

FightFentanyl

ANTELOPE VALLEY

**Presentation for:
League of California Cities
2024 Annual Conference and Expo**



Nardy Lopez
Deputy City Manager
City of Palmdale



What is Fentanyl?



**ONE
PILL CAN
KILL**

- A deadly synthetic opioid
- 50 times stronger than heroin; 100 times stronger than morphine
- Distributed through illegal drug markets for its heroin-like effect
- Lethal dose is equivalent to a few grains of salt
- Cannot be seen, tasted, or smelled when mixed with other drugs

What has
Palmdale done?



Partners



CITY OF PALMDALE



PALMDALE
REGIONAL
MEDICAL CENTER®



CHILD
& FAMILY
CENTER



PUEBLO Y SALUD, INC.



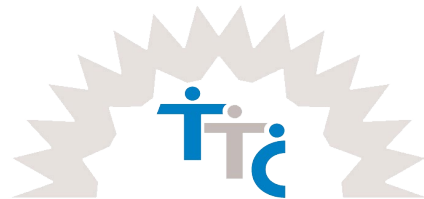
COUNTY OF LOS ANGELES
Public Health



PARENTS
ANONYMOUS



VelNonArt Transformative Health



TARZANA TREATMENT CENTERS

Integrated Behavioral Healthcare



Antelope Valley
Medical Center

We....

CONNECT

INFORM

EDUCATE

Keisha Como Prevention Coordinator Change Lanes



Our Mission



Collaborate

Educate

Empower

Listen

Collaborate

The City Provides:

- Support of the City Council
- Legitimacy and recognition
- Funded programs & events
- Enhanced impact
- Built in audience

The Partner's Provide:

- Subject matter experts
 - Staff to move the mission forward
 - Access to school districts
 - Engagement with existing youth groups
 - Education, demonstrations and presentations
- 
- A decorative graphic of a laurel wreath, rendered in a lighter blue shade than the background, is positioned in the lower right corner of the slide. It features a curved branch with several pointed leaves, arching upwards and to the left.

Educate



- Host community events
- Explain dangers of drug use
- Coach parents on how to detect changes in teen behavior
- Inform teens about internet safety
- Share DEA statistics

Empower

- Provide naloxone (Narcan) trainings including supplies
- Provide tools on drug prevention strategies



Listen



- Gather local stories of how fentanyl has affected families in the Antelope Valley
- Participate in local events
- Engage with the audience to identify opportunities for enhancing campaign efforts

Enrique Carmona Program Director Pueblo Y Salud



PUEBLO Y SALUD, INC.
YOUR LOCAL ENVIRONMENTAL SOCIAL JUSTICE AGENCY



Actions Taken

- Attended over 50 local events since 2023
 - Trained over 4,000+ individuals
 - Distributed over 2,000+ naloxone kits
- Held youth multimedia challenges with scholarship prizes for winners
- Led 3-day Spring and Summer programming for youth ages 12 to 17
- Created community pledge wall
- Campaign branding



Local Events



Youth Multimedia Challenge

Fall 2024 Youth Multimedia Fentanyl Awareness Challenge

Want an opportunity to make a difference in your community?
Express yourself & Join the fight against fentanyl and illicit drug
use by submitting a video PSA, original song, artwork or poetry.

WINNING ENTRIES	Middle School	High School
VIDEO PSA	\$400	\$600
ORIGINAL SONG	\$300	\$450
ARTWORK	\$200	\$350
POETRY	\$100	\$200

**Winners will be showcased during Red Ribbon Week.
This challenge is only open to students attending schools
in the Antelope Valley.**

To view the rules and enter, please visit
www.cityofpalmdaleca.gov/Fentanyl
or scan the QR code:

For more Information, please contact Deputy City Manager
Nardy Lopez at NLOpez@CityOfPalmdale.org or 661/267-5177.

