



## WHAT IS OPERATION ENGAGE?

The U.S. Drug Enforcement Administration's (DEA) Operation Engage initiative is a comprehensive community-level approach to address the drug epidemic through prevention strategies, facilitating conversations and collaboration with local partners. Each field division office identifies its most challenging area within their region based on drug threat data, designates a city or region, and focuses evidence-informed substance use prevention and community outreach efforts to make a true and measurable difference. They will also continue to focus on and address drug trafficking, violence, and crime reduction within these communities.

## GOALS

- Identify and affect local drug threat enforcement priorities and drug use trends
- Support and contribute to local substance use prevention efforts
- Bridge public safety and public health efforts

## OBJECTIVES

- **Connect** DEA field offices with the communities they serve
- **Leverage** DEA intelligence to build awareness of local drug threats
- **Raise awareness** of local drug threats and change attitudes to reduce substance misuse
- **Support** local drug-free community coalitions to aid impact and ensure lasting success

## COMPREHENSIVE APPROACH

Each DEA office collaborates with local community stakeholders and partners to implement substance use prevention and education strategies and activities. Our comprehensive approach focuses on the following deliverables:

1. Stakeholder Engagement
2. Adult/Community Engagement
3. Youth Engagement
4. Media Engagement
5. School Engagement
6. Workplace Engagement
7. DEA Citizen's Academy



OperationEngage.com

Drug Enforcement Administration  
Community Outreach and Prevention Support  
community.outreach@usdoj.gov • (202) 307-7936