

OPERATION ENGAGE REACH AND IMPACT REPORT

YEAR ONE: 2021



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EXECUTIVE SUMMARY

Background

Tragically, the number of fatal and nonfatal drug overdoses has devastated families and communities throughout the United States, severely affecting the entire nation. The opioid epidemic and other emerging drug threats were exacerbated throughout the pandemic, with an increasing rate of overdose deaths that continues to date.

In February 2021, the United States Drug Enforcement Administration launched a comprehensive public health and public safety initiative to reduce drug use, misuse, and overdose deaths.

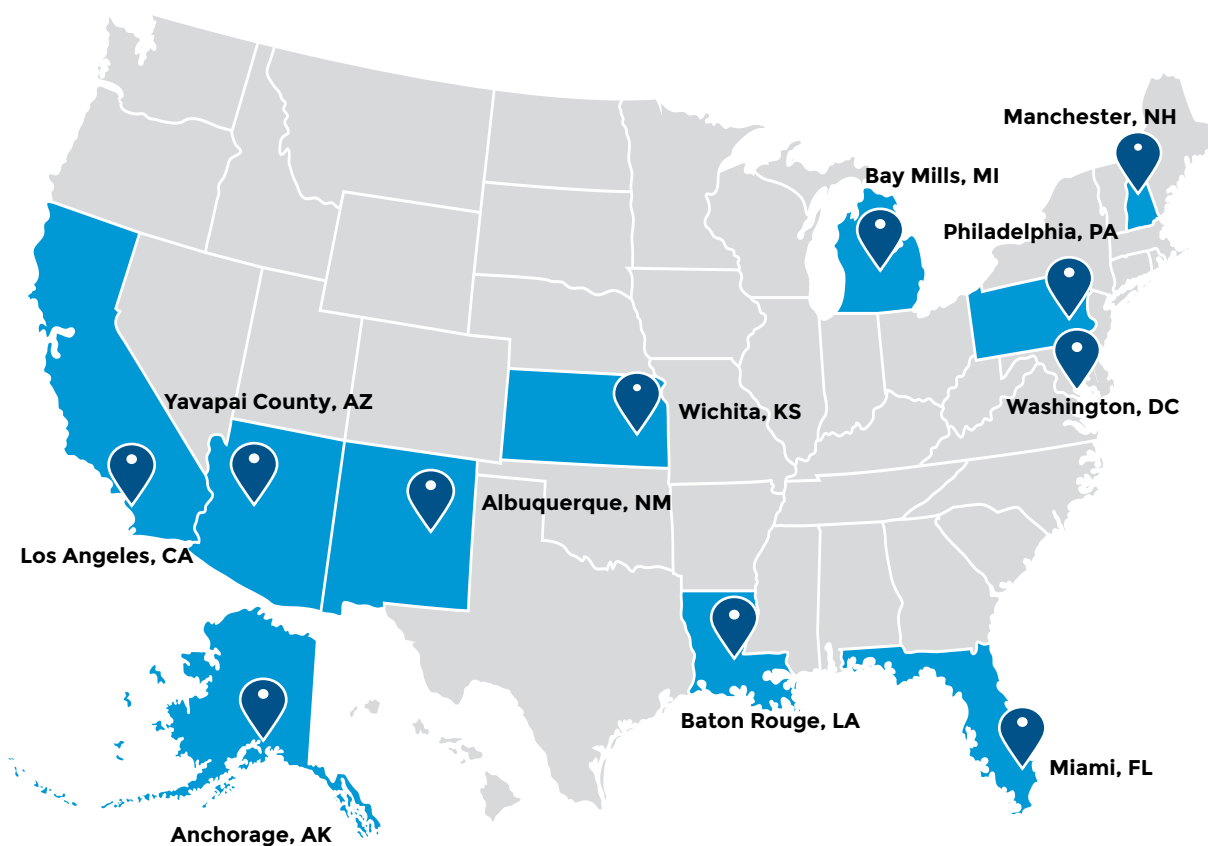
Operation Engage allows participating field divisions to focus on the most significant drug threats and resulting violence in their respective geographic areas. The initiative builds on DEA's previous 360 Strategy, which aimed its resources solely on prescription opioids. DEA's Operation Engage gives each field division the opportunity to focus community outreach specifically on their identified top drug threat. Each field division within Operation Engage will provide a variety of engagement strategies and resources for adults, youth, community partners, media, schools, and the workplace.



Left to right: Deputy Police Chief Steve Mangone, U.S. Senator Maggie Hassan, and Associate Administrator Jon DeLena (Drug Take Back Day, Manchester, New Hampshire Police Headquarters)

Operation Engage is a comprehensive community-level approach to address the drug epidemic through prevention strategies, facilitated conversations, and collaboration with local partners. Each DEA field division identifies its most challenging area within its region based on drug threat data and focuses evidence-informed drug use prevention and community outreach efforts to make a measurable difference.

