

# King County Substance Use and Overdose Trends and Response Update

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BRAD FINEGOOD  
PUBLIC HEALTH-  
SEATTLE & KING  
COUNTY

ISABEL JONES  
DEPARTMENT OF  
COMMUNITY AND  
HUMAN SERVICES

ROBYN SMITH  
DEPARTMENT OF  
COMMUNITY AND  
HUMAN SERVICES

## *Overdose Deaths Reached Record High as the Pandemic Spread*

More than 100,000 Americans died from drug overdoses in the yearlong period ending in April, government researchers said.



A memorial service in Baltimore last year for a man who died of an overdose. Overdose deaths have more than doubled since 2015. Andrew Mangum for The New York Times



Fentanyl: Primarily in Blue M-30s

## Increased Flow into the Community

## Homeland Security Seizures (KOMO article May, 2021)

### In the Pacific Northwest:

- In 2021: approximately 131 pounds was seized.
- In 2020: approximately 50 pounds was confiscated.
- In 2019: Just 4 pounds were seized by federal agents.

### In Seattle:

- In 2021: 115 pounds of fentanyl were seized.
- In 2020: 50 pounds were confiscated.
- In 2019: 3 pounds were pulled from Seattle streets.

CNN US Crime + Justice Energy + Environment Extreme Weather Space + Science

## Border agents reported a 1,066% increase in fentanyl seized in south Texas last year

By Alaa Elassar, CNN  
Published 6:00 AM EST, Sat January 8, 2022



## King County Fatal Overdose Dashboard

Source: King County Medical Examiner's Office  
As of 3/26/2022

Count

### 2022 Summary

Confirmed Drug Overdose or Alcohol Poisoning	147
Possible (unconfirmed) Overdose	21
Probable (unconfirmed) Overdose	16

# of Overdose Deaths in 2022 that Involved:

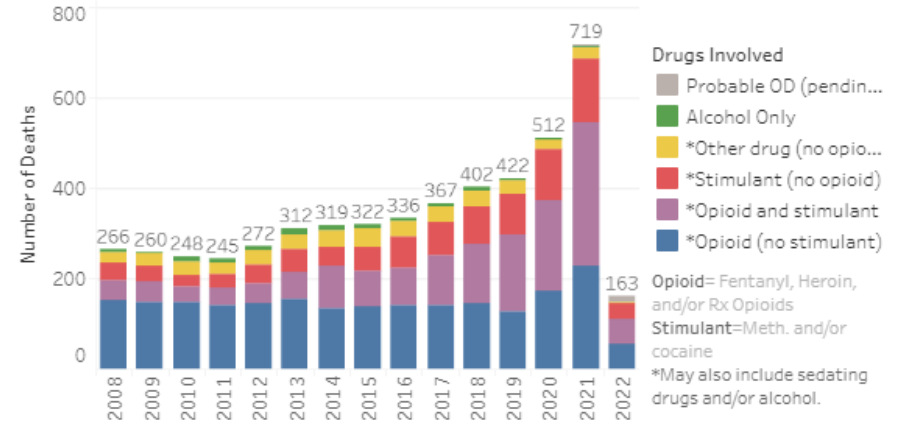
Opioids	111	Fentanyl	91	Methamphetamine	68
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# of Overdose Deaths YTD in 2021 that Involved:

Opioids	545	Fentanyl	392	Methamphetamine	368
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### Drug & Alcohol Poisoning Deaths, King County

(Note: Bar chart can be viewed in terms of counts or rates; each decedent with a toxicology-confirmed overdose death is represented once.)

