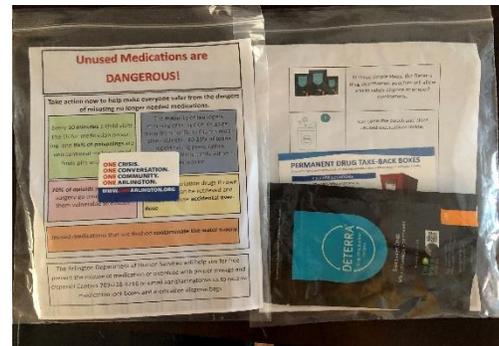


SOR Year 2 Summary

This year, the spending of SOR prevention funds fell into four primary categories: supply reduction, harm reduction, education, and marketing/stigma reduction. Below is summary of how SOR funds made an impact in each of the four categories.

Supply Reduction

- *“Is your home safe?” campaign:* Advertising inside the local Arlington Transit bus, Facebook and Instagram (83,840 people reached & 2,436 post engagements), and through printed posters hung throughout the community.
- *Drug Takeback Magnets:* Refrigerator magnets with the permanent drug takeback boxes information. Magnets are in deactivation kits, included with Naloxone mailings, and provided at outreach events.
- *Deterra drug deactivation bags:* Approximately 2,000 bags and Arlington Addiction Recovery Initiative (AARI) stickers were purchased to reduce opioids and other unused prescriptions in individuals’ homes. “Deactivation kits” have been dispensed at the libraries, through Medicare Counseling, Meals on wheels, veterinary clinics, outreach events, and the “Is your home safe” campaign.



Harm Reduction

- *Naloxone Distribution:* We have worked to increase awareness and understanding of naloxone/ NARCAN nasal spray through a 30 second PSA on several cable channels (1,011 commercials & 42,857 impressions), Facebook and Instagram advertising (41,263 people reached & 957 engagements), and printed posters. We reduced the barriers to naloxone access by providing brief virtual trainings as well as virtual REVIVE trainings and mailing NARCAN nasal spray following a training.
- *First Responder Cards:* Developed simple business cards printed in English and Spanish for first responders to provide to individuals they encounter who are experiencing a substance use crisis. The cards include information on how to obtain free naloxone and contact numbers for our peer warm line, intake, and emergency services.



Education

- *Marijuana/Opioid PSA:* Aired a 30 second PSA on several cable channels (321,662 impressions) regarding the risk of marijuana to the developing brain and how early marijuana use connects to later opioid use disorders.
- *CADCA:* Sent 5 youth leaders to CADCA conference to build skills and understanding surrounding substance use, particularly opioids.

Marketing/Stigma Reduction

- *T-shirts:* T-shirts were ordered to provide to volunteers, stakeholders group, and to incentivize staff and volunteers to assist with outreach events. A long sleeve t-shirt was ordered with the AARI logo and a short sleeve T-shirt that says “Got NARCAN?”. T-shirts have the stakeholder’s groups website on them, to build awareness of the opioid stakeholders group and build traffic to the website.
- *Stickers:* Stickers were designed by the stakeholder’s group and an individual in the Addiction Corrections Treatment (ACT) unit in the Arlington jail. The stickers will be shared with community members with the goal of reducing stigma surrounding addiction. There are three designs with two different phrases: “Love the person, fight the addiction” and “Addiction hurts, love heals.” The stickers have been translated into Spanish to have a broader reach.
- *Hats:* Trucker hats were ordered to provide to Arlington County teens who assist the stakeholders group in speaking with local businesses about putting up a Fentanyl warning in their store. The hats will be used to incentivize teens to participate in this Fentanyl education campaign.

