG TERM STRATEGIES (180 Days – 1 Year+)**

- 1) DEA Community Outreach**
- 2) Track Metrics & Evaluation of Effectiveness**
- 3) Transition to Local Leadership with National Support**



# 360 Tools

## OPERATION PREVENTION

- Self-paced E-learning Module
- Interactive Lessons Plans for Classrooms
- High School Student Video Challenge
- Expert Q&A National Live-Stream Event
- Parent Toolkit
- Promotion & Outreach Campaign

[www.operationprevention.com](http://www.operationprevention.com)



## Community Partnership: The Last Piece for Success



**Enforcement will help dictate the timing and create an opportunity, but moving forward with Community-Owned solutions is a key to making a lasting impact.**



# Prevention's Three Basic Questions

WHAT?

SO WHAT?

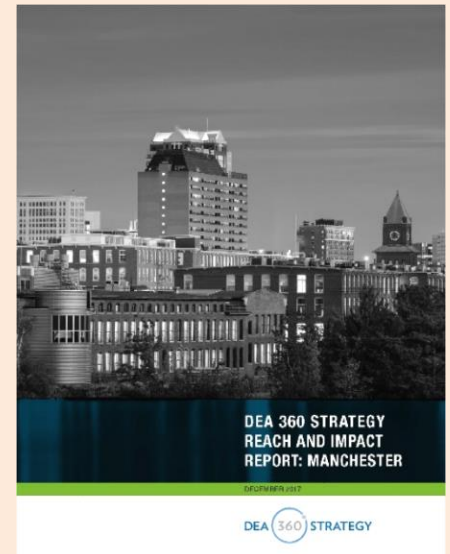
NOW WHAT?



## 360 Strategy

### Performance Analysis Project

- Funded in 2017
- Assess reach and impact of 360 Strategy's community outreach activities
- Cities
  - Milwaukee, Wisconsin (Spring 2017)
  - Manchester, New Hampshire (Fall 2017)
  - Charleston, West Virginia (Summer 2018)
- Contractor: ICF, Inc.

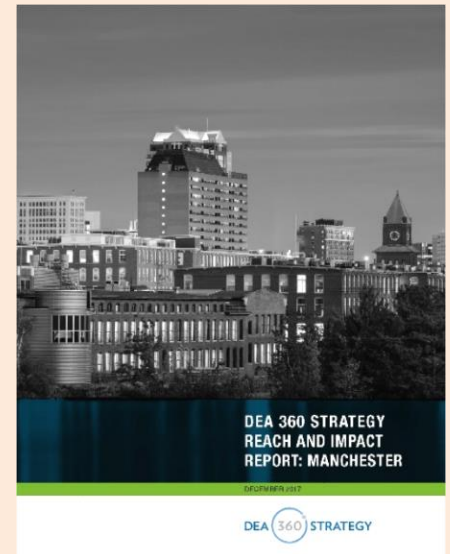




## 360 Strategy

# Performance Analysis Project

- Tasks
  - Compile and analyze pre-established metrics
  - Conduct nine interviews with community interviews
  - Produce Reach and Impact report (external)
  - Produce lessons learned report (internal)





## What Did We Learn in Manchester?

Create transparency among partners.

- All partners should be clear about their roles – reach out early and maintain open communication.

Tailor communication for youth.

- Continue to find alternative strategies to share information with youth.

Key influencers on Twitter.

- Wide reach of social media from key influencers (actor Mark Wahlberg, Empower Youth Coalition).





# What's happening in New Hampshire?



## The Opioid Crisis at Home

A promotional poster for a youth summit. The top half shows a group of young people sitting on wooden bleachers, with their faces obscured by a white rectangular box. The bottom half is a teal gradient with white text. The text reads: "The Mark Wahlberg Youth Foundation presents: The New Hampshire YOUTH SUMMIT on Opioid Awareness". Below this, it says "Tuesday, March 7, 2017 | SNHU Arena | Manchester, NH" and "Doors Open: 8:30 AM; Program: 9:45 AM to 12:30 PM".