Fight Fentanyl
ANTELOPE VALLEY



Youth Spring/Summer Program

Fight Fentanyl Summer Program

#StopTeenOverdose
#FightFentanylAV



**Tuesday-Thursday
JULY 23-25
10 a.m.-2 p.m.**

Palmdale Oasis Park Recreation Center
3850 E. Ave. S. • Palmdale

Lancaster Community Center
44611 Yucca Ave. • Lancaster

A morning snack and lunch will be provided

Antelope Valley youth, grades 6 through 12, are invited to attend a 3-day fentanyl awareness program at Palmdale Oasis Park Recreation Center or Lancaster Community Center. The program will cover:

- **Personal Self-Management Skills**
Students develop strategies for making healthy decisions, reducing stress and managing anger.
- **Social Skills**
Students strengthen their communication skills and learn how to build healthy relationships.
- **Drug Resistance Skills**
Students understand the consequences of substance use, risk-taking and the influences of the media.

**DON'T LET FENTANYL CUT SHORT
THE DREAMS OF YOUR TEENS.**

For more information, please visit:
www.cityofpalmdaleca.gov/fentanyl or contact
Deputy City Manager Nardy Lopez at 661/267-5177
or Lancaster Community Center at 661/723-6115.

Scan the QR code
to register today!
www.bit.ly/3xiFlks



FightFentanyl
ANTELOPE VALLEY





Pledge Wall



Campaign Branding

**TAKE ACTION.
SAVE A LIFE.**

**Naloxone is the
easiest way to reverse
a fentanyl overdose.
Learn how to use it.**

FightFentanyl
ANTELOPE VALLEY

Find a service provider at
CityOfPalmdaleCA.gov/Fentanyl

FightFentanyl
ANTELOPE VALLEY

FightFentanyl
ANTELOPE VALLEY

FightFentanyl
ANTELOPE VALLEY

FightFentanyl
ANTELOPE VALLEY



**FIGHT FENTANYL
AND SAVE LIVES.**

Scan the QR code or visit www.CityOfPalmdaleCA.gov/Fentanyl for
prevention resources, treatment locations, expert training and support.

Ruth Morales

Community Outreach Specialist

Drug Enforcement Administration (DEA)



Drug Enforcement Administration
Los Angeles Field Division

Current Initiatives

- Stakeholders Meeting
- Engagement:
 - Adult/Community
 - Youth
 - School
 - Media
 - Workplace



OPERATION ENGAGE

WHAT IS OPERATION ENGAGE?

A comprehensive approach that will target the top drug threat identified by the local DEA division while continuing to focus on drug trafficking, violence, and crime reduction. Each division will designate a city or region and will customize their drug use prevention and community outreach efforts by identifying the drugs that affect individuals and families in the designated areas and identify evidence-informed strategies that best fit community needs.

GOALS

- Identify and affect local drug threat enforcement priorities and drug use trends
- Support and contribute to local drug use prevention efforts
- Bridge public safety and public health efforts

OBJECTIVES

- **Connect** DEA field offices with the communities they serve
- **Leverage** DEA intelligence and street knowledge to build awareness of local drug threats, either **opioids** or **stimulants**
- **Raise awareness** on local drug threats and change attitudes to reduce drug misuse
- As an entity representing one of the key community sectors (law enforcement), **support** local drug-free community coalitions to aid impact and lasting success

Community-Based Solution



```
graph TD; C[Community-Based Solution] --- D[DEA & Federal Partners]; C --- E[Community Leaders]; C --- F[Community-Based Organizations]; C --- G[Substance Misuse Professionals]; C --- H[Schools]; C --- I[Faith-Based Organizations]; C --- J[State & Local Law Enforcement Partners];
```

Red Ribbon Week (October 23-31)

- Go Red for Red Ribbon Week
- Photo contest
- Poster contest
- Red Balloon Release
- Teaching Drug Awareness Through Dance
- Scout Patch Program



TOGETHER WE
MADE A PLEDGE
TO FIGHT
AGAINST
FENTANYL AND
ILLICIT DRUGS
YOU CAN TOO!



THANK YOU!

Q & A



San FightFentanyl
ANTELOPE VALLEY