

COPN Stories From the Field: Youth Substance Use Prevention in Sacramento

Presented by Shari Egeland & Andrew Mendonsa

March 30, 2022

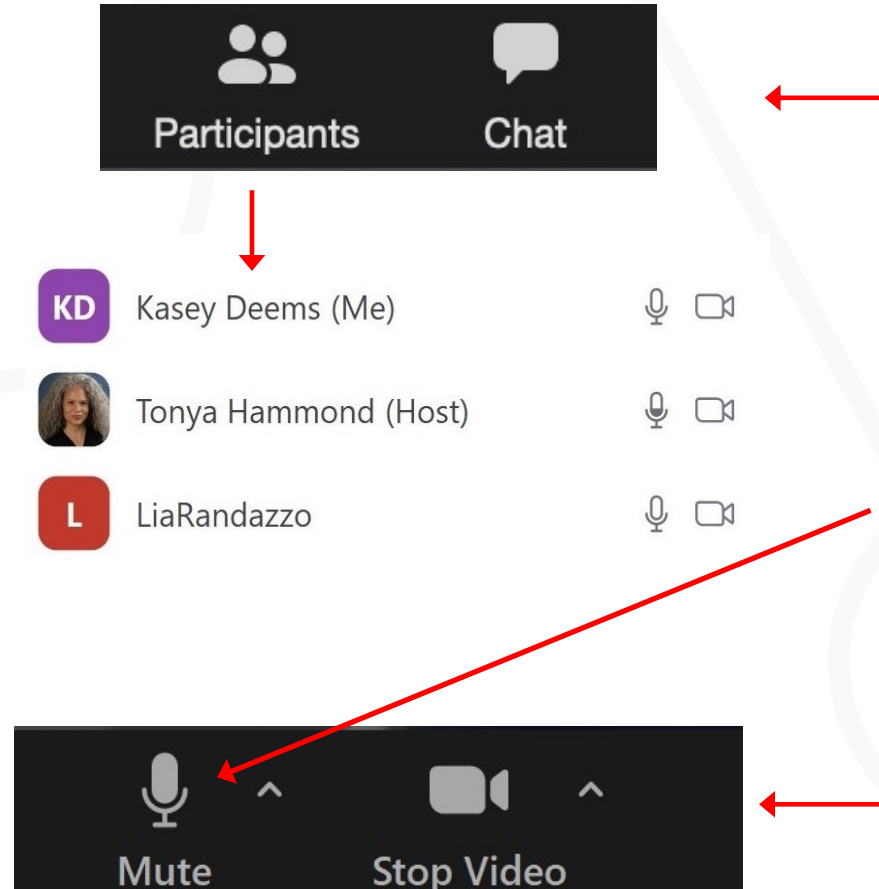
OVERDOSE
PREVENTION
NETWORK CALIFORNIA



CENTER FOR
HEALTH
LEADERSHIP &
PRACTICE

PUBLIC
HEALTH
INSTITUTE®

Welcome, and thank you for joining



Use the "Participant" and "Chat" icons to open those panels

To mute or unmute yourself, hover over the microphone icon by your name or click the **"Mute Me/Unmute Me"** button at the bottom of your screen.

To switch your video on or off, click the **video icon** at the bottom of your screen.

California Overdose Prevention Network (COPN) Impact Coach

Former Sonoma County, CA Public Health Officer/Division Director, CMO of Redwood Community Health Coalition, UCSF Associate Clinical Professor, and past Board Chair of Latino Coalition for a Healthy California.



**Mary Maddux-Gonzalez,
MD, MPH**



Learning Objectives

- Discover specific examples from successful prevention programs.
- Discuss important points to consider before starting a youth prevention program or campaign.
- Identify some of the most common examples of misinformation regarding opioid use and overdose as reported by youth.



