360 Degree Strategy

Four Pilot Communities:

- Milwaukee
- Pittsburgh
- St. Louis
- West Memphis, AR
• DEA recognizes we cannot arrest our way out of the drug problem – our goal is lasting success in the communities we serve.

• Education and Prevention are key elements for a true 360 degree strategy.

• *Rolling Thunder* operations provide an opportunity for community empowerment and a jumping off point for education and prevention efforts.
GOAL:

Have a positive impact in four pilot communities over the coming months that will serve as models for other communities that are facing similar issues of rising heroin and prescription opioid trafficking, abuse, addiction, overdose, and the associated violence and gang activity.
OBJECTIVES:

1) **Provide DEA leadership** to bring together disparate elements of local communities following DEA enforcement actions.

2) **Have a lasting impact** through increased awareness of the costs and consequences of heroin and prescription opioid abuse.

3) **Change attitudes** to reduce demand through increased collaboration, prevention education, and treatment recovery support.
Community Partnerships

Initial National Partners:

- Department of Justice: Office of Justice Programs (OJP) and Violence Reduction Network (VRN)
- Substance Abuse Mental Health Services Administration (HHS-SAMHSA)
- Centers for Disease Control & Prevention (CDC)
- Community Anti-Drug Coalitions of America (CADCA)
- Partnership for Drug-Free Kids (Partnership)
- DEA Educational Foundation
- Benevolent and Protective Order of the Elks
- Boys & Girls Clubs
- Boy Scouts & Girl Scouts of America
- Youth Athletic Associations
“Community Alliance”

Key leaders from the fields of:

- Law Enforcement
- Prevention
- Treatment
- Judicial System
- Education
- Business
- Government
- Civic
- Faith Communities
- Health
- Media
- Social Services

Form the core of a long-term group that will cross disciplines to help DEA carry the prevention and treatment messages to the local population during the critical post-enforcement operation timeframe.
### Current Users

<table>
<thead>
<tr>
<th>Drug Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY ILLICIT DRUG</td>
<td>27.1 million (10.1% of population)</td>
</tr>
<tr>
<td>MARIJUANA</td>
<td>22.2 million</td>
</tr>
<tr>
<td>Rx Drugs</td>
<td>6.4 million</td>
</tr>
<tr>
<td>COCAINE</td>
<td>1.9 million</td>
</tr>
<tr>
<td>METHAMPHETAMINE</td>
<td>900,000</td>
</tr>
<tr>
<td>HEROIN</td>
<td>329,000</td>
</tr>
</tbody>
</table>

*Source: 2015 National Survey on Drug Use and Health (NSDUH) published Sept 2016 by the Dept of HHS / Substance Abuse and Mental Health Services Administration (SAMHSA).*
Drug Enforcement Administration

Current Drug Users Age 12 & Older

Numbers in Millions


- Any Illicit
- Marijuana
- Cocaine
- Heroin
- Hallucinogens
- Rx Drugs
- Methamphetamine
Prescription Painkiller Sales and Deaths

- **Sales (kg per 10,000)**
- **Deaths (per 100,000)**

**Year**
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

**Rate**
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

**Sources:**

*A* Automation of Reports and Consolidated Orders System (ARCOS) of the Drug Enforcement Administration (DEA), 2012 data not available.

<table>
<thead>
<tr>
<th>Country</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guatemala</td>
<td>10 kg</td>
</tr>
<tr>
<td>Mexico</td>
<td>10 kg</td>
</tr>
<tr>
<td>Vietnam</td>
<td>20 kg</td>
</tr>
<tr>
<td>China</td>
<td>20 kg</td>
</tr>
<tr>
<td>Denmark</td>
<td>25 kg</td>
</tr>
<tr>
<td>Columbia</td>
<td>50 kg</td>
</tr>
<tr>
<td>Syrian Republic</td>
<td>50 kg</td>
</tr>
<tr>
<td>Germany</td>
<td>60 kg</td>
</tr>
<tr>
<td>Canada</td>
<td>100 kg</td>
</tr>
<tr>
<td>United States</td>
<td>79,700 kg</td>
</tr>
</tbody>
</table>

Parody or Reality?
Hydrocodone
Benzodiazepine (Valium, Xanax)
Muscle relaxant (Soma)

Royal Flush
Methamphetamine
Ecstasy
Viagra
Heroin Resurgent among Suburban/Rural Teens

- Transitioning from Rx Narcotics such as oxycodone/hydrocodone to heroin

More Refined

- Smoke or snort
- Less stigma than needle

Undercutting Rx Prices

- Pills up to $1/mg
- Heroin $10-$20
Narcotics or Opioids

- opium poppy
  - opium
    - morphine
      - heroin
        - hydromorphone
        - nalorphine
        - ethylmorphine
    - codeine
      - hydrocodone
      - hydrocodeine
    - thebaine
      - oxycodone
      - oxymorphone
      - etorphine
      - buprenorphine
diprenorphine
- naloxone, naltrexone,
nalbuphine
Heroin use is part of a larger substance abuse problem.

Nearly all people who used heroin also used at least 1 other drug.

Most used at least 3 other drugs.

Heroin is a highly addictive opioid drug with a high risk of overdose and death for users.

People who are addicted to...

- Alcohol are 2x...more likely to be addicted to heroin.
- Marijuana are 3x...more likely to be addicted to heroin.
- Cocaine are 15x...more likely to be addicted to heroin.
- Rx Opioid Painkillers are 40x...more likely to be addicted to heroin.

Balloons
plastic wrap
condoms
capsules
foil bindles
paper bindles
glassine envelopes

Pictures copied from Drug Identification Bible
Snorting
Smoking

- “chasing the dragon” - heroin placed on aluminum foil and heated from below; the fumes are inhaled
- mixed with other drugs
  - speedball (cocaine & heroin or methamphetamine & heroin)
  - fireball (cocaine & heroin or cocaine & PCP)
  - chasing & basing (crack cocaine base & heroin)
Nearly HALF of all opioid overdose deaths involve a prescription opioid. Each day, more than 1,000 PEOPLE are treated in emergency departments for not using prescription opioids as directed.
Drug Enforcement Administration
National Overdose Deaths
Number of Deaths from Opioid Drugs

Source: National Center for Health Statistics, CDC Wonder
Drug Poisoning Deaths
United States 1999-2015

Source: National Center for Heath Statistics/CDC/ National Vital Statistics Report, Final death data for each calendar year (June 2014)
Opioid involvement in cocaine overdose

Source: National Center for Health Statistics, CDC Wonder
Opioid-Involved Drug Poisoning Death Rates by State, 1999
U.S. National Rate: 1.4 Deaths per 100,000 Population

Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Underlying Cause of Death on CDC WONDER Online Database, extracted January 26, 2015.
Opioid-Involved Drug Poisoning Death Rates by State, 2013
U.S. National Rate: 5.1 Deaths per 100,000 Population

Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Underlying Cause of Death on CDC WONDER Online Database, extracted January 26, 2015.