



TO: Honorable Board of Supervisors **DATE:** May 9, 2023
FROM: Morgan Gire, District Attorney
BY: Stephanie Herrera, Public Information Assistant
SUBJECT: Proclamation – May 9 – Fentanyl Awareness Day 2023 / Acceptance of Donation

ACTION REQUESTED

1. Approve a Proclamation establishing May 9, 2023, as Fentanyl Awareness Day 2023.
2. Approve and authorize the County Executive Officer to accept a cash donation in the amount of \$500 from Chris Didier, to use in support of continued marketing of the “One Pill Can Kill” podcast series through the County Executive Office’s Communications and Public Affairs Office.

BACKGROUND

Fentanyl is currently the number one killer of 18-45-year-olds, surpassing car accidents and suicides. Placer County saw a 450% increase in fentanyl deaths from 2019-2021 and reports are showing that California is losing 100 people per week to fentanyl. This crisis is one of the most critical and frightening issues affecting our communities today. Placer County has taken swift action. From participating in strategic campaigns, to pushing public service announcements, to comprehensive investigations and aggressive prosecution, to working on statewide legislation, Placer County remains committed to fighting the fentanyl epidemic at every level.

The Placer County District Attorney recently partnered with the Placer County Treasurer-Tax Collector and Placer County Document Solutions to print inserts containing important information about the fentanyl crisis into approximately 175,000 tax bills in order to take the message directly to homeowners in the county.

The Placer County Public Information team launched the first- of its kind “One Pill can Kill” Placer podcast, which is a multi-episode consisting of interviews with parents, investigators, prosecutors, schools, and even includes an episode produced during a drug dealer’s sentencing in court. The podcast has received national attention, including received accolades from the top administrator of the United States Drug Enforcement Administration, Anne Milgram. The campaign also partnered with local cities and Health and Human Services to purchase billboards throughout Placer County, and the Placer County District Attorney’s Office sponsored ads on City of Roseville Transit buses.

Through the Placer County District Attorney's Office Speakers Panel -- the “One Pill Can Kill” campaign also took their message directly to the schools. Partnering with local school districts and families who have lost a loved one to fentanyl, Placer County took the lead on directly messaging to the people who needed to hear this message the most – Placer County youth. To date, this effort has reached 17 high schools and 10 middle schools, has conducted 54 assemblies and reached over 30,000 students. The campaign also hosted 12 parent information nights at different schools throughout the county.

As the county works to address the demand side of the fentanyl crisis, it is equally critical to address the supply side. The Placer County Sheriff’s Office, the Placer Special Investigations Unit, and The Tri-County Drug Enforcement Team have all been critical in removing fentanyl from our streets and the supply destined for our community. Through these robust investigative efforts, the Placer County District Attorney’s Office became one of the first in the nation to file murder charges against a fentanyl



dealer whose sale of fentanyl caused the death of a Placer resident. Since February of 2022, the District Attorney's office has filed murder charges in two additional cases.

The message is clear: do not bring or sell fentanyl in Placer County.

While the county has made significant progress, there is still much to be done. Last month, the Placer County District Attorney's Office's Special Prosecutions Unit shared an image of a shipment of fentanyl that was brought into the Placer County community that could kill 227,000 people -- over 54% of county residents.

While law enforcement will continue to hold those who seek to sell this poison accountable, it is critical that Placer County residents continue to discuss the dangers and accessibility of fentanyl early. Continued commitment from every official at every level is essential to address this dangerous epidemic affecting Placer County. Declaring March 9, 2023, as Fentanyl Awareness Day serves as a proclamation of this continued commitment.

DONATION

The Placer "One Pill can Kill" campaign is a perfect example of how the collective partnerships with local public health, bereaved and grieving families, county agencies, local schools, community leaders, and law enforcement can help fight this crisis. The Communications and Public Affairs Office continues to pursue paid marketing opportunities to share the podcast and its life-saving message with the broadest audience possible.

