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**Colusa County Board of Supervisors
Adopts Proclamation Declaring October 2023 as Opioid Awareness Month**

Colusa County Behavioral Health Launches “Narcan Saves Lives” Campaign

(COLUSA, CA) September 12, 2023 – Earlier today, the Colusa County Board of Supervisors adopted a Proclamation declaring October 2023 as Opioid Awareness Month in Colusa County. To support the Proclamation, Colusa County Behavioral Health is launching a “Narcan Saves Lives” campaign to coincide with Opioid Awareness Month, and will be providing outreach, education, and resources to the Colusa County community.

The opioid epidemic has claimed the lives of at least four Colusa County residents within the last 24-months, and the amount of fentanyl seized by the Colusa County Sheriff’s Office could kill the entire Colusa County population 17 times over.

“The opioid epidemic is sweeping the nation, and Colusa County is no exception,” said Jennifer McAllister, Clinical Program Manager, Colusa County Behavioral Health. *“Luckily, Naloxone/Narcan (Narcan) has been identified as a safe medication to temporarily reverse the effects of an opioid overdose, and prevent death. Last year alone, Narcan saved the lives of 13 individuals provided the medication by local law enforcement. We must combat this epidemic from all fronts, and that includes making sure Narcan is readily accessible and available.”*

Fentanyl is a synthetic opioid that is up to 50 times stronger than heroin, and 100 times stronger than morphine. Fentanyl is now the number one cause of death for Americans ages 18-45, surpassing both suicide and car accident-related deaths. Colusa County is launching the “*Narcan Saves Lives*” campaign to address the increasing local and national fentanyl crisis and fake prescription pill epidemic that has presented significant challenges for the Colusa County community. The campaign will consist of a Narcan drive-thru giveaway event, youth prevention and education within local middle and high schools utilizing the nationally-recognized “*One Pill Can Kill*” curriculum, and social media and other public communications regarding Narcan’s effectiveness and the importance of having it within a first-aid kit.

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