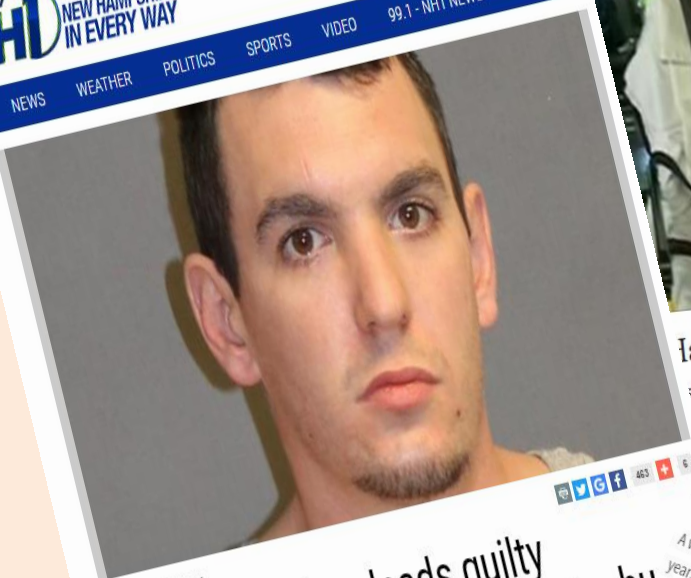
The Mark Wahlberg Youth Foundation presents:  
The New Hampshire  
**YOUTH SUMMIT** on  
**Opioid Awareness**

Tuesday, March 7, 2017 | SNHU Arena | Manchester, NH  
Doors Open: 8:30 AM; Program: 9:45 AM to 12:30 PM



# Drug Enforcement Administration





## NH drug dealer pleads guilty to selling fentanyl that killed Nashua mom

Dec 7, 2016 5:01 PM

The New York Times | <http://nyti.ms/2he9TdT>

## New Mothers Derailed by Drugs Find Support in New Hampshire Home

By KATHARINE Q. SEELYE DEC. 11, 2016

ROCHESTER, N.H. — The young women, soon to be mothers, gathered around a big kitchen table, chatting excitedly about due dates and baby names and even morning sickness.

But these were not typical expectant mothers. They had used opioids, mostly heroin and fentanyl. Many had been incarcerated. Few had families they could turn to for help, and the fathers of their babies were out of the picture.

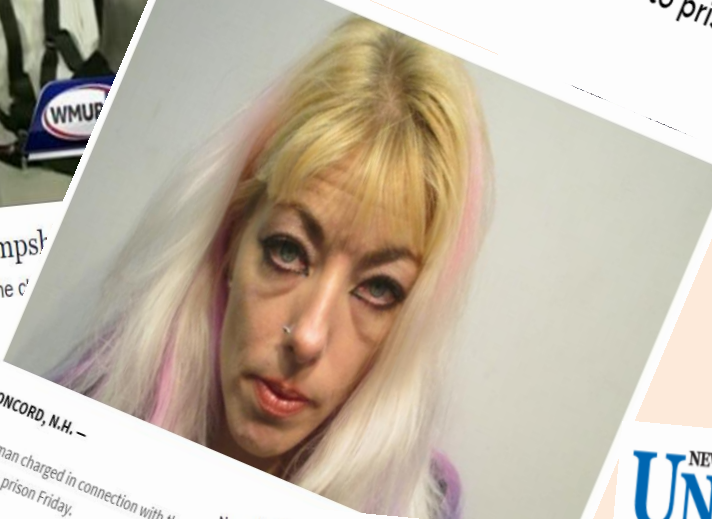
Most of these women — tough, sassy, vulnerable — were destined to go through their pregnancies in a shelter, jail or even on the street, fending for themselves as they had often done before.

Instead, here they were last week, in the cozy kitchen of a classic 1856 New



## New Hampshire woman sentenced to prison in daughter's overdose death

Updated: 12:10 PM EST Dec 2, 2016



Hampsh  
s the c'

CONCORD, N.H. —

A woman charged in connection with the overdose death of her daughter was sentenced to 18 months in prison Friday.

## Arrest made in OD death of teacher, coach

November 21, 2016 8:50PM

Staff Report

Already facing felony charges involving cocaine sales, a Portsmouth woman was charged Monday with selling methadone to a Seacoast-area coach and elementary-school gym teacher who died of a drug overdose.

