



**Southwest
Suburban**
HEALTH DEPARTMENT



Opioid Settlement Funds



Categories for Spending Funding

- Treat Opioid Use Disorder (OUD)
- *Support People in Treatment and Recovery
- Connect People Who Need Help to The Help They Need (Connections to Care)
- *Address The Needs of Criminal-Justice-Involved Persons
- Address The Needs of Pregnant Or Parenting Women And Their Families, Including Babies With Neonatal Abstinence Syndrome
- Prevent Over-Prescribing and Ensure Appropriate Prescribing and Dispensing Of Opioids
- *Prevent Misuse of Opioids
- *Prevent Overdose Deaths and Other Harms (Harm Reduction)
- *First Responders
- *Leadership, Planning and Coordination
- *Training
- *Research

*Indicates we have identified specific strategies to work on within that spending category.

Workplan

Opioid Settlement Funds Workplan												
Target Areas	Proposed Strategy	Who is Responsible?	Status	2024				2025				
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Prevention & Early Intervention	1.OUD Prevention Programming in WAWM School District	SWSHD & WAWM Schools- Becca	In progress						X	X		
	2. Host pain management sessions to educate individuals how to manage pain	SWSHD- Jaime & Mary Ann	In progress							x		
	3. Media/Marketing:	SWSHD- Nick	Ongoing									
	a) Social media posts	SWSHD	Ongoing	X	X	X	X	X	X	X	X	
	b) Media campaign (billboards, bus ads, gas station pumps, etc.) promoting the use of Narcan and general SUD information	SWSHD	Ongoing	X	X	X	X	X	X	X	X	
	c) Create and distribute materials with QR code linking individuals to the Mental/Behavioral Health Resource and Substance Use Disorder Resource pages	SWSHD	Ongoing	X	X	X	X					
	d) Radio Station commercials (Kiss FM, Radio Caliente, etc.)	SWSHD	In progress						X	X	X	
	4. Work with local pharmacies to create a sticker for opioid pill bottles that warn individuals about the dangers of opioids	SWSHD	Not yet started								X	
5. Purchase drug disposal bags and provide education to the community about use (Deterra bag, education on safe disposal methods)	SWSHD	Complete				X						
6. Increase training for providers (including faith-based and community organizations) on programming to connect at-risk individuals with services and supports	SWSHD	Not yet started								X		
Harm Reduction	1. Installing additional Public Health Vending Machines stocked with Narcan & Fentanyl Test Strips in overdose hot spot areas (if needed)	SWSHD	Not yet started									
	2. Installing Naloxone boxes in overdose hot spot areas (if needed)	SWSHD	Not yet started									
	3. Hosting monthly/quarterly Narcan Administration trainings	SWSHD	Ongoing	X	X	X	X	X	X	X	X	
	4. Creating drink coasters promoting use of Narcan and distribute to bars/restaurants in West Allis & West Milwaukee	SWSHD- Nick & Becca	In progress					X	X	X		
	5. Providing funding to the West Allis Fire Department's Mobile Integrated Healthcare program for their "leave behind packets" (if needed)	SWSHD & WAFD	Not yet started									
	6. Work with local hotels/motels to have staff trained in Narcan administration and have Narcan available in case of emergency	SWSHD- Gina	Ongoing		X	X	X	X	X	X	X	
	7. Work with local restaurants/bars to have staff trained in Narcan administration and have Narcan available in case of emergency	SWSHD- Gina	Ongoing		X	X	X	X	X	X	X	
	8. Installing a Medication Disposal Box at the Southwest Suburban Health Department to increase access to proper drug disposal for the community	SWSHD	In progress						X	X		
Treatment	1. Support/promote medication-assisted treatment options during Naloxone Administration Training	SWSHD- Nick and Jaime	Ongoing	X	X	X	X	X	X	X	X	
	2. Promote Substance Use Disorder: Recovery is Possible video campaign	SWSHD- Nick	Complete	X								
	3. Survey providers on what primary prevention activities are provided and/or participated in		Not yet started									
Recovery	1. Support room and board costs for Medicaid members in residential substance use disorder treatment	SWSHD- Jaime & Nick	In progress						X	X		
	2. Provide counseling, peer-support and or recovery case management for those who need it to persons with SUD/MH conditions (suggested by Terese B.).		On hold									
Continuum of Care and/or Care Coordination	1. Advocate for training for hospital staff to equip them with additional education and tools on how to handle patients with SUD disorder	SWSHD	In progress							x		
	2. Provide funding for peer support specialists or recovery coaches in emergency departments, detox facilities, recovery centers, recovery housing, or similar settings; offer services, supports, or connections to care to persons with OUD and any cooccurring SUD/MH conditions, co-usage, and/or co-addiction or to persons who have experienced an opioid overdose.		Not yet started									
	*Text in blue are strategies that were identified after the survey closed that was sent to stakeholders gathering feedback on how funding should be spent											