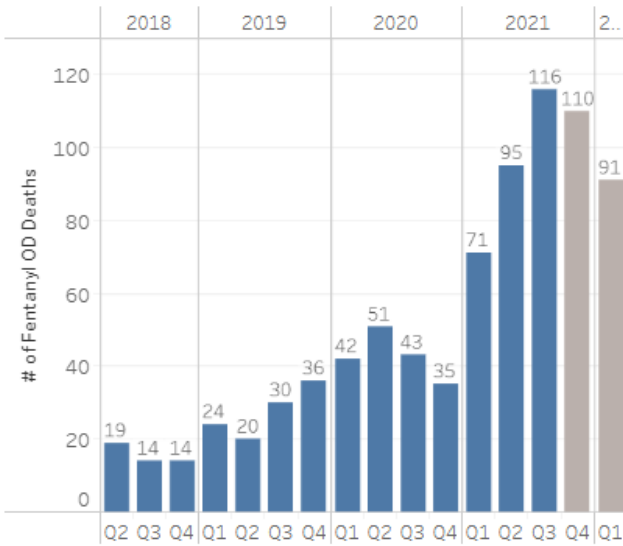


# External Data Dashboard

as of 3-26-22

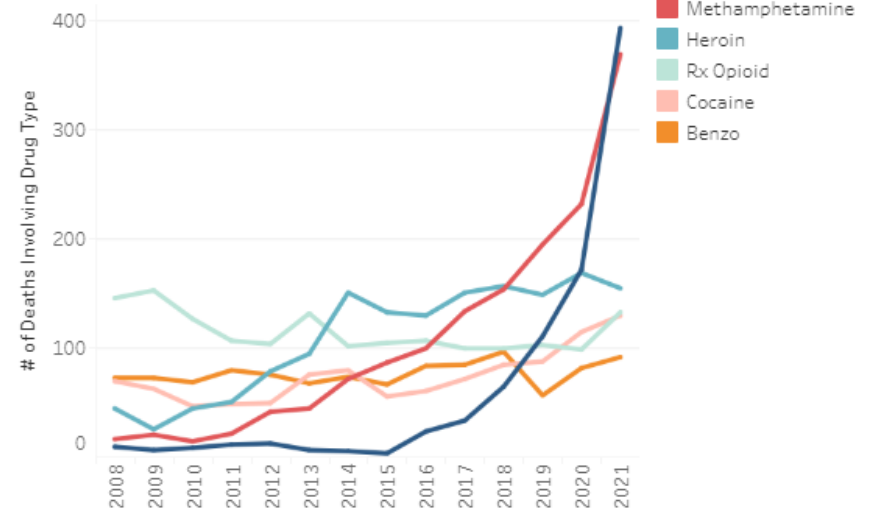
kingcounty.gov/overdose

### Number of Fentanyl-Involved Deaths, 2018-2022