Amy Matton, 38, faces a maximum sentence of life in prison if convicted, according to a statement issued Monday by Attorney General Joseph Foster and the police chiefs of Dover and Portsmouth.

Late last year, Foster said his office would start charging drug dealers if their customers died of an overdose.

"Over the years, overdose deaths have not been viewed as crime scenes," Foster said at the time, "but now we are going to do that with the goal of finding out who sold the drugs to the individual who overdosed."

Dover resident Bryant Lausberg, 27, died at his home on May 29 in a death that police said at the time was not related to a crime.



## Local drug dealer works with investigators in arrest of 2 Mass. men who plead guilty to drug charges

By JAMES A. KIMBLE  
 Union Leader Correspondent

BRENTWOOD — Two Massachusetts people pleaded guilty to charges that they supplied more than 400 grams of fentanyl to a confidential informant working with investigators, prosecutors said.

Farel Guzman and his alleged partner, Elgid Guzman, of Lawrence, Mass., entered guilty pleas in court on Tuesday to a charge of conspiracy to distribute a controlled substance.

The pair were charged with conspiring to supply quantities of fentanyl to drug dealers in New Hampshire, supplying quantities of fentanyl.

The pair were charged with supplying roughly 730 grams of fentanyl. Agents with the Drug Enforcement Administration were involved in the investigation, prosecutors said.

The pair were acting as a middleman in a chain of heroin and fentanyl distribution in the state, according to an affidavit by the Drug Enforcement Administration.

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## NEW HAMPSHIRE UNION LEADER

Facebook Twitter YouTube

ed  
th






## Sad but true...



Verizon 8:35 AM 44%

### Police: Man overdoses in Dunkin' Donuts bathroom while son waits outside

  
**Heather Hamel**   
News Reporter

[f](#) [t](#) [G+](#) [✉](#)

**MANCHESTER, N.H.** — A Boston man is accused of overdosing on heroin in the bathroom of a Manchester Dunkin' Donuts while his 9-year-old son waited for him in the dining area, police said.

Manchester police said the child notified a Dunkin' Donuts employee that his father had been inside the bathroom for a long time. The employee went into the bathroom and found that the man had overdosed, police said. The employee called 911.



# We all saw this one out of Ohio





## But What About This One?





## Seriously?







# Not the jobs they dreamed of...





## My friend Garrett










Verizon 10:31 PM 32%

## Secret Service agent paralyzed in North Conway crash shares his story


Driver who hit Garrett Fitzgerald's car was high on heroin

  
**Jean Mackin**    
News Anchor/Reporter

**GOFFSTOWN, N.H.** — In New Hampshire, students are sporting red ribbons for a week-long opioid awareness campaign.

As part of Red Ribbon Week, a Secret Service agent took over a classroom to teach what one wrong decision can do.

Name brands. Great prices. No taxes.  
LiquorandWineOutlets.com Please drink responsibly.



