



# MCFARLAND RADAR COALITION

## AODA PREVENTION

### NEWSLETTER

AUGUST 2021

## The Opioid Epidemic

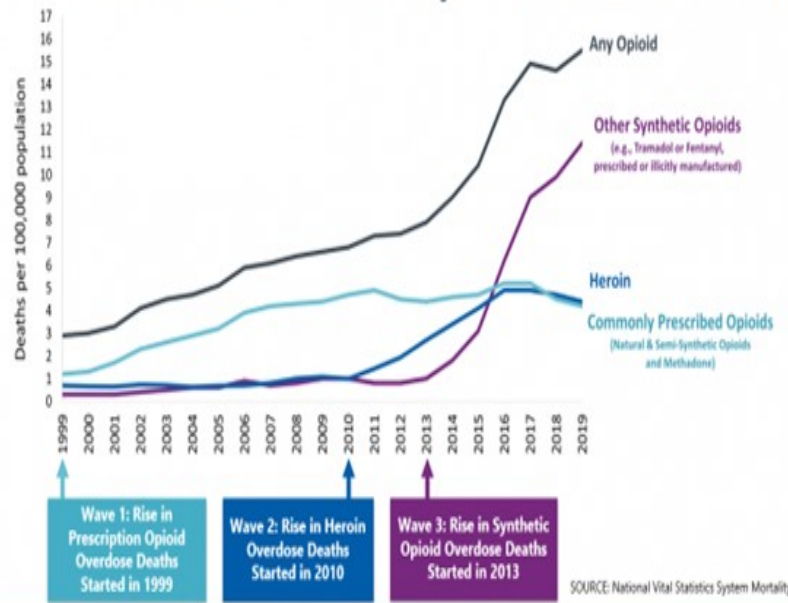
### How the Opioid Epidemic happened?

In the late 1990s, pharmaceutical companies told the medical community that the patients that they saw could not get addicted to opioid pain relievers, and because of this statement, the medical community started to prescribe them at a greater rate. As a result of this, the medical community started to see an increase in prescription opioid misuse as well as increase in opioid overdoses. The second wave of the opioid epidemic began in 2010 with a rapid increase of heroin use. And then the third wave happened in 2013, with a significant increase use of synthetic opioid (particularly illicitly manufactured fentanyl).

### Common Opioids include:

- Codeine
- Demerol
- Dilaudid
- Fentanyl
- Heroin
- Hydrocodone
- Methadone
- Morphine
- Oxycodone
- Tramadol

### Three Waves of the Rise in Opioid Overdose Deaths



## THE OPIOID EPIDEMIC BY THE NUMBERS



**70,630**

people died from drug overdose in 2019<sup>2</sup>



**10.1 million**

people misused prescription opioids in the past year<sup>1</sup>



**1.6 million**

people had an opioid use disorder in the past year<sup>1</sup>



**2 million**

people used methamphetamine in the past year<sup>1</sup>



**745,000**

people used heroin in the past year<sup>1</sup>



**50,000**

people used heroin for the first time<sup>1</sup>



**1.6 million**

people misused prescription pain relievers for the first time<sup>1</sup>



**14,480**

deaths attributed to overdosing on heroin (in 12-month period ending June 2020)<sup>3</sup>

### SOURCES

- 2019 National Survey on Drug Use and Health, 2020.
- NCHS Data Brief No. 394, December 2020.
- NCHS, National Vital Statistics System. Provisional drug overdose death counts.

# COVID-19 and Opioid Epidemic

In March of 2020, the United States came to a complete standstill when COVID-19 spread throughout the country. COVID-19 wasn't the only thing that increased drastically in 2020. Health experts saw at least 90,000 overdose deaths in the United States (80% of which were from opioids).

## Why the massive increase?

COVID-19 left a feeling of uncertainty for a lot of people. Many were laid off. Locked in their homes. And some lost their loved ones to COVID. This led to first time drug use and relapses for those who had previously struggled with Substance Use Disorder.

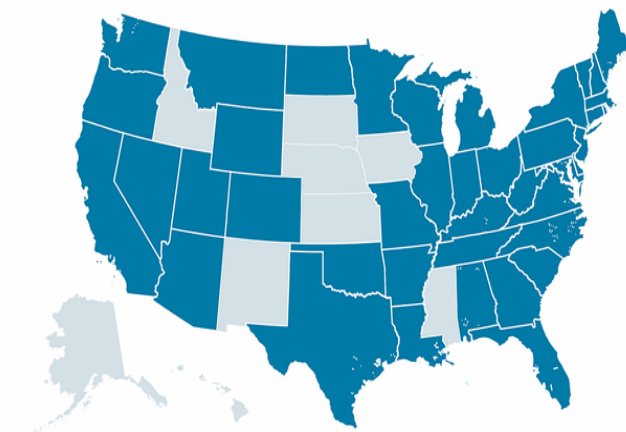
## In Dane County, Wisconsin....