2021 Operation Engage Locations



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INTRODUCTION

■ INTRODUCTION

Drug Climate in the United States



According to the Centers for Disease Control and Prevention, there were 91,799 drug overdose deaths in the United States in 2020 (28.3 deaths per 100,000 standard population), which is a 30% increase over deaths in 2019. While this increase began before the COVID-19 health emergency, it accelerated significantly during the first months of the pandemic.¹

- 75% of drug overdose deaths in 2020 involved an opioid.
- Illicitly manufactured fentanyl accounted for more than 80% of all opioid-related deaths.
- Fentanyl drug overdose deaths increased by 55%.

The Substance Abuse and Mental Health Services Administration released findings from its 2020 National Survey on Drug Use and Health, which indicated the COVID-19 pandemic had negatively affected mental health as shown by an elevation of drug and alcohol use over the year. Based on data collected in the report, an estimated 25.9 million past-year users of alcohol and 10.9 million past-year users of drugs other than alcohol reported they were using these substances “a little more or much more” than they did before the COVID-19 pandemic began.²

“Working alongside our federal, state, and local law enforcement partners, as well as specialists in prevention, treatment, and education, we are raising awareness to make our communities safer. We will help empower individuals, families, and communities to do their part to help reduce the demand for drugs and get help for those who need it.”

Former DEA acting Administrator D. Christopher Evans

Operation Engage Execution Strategy



During the development of Operation Engage the full scale and long-term effects of the COVID-19 pandemic were not immediately clear. However, by the time most locations were launching Operation Engage, cities around the United States were in different phases of lockdown. Interacting with the community and establishing DEA's outreach presence presented many challenges from meeting size limitations to restriction of all in-person events. In navigating these new circumstances around the pandemic, many locations were forced to significantly adjust their original plans for implementation in all engagement areas and some locations were forced to postpone or cancel events altogether.



Collection Manager Ernesto J. Garay-López, Deputy Special Agent in Charge La Verne J. Hibbert, Community Outreach Specialist Gretchen Rovira (Miami Field Division)

Recognizing the significant impact of the nation's drug epidemic on communities, the Drug Enforcement Administration understands the need to continually connect with local audiences through drug education and prevention focused on the drug threats most significantly affecting their local area. Building from the growth and lessons learned from other prevention initiatives like DEA's 360 Strategy, DEA expanded its approach of law enforcement, diversion control, and community outreach, to focus more exclusively on community outreach through the execution of localized engagement strategies focused on drug threats specific to each Operation Engage location.

LAUNCHING OPERATION ENGAGE

DEA announced the launch of Operation Engage in January 2021, and each location followed with a press release and kickoff stakeholder meeting. Following the meeting, each location collaborated with their community, local leadership, existing partners, and potential stakeholders to execute several strategies and activities regarding drug use prevention and education. The community-based approach focused on the following areas:



Stakeholder Engagement: Development of partnerships with faith-based institutions, businesses, local coalitions and drug use prevention agencies, medical institutions, schools, colleges and universities, as well as other agencies identified to support the goals of Operation Engage.



Adult/Community Engagement: Commitment to the communities through regular attendance at community events, training and technical assistance, providing presentations on drug education and prevention, and working to bring targeted events to support the community's needs for drug awareness.

Youth Engagement: Execution of youth-led, adult-guided activities such as through the DEA Educational Foundation programs, as well as participating in other organizations' efforts, such as with the local Boys & Girls Clubs.



Media Engagement: Connection to the media through various outreach efforts—television and radio ads, social media, public service announcements, and location-specific websites to raise awareness about the drug threats in the area and provide resources to address community needs.



School Engagement: Development of relationships with the local schools to bring drug use prevention education to teachers and students through the Operation Prevention curriculum and other initiatives.

Workplace Engagement: Collaboration with local and national employers to raise awareness about local drug threats affecting communities in which employers operate and provide employers with drug misuse prevention resources that can be shared with their employees.



DEA's Citizens Academy: Deployment of the academy included a 5-8 week training program enabling individuals from the local community to gain a better understanding of DEA's mission while establishing a group of community liaisons to support DEA's community outreach efforts.

OPERATION ENGAGE NATIONAL PARTNERS



DEA Educational Foundation

The DEA Educational Foundation is a 501(c)3 nonprofit educational organization established in 2001, whose goal is to educate the public on the many costs and consequences of illegal drugs in our society. The foundation funds multiple youth programs, such as dance, baseball, and martial arts, as well as art, basketball, soccer, and more. These programs offer a free after-school alternative to drugs through fun, healthy, and expressive outlets.



Mark Wahlberg Youth Foundation

The mission of the Mark Wahlberg Youth Foundation is to assist youth in ensuring that children can attain their life goals or dreams despite financial circumstances. The Mark Wahlberg Youth Foundation was established to raise and distribute funds to youth service and enrichment programs. The foundation has worked with DEA to bring summits on opioid awareness to youth and young adults in each Operation Engage community.



Community Anti-Drug Coalitions of America

Since 1992, CADCA has been the premier membership organization representing those working to make their communities safe, healthy, and drug-free. CADCA brings its expertise in building effective community coalitions and facilitating valuable dialogues to empower communities and support prevention efforts. CADCA supported Operation Engage in strengthening the capacity of community coalitions by providing capacity building and development training and also providing leadership development skills and strategies to youth in the Operation Engage communities.