# FENTANYL







## CARFENTANIL



### DEADLY HEROIN WARNING





## Online Carfentanil



Messages 8:26 PM 20%  
medicalxpress.com

### Ordering deadly drugs from China is easy


November 3, 2016 by Erika Kinetz And Raphael Satter

**Ku 酷企网** kuqiw.com 请登录 请输入关键词 搜索 热搜

首页 供应信息 求购信息 产品商城 招商加盟 展会信息 价格行情 公司库 资讯中心

当前位置: 首页 > 供应信息 > 化工 > 化工中间体 > 其它化工中间体 > **Carfentanil, 59708-52-0**

详细说明 发布日期: 2016-08-01 20:56 浏览次数: 35



**Carfentanil, 59708-52-0**  
CAS号: 59708-52-0  
英文名称: Carfentanil  
英文同义词: R 3183; R 31833; Carfentanyl; Carfentanil;  
1-Phenethyl-4-(phenylpropanoyl)amino)piperidine-4-carboxylic acid methyl ester; 4-[[[1-(1-Oxopropyl)phenylamino]-1-(2-phenylethyl)-4-piperidinecarboxylic Acid Methyl Ester]; 1-[2-(Phenyl)ethyl]-4-[N-phenylpropanoylamino)piperidine-4β-carboxylic acid methyl ester; 4-Piperidinecarboxylic acid, 4-[[[1-(1-oxopropyl) phenylamino]-1-(2-phenylethyl), methyl ester ethanedioate  
CBNumber: CB11176190  
分子式: C<sub>24</sub>H<sub>30</sub>N<sub>2</sub>O<sub>3</sub>  
分子量: 394.512  
MOL File: 59708-52-0.mol  
密度: 1.142  
储存条件: Controlled Substance, -20°C Freeze

This Friday, Oct. 28, 2016, image shows a portion of a webpage offering the powerful opioid carfentanil for sale by the Shanghai Bohua Fine Chemical Co. Carfentanil is a controlled