The Madison Police Department reported in the first three months of 2020, they responded to 64 heroin overdoses, an increase of 60% from the first quarter of 2019.

# 41 STATES

Report increases in opioid and other drug-related overdose during COVID pandemic

■ States with increased reports



Opportunity  
Access  
Knowledge

Map created with information from the American Medical Association. (December 2020). *Advocacy Resource Center States with Reports of increases in opioid and other drug-related overdose and other concerns during COVID pandemic.*  
<https://www.ama-assn.org/system/files/2020-12/issue-brief-increases-in-opioid-related-overdose.pdf>

## Responding to the Opioid Crisis...

The US Department of Health and Human Services in 2017 launched a comprehensive 5-point Strategy to help empower local communities on the frontlines of the Opioid Epidemic:

### 1) **Better addiction prevention, treatment, and recovery services:**

- **Prevention:** Implement science-based education campaigns to improve the public's understanding of substance use disorders and how to eliminate the stigma associated with Substance Use Disorder.
- **Treatment:** Enable individuals, families, and caregivers to find, access, and navigate evidence-based, affordable treatments for opioid use disorder and home and community-based services and social supports.
- **Recovery:** Provide culturally and linguistically appropriate education and support to individuals, families, and caregivers to understand the importance of recovery and to find and access a range of evidence-based services.

2) **Better Data:** Strengthen public health data reporting and collection to improve the timeliness and specificity of data, and to inform a real-time public health response as the epidemic evolves.

3) **Better Pain Management:** Advance the practice of pain management to enable access to high-quality, evidence-based pain care that reduces the burden of pain for individuals, families, and society while also reducing the inappropriate use of opioid-related harms.

4) **Better Targeting of Overdose Reversing Drugs:** Target the availability and distribution of overdose-reversing medications to ensure the broad provision of these drugs to people likely to experience or respond to an overdose, with a particular focus on targeting high-risk populations.

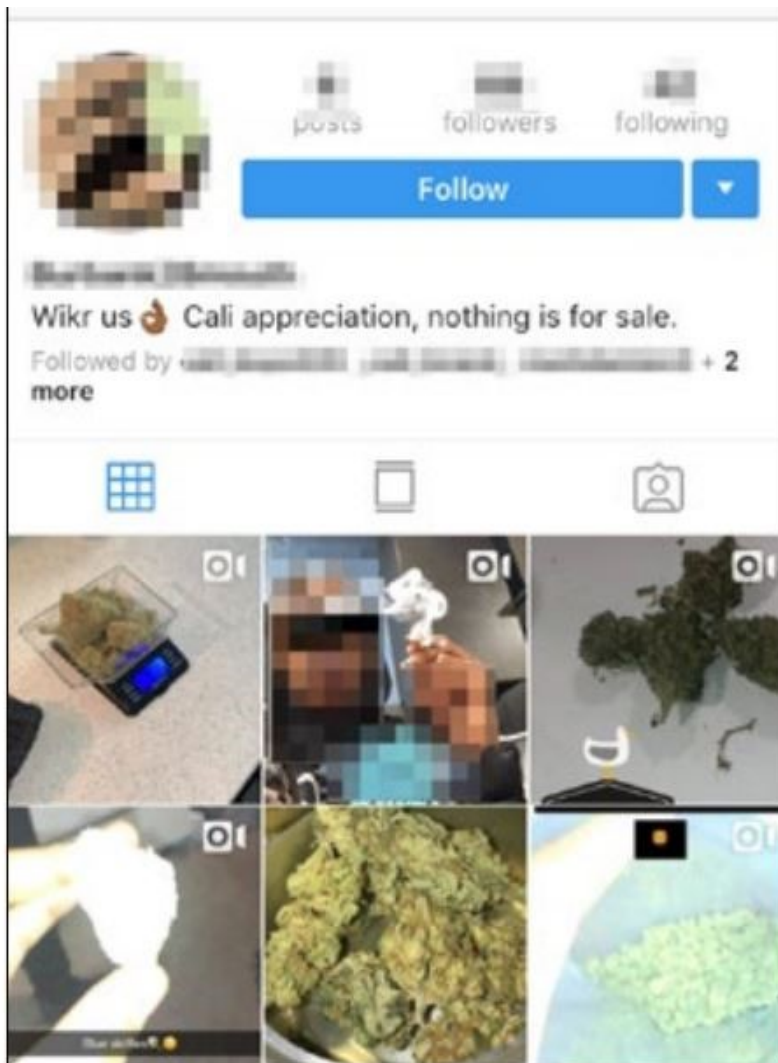
5) **Better Research:** Support cutting-edge research that advances our understanding of pain, overdose and addiction, leads to the development of new treatments, and identifies effective public health interventions to reduce opioid-related health harm.

