

Strategic Opioid Advanced Response (SOAR) Meeting

June 18, 2020

Agenda



Overdose Data



Speaker from UNC



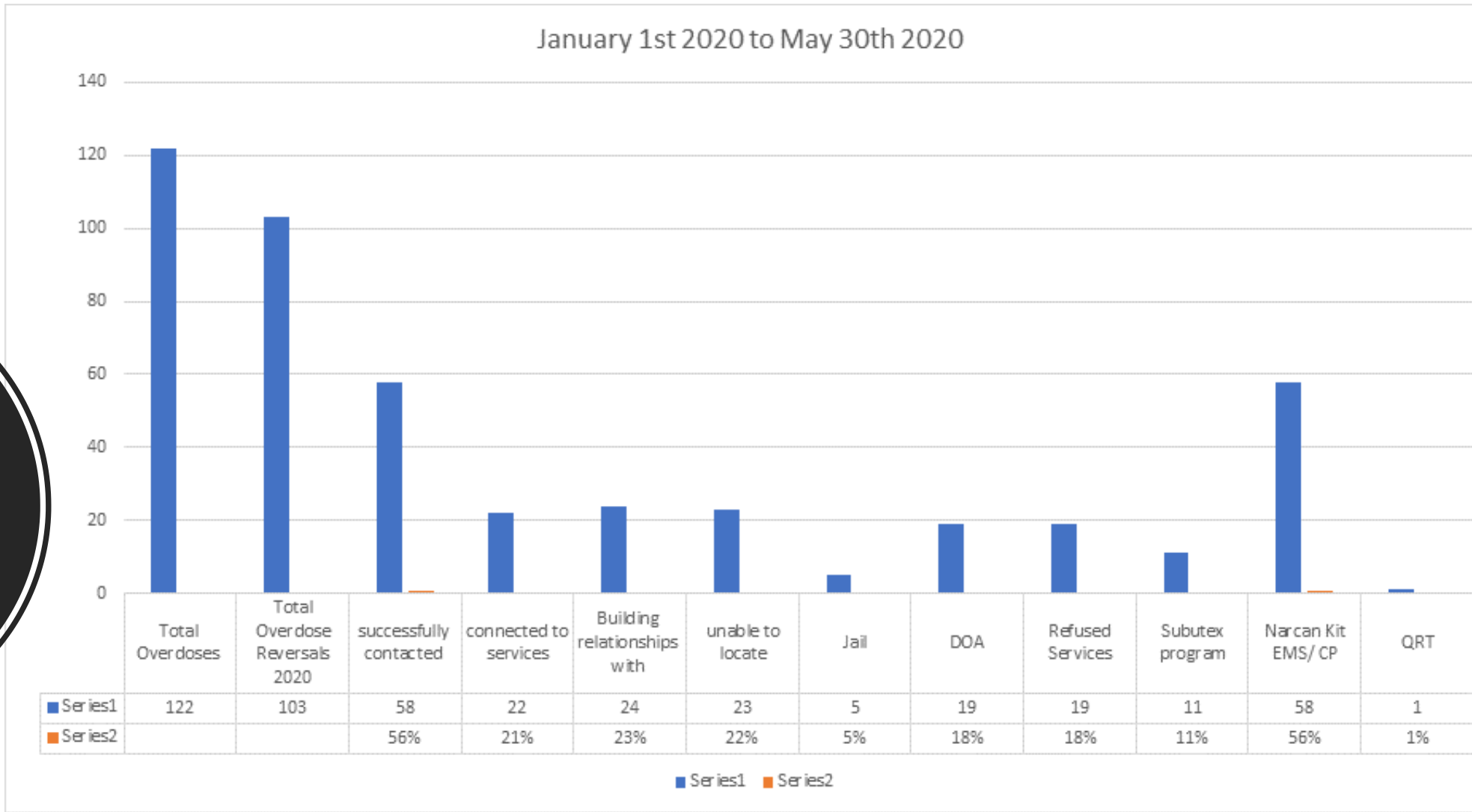
PSA Campaign



New Initiatives



Agency Updates



Onslow County Community Paramedic Stats

- January- May: 122 overdoses

Speaker

Leisha DeHart-Davis, UNC Professor

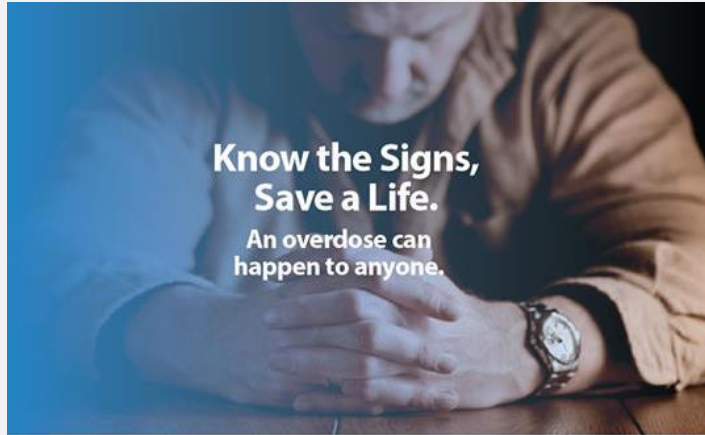
Your Recovery
is Important,
Virtual Resources
are Available.