Home, Search, Messages, Home, Messages, Home



**Drug Enforcement Administration**

**THEY DON'T WANT US COMING IN...**





Drug Enforcement Administration

THIS IS WHERE DEATH IS MADE







# Drug Enforcement Administration

## ELABORATE STEPS TO HIDE THEIR TREASURE





# FINGERS





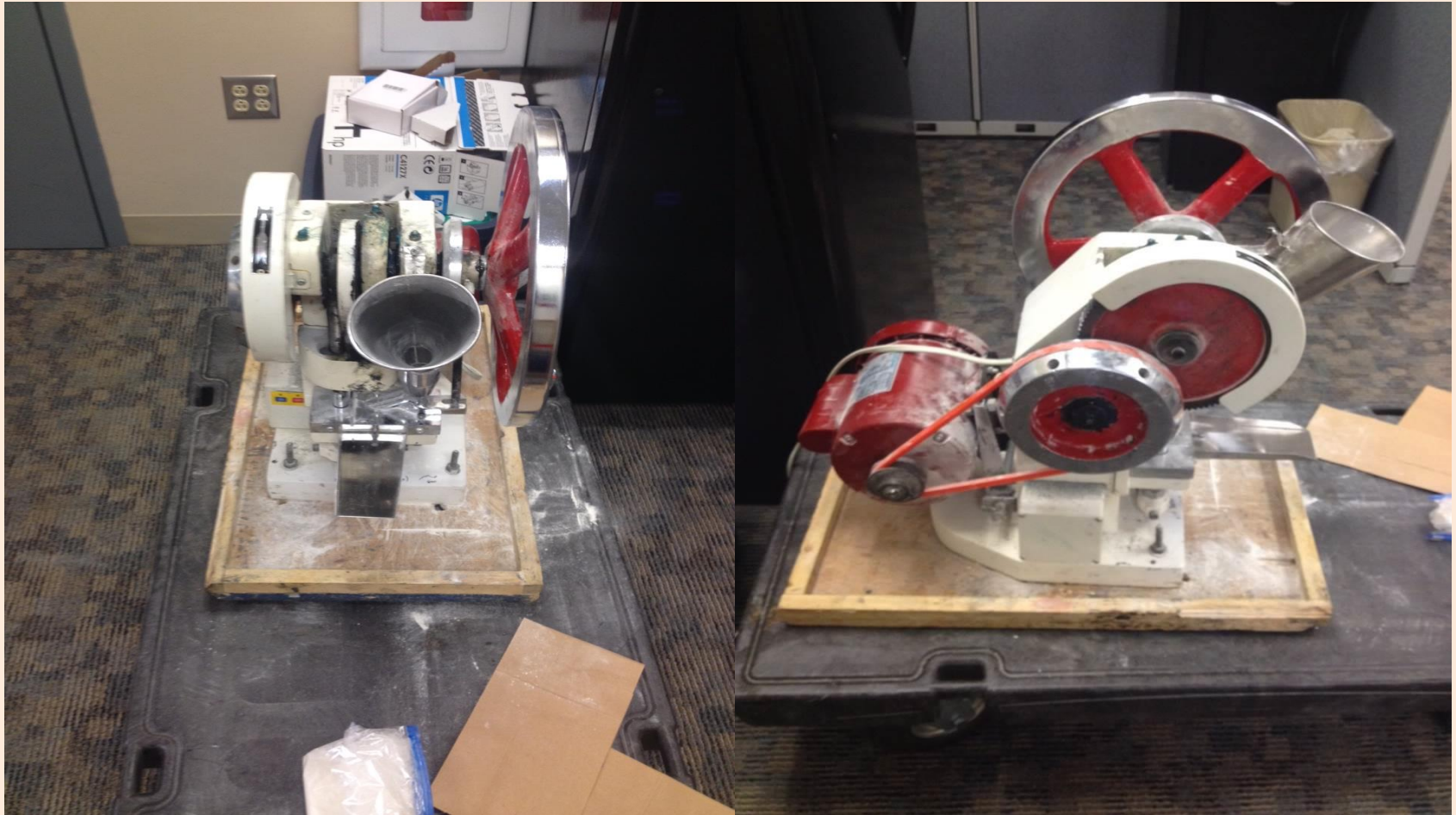
## Packages of Drug Proceeds







## PILL PRESSES





Drug Enforcement Administration

# Annual Drug Take Back Day





## A message to parents...

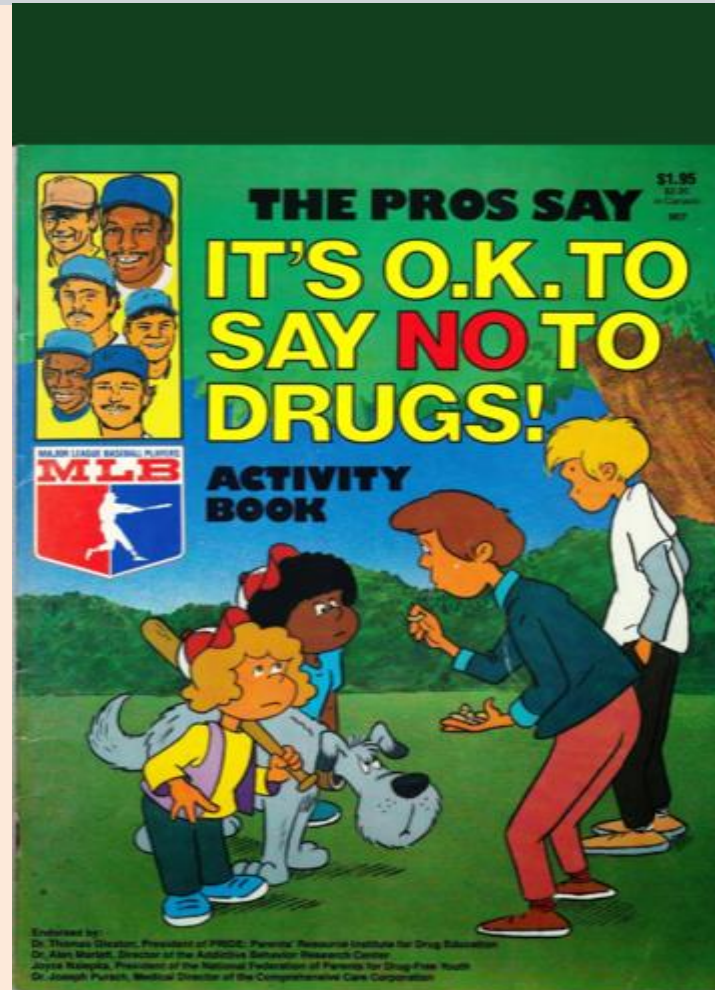






## It will take all of us...







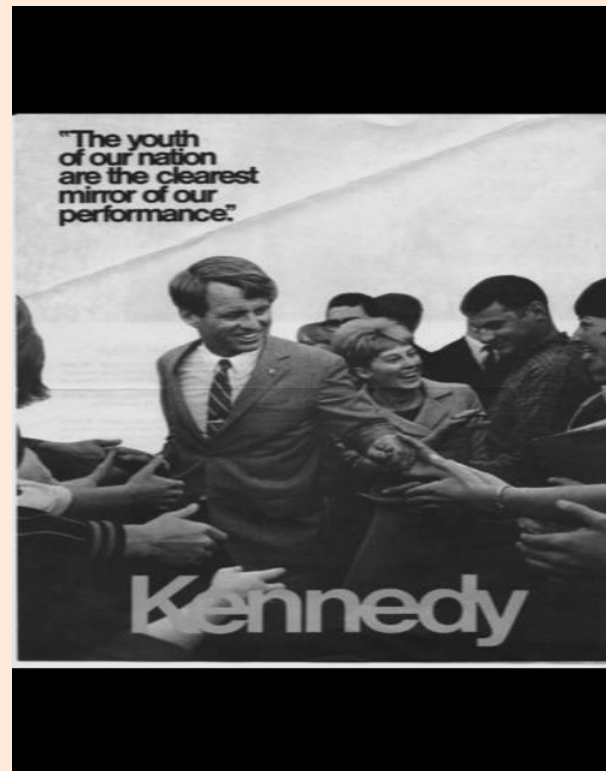