SheRay's & Associates, L.L.C.

SheRay's & Associates, L.L.C. partnered with DEA to provide consulting services focused on evidence-based prevention strategies to engage community members to affect behavioral change. Their services consisted of strategies to build capacity, as well as strategies to enhance diversity, equity, and inclusion in prevention efforts in the communities through faith-based town hall events.



The Milken Institute Center for Public Health

The Milken Institute Center for Public Health partnered with DEA as part of the Operation Engage employer outreach work to bring local and national employers together for a roundtable discussion. These efforts were designed to raise awareness about local drug threats affecting communities in which employers operate and to provide organizations with drug misuse prevention resources that can be shared with their employees.



A. Bright Idea

Established in 1996, A. Bright Idea is a multimedia organization with experience in public affairs, graphic design, and strategic communication for government, commercial, and nonprofit clients. They bring expertise in strategic communication, graphic and logo design, print collateral, and outreach materials.

Report Overview

This reach and impact report summarizes an assessment of community outreach activities in and around the communities within each DEA field division. It describes the methods and results of an assessment of the reach and impact of community outreach activities of the field divisions. Results are based on a summary of metrics from individuals within the field division offices, various program facilitators, and phone interviews with community partners and stakeholders.

An organizational chart of Operation Engage national and community partners is provided to the right.



Reach and Impact Research Approach

For all deliverables, the report highlights key elements that demonstrate reach and impact using the following data gathering approach.

- Obtain detailed metrics on engagement activities.
- Conduct individual interviews with the field division representative regarding the implementation of Operation Engage during 2021.
- Assess strategies for engagement and determine local challenges and successes.
- Identify lessons learned.
- Obtain photos, flyers, newsletters, and presentations.

Methods and Data Sources

Safety Research Corporation of America used a mixed-method approach to assess Operation Engage in each of the 11 locations using quantitative and qualitative data. Specifically, the SRCA research team collected, organized, and analyzed quantitative metrics received from DEA's Community Outreach Specialist (or program designee) in each location along with information from the national partners. SRCA also conducted and analyzed qualitative data from phone interviews with local stakeholders.

Quantitative Data

DEA's national partners and field division contacts who participated in phone interviews shared relevant quantitative metrics data related to their deliverables during the implementation year (January 2021–December 2021), although most deliverable activities did not begin until February/March 2021.

Examples of data shared are completed deliverable activities with associated metrics, news articles and social media posts mentioning Operation Engage, summary of completed activities, event attendees (where available), and photos from the Operation Engage events.

Qualitative Data

SRCA conducted eight qualitative interviews with local stakeholders to gather information on their exposure to Operation Engage and their perception of the reach and impact associated with those efforts. Stakeholder contacts were recommended by each Operation Engage location and approved by DEA.

During these interviews, stakeholders were interviewed on the following areas:

- Description of relationship with the field division
- Specific experiences with Operation Engage in that location
- Measurable impacts of DEA activities
- Support of drug use prevention efforts
- Sustainment of Operation Engage
- Lessons learned / recommendations

Research Questions

- What strategies were used to carry out each engagement area (stakeholder, adult/community, youth, school, workplace, Citizens Academy)?
- What were the key messages/calls to action?
- How many people were reached for each engagement activity completed in 2021?
- What were the challenges in completing Operation Engage deliverables?
- What were the lessons learned?



WWW.DEA.GOV
WWW.JUSTTHINKTWICE.COM
WWW.GETSMARTABOUTDRUGS.COM



OPERATION ENGAGE HIGHLIGHTS



HIGHLIGHTS

Partnerships and Stakeholder Engagement

A primary goal of Operation Engage is to develop and increase the number of public and private partnerships within each community to encourage opportunities for cross-sector collaboration. As part of that goal, Operation Engage locations were asked to leverage existing community organizations and resources to support the initiative locally, creating a stronger and more collaborative effort for a sustainable approach and continued growth.



“Consistency is one of the most critical aspect of building trust in the community. The commitment to stay longer than one year has been a helpful building block.”

*- Community Partner,
New England Field Division*

Some community organizations initially experienced apprehension about working with DEA due to their limited exposure in the drug use prevention community. In some areas there was a level of distrust with law enforcement so initially it required a stronger presence in the community to work toward change in perception of DEA. Organizations became more comfortable partnering with Operation Engage in drug use prevention and education events once community partners and stakeholders recognized DEA’s commitment to community outreach.

The divisions held multiple stakeholder and community gatherings to share the latest information about drug trends, drug threats, and other pertinent information.

Through the development of partnerships with key stakeholders within the different sectors of the communities they were able to support a multifaceted approach to prevention and awareness. Community partners and stakeholders supported Operation Engage by strategizing how to address the opioid and methamphetamine crisis and strengthening the infrastructure of those existing organizations and programs. The stakeholders had opportunities to be involved in Operation Engage programming and deliverables and the field divisions provided community-based organizations with DEA resources to support their drug misuse prevention efforts.

