



360 Strategy





Overview

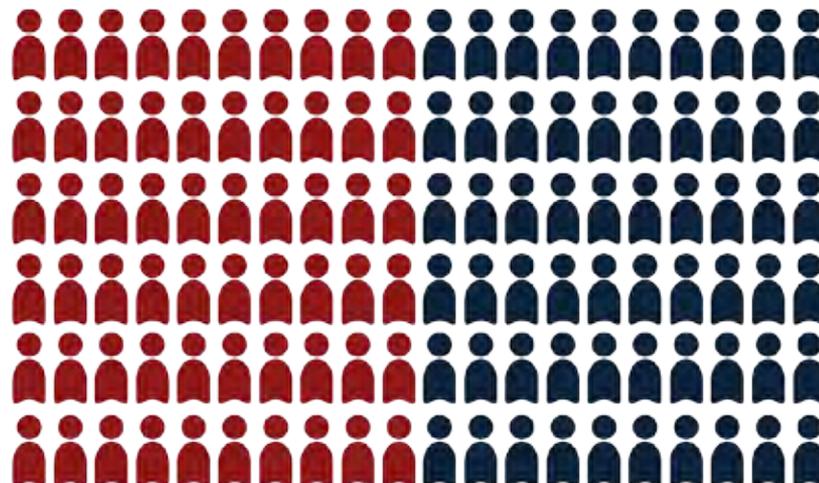
Heroin/
Prescription
Opioid
Overdose
Epidemic:

144

Drug overdose
deaths per day

63%

of those deaths are
pharmaceutical
opioids or heroin
related



Epidemic Fueled by:

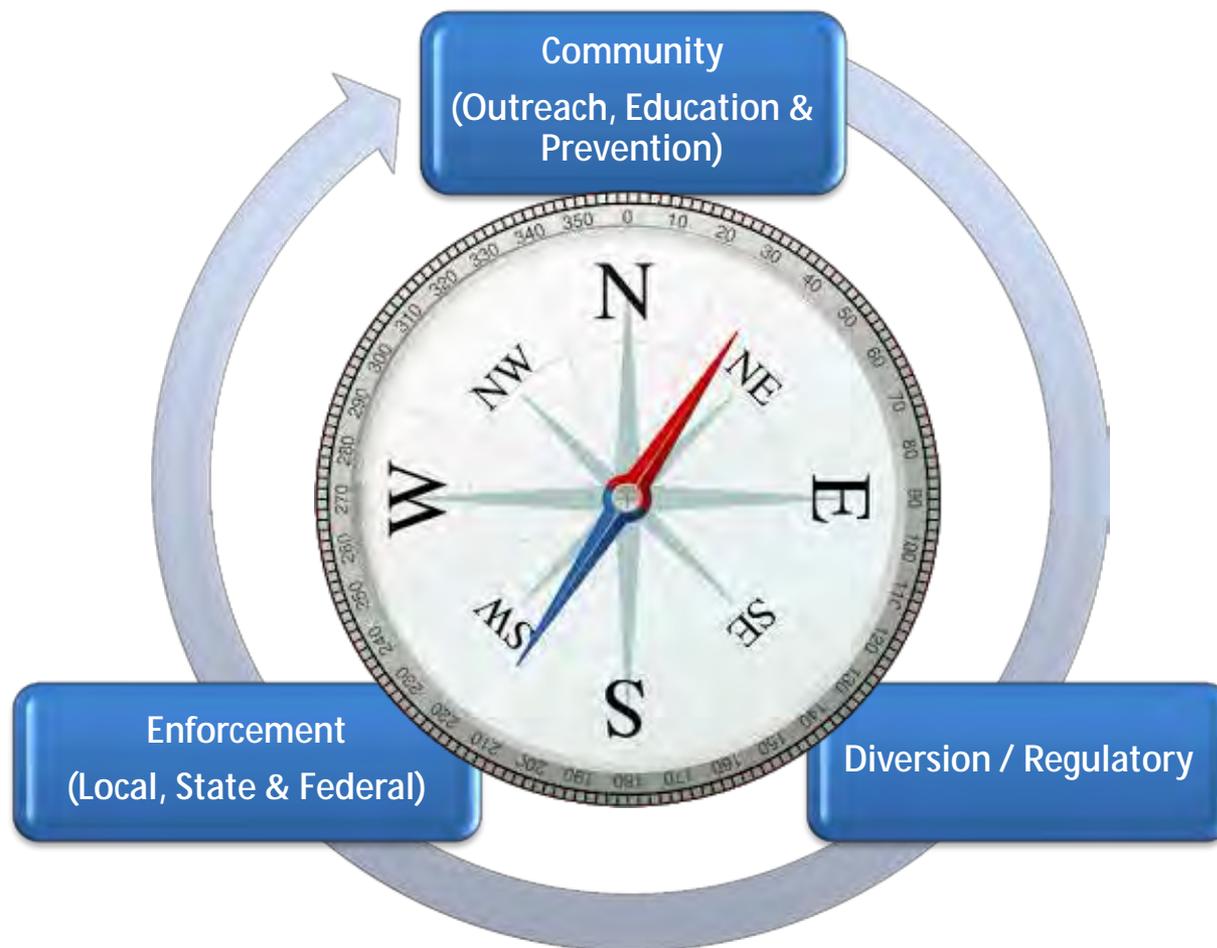
Demand: Opioid Cycle that Leads to Heroin

