

Community Priority Activities

1. Social Media Campaigns: Prevention and Treatment for General Population
2. Youth Specific Programming: Social Media Campaigns, Prevention for Youth and Families, Prevention for Communities of Color, Awareness and Education
3. Harm Reduction Services
4. Linkage to Treatment Services
5. Expansion of Medication-Assisted Treatment

Harm Reduction Services, Inc., will provide wrap around risk reduction services to address the harms of opioid use including HIV, HVC, soft tissue infections NARCAN® kits, fentanyl test strips, safer sex supplies, and goodwill supplies. Additionally, persons will be linked to medication-assisted treatment with same day access or within 72 hours. (Community Priority Activities: 3, 4, 5)

National Training Institute, Inc., will further develop and enhance the Safer Sacramento website and launch opioid-specific social media campaigns to promote prevention by educating about the dangers of opioid use and decrease the stigma associated with substance use to encourage and drive persons to seek treatment. Social media content will be

developed for all ages, gender identities, races, and ethnicities as well as special populations, including adolescents, the elderly, the LGBTQ community, and homeless persons. A multi-platform strategy will be used to reach the broadest audience base possible. (Community Priority Activities: 1, 2)

Omni Youth Programs (Omni) will conduct Learning Circles with Sacramento's diverse communities to ensure every voice contributes to prevention strategies and collaborates to understand each community's unique challenges and jointly develop tailored, effective, practical solutions. Omni will empower local hard-to-engage communities to take charge of opioid and fentanyl prevention efforts, instilling a lasting commitment to safeguarding their members. Omni will disseminate easy-to-understand and culturally relevant opioid prevention and educational materials in various formats and languages to meet the unique needs of each community. Omni will focus on youth (12-22 years of age), their families, and caregivers, and prioritize the following cultural, immigrant, and refugee groups: Afghanistan/Middle East, Asian/Pacific Island, Hispanic, Hmong, Native American, and Russian/Ukraine. Efforts will also focus on the following highly susceptible communities: hearing impaired, transitional-age youth/college students, and faith communities (Community Priority Activities: 1, 2)

Public Health Institute (PHI) will enhance and expand the *See Her Bloom: Elevating Opioid Treatment Options for Black Women* social media campaign. The goal is to increase awareness, trust, and linkage to treatment services, especially medication-assisted treatment to mitigate harm from opioid use and misuse among Black women. PHI will convene a project design team consisting of Black persons with lived experience with an opioid use disorder and/or leaders from community organizations primarily serving the Black community to inform the development, implementation, and evaluation of a narrative change campaign to increase access to proven prevention and treatment resources and technologies. The campaign will be trauma-informed and culturally relevant to increase Black women's awareness, linkage, and access to proven opioid treatment

Opioid Remediation Activities

resources to include traditional and non-traditional outreach and media activities. (Community Priority Activity: 1)

Sacramento County Correctional Health Services will provide Medication-Assisted Treatment for individuals with an opioid use disorder who are incarcerated at the Sacramento County Main Jail and Rio Consumnes Correctional Center. (Community Priority Activity: 5)

Sacramento Metropolitan Fire Department (Metro Fire) will expand their Sacramento Mobile Integrated Health Services to include responding to opioid overdose emergencies with a buprenorphine induction protocol and a Leave Behind Program, which will include NARCAN® kits, fentanyl strips, County resources, and linkage to treatment services. Metro Fire will launch a general population targeted social media campaign aimed to present positive role models, with topics that include what opioids are, risks of opioid use, and consequences of misuse. Youth specific programming will include live presentations at high-risk middle schools to discuss peer relationships, self-efficacy, drug resistance skills, recognition of an opioid overdose, and what to do once it is recognized. (Community Priority Activities: 1, 2, 4, 5)

Safer Alternatives through Networking and Education will expand their medication-assisted treatment program and provide mobile outreach and harm reduction services to have regular and meaningful connections with persons actively using drugs and at risk of overdose. NARCAN® kits, fentanyl strips, and medication-assisted treatment will also be provided. (Community Priority Activities: 3, 5)

Voice of the Youth, Inc., will expand their Project IMPACT program to educate Black/African American youth ages 12 - 24 years and their families in the highest need communities of Sacramento County about the dangers of opioid addiction, ways to encourage alternatives, and healthy coping strategies. Multiple approaches will be used, which will include interactive youth workshops with specific opioid prevention topics, youth informed public awareness campaigns focused on Black/African American youth, information dissemination through daily social media content/messaging developed/informed by youth, newspaper articles, radio interviews, Public Service Announcements, and youth-driven events. Peer support groups and one-one mentoring will be offered to youth to provide safe spaces for youth to discuss their challenges and build protective factors. Youth will be encouraged to participate in leadership development activities to gain skills and knowledge necessary to lead civic engagement, policy and system level reform, and community activities surrounding substance abuse. (Community Priority Activity: 2)