# “Digital Drug Market”

## Social Media and Drug Use

Dr. Laura Berman is a therapist and the host of “In the Bedroom” on the Oprah Winfrey Network. She was also the mother of Sammy Berman Chapman, who unfortunately on February 7th, 2021, died of an accidental overdose. Sammy had acquired the drugs from a dealer off of Snapchat, who in a matter of hours had the drugs delivered to Sammy’s door. What Sammy didn’t know is that the Xanax that he had purchased was laced with a lethal dose of fentanyl.

Dr. Berman explained that what happened with her son was experimentation gone wrong and to remind parents to watch their children and watch Snapchat and other social media platforms because that is how dealers get to children.



The internet has been fully embraced by drug dealers and buyers due to its simplicity and global reach. And while big drug trading sites like the Silk Road have been shut down by law enforcement officers. Social Media sites like Snapchat and Instagram, have begun to flourish as the new marketplace. Experts and law enforcements have all said that it is almost easier to buy drugs online today then a pizza from Domino’s. In 2014, the federal government has used Instagram to arrest over 350 drug dealers and seize 7 million dollars worth of products.

The most popular drugs to purchase online include marijuana, cocaine, MDMA and Fentanyl. Drug dealers on social media sites, however, have been known to lace their products with other drugs, making it more addictive to their clients but also more deadly as well.

# Drug Emoji Slang

🌿, 🍁, 🌲, 🌱, 🍀, 🍃, 🍄, 🍋 – Marijuana

🦋, 🐍, 🐾, 🌈 – Heroin

❄️, 🍫, 😊, 🔑, 🧊, 🕸️ – Cocaine

🩸, 🍇, 💜, 🧑‍⚕️ – Cough syrup

🍄, ❤️, ⚡, 🤪 – MDMA

🍄 – Psilocybin or “magic” mushrooms

💎, 🏠, ❄️ – Crystal meth

💊 – Can be used to mean prescription pills, drugs in general, or heroin

🔌 – A plug, i.e., a drug dealer or someone who can “hook you up” with contraband

👉, 🚬 – Smoking a joint

🏠 – Used to indicate a bong

🚀 – Can mean high-quality or being very intoxicated

🍷 – Gassed, i.e., intoxicated. Can also refer to high-quality marijuana

🔥 – To “blaze” a joint or to be “lit,” meaning intoxicated

## Common Drug Slang Terms

**Cart** – Cartridge for a vaporizer

**Dabbing** – A way to inhale concentrated cannabis oil by dropping some on a hot surface and letting it vaporize

**Gas** – Marijuana

**Hulk** – A 2-mg generic benzodiazepine bar

**Pen** – Vape for weed or tobacco; uses cartridges

**Plug** – Dealer

**School bus** – A 2-mg Xanax bar

**Special K** – Ketamine

**Snow** – Cocaine



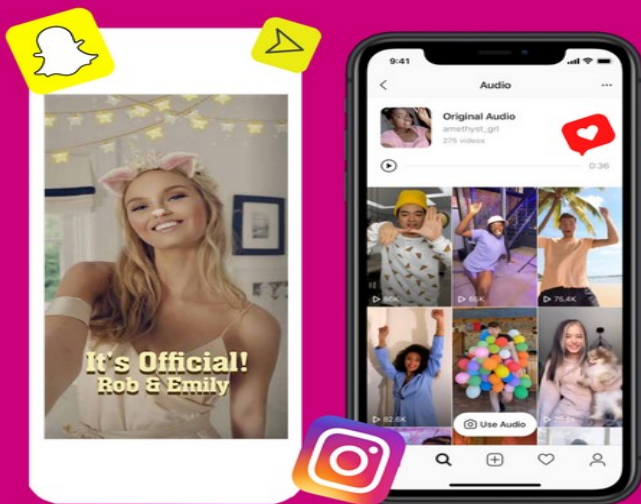
# How Parents Can Keep Their Child Safe Online