# Drug Enforcement Administration





## Will you be an Upstander or a Bystander?





# Drug Enforcement Administration







# Drug Enforcement Administration





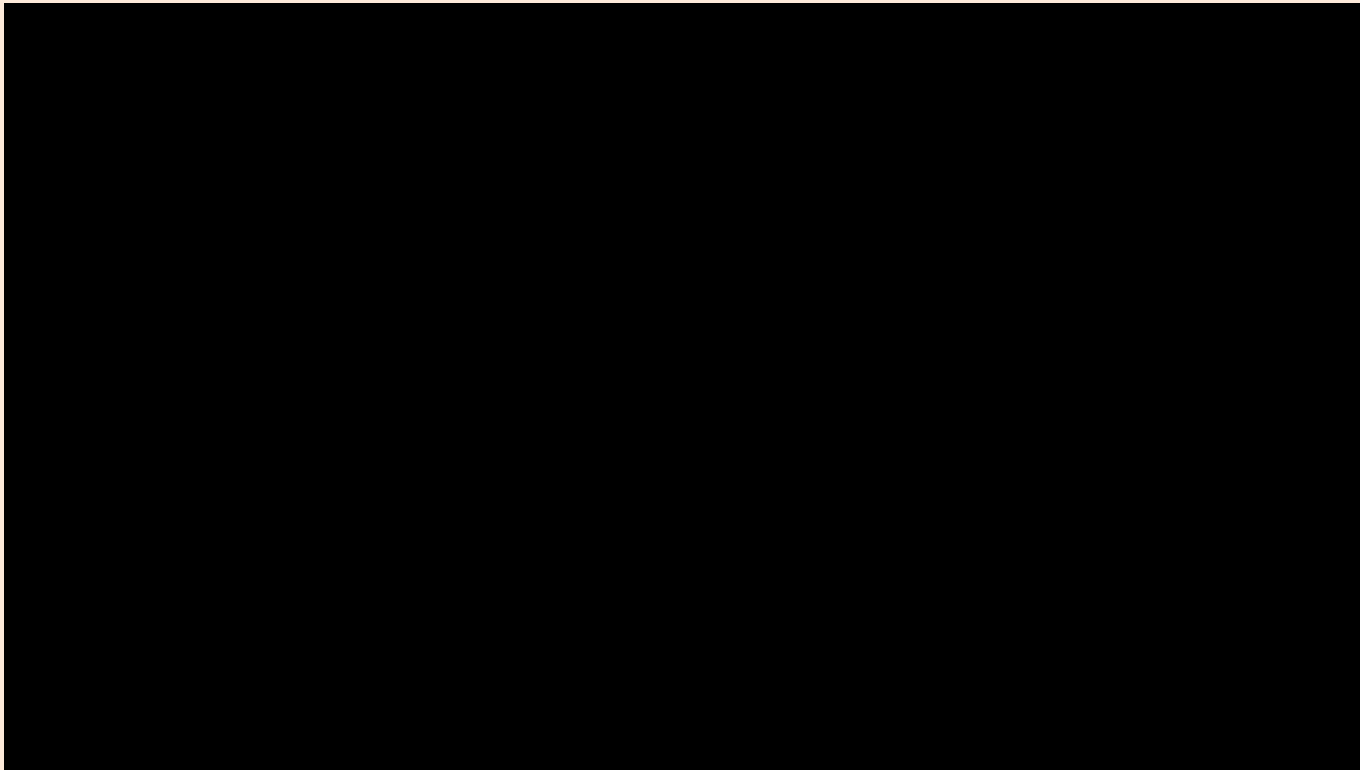






**Drug Enforcement Administration**

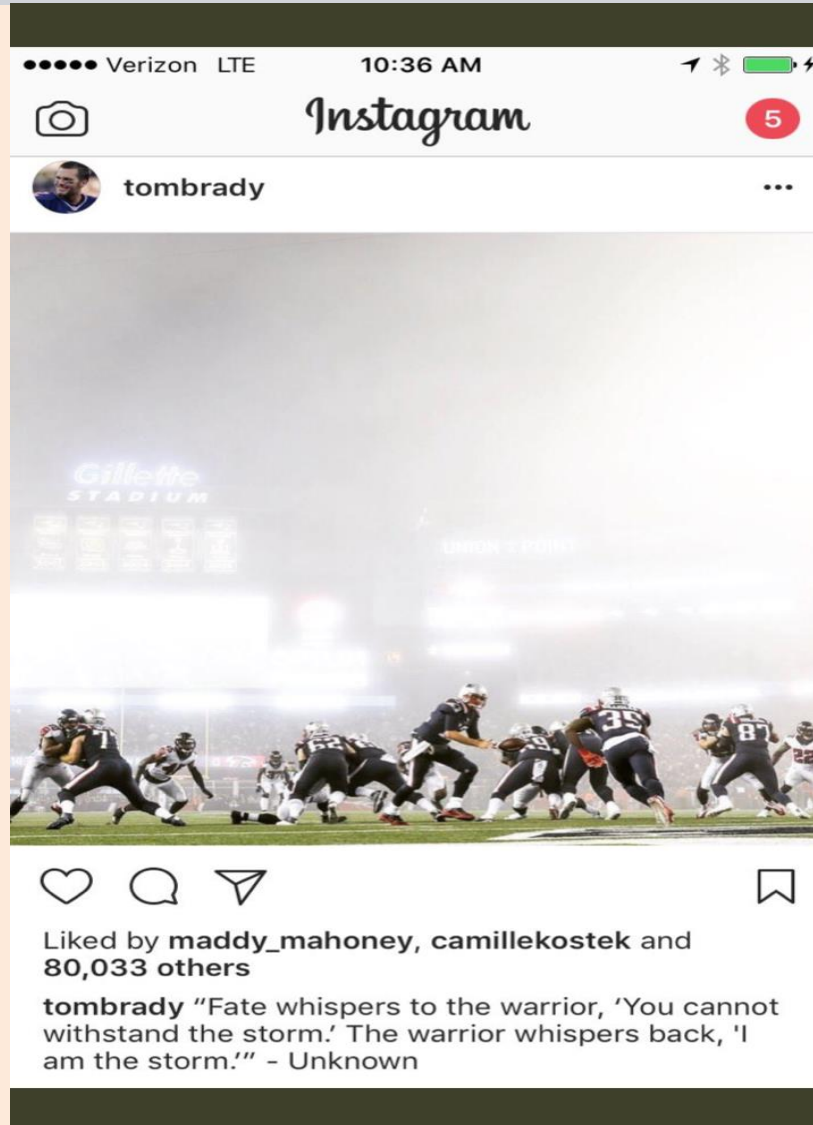
# Youth In Action!







# Drug Enforcement Administration





Drug Enforcement Administration

# Thank You



**...when opportunity knocks,  
answer the door**

# What would you say?

- ...the DEA 360 program is set to bring in resources to help strengthen your enforcement agencies' effort to address the addiction epidemic
- ...offer support to the effort to unify the drug manufacturers, practitioners, and pharmacists through diversion control focused on raising awareness
- ...community outreach through partnerships with local organizations to support and engage communities in the effort to address the opioid epidemic

**Yes Please!**

# October – DEA 360 rolls into Manchester

- DEA 360 lead begins to engage, plan, and take action
- Community stakeholder meeting – met with a cold New England ‘Yankee’ attitude
- Questions were raised:
  - ‘how much money will the city receive?’
  - ‘can we change the messaging?’
  - ‘how will everything get accomplished in a year?’
  - ‘what happens at the end of the year?’

