

Since 2007 there have been over 3500 deaths related to opioids in the St. Louis Metropolitan region. Through NCADA's Curiosity and Heroin campaign and other efforts, the region has worked to increase



awareness, education and resources to prevent use, reduce deaths, and inform the community on the risks of opioid misuse. Throughout 2016, efforts continued and new initiatives were established to help curb

the opioid epidemic in the region. To help expand public conversations and awareness, NCADA aired a PSA on the local affiliate during the Super bowl. This ad was followed by a press conference in which the St. Charles County Executive, St. Louis City Mayor and St. Louis County Executive discussed their ongoing commitment to addressing the misuse of opioids. Shortly after the press conference, St. Louis County announced that they would begin training police officers to carry the opioid reversal medication, naloxone.

In March, St. Louis County passed the first local municipal prescription drug monitoring program in the nation. The City of St. Louis soon followed their lead and joined in May. Since then, 5 other jurisdictions have passed legislation to join the program including: St. Charles County, Ste. Genevieve County, Jackson County, and the City of Kansas City.

In June, the City of St. Louis passed a 911 Good Samaritan Ordinance which offers limited immunity to those calling for emergency response to an overdose. In September, the Missouri Department of Mental Health, in partnership with the NCADA and the Missouri Institute of Mental Health, was then awarded federal SAMHSA funding to increase access to naloxone, provide more public awareness and referrals to treatment for opioid use disorders.

Throughout 2016 various funding sources have allowed over 75,000 medication disposal pouches to be distributed throughout the eastern region. These disposal pouches coupled



with conversations on the safe use, storage and disposal of medications have been an effective tool at town hall meetings, awareness events, community health fairs, public celebrations and parent meetings. In addition to the pouches, the first permanent medication drop box was installed in St. Louis area and additional drop boxes were placed in Jefferson and St. Charles Counties. The St. Louis area has continued to see record amounts of medications collected during the DEA medication take back events, with over 25 tons collected in 2016.

NCADA and coalitions in the eastern region continuously offer prevention education programs to young people to gain knowledge on the risks associated with medication and opioid misuse. The opportunities include youth conferences, summits, classroom lessons, and youth leadership trainings.