- **Communicate your expectations:** Tell your kids that you expect them to avoid drugs and alcohol and establish consequences if they break the rules
- **Ask Questions:** Ask them if they have seen drugs online or if their friends have and how they about what they are seeing
- **Make them aware of deadly additives:** Teenagers are probably already aware of the basic dangers of drugs, but they may not know about counterfeit pills and other substances being laced with fentanyl.
- Be on the same social media platforms as your kids so you can monitor what they are doing and who their friends are.
- Adjust settings on phones to turn off location monitoring on social media apps and block content and apps that you don't want your kids accessing.
- Check browser history for any suspicious activity or concerning search terms.
- If you suspect drug use, monitor the mail for any suspicious packages.
- Get familiar with common slang and hidden emoji meanings.

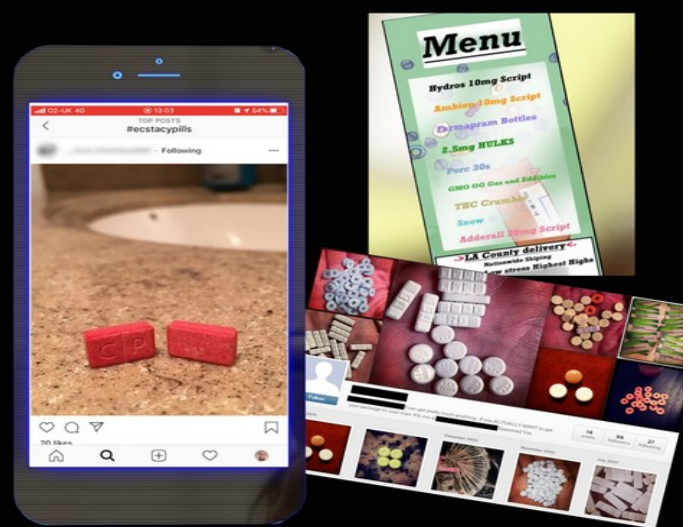


## THE DARK SIDE OF SNAPCHAT & INSTAGRAM

What you think Snapchat & Instagram are for:  
Selfies, funny filters and friends.



In reality, drug dealers are targeting kids on Snapchat and Instagram!



Talk to your kids about the dangers of buying prescription drugs (or any drug) online!