Supply: Mexican Cartels to Violent Gang
Distribution Networks



360 Strategy

Strategic collaboration and guidance via three interconnected avenues.





360 Degree Strategy

Enforcement Partnership

Diversion Partnership

Community Partnership



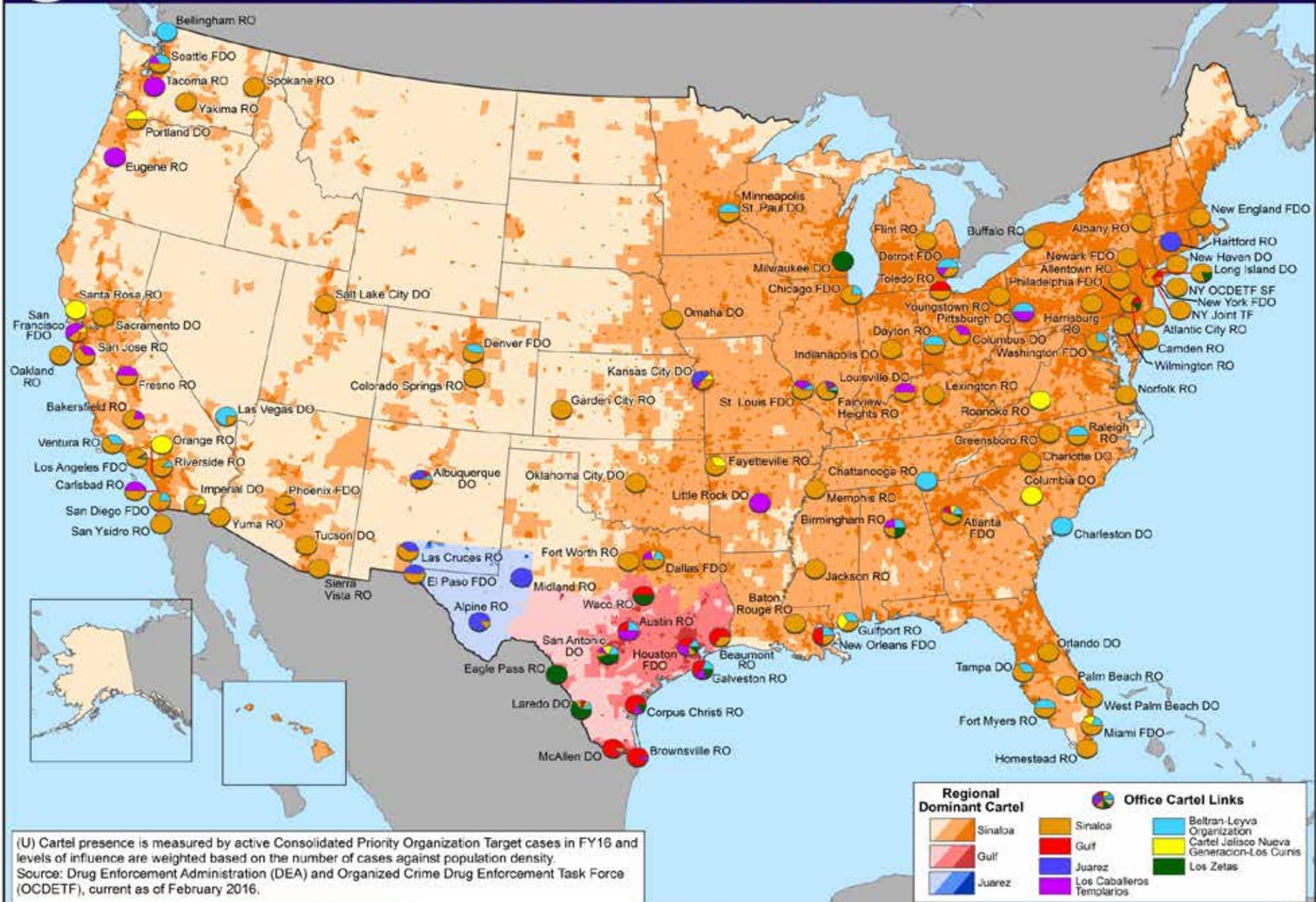
Problematic Progression





(U) United States: Areas of Influence of Major Mexican Transnational Criminal Organizations

FDO - Field Division | DO - District Office | RO - Resident Office



(U) Cartel presence is measured by active Consolidated Priority Organization Target cases in FY16 and levels of influence are weighted based on the number of cases against population density.
 Source: Drug Enforcement Administration (DEA) and Organized Crime Drug Enforcement Task Force (OCDETF), current as of February 2016.