Associate Director,
Omni Youth Programs



Shari Egeland, M.S.
Associate Director



Behavioral Health Program Manager
Substance Use Prevention & Treatment
Sacramento County Behavioral Health
Services



**Andrew Mendonsa,
Psy.D., MBA**



Sacramento County Substance Use Prevention

- Sacramento County Behavioral Health - Substance Use Prevention and Treatment Partnerships and Innovation
- Efforts to Combat the Opioid / Fentanyl Epidemic
- Contingency Management Pilot
- Large Scale Narcan Distribution
- Community Engagement and Harm Reduction Education



Sacramento County District Attorney's Office in partnership with Sacramento County Department of Health Services, Substance Use Prevention and Treatment Services.

FENTANYL AWARENESS SAFETY FAIR

1 PILL CAN KILL

FREE EVENT!

97% of tested street pills are fake, 97% of those pills contained fentanyl.

MORE PEOPLE IN SACRAMENTO ARE **DYING FROM FENTANYL POISONING** THAN GUN VIOLENCE!

NARCAN demonstration and kit giveaway. **LEARN HOW TO SAVE A LIFE!**

Connect with community resources.

Date and Time: **Saturday November 6 11:00am - 2:00pm** Location: **State Capitol North Lawn**

Enjoy local food. **Food Trucks** Free prizes. **Gift Card Giveaway!**

  1PillCanKillSac.com/Events

Since 1979



TEENS IN ACTION

MODEL PROGRAM TRAINING FOR TEENS & ADULTS
BEGINNING APRIL 22

FREE TRAINING PLUS OVER \$200 IN PROGRAM MATERIALS & AN OPPERTUNITY TO EARN \$200 POST TRAINING!



Wednesday, Nov. 18
5:00 - 6:30 pm

"PARTY SMART:
How & Why To Avoid
Alcohol & Marijuana"

- Lesser Known Facts About Alcohol & Marijuana
- Ways To "Fit In" & Have Fun & Avoid Using
- Unique Effects of Drugs on the Young Brain
- Youth's Mental Health & Well Being
- Signs of Overdose
- What To Do When Someone Is Overdosing
- Prevention Tips & Resources

Presentation Via Zoom
Free & Registration Required
Click Link in Description to Attend



www.omniyouth.net

MENTAL HEALTH HACKS For Teens



October 26
5 - 5:30 PM

Omni Youth Programs Live Webinar

TEENS

Under Stress

HOW & WHY TO AVOID ALCOHOL & MARIJUANA

FREE INTERACTIVE WEBINAR FOR TEENS

WEDNESDAY, JAN. 27TH: 5 PM - 6 PM

REGISTRATION REQUIRED - SEE DISCRPTION FOR MORE INFORMATION

OMNIYOUTH.NET/EVENTS

02.10.20 @ 5PM

BEAT MAKING

HOW TO MAKE YOUR OWN MUSIC PRODUCTIONS
USING FREE APPS ON YOUR PHONE OR TABLET



Wednesday, Feb. 9th
5pm
@OYPrograms



How do you know if a friend is overdosing?

"Know
Overdose"
Series

Part 1:
Opioids

PART 2 ALCOHOL
MARCH 23RD

PART 3 MARIJUANA
APRIL 13

WEDNESDAYS

Judgement Free Zone

How do you know if a person is high or overdosing?
Learn the signs of opioid overdose and what causes them.

Discover ways you can intervene
and help if you think someone is overdosing.

Send your questions to shari@omniyouth.net

Since 1979



www.omniyouth.net

Family Matters

MODEL PROGRAM FACILITATOR TRAINING

Free CE Hours are offered for MFT, LCSW, & CCAPP
Opportunity to earn \$200 after training completion and implementation.

October 28th & November 4th

1 - 4:30 PM via ZOOM

LIVE CLOSED CAPTIONING AVAILABLE



Wednesday, Sept. 16
7:00 - 8:30 pm

"Opioids, Marijuana & The Adolescent Brain: What You Need to Know"

- Youth Marijuana & Opioid Use Trends
- Today's Marijuana - Surprising Information!
- Unique Effects of Drugs on the Teen Brain
- Effects on Youth's Mental Health & Well Being
- Signs of Overdose
- Addiction in Youth vs. Adults
- Prevention Tips & Resources



Presentation Via Zoom
Free & No Registration Required
Click Link in Description to Attend



Is My Child Abusing Opioids?