A	L	I	V	E	Q	W	E	R	J	G	S	Z	X	C	V	B	N	M	S	D	F	P	G	A	S	D	F	J	K
C	U	D	F	G	H	E	T	U	O	R	U	Q	W	E	R	T	Y	U	I	O	P	N	A	T	U	R	A	L	X
Z	X	G	C	V	B	N	R	T	Y	E	M	B	L	E	M	Q	W	E	R	T	I	A	S	D	F	G	H	J	K
V	B	D	U	H	J	K	A	V	B	E	M	E	P	O	I	U	Y	T	R	E	E	W	Q	W	A	R	M	B	N
A	S	D	F	S	B	N	V	M	N	N	E	F	D	Q	W	E	R	T	O	Z	X	C	V	B	N	M	A	S	D
Q	W	E	R	T	T	V	E	X	C	G	R	V	B	A	S	D	F	N	Q	W	E	R	T	F	S	Y	U	I	O
C	V	B	N	M	H	D	L	P	S	R	T	Y	U	I	L	V	A	W	Z	X	C	V	B	E	Q	W	E	R	T
A	S	D	F	G	U	C	V	O	S	A	G	H	J	K	L	C	Q	W	E	R	T	Y	I	Z	X	C	V	B	N
Z	X	C	V	B	N	D	F	P	D	S	Q	W	E	R	T	R	C	V	S	E	I	L	F	R	E	T	T	U	B
A	S	D	F	R	D	E	R	S	K	S	P	O	R	T	S	A	X	C	V	B	F	A	D	E	R	T	Y	O	A
Q	W	E	R	T	E	B	N	I	Z	X	C	V	B	N	M	F	A	S	D	F	G	K	X	C	R	G	H	J	R
C	A	L	L	E	R	G	I	C	A	S	D	G	H	J	K	T	C	V	B	N	M	E	F	G	H	R	C	B	E
D	E	R	F	G	S	T	S	L	Y	H	J	U	K	S	B	S	Z	A	X	S	D	S	V	F	G	B	Y	K	F
P	C	V	B	N	T	S	C	E	Z	A	X	S	E	C	R	D	V	F	B	G	N	I	H	M	J	U	K	P	O
O	L	K	J	H	O	G	I	S	F	D	S	I	A	S	E	P	L	O	K	I	U	D	N	H	B	G	V	F	O
D	E	R	F	G	R	V	P	F	G	H	R	Y	H	J	E	Q	A	Z	W	S	P	E	R	F	E	C	T	X	T
R	F	V	T	G	M	B	M	H	Y	T	N	M	J	U	Z	O	L	P	I	U	Y	T	G	B	H	Y	U	E	J
F	S	C	H	O	O	L	Y	S	N	X	S	D	C	V	Y	Y	L	R	E	L	E	X	D	R	F	G	N	T	H
D	D	V	F	R	T	G	L	U	A	Q	W	S	D	E	B	N	A	E	H	J	N	Q	W	E	R	T	C	V	B
S	N	F	T	H	Y	U	O	I	L	O	N	B	V	F	D	R	B	S	T	Y	O	S	W	E	D	T	X	C	V
E	E	M	N	J	H	C	L	I	M	B	I	N	G	E	R	T	E	T	V	B	H	O	L	I	D	A	Y	S	M
G	I	V	B	T	I	C	K	E	T	M	J	Y	T	G	B	V	S	F	R	E	S	Z	X	C	V	N	H	J	K
A	R	D	F	O	Q	W	E	R	T	Y	U	I	O	P	A	S	A	D	F	G	H	J	K	L	Z	X	C	V	B
I	F	I	S	H	I	N	G	Z	X	C	V	B	N	M	J	K	B	A	C	K	Y	A	R	D	A	S	N	E	R
L	A	S	D	F	G	H	J	K	L	W	I	L	D	F	L	O	W	E	R	S	Z	X	C	V	G	D	I	T	Y
O	O	C	D	F	R	T	G	H	E	X	C	I	T	E	M	E	N	T	Z	X	W	E	R	T	Y	U	A	I	O
F	G	O	A	S	E	R	F	C	Z	C	D	H	U	R	R	I	C	A	N	E	W	E	V	B	N	N	R	Z	P
C	A	U	P	T	G	H	Y	U	J	U	G	P	L	O	B	V	C	F	R	E	S	H	F	R	U	I	T	T	Y
X	S	Y	C	V	B	N	T	G	N	I	T	A	O	B	A	S	D	F	G	H	J	K	L	Q	W	E	R	T	M
Z	D	T	C	V	B	S	W	E	E	T	Z	A	S	E	F	W	F	L	O	W	E	R	S	T	Y	U	I	O	L

Alive	Countries	Green Grass	Rest	Warm
Allergic	Crafts	Holidays	Route	Wildflowers
August	Eight	Honey	School	
Backyard	Emblem	Hot	Sports	
Barefoot	Excitement	Hurricane	Summer	
Baseball	Ferry	Lakeside	Sweet	
Bee	Fishing	Medal	Tan	
Boating	Flies	Natural	Tent	
Breezy	Flowers	Olympics	Thunderstorm	
Butterflies	Foliage	Perfect	Ticket	
Canoeing	Fresh Fruit	Pool	Travel	
Climbing	Friends	Popsicles	Train	



McFarland is a small community south of Madison in Dane County. In January of 2017, a group of concerned citizens came together to discuss substance abuse problems in the McFarland area. The McFarland RADAR is a result of these meetings



For time, day and place of meetings, please contact Cathy Kalina at Cathy Kalina  
CathyK@fsmad.org

**We are comprised of local representatives from schools, businesses, churches, village administration as well as parents, and youth—all working together to promote healthy lifestyles**

**For more information go to: <https://www.radarmc.com/>**

### **McFarland RADAR Mission Statement**

***“The mission of McFarland’s RADAR Coalition is to promote healthy lifestyles in the McFarland area through alcohol and drug abuse prevention and education efforts.”***

*The McFarland RADAR Coalition works to develop, implement and support environmental strategies to reduce substance abuse.*

*We believe by working together, we can nurture social and environmental changes to make the McFarland area a safer and healthier place, brightening the future of our children, youth and families.*

### **HOW CAN YOU HELP?**

We are asking you to give the gift of time. Make a difference in the lives of our youth and our community by

1. Working with us in providing support for planning, project management and awareness campaigns
2. Helping with coalition events, conferences, workshops, and fairs held throughout the year.
3. Being a voice for change in our community, it is time to come together and be that force for change in the McFarland area.