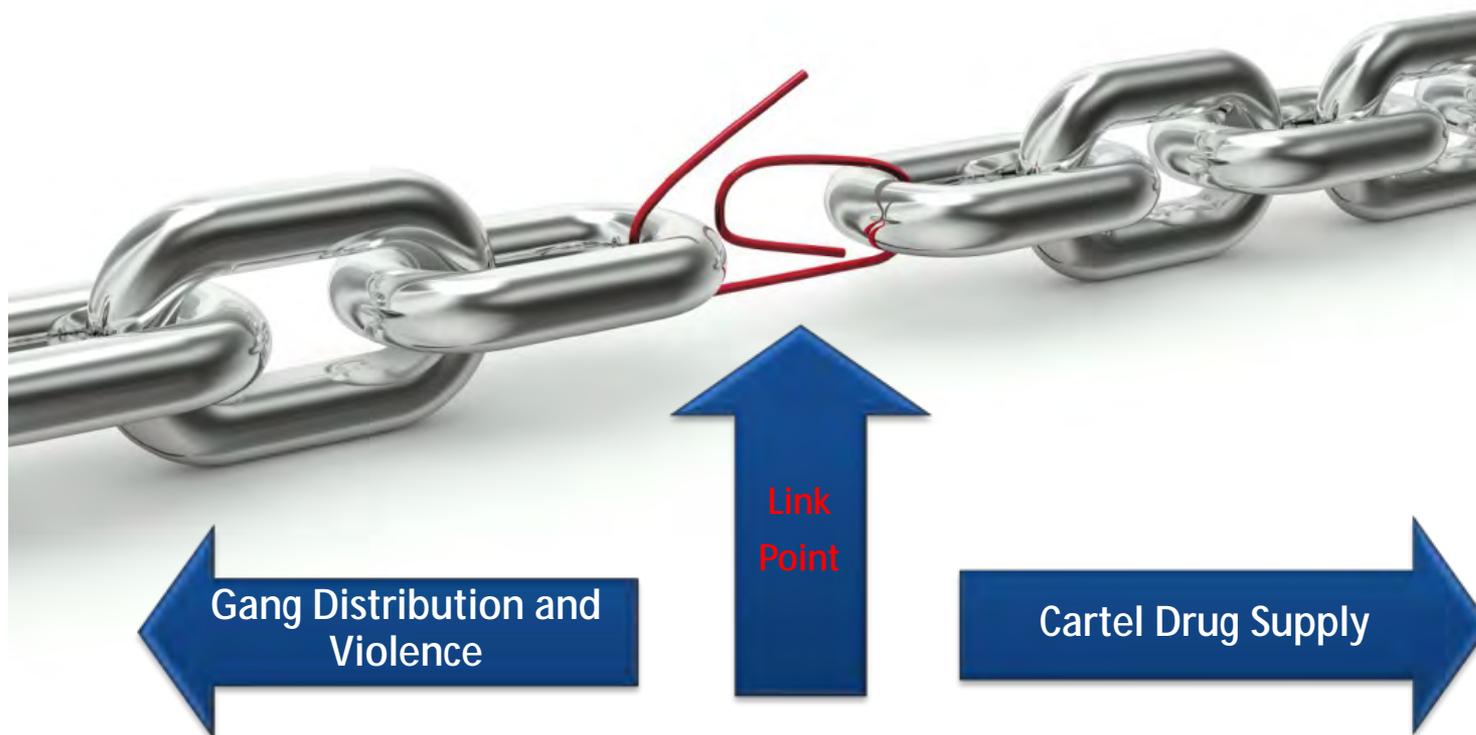
Enforcement Partnerships

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



Targeting the Strategic Link



- Leverage enforcement resources and focus on the link point.
- Provide "Time and Space" for Community Efforts.



360 Degree Strategy

Enforcement Partnership

Diversion Partnership

Community Partnership



Diversion Partnership

Targeting the Supply and Demand Problem



5% / **Majority**
of World Population of hydrocodone consumed

80% of New Heroin Abusers Start with Opioids

DEA Diversion is Uniquely Positioned

1.6 Million Registrants Regulated by DEA - every point in the chain



Diversion Partnership

Constructive Engagement with the Industry, Practitioners and Government Health Groups

American Medical Association (AMA)

National Association of Chain Drug Stores (NACDS)

National Association of Boards of Pharmacy (NABP)

Health and Human Service (HHS)

National Institute of Drug Abuse (NIDA)

Substance Abuse Mental Health Services Administration (SAMHSA)

Food and Drug Administration (FDA)

Office of National Drug Control Policy (ONDCP)

CDC Office of Noncommunicable Diseases, Injury & Environmental Health (ONDIEH)

CDC National Center for Injury, Prevention & Control (NCIPC)

State and Local Health Authorities



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



Diversion Partnership

Education and Outreach

- **National Strategy - Sustained & Consistent Messaging**
 - *Pharmacist Drug Awareness Conferences (PDAC)*
 - *Law Enforcement, Medical Practitioners, Anti-Drug Organizations*
 - *National Drug Take Back Initiative (NTBI) --
5000+ Collection Sites / Safe Drug Disposal Regulations*
- **Local Strategy in 360 Strategy Target Areas**
 - *Proactive and Robust Community Engagement*
 - *Local Practitioners/Community Groups*
 - *Local Field Divisions with HQ Support*



360 Degree Strategy

Enforcement Partnership

Diversion Partnership

Community Partnership



360 Degree Strategy

Year 1 (2016) Pilot Communities:



Milwaukee



Pittsburgh



St. Louis



Louisville



360 Degree Strategy

Year 2 (2017) Pilot Communities:



