

# Opioid Stakeholder Action Plan 2025

## Marketing & Outreach

### YOUTH-FOCUSED INITIATIVES:

- Host harm reduction talks in junior high and high schools
- Launch targeted marketing for youth
- Educate children about opioids at home
- Advocate for opioid education in school curricula
- Start a youth ambassador program for peer-led education

### Communication Campaign

- Develop a communication campaign.
- Centralize and promote information resources
- Explore new advertising spaces (social media, public transit, community areas)
- Advertise "Don't Use Alone" hotline on public transit

### Pharmacy & Clinical Outreach

- Provide taper tips with opioid prescriptions
- Offer continuing education for healthcare providers on opioid prescribing and harm reduction

## Rapid Response

### 24/7 Support :

- Maintain a 24/7 Opioid Help Line (LOCAL)
- Ensure all overdose (OD) calls receive follow-up with resources
- Immediate Intervention:
- Insist treatment programs are culturally relevant
- Deploy a non-law enforcement team for known opioid issues
- Provide information and access to Narcotics Anonymous (NA) and Nar-Anon groups
- Establish a rapid response team to address emerging overdose hotspots

**NEW UPDATE**

### New 24-hour Naloxone Access Point (NAP) at Fairview Southdale Hospital

The Southdale Naloxone Access Point at Edina is now live and available 24/7. This is the first 24-hour access point available in Bloomington, Edina, and Richfield. Additionally, the Bloomington Public Health Substance Use Prevention Team is working with Steve Rummier to expand NAPs across BER.

## Partnerships

### Community Collaboration

- Engage the community to identify needs
- Gather more data from community
- Identify and engage missing partners
- Solicit responses from those who oppose the work
- Host an annual partner conference

### System Engagement

- Engage the court and legal system
- Contract with the community to fund existing projects
- Partner with local hospitals and clinics to provide seamless referral systems

### Stakeholder Communication

- Inform stakeholders regularly
- Gather input from community youth and people with lived experiences
- Provide regular updates through public forums and social media

## Supplies & Admin

### Access and Distribution

- Secure funding for Over-The-Counter (OTC) Narcan
- Provide low-cost safes for opioid medication storage
- Ensure free and easy access to illicit fentanyl test strips
- Provide free Narcan distribution
- Implement syringe services
- Establish mobile distribution units to reach underserved areas

### Leadership

- Appoint program leadership roles
- Outline team commitments and responsibilities
- Schedule and attend regular meetings
- Conduct quarterly program evaluations to assess progress and impact
- Create Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals
- Commit resources to the work (time, staff, grants)
- Implement data collection and analysis to measure program effectiveness

## Goals

### 1 Responsible Collaboration



### 2 Relevant Data Driving Responses



### 3 Accessible & Community-based Prevention Strategies



### 4 Sustainable Funding Plan



### 5 Easy Access to System