Learn About
Opioid Misuse Prevention,
Treatment & Recovery.



Know the Signs,
Save a Life.
An overdose can
happen to anyone.



Learn About
Opioid Misuse Prevention,
Treatment & Recovery.



More than 500
drug overdoses
occurred last year in
Onslow County.



Learn About
Opioid Misuse Prevention,
Treatment & Recovery.

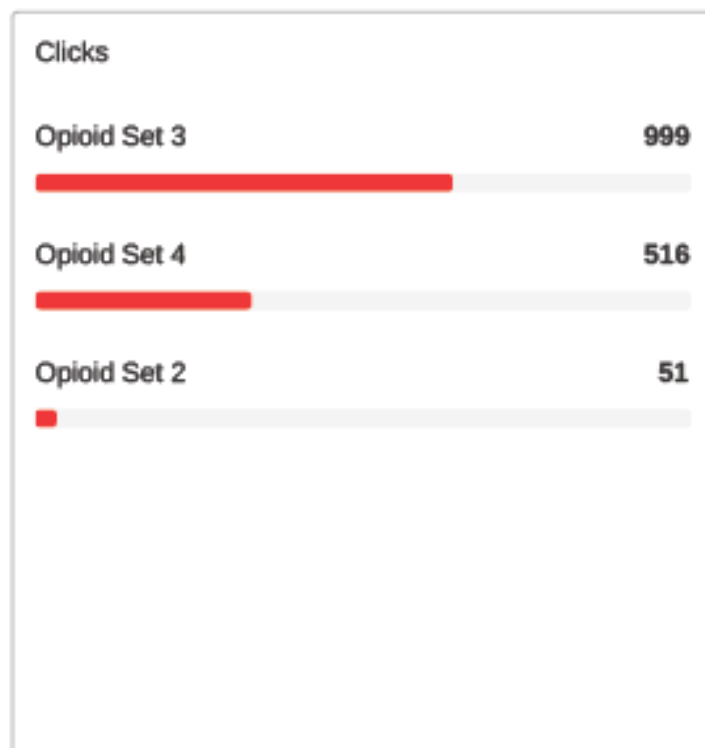
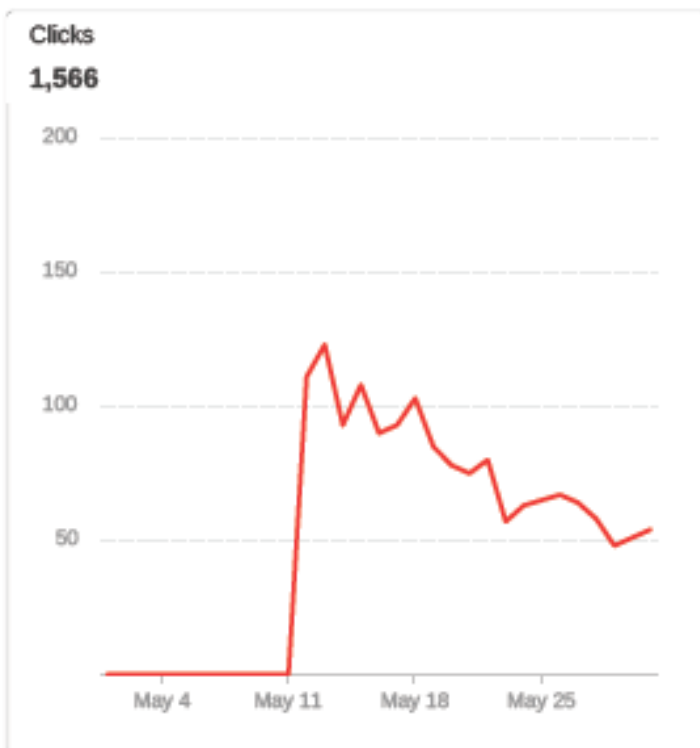


PSA Campaign

- Duration: 3 months, May- August
- Geotargeted to locations in county with high volume of 911 overdose calls
- Goal: increase education on overdose prevention, reduce stigma, promote resources available
- Ads link back to resource page

Facebook Ads - Ads

SOAR Opioid Awareness - May 2020



1,566

Clicks

76,268

Impressions

2.05%

CTR

New Initiatives

Overdose Fatality Review

Modeled after existing mortality review programs (child fatality review)

Multi-disciplinary team assembled to conduct confidential reviews of resident overdose deaths

Goal to prevent future deaths by

- Identifying missed opportunities for prevention and gaps in system
- Recommending policies, programs, intervention, etc. to prevent OD deaths
- Informing local overdose prevention strategy

Team members bring information from respective agencies about decedents to inform review

Law
Enforcement
Assisted
Diversion
(LEAD)

- Pre-booking program that diverts low-level offenders with Substance Use Disorders (SUD) from courts, criminal justice, and jail and into treatment
- Goal: improve community health by reducing criminal recidivism

Agency Updates?

Next Steps



COLLECT DATA FROM
MESSAGING CAMPAIGN



MONTHLY DIGEST OF
RESOURCES



NEXT MEETING:
AUGUST 20TH