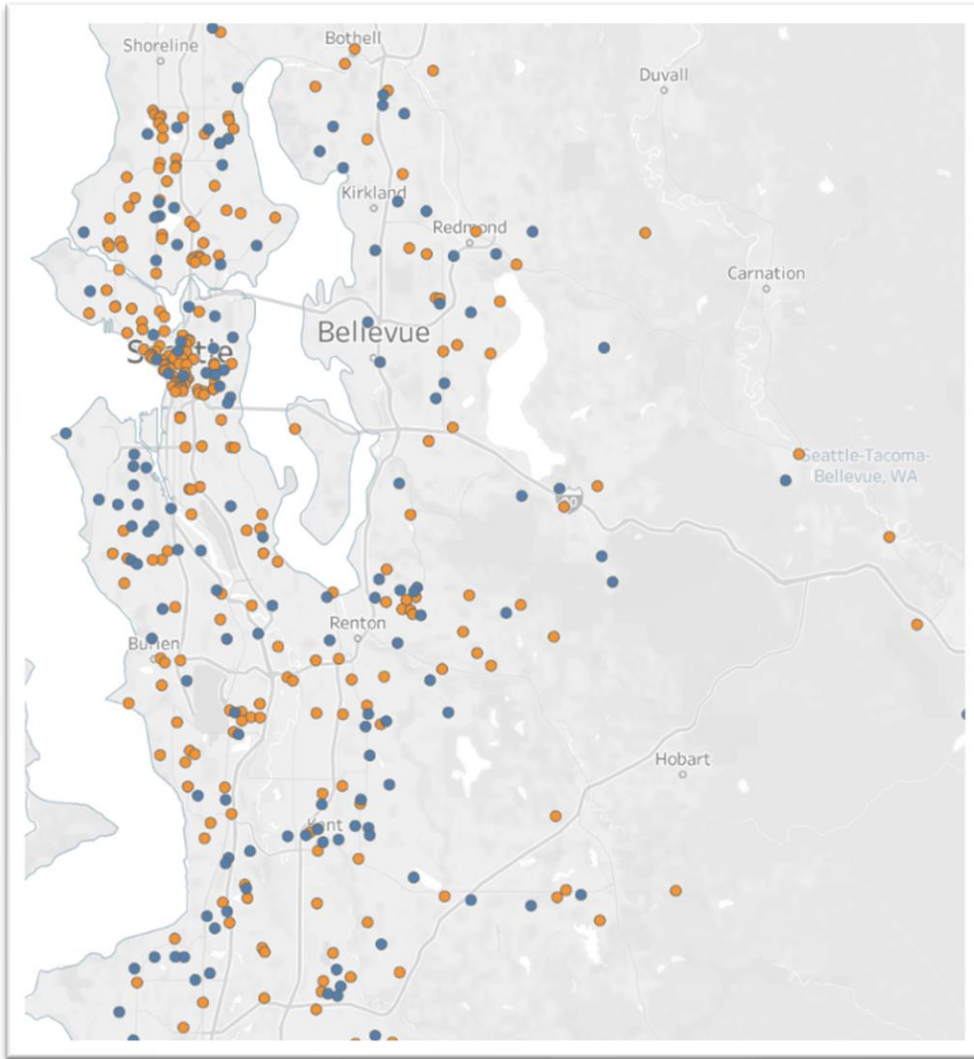


### Drugs Involved in Confirmed Overdose Deaths

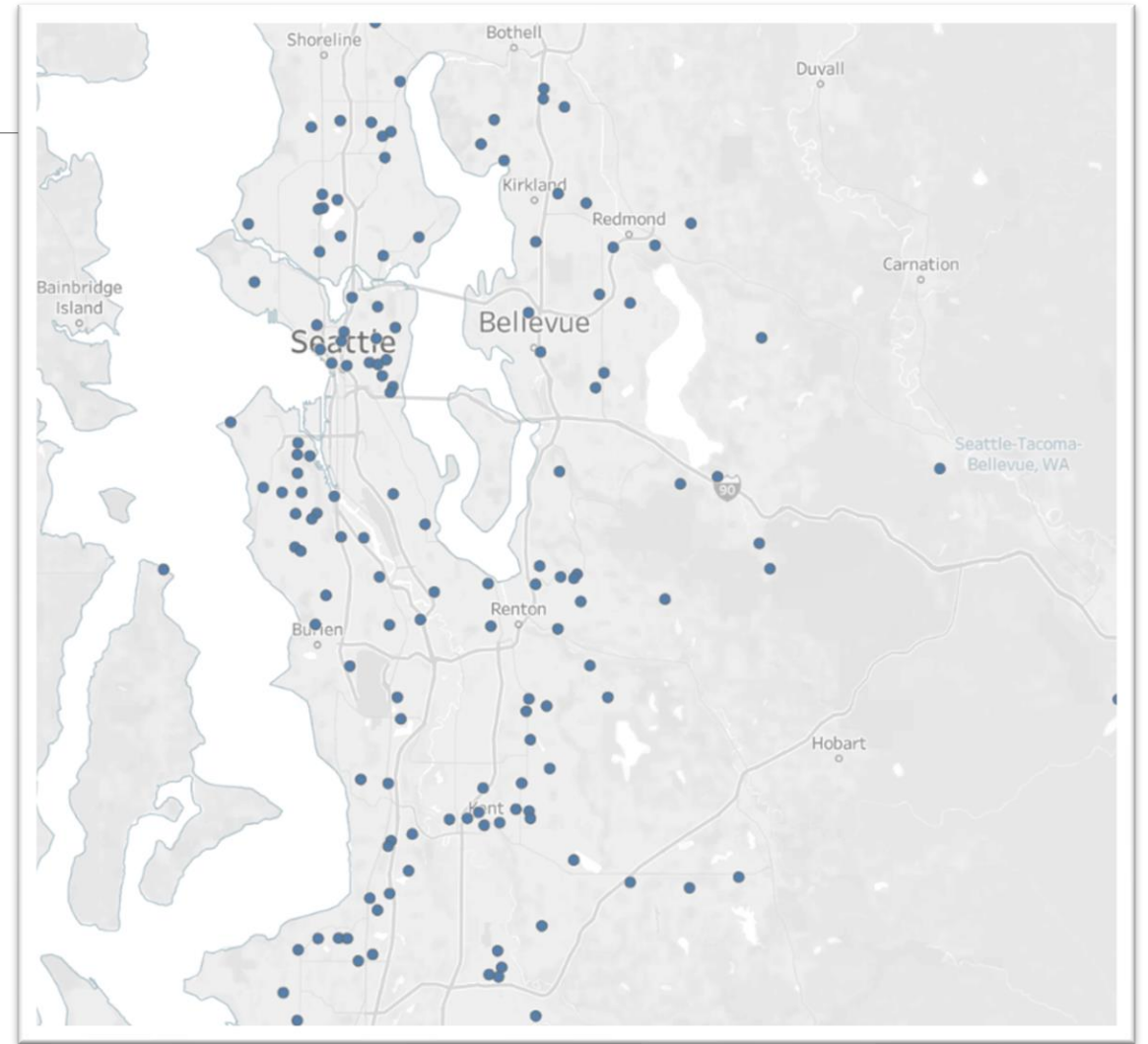
(Note: 2021 is incomplete; a decedent may be represented in multiple lines)