For some locations where the DEA 360 Strategy was previously in place, such as Philadelphia, the DEA office continued to build on the success and partnerships developed. In these places it was the goal of Operation Engage to continue expanding into additional coalitions and community partnerships and look for more opportunities to engage with the community through coalition capacity building and supporting joint activities. The stakeholders and community partners helped promote workshops, events, and training and technical assistance opportunities and facilitated new ideas for initiatives.



SAC Brad Byerley and team proudly hosted Representative Clay Higgins and staff to discuss Louisiana's top drug threats and ways DEA is combating them. (New Orleans Field Division)

Los Angeles

The Los Angeles Field Division established and engaged with statewide public health and prevention networks and coalitions in anticipation of identifying drug threats in the LA Metro area. This allowed the division to build sustainability for prevention programming, and find ways of educating the public on these drug threats in hopes of preventing illicit drug use by local youth. The Los Angeles Field Division collaborated with local organizations that offer services to the public about addiction, community empowerment, drug education and prevention, drug take back programs, recovery, and overall health and wellness. Of significant importance was a relationship built with the Los Angeles County Coroner, Dr. Ruby Javed.

Albuquerque

While many field divisions struggled to connect with faith-based organizations for partnering with Operation Engage, the El Paso Field Division found a niche in Albuquerque through the Episcopal Diocese of the Rio Grande. The diocese encompasses 154,000 square miles of New Mexico and far west Texas, from the Pecos River to the border with Mexico. After collaborating with the diocese to determine how Operation Engage could be integrated, the diocese invited the El Paso Field Division to conduct a half-day train-the-trainer session with youth leaders from the New Mexico churches at their annual retreat. This not only allowed the field division to reach leaders and youth from Albuquerque but also affect potentially hundreds of youth throughout New Mexico.



The Operation Engage program has brought awareness about other drugs outside of fentanyl and opioids and how drugs can be hidden in plain sight. That level of education helps to open the dialogue and increases awareness.

*- Community Partner,
Los Angeles Field Division*

SUMMARY

The field divisions selected to launch Operation Engage, whether new to proactive outreach or already established as a local drug use prevention partner, had a few commonalities when strategizing on how to build and expand community partnerships:

Partner with established drug use prevention agencies. Those locations most successful in building partnerships for Operation Engage all indicated a primary need to assess the local community for established agencies and organizations that could help in bringing attention to the top local drug threat. By understanding the local resources available and developing strong relationships with those entities, Operation Engage has been able to grow above what was expected in the first year.

Look for opportunities to adjust to community needs. Every community is different in how they respond to drug use prevention and education. Understanding that engagement with community partners is as much about listening to the needs of the community as it is carrying out the objectives of Operation Engage. The flexibility Operation Engage provides for each location has allowed activities and events to be tailored to the needs of the community and provided a more lasting impact.

Establish DEA as not only law enforcement, but also an advocate for drug use prevention. Bringing the community to the realization that DEA is concerned about the drug threats within each community and looking for ways to contribute to the future prevention of those threats has been instrumental in furthering the Operation Engage message. Building trust and gaining buy-in from community leaders and members starts first with understanding who DEA is, what the mission is, and how that mission aligns with the goals of the community.

Adult/Community Engagement



El Paso Field Division's Operation Engage supports local partner, Taos Alive, as they celebrate 10 years. Taos Alive Coalition focuses on reducing substance misuse in Taos County, New Mexico.

DEA understands that communities want information localized to their needs so they can understand the effects and connect personally with the information presented. DEA established new connections and built on existing relationships and resources to expand ongoing outreach and public awareness activities, created new ways to engage, and built the foundation for successfully bringing Operation Engage to each location. The DEA field divisions concentrated efforts on the communities most affected by drug misuse. In those targeted communities, DEA facilitated prevention strategies to include drug misuse prevention training and technical assistance for community groups, coalition support, and local town halls, to name a few.

As part of the community outreach efforts, the Operation Engage locations provided a comprehensive range of resources, programs, and services to the community. This grassroots approach to community service complemented DEA's enforcement efforts with drug education and prevention community events, online resources, special events, and many others. DEA recognizes the importance of a holistic strategy and collaboration with partners in all sectors to address the drug threats, related violence, and challenges facing the communities.

Areas Targeted for Engagement

- School and Community Engagement
- Conferences and Trainings
- Town Halls, Summits and Workshops
- National Night Out
- Coalition Training and Capacity Building
- Diversity, Equity, and Inclusion
- DEA Take Back Day

During 2021, adult and community engagement activities included town halls, workshops, conferences, coalition capacity building, community summits, and other special events. These activities focused on communities in need and most affected by drug threats and challenges, ensuring resources were available to all. Overall, these community outreach efforts and related activities were considered highly successful by the



Community Outreach Specialist Brian O'Keefe (New Hampshire Nurse Practitioner Association Meeting)

stakeholders and other contributors for this report. Some DEA field divisions relied on existing resources, opportunities, and efforts to address the opioid problem while others took a “boots on the ground” approach. Operation Engage focused on enhancing ongoing prevention efforts and creating new opportunities for engagement.

