

**COUNTY OF SAN DIEGO
BOARD OF SUPERVISORS
TUESDAY, MAY 23, 2023**

MINUTE ORDER NO. 26

SUBJECT: RECEIVE UPDATE ON OPIOID SETTLEMENT FRAMEWORK IMPLEMENTATION AND HARM REDUCTION MEDIA CAMPAIGNS INCLUDING ILLICIT FENTANYL AWARENESS FOR YOUTH; AUTHORIZE COMPETITIVE SOLICITATIONS FOR PUBLIC MESSAGING, OUTREACH, AND EDUCATION CAMPAIGNS; AND AUTHORIZE UPDATES TO THE OPIOID SETTLEMENT FRAMEWORK (DISTRICTS: ALL)

OVERVIEW

The overdose epidemic continues to affect communities nationwide, with illicit fentanyl driving a large proportion of the overdose deaths. In San Diego County, opioids are involved in the majority of overdose deaths. In response to this crisis, the San Diego County Board of Supervisors (Board) approved several recent actions including, but not limited to:

- Adoption of the County of San Diego's (County) Comprehensive Harm Reduction Strategy (June 8, 2021 (4));
- Approval of a media campaign to prevent fentanyl overdoses in youth (October 19, 2021 (2));
- Declaring Illicit Fentanyl a Public Health Crisis (June 28, 2022 (22));
- Enhancing Fentanyl Education and Strengthening Harm Reduction Efforts for Young People (October 11, 2022 (11)); and
- Adoption of the San Diego County Opioid Settlement Framework (October 25, 2022 (20)).

Today's action provides updates on these Board-directed actions and seeks approval to issue competitive solicitations for as-needed behavioral health responsive public messaging, outreach, and education, to meet the urgent needs of the region. Additionally, today's action authorizes the Chief Administrative Officer or designee to review the Opioid Settlement Framework established on October 25, 2022 (20) to ensure alignment with Opioid Settlement Agreements and any new State guidance and return to the Board in 120 days with any recommended changes. This item supports the County's vision of a just, sustainable, and resilient future for all, specifically those communities and populations in San Diego County that have been historically left behind, as well as the ongoing commitment to the regional *Live Well San Diego* vision of healthy, safe, and thriving communities. This will be accomplished by investing in access for care, support, outreach, and education for those impacted by the opioid crisis.

RECOMMENDATION(S)

CHIEF ADMINISTRATIVE OFFICER

1. Receive an update on the implementation of the Opioid Settlement Framework.
2. Receive an update on harm reduction outreach and education campaigns, including a media campaign to prevent fentanyl overdoses for youth.
3. In accordance with Section 401, Article XXIII of the County Administrative Code, authorize the Director, Department of Purchasing and Contracting, to issue one or more competitive solicitations for as-needed behavioral health responsive public messaging, outreach, and education, which may include but is not limited to overdose prevention, harm reduction, illicit fentanyl, naloxone, prescription opioid misuse, and other urgent behavioral health priorities,

including crisis services, Community Assistance, Recovery & Empowerment Act, and others, as needed, and upon successful negotiations and determination of a fair and reasonable price, award up to six contracts for an initial term of up to one year, with four option years, and up to an additional six months, if needed; and to amend the contracts to reflect changes in program, funding or service requirements, subject to the availability of funds and the approval of the Agency Director, Health and Human Services Agency.

4. Authorize the Chief Administrative Officer or designee to review the Opioid Settlement Framework established on October 25, 2022 (20) to ensure alignment with Opioid Settlement Agreements and any new State guidance and return to the San Diego County Board of Supervisors in 120 days with any recommended changes.

EQUITY IMPACT STATEMENT

Every San Diegan experiences the world differently and has unique circumstances and opportunities that can impact health, lifestyle behaviors, and overall well-being, leading to differences in health outcomes, or health inequities. These health disparities exist among communities, including when it comes to overdose and substance use. Although no single age group, race/ethnicity, gender, or socioeconomic status is immune to the current overdose crisis, data from the County of San Diego (County) Medical Examiner Office and the San Diego Association of Governments indicate that those between the ages of 18-45 years old, as well as Native American/Alaska Native and Black/African American residents, are disproportionately impacted by fatal overdose compared to others. Based upon this, efforts are underway in collaboration with regional stakeholders to learn unique needs as it relates to this issue.

Today's recommendations build on the San Diego County Board of Supervisors' prior actions, including the adoption of the Opioid Settlement Framework, to specifically address the opioid and illicit fentanyl public health crisis. Through the implementation and performance monitoring of programs and services driven by the Opioid Settlement Framework's key components, as well as the current and future responsive behavioral health public messaging, outreach, and education efforts, the County strives to reduce harm to San Diego County residents impacted by this crisis.

SUSTAINABILITY IMPACT STATEMENT

Today's actions support the County of San Diego's (County) Sustainability Goal #2 to provide just and equitable access to County services with investments focused on chronically underserved communities. The implementation of the Opioid Settlement Framework ensures that programs and services are informed by the community and are available countywide to address the opioid and overdose crisis. This item also supports Sustainability Goal #4 to protect the health and well-being of everyone in the San Diego County region, through broad public messaging campaigns designed to educate residents on illicit fentanyl, naloxone, crisis response services for psychiatric emergencies, and other urgent public messaging needs.

FISCAL IMPACT

Funds for this request are included in the Fiscal Year (FY) 2023-24 CAO Recommended Operational Plan Change Letter in the Health and Human Services Agency. If approved, today's recommendation will result estimated annual costs and revenue of up to \$6.0 million in FY 2023-24 and estimated annual costs and revenue of up to \$6.0 million in FY 2024-25. The funding sources are Opioid

Settlement Funds, Mental Health Services Act, Community Assistance, Recovery & Empowerment Act Start-Up/Planning funds, and Crisis Care Mobile Unit grant funds. There will be no change in net General Fund cost and no additional staff years.

BUSINESS IMPACT STATEMENT

N/A

ACTION:

ON MOTION of Supervisor Vargas, seconded by Supervisor Desmond, the Board of Supervisors took action as recommended.

AYES: Vargas, Anderson, Lawson-Remer, Desmond

ABSENT: (District 4 Seat Vacant)

State of California)

County of San Diego) §

I hereby certify that the foregoing is a full, true and correct copy of the Original entered in the Minutes of the Board of Supervisors.

ANDREW POTTER

Clerk of the Board of Supervisors



Signed

by Andrew Potter