WEBINAR SERIES



1

February 23
Physical Signs

What are some of the physical signs & symptoms?

1:00p - 1:45p Presentation 1:45p-2:00p Q & A

2

March 16
Behavioral Signs

What is normal teen behavior & what is cause for concern?

3

April 20
How To Intervene

What do I say & how do I talk to my child about the dangers of opioids?



Pre-Registration is free & required
omniyouth.net/events

With the prevalence of fentanyl overdoses and deaths, many parents, educators, and professionals are concerned about how to spot the warning signs of opioid abuse and what we can do to intervene.

This 3 part series discusses signs that a young person may be misusing opioids or other prescription drugs.

Learn what to do if you find out your youth is using and what to do in the event of an overdose.




You Can Help Reduce Youth Alcohol Use

WE WANT TO HEAR FROM YOU!

[Answer Our 4 Question Survey](#)

Your participation helps Omni Youth Programs continue to create strong families, develop youth leaders and engage the community to prevent youth alcohol, marijuana & other drug use.



HIDDEN IN PLAIN SIGHT

WHICH OF THESE COULD BE SIGNS OF TEEN DRUG AND ALCOHOL USE?








Youth Leadership Academy

- Learn how communities are shaped by people and policies.
- Discover career opportunities in government, planning, and civic engagement.
- Connect with elected officials, community activists, organizers, and non-profit leaders.
- Engage in local and regional government.

www.proyouthandfamilies.org

PRO YOUTH Sacramento County's **BEHAVIORAL HEALTH YOUTH ADVISORY BOARD**

LIVE ON **capradio** STATION 90.9 FM

INSIGHT WITH VICKI GONZALEZ

FEATURING:

 DAVID GORDON SUPERINTENDENT OF SACRAMENTO COUNTY OFFICE OF EDUCATION	 TRAYZELL WHITE DISTRICT 1 BHYAB MEMBER	 SAVANNA KARMUE DISTRICT 3 BHYAB MEMBER	 JORDAN-KAITAPU DISTRICT 5 BHYAB MEMBER
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www.connectccp.org

My opioid use disorder is *not* a crime.
End the stigma.

SEE HER BLOOM





seeherbloom.org

Recovery Stories and Resources to Help Black Women Bloom


A college scholarship to inspire youth to make healthy life choices by creating an art piece that deters underage youth from alcohol and marijuana use.

BE BOTHERED MOVEMENT SCHOLARSHIP 2022

DUE MARCH 28, 2022
TWO \$1,000.00 SCHOLARSHIPS
SAC COUNTY RESIDENTS CAN APPLY

For more info, visit www.bebotheredmovement.com

BE BOTHERED 

Be Bothered is a program of Center for Collaborative Planning, Public Health Institute and is funded by Sacramento County Substance Use Prevention and Treatment Services, Behavioral Health Services, Department of Health Services.

A college scholarship to inspire youth to make healthy life choices by creating an art piece that deters underage youth from alcohol and marijuana use.





The SCCY is a group of caring community members working together to make Sacramento a safe place for young people to grow up, free from the influences of substances that are addictive and harmful.



Get Involved!

www.sacramentoccy.org

12 Questions to Ask Before Taking Opioids

Whether your teen has surgery, an injury, or a dental procedure that may require the use of prescription opioids, there are questions you can ask the doctor to help successfully manage pain while limiting addiction risks. Take this list of questions with you to your next appointment.