# Overdose Mapping - 2020



All Drug Overdose Deaths



Fentanyl Only

# Individuals Dying of Fentanyl Are Younger

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	Fentanyl Involved	Non-Fentanyl Involved
Under 40	73%	34%
Over 40	27%	66%

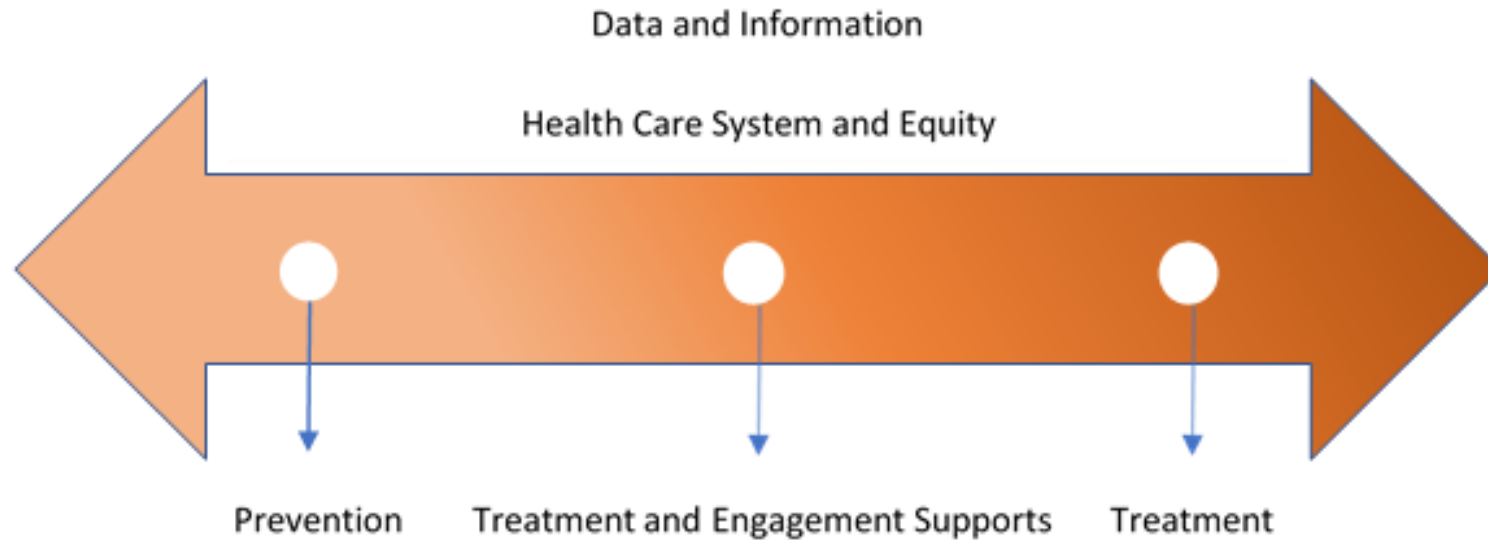
Age group	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<20	4	5	6	4	3	4	4	3	5	4	4	13	23	22

DCHS/BHRD  
and PHSKC  
Substance  
Use Disorder  
(SUD) and  
Overdose  
Prevention  
Response

