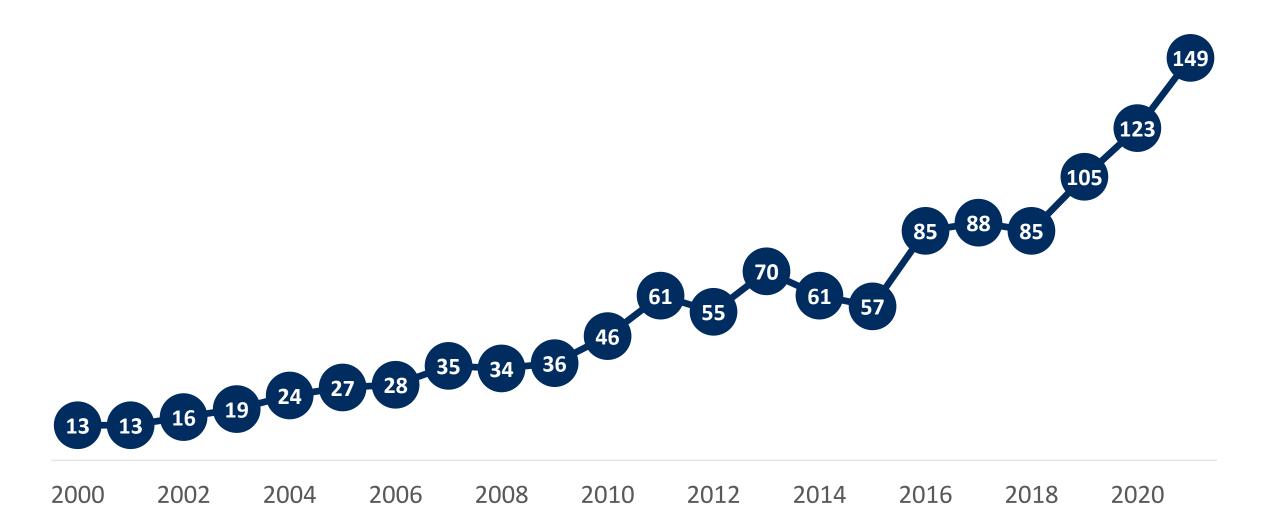
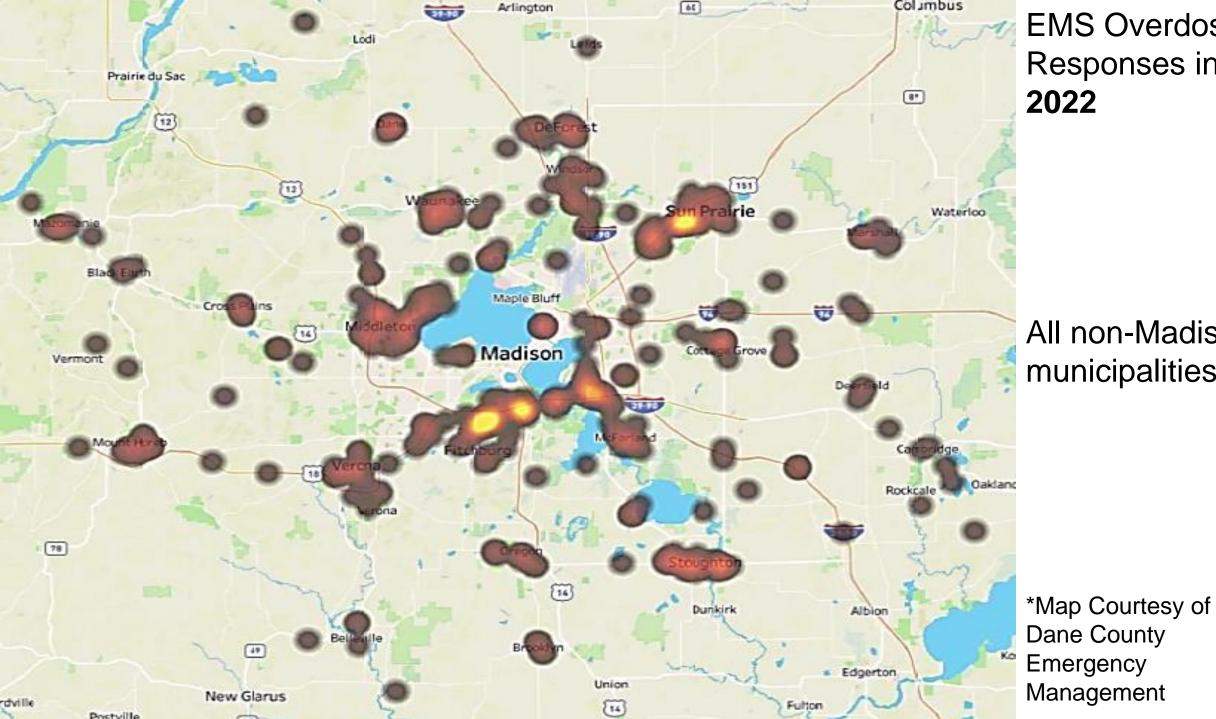


