

Drug Poisoning Initiative: *Stop the Overdose Epidemic Update*

**Bringing Strategy Areas Together on a Coordinated Response:
Activity Since January 30th *Stop the Overdose Epidemic Summit***



NEWS CONFERENCE AND COMMUNITY UPDATE

- Hosted by Madison Mayor Soglin, Dane County Executive Parisi and Safe Communities Initiative Partners, *Monday, April 23*

MED-DROP EXPANSION

- Increased number of Med-Drop boxes from 4 to 10; over 5 tons of medicines collected.

PRODUCTION OF “IT’S ME” VIDEO

- 10 min; Produced by Emmy Award-winning Yellow Dog Productions.
- Partners representing each of the six strategy areas offer insights and next steps toward reducing death and injury from drug poisoning.

CONVENE DRUG POISONING INITIATIVE STEERING TEAM

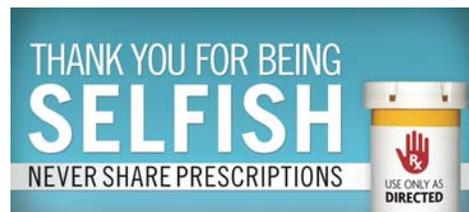
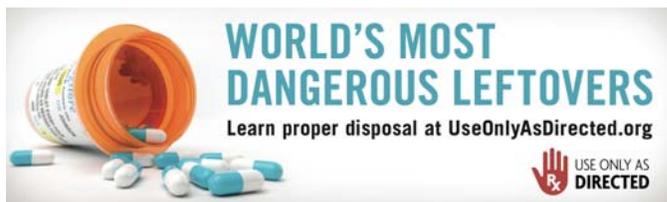
- *Target date for first meeting: October 2012*
- Representatives from each strategy area have agreed to serve on a Steering Team charged with guiding the overall effort and facilitating action across disciplines.

Agenda:

- Reports/conversations across strategy areas
- Feedback on and commitment to advance a 2013 workplan

PUBLIC EDUCATION CAMPAIGN PLANNING

- Utah public education materials – with local adaptation, disseminate here?



PARTNER BRIEFING (TO INCLUDE “IT’S ME” VIDEO RELEASE)

November 2012, 1 ½ hours

- Update summit participants and others on progress to date. Distribute video and prevention education materials for dissemination by partners.