Manchester



Charleston, WV



Albuquerque



Dayton



360 Degree Strategy

Year 3 (2018) Pilot Communities:



Salt Lake City



South Jersey





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



The Guide: SAMHSA's Strategic Prevention Framework



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

Initial National Partners:

- *Department of Justice: Office of Justice Programs (OJP)
and National Public Safety Partnership (PSP)*
- *Substance Abuse Mental Health Services Administration (HHS-SAMHSA)*
- *Centers for Disease Control & Prevention (CDC)*
- *Community Anti-Drug Coalitions of America (CADCA)*
- *Partnership for Drug-Free Kids (Partnership)*
- *DEA Educational Foundation*
- *Benevolent and Protective Order of the Elks*
- *Boys & Girls Clubs*
- *Boy Scouts & Girl Scouts of America*
- *Youth Athletic Associations*
- *Young Marines*



Community Partnerships

DEA as Catalyst for Rallying Community

SHORT TERM STRATEGIES (First 30 Days):

- Engage National Partners for each of the pilot cities
- Deploy existing print, media, and human resources
- Gather Community Alliance – Key Leaders from across the local community

MID TERM STRATEGIES (60 - 180 Days):

- Host Community Summit on Heroin & Rx Abuse
- Deploy new localized communications tools and tool kits
- Social Media & Media Buy

LONG TERM STRATEGIES (180 Days – 1 Year+):

- Strengthen Community Coalitions
- Engage Community Alliance, Facilitate Implementation of Summit Findings
- Evidence-based Evaluation



Community Partnerships

“Community Alliance”

Key leaders from the fields of:

- Law Enforcement
- Prevention
- Treatment
- Judicial System
- Education
- Business
- Government
- Civic
- Faith Communities
- Health
- Media
- Social Services

Form the core of a long-term group that will cross disciplines to help DEA carry the prevention and treatment messages to the local population during the critical post-enforcement operation timeframe.



360 Tools

Micro Websites: wakeup-pittsburgh.com

The screenshot shows a web browser window with the URL wakeup-pittsburgh.com. The page features a silhouette of the Pittsburgh skyline at the top. Below the skyline, the text "WAKE UP PITTSBURGH" is displayed in a large, stylized font. The word "WAKE" is in blue, "UP" is in orange, and "PITTSBURGH" is in blue. Below this, there are two main sections: "FOR PARENTS AND EDUCATORS:" and "FOR TEENS:". The "FOR PARENTS AND EDUCATORS:" section includes the text "GET SMART ABOUT DRUGS" and "AN ONLINE RESOURCE FOR PARENTS, EDUCATORS & CAREGIVERS" in a yellow box, followed by "PITTSBURGH". The "FOR TEENS:" section includes the text "GET THE FACTS ABOUT DRUGS" and "JUST THINK TWICE PITTSBURGH" in a black box.