**Collaborative strategies to address  
drug use in King County between  
DCHS- Behavioral Health  
and Recovery Division and Public  
Health- Seattle & King County**



# Response Continuum



# Prevention Strategies

Primary Prevention Workgroup

Community Prevention Wellness Initiatives

Laced and Lethal Fentanyl Awareness Campaign  
(Translated Toolkits)

Parents/Caregivers Overdose Prevention Campaign  
(Translated Toolkits)

Naloxone Distribution

# Treatment & Engagement Supports

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Outreach to Shelters and Encampments

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Contingency Management Pilot – Opioid Use Disorder + Stimulant Use

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Recovery Navigator Program

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# Opioid and SUD Treatment

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## Manage Contracts with Network Providers

33 Low Barrier  
Opioid Medication  
Programs

12 Same Day Walk In  
Clinics

6 Opioid  
Treatment Clinics

23 Adult and  
Youth Outpatient  
Programs

11 Adult and Youth  
Residential Programs

3 Withdrawal  
Management  
Programs

# Overdose Prevention, Treatment Engagement & Supports

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## Expansion of Medications for Opioid Use Disorder

- Jail Bupe and Methadone
- 3 PHSKC Clinics
- Emergency Departments

## Harm Reduction

- Naloxone access points
- Syringe Service Programs

## Post Overdose Follow – Up

- Non-fatal follow-up
- Fatal overdose follow-up

## Emergency Medical Services

- Naloxone Leave Behind



# Health Care System and Equity

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## Community Wide and Health System Training and Technical Assistance

- Stigma Reduction
- Overdose Prevention Training
- Emergency Department and Primary Care Learning Collaboratives

## Equity and Social Justice

- Community Advisors on Expert Drug Use
- Collaborative Design Community Based Overdose Prevention Train the Trainer

# Data and Information – Drug Trend Monitoring

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Drug Alert Line

Data Dashboards – Fatal and Non-Fatal



## STEP UP AGAINST FENTANYL

More and more substances are being laced with fentanyl. In just two years (2018-2020), King County saw a 167% increase in the number of fentanyl overdose deaths. Keep scrolling for life-saving steps EVERYONE can take to bring the death count down.

# Laced & Lethal Campaign

# Laced & Lethal FY21 Performance

## Campaign Summary: Teen Audience



3/24/21 - 5/5/21 | 6/17/21-7/29/21 | 8/25/21 - 8/29/21

**11,125,052**

Impressions

**301,834**

Engagements

**66,545**

Flagship Video  
Completions

*Landing Page*

Avg. Session Duration: **34s**

Sessions: **8,370**

Clicks on "Order Online" button  
for naloxone: **707**

*Full Campaign Website*

Avg. Session Duration: **50s**

Sessions: **6,503**

Clicks on Resources to find  
Naloxone : **213**

In FY21, Laced & Lethal ran two media activations targeted towards at-risk teens, aged 14-18, in King County.

**Total Media Spend: \$57,000**

**Summary:** The first batch of content educated teens on urgent harm reduction tactics, successfully driving consumption of key ad and landing page messaging. Content was effective at generating traffic to a unique landing page with naloxone info and resources. This signifies how the content was effectively resonating with and meeting teen's needs.

Laced & Lethal also ran "Meet Myles", a package of content that motivated teens to take overdose prevention measures through consumption of informational ad content and a comprehensive website. Content was highly effective at engaging teens through relevant channels like Snapchat and high performing mediums such as video. Social conversations showed gaps in understanding around the risk of overdose and one's susceptibility, signifying a further need for education.

**Engagements** = Link clicks/swipe ups, photo views, reactions, saves, story opens, video/GIF completions, and sessions  
**Impressions** = The number of times your ads were displayed/seen on screen.





# PARTNER TOOLKIT

The Laced & Lethal toolkit is a resource for partners and community members to educate their communities on the increasing risk of fentanyl-laced drugs and further efforts to lower the number of fatal overdoses in King County.

Please send any questions about the toolkit to [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov)

## TALKING TO TEENS ABOUT FENTANYL

King County is facing an unprecedented rise in overdoses caused by fentanyl, an extremely deadly opioid that is often laced into pills and powders. This discussion guide is designed to help you talk with the teens around you about fentanyl in a way that empowers them to make safer choices.

**MAKE IT A CONVERSATION**



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# Questions