REACH FOR ADULT AND COMMUNITY ENGAGEMENT

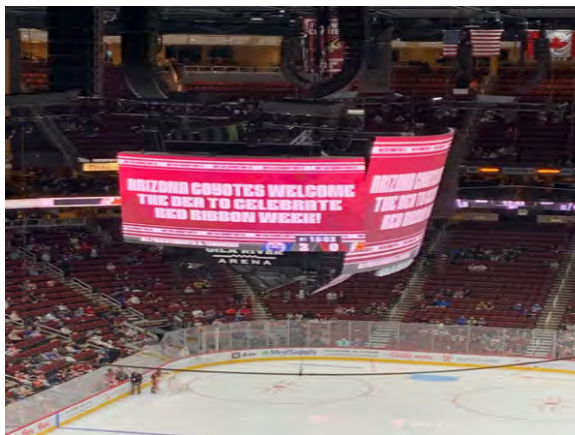
Community Involvement	31,665 REACH
Conferences and Trainings	ATTENDEES 5,883
Town Halls and Workshops	1,581 REACH
National Night Out	ATTENDEES 2,250
Diversity, Equity, and Inclusion Trainings	159 REACH

COMMUNITY INVOLVEMENT

A central goal of Operation Engage is to bring awareness to the local communities about the drug threats in their area and the available community-based resources. To accomplish this goal, DEA engaged with the community through participation in local events and building relationships and trust within the communities served. This allowed DEA to gain a better understanding of the needs of the community, what they were most focused on, and determine how Operation Engage could support them to further their goals.

Baton Rouge, Louisiana

The Operation Engage location in Baton Rouge focused on using the relationships built with local community organizations and coalitions to build a foundation and expand the message of Operation Engage. Many community members perceived DEA as only a law enforcement entity and weren't familiar with its community outreach efforts. To further educate the community, the field division spent a large part of their time participating in community walks, volunteering at community outreach events, and engaging with local colleges and universities. The mantra of the field division was to "show up when the community calls." This approach proved valuable and allowed this field division to reach over 10,000 community members during 2021, despite significant environmental obstacles requiring the office to be closed for extended periods of time due to Hurricane Ida.



During Red Ribbon Week, DEA sponsored the Arizona Coyotes hockey game and lit up the arena in red in celebration.

10,255

REACH
BATON
ROUGE

12,138

REACH
YAVAPAI
COUNTY

Yavapai County, Arizona

The Operation Engage location in Yavapai County built strong relationships with the local prevention coalition, MATFORCE, and the Prescott Valley Illegal Fentanyl Workgroup. As a result of these relationships, Yavapai County was able to reach a large part of the local community to provide critical education on the local drug threats, drug misuse, and the impacts of addiction. Using information available from DEA's resource library, along with information from the local coalitions, they were able to put critical information into the hands of community members. The community connections established through the first year of Operation Engage created a pathway for even greater success in Yavapai County in the future years of the program.

During Red Ribbon Week, DEA was the sponsor of the Coyote's Hockey Red Ribbon Night. The ice was turned red to celebrate Red Ribbon Week and PSA announcements were made during the game. DEA Yavapai County set up a booth and distributed drug use prevention materials to 6,000 attendees.

CONFERENCES AND TRAININGS

Community outreach included attending local conferences and conducting trainings for community members, local agencies, and other health professionals. DEA provided targeted trainings to support coalitions and medical and substance misuse treatment providers in developing cross-sector awareness. When invited, DEA participated at larger conferences and summits to further drug awareness in the community. DEA presentations often included speakers from other agencies and fields of expertise who could focus on the needs and interests of the audience. As an example, the Operation Engage location in Baton Rouge often partnered with local colleges and universities to provide scientific background and statistics during presentations to larger groups providing more validity to the information being presented.

Baton Rouge, Louisiana - PAL Conference

The New Orleans Field Division was invited to participate in the 2021 National Association of Police Athletic/Activities League Conference. The association is built on the ideal of helping to prevent juvenile crime by providing mentorship, service, athletics, recreational enrichment, educational opportunities, and resources. The event allowed law enforcement and youth an opportunity to interact in a positive environment and reinforced responsibility, leadership, and respect. During the conference, the New Orleans Field Division presented the Operation Prevention initiative to the young adults and community members in attendance.



SAC Brad Byerley talks to participants at the 76th Annual National Police Athletic/Activities League Conference in New Orleans.

REACH
3,725

Yavapai County - Arizona Drug Summit

The Phoenix Field Division in Yavapai County partnered with the Arizona High Intensity Drug Trafficking Areas program and the MATFORCE coalition, to host an Arizona Drug Summit focusing on uniting stakeholders in law enforcement, treatment, prevention, health, and education. The Arizona Drug Summit was cosponsored by DEA to bring community stakeholders together to discuss emerging threats, promising practices, and what's working within the local community. Special Agent in Charge Cheri Oz was the keynote speaker and spoke about Arizona drug trends, and also families who lost loved ones from fentanyl poisoning shared their stories. Additionally, youth perspectives and border issues were discussed as part of the summit. DEA created resource bags for all attendees that the National Guard assisted in distributing.



