

Sponsors and Partnerships



HENNEPIN COUNTY SHERIFF'S OFFICE

NOOVERDOSE

Opioid-related deaths have risen to crisis levels in Hennepin County. #NOverdose is a year-long campaign to raise awareness and build strong partnerships to prevent overdose deaths.

OPIOID RELATED DEATHS:

2015: **110**

2016: **153**

2017: **?**



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2016 was a record year for opioid-related deaths in Hennepin County. We experienced 153 opioid-related deaths, which is a 39% increase over 2015.

For this reason, the Hennepin County Sheriff's Office launched a year-long drug abuse prevention campaign called "#NOverdose". As part of this campaign, the Sheriff's Office is seeking partnerships and sponsorships with school-parent organizations, law enforcement agencies, elected officials, businesses, and health & community organizations to assist with educating parents and youth about current drug dangers and trends.

The #NOverdose campaign focuses on these key messages:

- Opioid-related deaths have reached crisis levels
- Every opioid-related death in Hennepin County is tragic and every one is preventable
- Public awareness can reduce abuse and save lives
- Strong partnerships will help to reduce the number of opioid-related deaths in 2017

We need your help with:

- Educational Events
- Social media and newsletter messaging
- Coalition partnership

The #NOverdose campaign will focus on resources that will achieve a reduction in opioid-related deaths in Hennepin County, and we will measure success in a number of ways:

- Opioid-related death statistics during 2017 (measured and reported);
- Provide monthly stakeholder reporting on our progress and strategy, including:
 1. Number of educational events;
 2. Number of drug take-back boxes;
 3. Number of City Council Resolutions of Support;
 4. Number of cities that use naloxone;
 5. Naloxone saves; and
 6. Social media and advertising reach.

Every overdose death is preventable.

Opioid overdose deaths have reached crisis levels

Awareness can save lives, reduce abuse and help create partnerships

Strong partnerships will help reduce the number of opioid overdose deaths in 2017