2024 Accomplishments



Billboard Campaign

Prevention & Early Intervention

- 6 billboards installed in areas with high overdose rates
- Messaging focused on raising awareness about opioid overdose prevention
- 8.5 million people reached



Hanging Banner Campaign

Prevention & Early Intervention

- Strategically installed hanging banners in liquor stores, gas stations, and convenience stores in areas with high overdose rates
- Messaging focused on raising awareness about opioid overdose prevention
- 230,880 people reached



Opioid Use Disorder Resource Cards

Harm Reduction

- Developed to educate individuals on common signs of an overdose and how to administer Naloxone
- Available in English & Spanish
- Attached to every box of Naloxone given from our Public Health Vending Machines and given during trainings



Unresponsive or unconscious



Slowed or stopped breathing



Snoring or gurgling sounds



Cold or clammy skin



Discolored lips or fingernails



Call 911

Follow the operator's instructions. Give rescue breaths, if needed. Be prepared to give CPR.



Give 1st Dose

Insert tip of Narcan nozzle in either nostril until your fingers touch the nose. **Press** the plunger firmly to release the dose of Narcan.



Watch & Give

If there is no response after 2-3 minutes, give a second dose. Stay with the person until help arrives.

RECOVERY IS POSSIBLE.
WE ARE HERE TO HELP.


Visit our website to find resources near you
www.swshdwi.gov/gethelp



Postcards

Harm Reduction


- Identified areas in West Allis with high overdose rates and directly mailed postcards to residents
- Messaging brought awareness to the signs of an overdose and where individuals can access free Naloxone
- 1,350+ postcards mailed



Southwest Suburban
Health Department
7120 W. National Ave.
West Allis, WI 53214

Some areas of our community, including your neighborhood, are impacted by higher rates of overdose. By carrying Narcan, you could save your neighbor's life. Narcan is available for free 24/7 in our outdoor Public Health Vending Machine. Stop by the health department to pick yours up today and make a difference in your neighborhood!

To learn more about substance use disorder resources in our community visit www.swshdwi.gov/gethelp



health@swshdwi.gov | 414-302-8600



SAVE A LIFE

Stop by the Southwest Suburban Health Department-
West Allis Location for

FREE NARCAN

Narcan can reverse opioid overdoses, buying time until EMS arrives.

LEARN THE SIGNS OF AN OPIOID OVERDOSE

Not Responding	Slow/Stopped Breathing	Snoring/Gurgling	Blue Lips/Nails
			

CARRY NARCAN | BE PREPARED | SAVE LIVES



TV Commercials

Prevention & Early Intervention

- Educated individuals on signs of an overdose and where they can access Naloxone in their community
- 30 second English & Spanish commercials created and aired over 750 times on CBS 58, WMLW, & Telemundo
- 3.3 million households reached






Naloxone Trainings

Harm Reduction & Treatment

- Trainings in 2024:
 - Grace Christian Academy
 - Rogers Behavioral Health
 - Local 8 Ironworkers Union
 - City entities (Mayor, Alderpersons, Library, etc.)
 - Aurora West Allis Medical Center Emergency Department staff
 - Community members

Narcan Administration Training
& Distribution Efforts in 2024

630 Individuals
Trained



897 Boxes of
Narcan
Distributed
vs. 444 in 2023

2025 Accomplishments & Upcoming Projects





Accomplishments

- **Prevention & Early Intervention:**
 - Hanging Banner Campaign
 - Audacy Radio Campaign
 - Radio Caliente Campaign
 - Naloxone/Signs of an Overdose Poster
- **Harm Reduction:**
 - Drink Coaster Campaign
 - Opioid Use Disorder Postcards
 - Naloxone Administration Trainings



Moving forward...

- Harm Reduction:
 - Drug Disposal Box Installation
- Recovery/Treatment:
 - Oxford Housing Rental Assistance
- Prevention & Early Intervention:
 - Billboard Campaigns
 - This is Not About Drugs: Opioids Education Programming within middle and high schools
 - Milwaukee Media Group Radio Campaign

Thank you!

Contact Information

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Website

www.swshdwi.gov/gethelp