2021 Arizona Drug Summit (Phoenix Field Division)

REACH
650

Coalition Training and Capacity Building

DEA provided the Operation Engage locations an opportunity to partner with the Community Anti-Drug Coalitions of America to bring support to local coalitions through capacity building and development training. The training sessions focused on evidence-based prevention practices and processes. The trainings featured an opening plenary session, breakout sessions with topics relevant to the location, and specific action items were discussed at the closing plenary session. The goals of the training were to empower coalition members with proven and efficient methods to increase their capacity and programs, address overall and specific challenges faced, enhance the interaction of members with each other, and work more closely by leveraging the collective resources of DEA that promote sustainability and serve the communities with the most significant impact.

TOWN HALLS AND WORKSHOPS

DEA facilitated virtual and in-person town halls with community members and groups. The various events focused on opioids, stimulants, youth marijuana and vaping prevalence, signs of drug misuse, prevention strategies, community action, and resources. Operation Prevention (with parent tool kits), other online resources, and Hidden In Plain Sight presentations were offered. The town halls and parent workshops educated and empowered adults and parents throughout the community, familiarized them with readily available drug prevention resources, encouraged community involvement, and demonstrated DEA's full support of treatment and recovery. This approach positively affected the community's relationship with law enforcement.

NATIONAL NIGHT OUT

A few locations partnered with local law enforcement to participate in the National Night Out event, which is a community-building and crime prevention program that promotes relationships between law enforcement and the community to make neighborhoods safer. During National Night Out, community involvement was generated through local events to strengthen neighborhood spirit and unity, such as block parties, cookouts, festivals, safety demonstrations, youth events, and more. Operation Engage distributed drug prevention and education materials to community participants.

YAVAPAI COUNTY, ARIZONA
WASHINGTON, DC

1,581
Reach



2,250
Reach





DIVERSITY, EQUITY, AND INCLUSION

In alignment with Executive Order 14035, “Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce,” DEA is committed to protecting civil rights and ensuring the principles of diversity, equity, and inclusion are reflected throughout their programs and initiatives. The strategies of Operation Engage clearly demonstrate these attributes by practicing open and honest communication, soliciting feedback from community partners and stakeholders, and ensuring accountability through monthly and annual reporting of reach and impact results within each participating location. As part of the Operation Engage efforts, many field divisions provided diversity and stigma reduction training to the local communities.

Philadelphia, Pennsylvania

On February 1, 2021, the Philadelphia Field Division partnered with SheRays who conducted the Diversity and Cultural Competence Training customized for the region to coalitions and community members using the Substance Abuse and Mental Health Services Administration’s Strategic Prevention Framework. The training offered instruction on increasing cultural awareness and highlighting the varying levels of norms when discussing demand reduction efforts, including drug use prevention. The Diversity Training addressed cultural interactions, cultural cues, and communication methods, and gave instruction for substance misuse prevention and interventions to be culturally appropriate and relevant, engaging with all population segments.



Los Angeles, California

The Los Angeles Field Division focused prevention efforts on training parents on being trauma-informed and removing the stigma of mental health. The field division provided adult education through a Community Summit for Riverside County. For the Summit, the field division worked with community-based organizations (i.e., local schools, Drug-Free Community coalitions, local psychologists, a medical examiner's office, local youth in recovery, a treatment facilities director, local DEA field leadership, and the U.S. Attorney's Office) and participated in a panel discussion. The Community Summit promoted community awareness, statistics, and local resources on opioids and other drugs affecting Riverside County and southern California. The goal was to bridge the gap between mental health, homelessness, gender, and addiction. During the Summit, the audience was informed about opioid trends and local resources to help with their prevention, treatment, and recovery efforts.