1 Is this prescription an opioid? Why are you prescribing it?	4 Are there any side effects, and can I do anything to reduce or prevent them?	7 Addiction runs in our family. Should I take this medication? OR has a history of substance abuse. Should still take this opioid?	10 After I finish this medication, how can I discard it?
2 How long and how often should this medication be taken?	5 What are the rates of addiction with this particular opioid, and can we do anything to help prevent addiction?	8 Is starting with a lower dose or fewer pills an option?	11 If I have concerns about this medication in the future, whom do I contact?
3 Will this interact with any other medications? (List any medications being used)	6 Does this medication affect the ability to drive or sleep?	9 Are there any non-opioids that can be taken as an alternative?	12 Can you recommend any treatment options or therapies to manage pain that do not involve taking medication?

SACRAMENTO COUNTY SCCY
www.sacramentoccy.org

BIG DEAL
THE FACTS ABOUT MARIJUANA

"A Big Deal" – watch the SCCY's latest video informing on the dangers and consequences of youth marijuana use, including messages from youth encouraging peers to be future minded as they consider the choices they make.
<https://www.youtube.com/watch?v=9SzVx7053FY>



FUTURE FORWARD

2020 Youth Summit
Future Forward Youth Leadership Training Quarantine Edition

Friday, June 12, 2020
1:30 p.m. - 3:30 p.m.

Join youth from throughout Sacramento County for a session of teambuilding, skill development, and other activities designed for teen leaders!

Keynote Speaker * Raffle Prizes

[Click here to register!](#)

For more information, contact:
Lily Fuentes at l Fuentes@scce.net or Olivia Campoverde at scampoverde@scce.net

Prevent underage drinking & youth marijuana use

SCCY SACRAMENTO COUNTY



The SCCY is a group of caring community members working together to make Sacramento a safe place for young people to grow up, free from the influences of substances that are addictive and harmful.



Get Involved!

Participate in the **SCCY Family Meal Campaign!** Studies have shown that parents have a significant influence on a young person's decision about alcohol and drug use, and families that eat together create time to interact and discuss these important topics.



www.sacramentoccy.org

SACRAMENTO AMBASSADORS FOR CHANGE

Come vibe with teens like you in a positive and judgement free zone!

SAC is a group of teens who spread awareness about the dangers of alcohol, marijuana, and other drugs.

When:
Wednesdays from
3:30 P.M. -4:30 P.M. via Zoom

For more information contact Lily Fuentes at (916) 531-8500 or lfuentes@scce.net

****CREATING COMMUNITY ACTION TO PREVENT YOUTH SUBSTANCE USE***



Considerations Before Acting

- Readiness - prepared to take action to address a particular health issue.
- Don't assume you know the solution for someone else.
"Nothing for us without us."
- Abstinence is only one goal, not the only goal. - Be open to some harm reduction strategies.
- Educate on how to help not only themselves but others.



ALCOHOL POISONING

Alcohol poisoning (a.k.a. an alcohol overdose) is a serious consequence from drinking a large amount of alcohol in a short time. Drinking too much, too quickly can affect your breathing, heart rate, and potentially lead to death. If you are 21 and older, know your limit and drink responsibly.

SIGNS OF ALCOHOL POISONING:	STEPS TO DEAL WITH ALCOHOL POISONING:
<ul style="list-style-type: none">• Confusion, stupor• Vomiting• Seizures• Slow breathing (less than 8 breaths a minute)• Irregular breathing (a gap of more than 10 seconds between breaths)• Clammy, bluish, pale, or cold skin• Low body temperature (hypothermia)• Unconsciousness ("passing out"/"blacking out") and cannot be awoken.	<ul style="list-style-type: none">• Wake the person up. Call their name; shake them; pinch their skin. If they don't respond get help.• Turn and keep the person on their side so that if they get sick, they will not choke on their vomit.• Check the person's skin. If his/her skin is pale, bluish, cold, or clammy, get help!• Check the person's breathing. If it is irregular, or too slow/shallow (less than 8 breaths per minutes or more than 10 seconds between breaths), get help!• If you discover any one of the above problems, stay with the person and call 911. It is important to contact emergency services quickly.