### **Overdose Spike Alerts**

**Presenters:** Julia Olsen, Public Health Supervisor

# The number of opioid-involved drug overdose deaths has increased over time.





EMS Overdose Responses in 2022

All non-Madison municipalities



# Detecting a Spike



Set Baseline

Review EMS & Hospital Data daily

Review Narrative (Case Notes)

Look for patterns

Fatalities

# Issuing an Alert

#### **Overdose Spike Alerts**

#### OVERDOSE SPIKE ALERT

We track hospital and ambulance data to look for unexpected increases, or spikes, in druginvolved overdoses. If we see a spike, we send out an alert. Our alerts give as much detail as we can to prevent overdose deaths.

> SIGN UP FOR OVERDOSE SPIKE ALERT EMAILS 년

> SIGN UP FOR OVERDOSE SPIKE ALERT TEXTS ₪

#### What can cause a spike? A change in the local drug supply may cause a

spike.

Very strong opioids are being mixed into all types of drugs. This includes heroin, cocaine,



### 1. Inform Partners

- 2. Text/E-mail Alert
- 3. Social Media
- 4. Posters
- 5. Direct Outreach

# **GVERDOSE** SPIKE ALERT

# DANE COUNTY IS SEEING A SUDDEN

#### AS OF: 12/31/2021

VERY STRONG OPIOIDS MAY BE MIXED INTO THE LOCAL DRUG SUPPLY. IF YOU SUSPECT SOMEONE IS OVERDOSING:

### CALL 911 🔗 GIVE NARCAN®

#### 

PLEASE REMOVE AFTER 1 WEEK



Tue, Feb 7 at 1:32 PM

OVERDOSE SPIKE ALERT Possible Fentanyl laced Cocaine in Dane County! Get Narcan & Fentanyl Test Strips. WE CAN ALL SAVE A LIFE. PublicHealthMDC.com/ SpikeAlerts



Text Message

### ALERTA SOBRE AUMENTO DE SOBREDOSIS

EL CONDADO DE DANE ESTÁ VIENDO UN AUMENTO REPENTINO DE SOBREDOSIS

#### A PARTIR DE: 12/31/2021

OPIOIDES MUY FUERTES PUEDEN SER MEZCLADOS CON EL SUMINISTRO DE DROGAS LOCALES. SI SOSPECHA QUE ALGUIEN TIENE UNA SOBREDOSIS:



#### PARA OBTENER NARCAN:

RECURSOS DE TRATAMIENTO Y RECUPERACIÓN: CENTRO DE RECURSOS DE SALUD DEL COMPORTAMIENTO: LLAME AL: (608) 267-2244



POR FAVOR QUITAR DESPUÉS DE 1 SEMANA



## Reach



### Facebook:

- 59,000+ reach
- 500+ direct shares
- 3,690 likes, comments, shares

### Twitter:

• 15,000+ Impressions