# March – six months in

- parent/adult focused training sessions held the week before Christmas – 150 people attended
- Youth focused rally – 8,000 youth and adults attend
- Parent coaching training session
- Multiple presentations given at high schools, youth serving organizations
- Dance program brings energy and opportunity to engage in conversation with the youth and adults
- Youth leadership training is planned



# Meanwhile...our community work continues

- Community Resource Guide is developed and distributed
- Over 10,000 resource cards are distributed
- Substance Abuse Collaborative deepens its involvement, adds workgroups focused on Prevention, Treatment, and Recovery
- Two take back events take place
- NH's Integrated Delivery Network (IDN) project launches
- **Safe Stations** program gains strength, expands
- Treatment and recovery services within region expand
- **ACERT** team is established to support victims of domestic violence and youth that have been exposed to trauma through a DV incident or overdose event

empowerYOUTH!

<https://www.youtube.com/watch?v=xL35sh4ALQk>



# July – rounding the corner

- Planning to set early fall (September) community-based event - adult attended, youth presented
- PSA training plans in process – youth will learn how to collaborate and create with youth from all over the state
- CADCA Youth Leadership training – 26 youth from six different schools
- Youth Solutions – TV program coverage blankets the entire state
- Students and leadership take the leap and begin plans to attend the 2017 CADCA mid-year conference
  - Goal: send a cohort of four advisors, 13 youth
  - Braided funding combined with three school-based advisors volunteer to make the trip and get us to Atlanta

# Reflection

- YES! – it will take an extra effort
- YES! – there will be ‘hair pulling-creative language rants-OMG!’ moments
- YES! – DEA brains think differently
- YES! – this work WILL enhance, NOT derail your efforts
- Will it strengthen your communities? – YES!
- Will it bring opportunities for training and events that you could not have brought? – YES!
- Will new unique partnerships be formed? – YES!
- Will it be sustainable? – YES!

# Listen, learn, and grow...it's a thing

- DEA team learning that Manchester is resilient, determined, and complicated
  - Poverty, mental illness, diverse population, funding availability all contributing factors
  - Continuum of Care model has strength that can support the DEA 360 initiative
  - Prevention is key to sustainability
- Manchester partners begin to realize partnering with the DEA 360 team has fortified our community in unique and sustainable ways
  - New partnerships blending local, regional, state, and federal
  - Programming such as the prevention training and the YLT have empowered community members to dig in and be part of the solution

**Empowered Youth!**

 60360 

*Live Free and Thrive*

# Community partners FY17 and beyond!

DEA 360 initiative

Greater Manchester





What about **Post** DEA 360?

...can't tell you

There's no "post" in Partnership!

# DEA 360 year two – the power of partnerships

- Youth led, adult supported projects:
  - Youth developed, adult supported Rx sticker awareness campaign
    - Youth designed sticker
    - Pilot sessions in July
    - Region-wide launch to take place in collaboration with the fall DEA take back event in October
  - Over-the-counter medicine safety – presentations
    - 70 high school youth stepped up and participated in an evidence-based OTC training session
    - Over 400 5<sup>th</sup> and 6<sup>th</sup> grade level youth were trained by our empowerYOUTH! members
  - empowerYOUTH! members have been actively attending leadership training and conferences over the summer – boot camp planning date set for September

# empowerYOUTH! initiative grows tenfold!

- In September 2016 empowerYOUTH! was a concept to be developed
- Today, after completing year one, and continuing our partnership, the DEA 360 team is expanding to include all high school and upper middle school students, with advisors and support emerging at both the school and community level
  - 0 to 70 in one year – that's good data!
  - Over 400 middle school youth trained on OTC medicine safety in one school year – that's excellent data!
  - Vaping and marijuana training are set for 2018/2019 school year

**Flexible, fluid, and forward**



# Contact Information

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