WFU HELPFUL RESOURCES:
Student Health Service-336-758-5218 | University Police-336-758-5591 | Substance Abuse Prevention Coordinator 336-758-4371
Brought to you by: WFU CHOICES

Today's Marijuana is not what it used to be....

The Other Side of Cannabis

A DOCUMENTARY FILM ABOUT THE Negative Effects of Marijuana on Our Youth

NON CAUTION: CAL

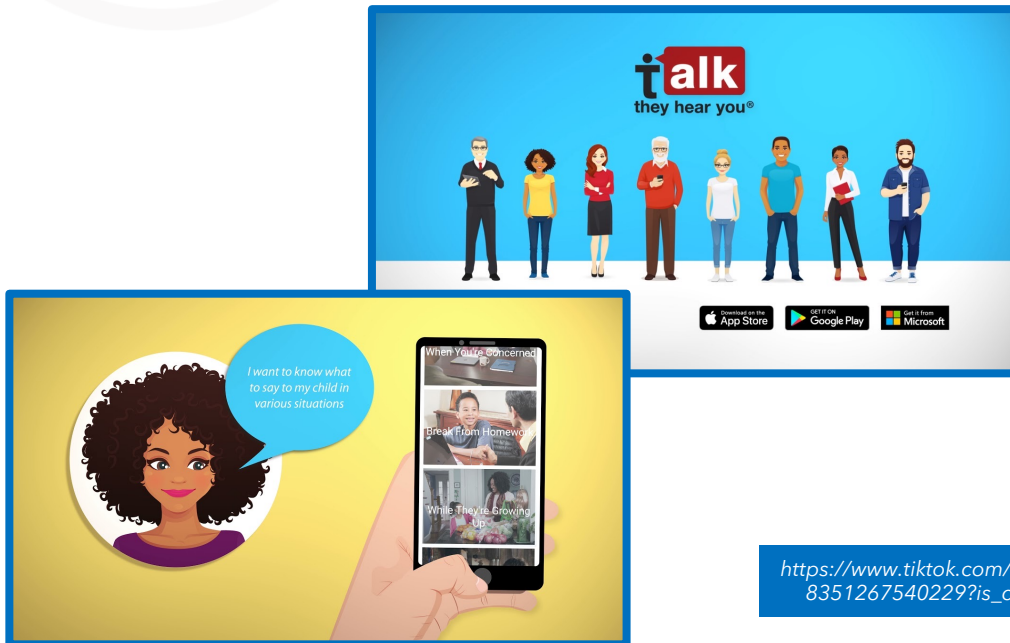
DOCUMENTARY BY **Judy Datscher** FILM PRODUCER **Judy Datscher** PRODUCER **Mary Prior**
MUSIC **Brian Mann** EXECUTIVE PRODUCER/DIRECTOR **Judy Datscher** SOUND **BSL, Inc.**
www.theothercannabis.com

2015 WINNER DOCUMENTARY SUNSET FILM FESTIVAL

See the Documentary!

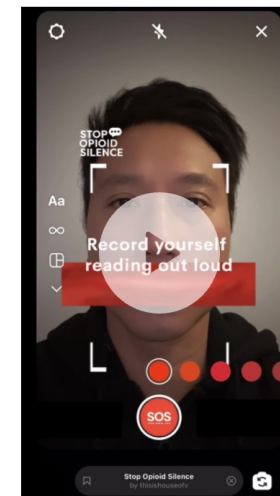
Considerations Before Acting

- The young brain isn't yet developed so that it can consider future consequence. "Live in the now."
- Meet them where **THEY** are. Don't always expect them to come to you. (TikTok, Snapchat)
- Parents ARE a good ally and resource.
- Don't assume everyone knows the meanings of terms used frequently. (i.e. opioids)



https://www.tiktok.com/@sacopioidcoalition/video/7020548351267540229?is_copy_url=1&is_from_webapp=v1

Help us break the stigma of opioid addiction by adding your voice to the story. Together we can #StopOpioidSilence.