SUMMARY

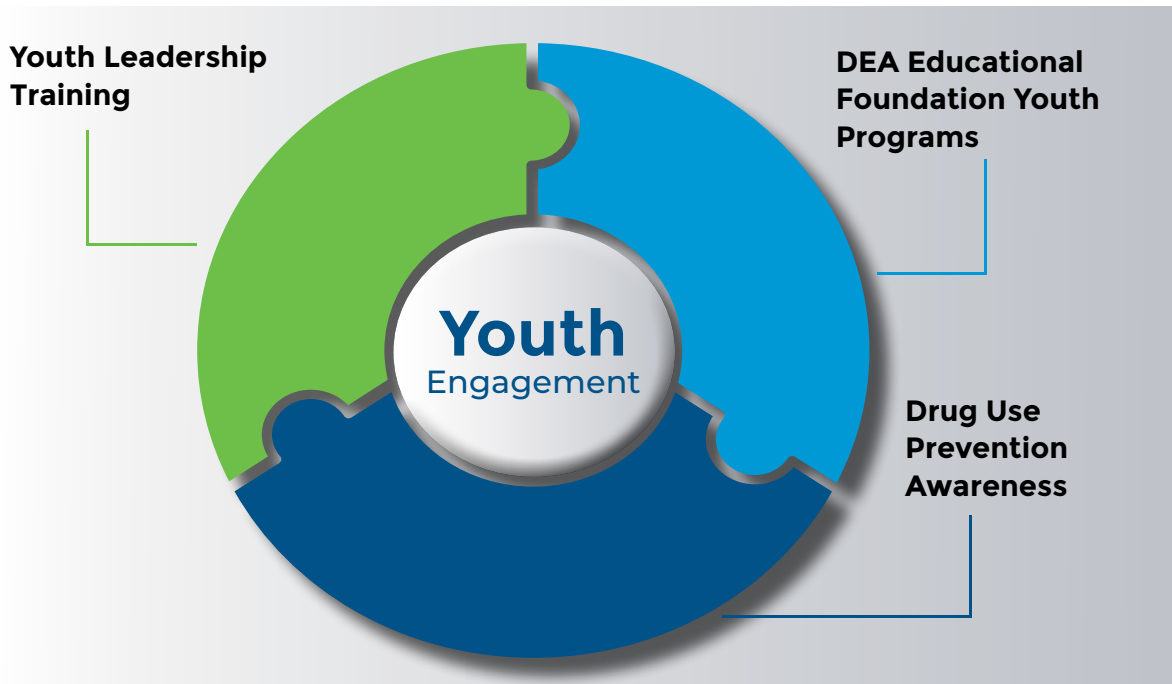
DEA Field Divisions participated in and conducted a variety of community outreach events to raise awareness on their local drug threats. In coordination with local coalitions, drug use prevention providers, and national program facilitators, they brought critical information to the community through local conferences and training opportunities, community pop-up events, coalition capacity building, and breaking the stigma of addiction through diversity, equity, and inclusion training.

The Operation Engage locations also leveraged the National Prescription Drug Take Back Day events occurring in April and October to engage with the community and share the drug use prevention message.

Although some challenges were encountered to fully integrate into the community, most field divisions were successful in launching and expanding Operation Engage by firmly establishing DEA as a prevention partner. As one stakeholder from the St. Louis Field Division shared, "The partnership with DEA was essential to bring the educational materials developed by DEA into the Wichita community, broadening the drug prevention message."

Youth Engagement

A central goal of Operation Engage is to elevate the level of awareness among the youth in the community about the dangers of drug misuse. Research shows that as risk perception for drugs rises, rates among that population will decline. Through the DEA Educational Foundation's youth programs and in collaboration with national partners such as CADCA, youth of all ages could actively participate in age-appropriate activities designed for youth to learn and gain the most knowledge about the dangers of drugs in a fun, interactive way.



According to the National Institute of Drug Abuse, prescription opioid misuse is significantly declining among 12th graders; but there is a rise in cocaine, methamphetamine, and over-the-counter cold medicine misuse.³ DEA recognizes the need for sustained drug education, youth empowerment, positive and healthy activities, youth leadership, and other core principles through presentations, youth summits, teen academies, special events, youth programs, workshops, and training opportunities. The DEA field divisions partnered with groups and coalitions to educate and empower youth as community advocates and share ideas to bring positive change to their communities.



Left to right: David Augustine, Jr., better known as Dee-1, Associate Administrator Jon DeLena, preparing for New England's virtual youth summit.

DEA EDUCATIONAL FOUNDATION

A central goal of Operation Engage is to bring awareness to communities about the drug threats in their area and the available community-based resources. To accomplish this goal, DEA engaged with the community through participation in local events and building relationships and trust within the communities served. This allowed DEA to gain a better understanding of the needs of the community, what they were most focused on, and determine how Operation Engage could support them to further their goals.

DEA Educational Foundation program offerings were a huge bright spot for the kids coming out of the COVID shutdown. The program allowed them to share information with the kids in a safe space and empowered them to make the right choices.

*- Community Partner,
Phoenix Field Division*

The DEA Educational Foundation Youth Program, a part of the DEA Educational Foundation, was established to empower young people through free after-school programs that offer positive alternatives to drug misuse and inspire them to make healthy choices while exploring fun activities after school. Working with the DEA Educational Foundation, DEA offers various after-school programs to youth including dance, baseball, basketball, soccer, and other specialized programs.

Research shows that students who meet regularly with mentors are 52% less likely than their peers to skip a day of school and 37% less likely to skip a class. Youth who meet regularly with their mentors are also 46% less likely than their peers to start using illegal drugs and 27% less likely to start drinking.⁴



Left to right: Principal Jill Slesinski, Lauderdale Lakes Middle School; Lauderdale Lakes Middle School students; Special Agent in Charge Deanne Reuter (Miami Field Division)

Youth Dance Program

The Youth Dance Program was established to offer a safe environment where students could work with local dance instructors and experience fun, exciting programs by exploring the expressive art form of dance. The program offers traditional dance, ballet, hip hop, and culturally specific dance options, depending on the needs of the location. The program starts with a drug use prevention and education assembly followed by a series of free classes over a period of weeks, and culminates with a group performance. Professional dance instructors served as mentors to the youth and helped to strengthen self-esteem and decision-making skills.