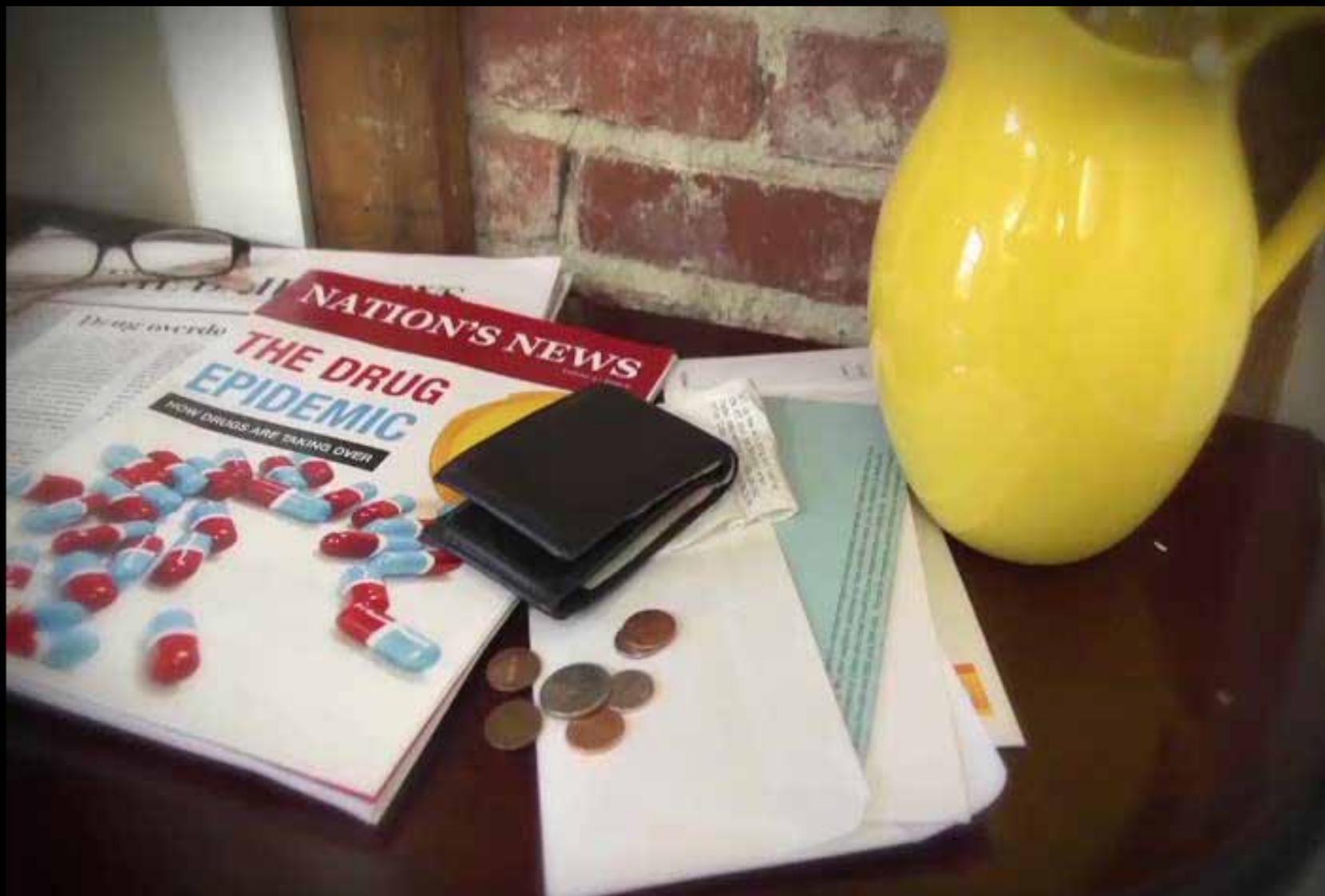


Media PSA's

WAKE UP



Media PSAs





Campaign Messages

- **Together we will empower our community to reclaim a sustainable and safe, drug-free environment.**
- **Freedom from drug addiction begins with the commitment to understanding the issues affecting us and our neighbors and taking action to create change.**
- **Prescription opioid and heroin abuse continues to rise in the U.S. and touches every city, every state, and every person as drug addiction continues to take hold.**
- **The power of knowledge and caring support is stronger than any drug.**
- **Our community alliance utilizes the DEA 360 Strategy, a holistic approach to provide the needed resources to help fight the opioid and heroin epidemic.**



360 Tools



Operation Prevention's mission is to educate students about the true impacts of opioids and kick-start lifesaving conversations in the home and classroom.

www.OperationPrevention.com



360 Tools

OPERATION PREVENTION

- **Interactive Lesson Plans for All Classrooms**
- **Self-paced E-learning Module**
- **Expert Q&A National Live-Stream Event**
- **Parent Toolkit – Bilingual (Spanish)**
- **High School Student Video Challenge**
- **Promotion & Outreach Campaign**

3 School Years: Launched Fall 2016 Semester



Community Partnership: A Call to Action



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



360 Degree Strategy



360.dea.gov