Instagram

Simply use the SOS AR Filter on Instagram to record yourself speaking out. [Find the filter here.](#)



Facebook

Visit your Facebook profile. Select your profile image and "Add Frame" to select the SOS frame.



Watch and Share

Check out the videos on [Partnership to End Addiction](#) page to help spread the word.

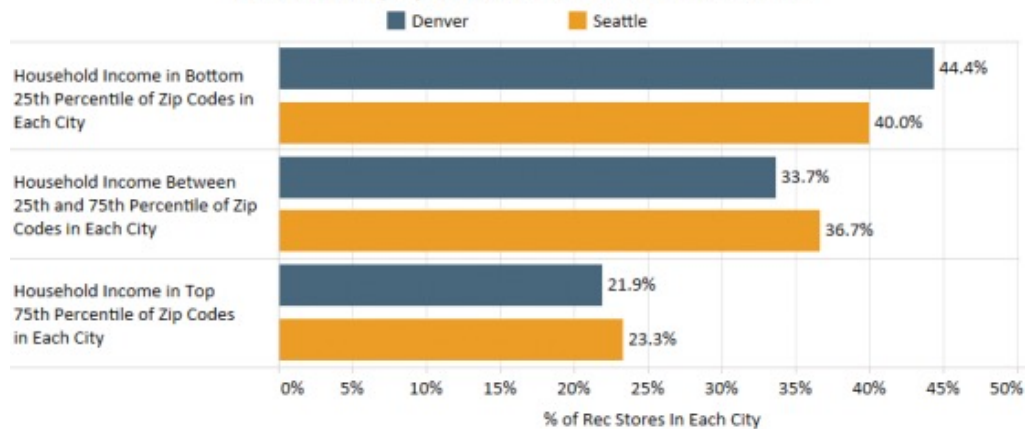
Messaging Preferences For Youth

- Avoid scare tactics. "Too far removed from my life and experiences."
- Focus on the **behavior** not the person. Avoid judgmental language.
- Youth don't follow vision, they follow availability.
- Youth are motivated by hypocrisy and "being used."
(i.e. "The industry thinks youth are easy to fool." -
"Dispensaries mostly in lower income neighborhoods.")

Chart of the Week

Marijuana Business Daily

Location of Recreational Marijuana Stores in Denver & Seattle:
Breakdown By Zip Codes' Median Household Income



Source: Colorado Department of Revenue, 2011-2015 American Community Survey 5-Year Estimates
Copyright 2017 Marijuana Business Daily, a division of Anne Holland Ventures Inc. All rights reserved.

Video from SAM "Isn't Two Enough"
Spoken Word Artist - Jurrivh

"There are 8x as many **liquor** stores in my neighborhood than other places and disproportionate **tobacco** and lottery advertisements."



Isn't Two Enough? || Spoken Word

<https://www.youtube.com/watch=kDBgaWvzPmw>

© Cen

Messaging Preferences For Youth

- Use emotionally compelling characters they can relate to. (i.e. that looks like me) <https://www.rescueagency.com/>
- Clear information:
 - How could this hurt me? - (i.e. fentanyl in 98% of counterfeit drugs)
 - How does this relate to me? - (i.e. someone like me overdosed using pills with friends)
 - What should I **DO**? - (i.e. carry Naloxone; avoid shared medication)



Contacts



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Substance Use Prevention & Treatment
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<https://dhs.saccounty.gov/BHS/Pages/SUPT/Substance-Use-Prevention-and-Treatment.aspx>



Shari Egeland, M.S.

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Discussion and Q&A



UPCOMING WEBINAR

Fentanyl Test Strips: Your Questions Answered

Wednesday, April 12, 2022
11:00 AM - 12:00 PM





Thank you!
**Let us know how we can
support your overdose
prevention efforts.**

Contact us at
info@healthleadership.org

For more resources and to sign up
for our newsletter visit
californiaopioidsafetynetwork.org



OVERDOSE
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