The Placer County Executive Office is requesting approval to accept a \$500 cash donation on behalf of the County from Placer County resident Chris Didier to use in support of continued marketing of the "One Pill Can Kill" podcast series through the County Executive Office's Communications and Public Affairs Office. This donation will be used for the benefit of the County as a whole and not for the benefit of a specific individual, employee, or group of employees.

Per the County's Accounting Policies and Procedures Manual, Gifts and Donations section, each board or commission and the department head of each County department may receive, on behalf of the county, gifts, bequests and trusts of personal property. The acceptance of any gifts, bequests or trusts shall be subject to ratification by the Board of Supervisor. The gift or donation must be used for the benefit of the County as a whole and not for the benefit of a specific individual, employee, or group of employees. County departments and agencies that receive a gift or donation on behalf of the County, must prepare a letter to the Board of Supervisors asking that the Board approve acceptance of the donation.

FISCAL IMPACT

The total amount of the donation is \$500, which will be recognized as revenue in CC10005 – Communications and Public Affairs FY 2022-23 budget.

ATTACHMENTS

Attachment A – Proclamation

Proclamation

IN THE MATTER OF A PROCLAMATION RECOGNIZING MAY 9th, 2023 AS FENTANYL AWARENESS DAY IN PLACER COUNTY

WHEREAS, Placer County acknowledges there has been a 450% increase in fentanyl deaths between 2018-2021; and

WHEREAS, according to the Center for Disease Control and Prevention, fentanyl is now the number one cause of death for Americans ages 18 to 45, surpassing suicide and car accident-related deaths; and

WHEREAS, on March 8, 2021, the Placer County District Attorney's Office filed criminal charges against an individual who sold fentanyl to a resident who later died of fentanyl poisoning; and

WHEREAS, on February 16, 2022, the Placer County District Attorney filed a criminal complaint against a defendant for charges of murder and possession of a controlled substance for sale, as it related to a local fentanyl-related death, which was a result of a comprehensive investigation by the Placer Special Investigations Unit; and

WHEREAS, on March 4, 2022, the Placer County Sheriff's Office, committed to fighting the fentanyl epidemic, issued a public service announcement regarding the increase in fentanyl-related deaths in the county as being reported by their coroner; as well as increased investigative efforts; and

WHEREAS, on April 22, 2022, Placer County collectively launched the "One Pill Can Kill Placer" campaign to address the increasing local and national fentanyl crisis and fake prescription pill epidemic that has presented significant challenges for the Placer County community; and

WHEREAS, the "One Pill Can Kill Placer" campaign has been a tremendous success, through county collaboration and the commitment of the bereaved families who have lost loved ones to fentanyl, who have turned their pain into purpose to help educate Placer County residents of the dangers of fentanyl; and

WHEREAS, the "One Pill Can Kill Placer" campaign, led by the Placer County District Attorney's Community Outreach Division, has spoken to over 30,000 Placer County students alongside surviving families; and

WHEREAS, Placer County acknowledges the importance of this county-wide, cross agency collaborative effort to address the fentanyl crisis.

WHEREAS, the Board of Supervisors does find that the aforesaid conditions and scope of extreme peril warrant and necessitate the importance of passing a proclamation of this nature.

NOW, THEREFORE, IT' IS HEREBY RESOLVED, that the Board of Supervisors of the County of Placer, State of California hereby declares that Placer County is committed to fighting the fentanyl epidemic at every level.

BE IT FURTHER PROCLAIMED that Placer County stands behind the efforts of the "One Pill Can Kill" Campaign.

Jim Holmes, Supervisor, District 3
Chair 2023

BONNIE GORE
Supervisor
District 1

SHANTI LANDON
Supervisor
District 2

JIM HOLMES
Supervisor
District 3

SUZANNE JONES
Supervisor
District 4

CINDY GUSTAFSON
Supervisor
District 5 9