The basketball and dance programs provide a safe space for education, learning new skills, and resiliency that offers positive programming in the community.

DANCE PROGRAM TOP REACH

PHILADELPHIA	2,598
MANCHESTER	378
ALBUQUERQUE	241
YAVAPAI COUNTY	197
ANCHORAGE	171

“The kids were so excited every time they were involved in the baseball program. In a community like ours with such a large ice rink presence, it was nice to see the kids talk about a new sport that they were not familiar with.”

- Michael Gordon (Counselor, JLK Middle School)
Bay Mills, Michigan



DEA Educational Foundation Basketball and Baseball Program (Detroit Field Division)



DEA Educational Foundation Dance Program (Phoenix Field Division)



DEA Educational Foundation Dance Program (Seattle Field Division)

Other Youth Programs

The DEA Educational Foundation Youth Program also offers baseball, basketball, and soccer programs to serve as a vehicle that empowers young people, teaches them focus, team-building and discipline, and allows them to express their emotions in a healthy way through sports training.

SPORTS REACH

PHILADELPHIA	317
BAY MILLS, MICHIGAN	206
LOS ANGELES	163
WASHINGTON, DC	39



DEA Educational Foundation
Martial Arts Program
(Los Angeles Field Division)

REACH
68

The Foundation also offered a martial arts program in the Los Angeles Field Division that encouraged students to try something new and emphasized the power to create joy through physical movement.



Baby Scientist Program
(Los Angeles Field Division)

REACH
138

Baby Scientist Program

A few locations partnered with the DEA Educational Foundation to provide the Baby Scientist program. Baby Scientist is a nonprofit organization delivering fun and engaging STEM (Science, Technology, Engineering, and Mathematics) programs to underserved communities. Dr. Kristy L. McDowell, founder of Baby Scientist and Ph.D. in Molecular Biology, along with special agents from DEA, visited schools across each city to expose kids in the area's most underserved communities to fun activities, encouraging messages, and career inspiration through hands-on activities.

Kids were given "Baby Scientist Kits" and conducted science experiments, exposing the students to various scientific disciplines to stimulate their curiosity. Each class received two program sessions, including two hands-on activities. Each session ended by explaining the critical role that biology and chemistry play in the body and cells, how the usage of "bad" drugs can negatively affect the functioning of the brain and entire body, and the importance of living a healthy, drug-free life.

“These classes are a great way to teach students how to integrate tenets of taekwondo like honor, integrity, perseverance, self-control, courage, and humility into their daily lives and start to become leaders and self-reliant individuals. I believe we make a valuable contribution to the lives of these students by providing them self-defense and martial arts training while enriching their spirit to become a positive leader.

- Jennifer Sanchez, Menifee Valley Martial Arts Academy,
Los Angeles Field Division

Washington, DC: “Hooked on Fishing, Not on Drugs”

Another unique program offered by the DEA Educational Foundation is “Hooked on Fishing, Not on Drugs.” This program taught students that resisting drugs begins with healthy decision-making skills. This provided a unique opportunity for DEA agents and field office teams to interact with students and share their knowledge and experiences to educate young people about the dangers of drugs. The “Hooked on Fishing, Not on Drugs” program consisted of an introduction to the fishing area. DEA agents presented Red Ribbon material including the consequences of drug misuse and the importance of staying healthy to reach their life goals.



Washington, DC Field Division

REACH

23



St. Louis Field Division

REACH

60

Wichita, Kansas: PSA Contest

The Operation Engage location in Wichita faced a number of delays in starting the DEA Educational Foundation programs in the schools due to COVID-19. Ultimately, the DEA Educational Foundation offered a PSA contest, *Big Screen to Prevent a Big Problem*, that encouraged high schoolers to create and submit their film work promoting peer-on-peer messaging about the dangers of drug misuse and the importance of staying drug free. Students had the opportunity to win a grand prize scholarship of \$1,000, 2nd and 3rd place prizes, a celebratory announcement, and other giveaways. A celebratory event was held in conjunction with the Wichita Metro Crime Commission Insider Briefing luncheon. The winners were presented their prizes and a screening of both PSAs was shown.



Left to right: Community Outreach Specialist Bob Niczyporowicz, ASAC Shawn Ellerman, and Diversion Program Specialist Frank McCartney, along with Philadelphia Teen Academy participants (Philadelphia Field Division Teen Academy)

REACH 30

Philadelphia: Teen Academy

The Philadelphia Field Division partnered with the DEA Educational Foundation to host a one-day Teen Academy that focused on career building and leadership skills, with an emphasis on drug use prevention and education. Thirty high school students attended the Teen Academy to hear from professionals in various careers. Attendees had the opportunity to participate in interactive sessions designed to help them with developing future career paths. In addition to the benefits provided to the students, the event brought together key partners in Philadelphia, all supporting the critical need for drug use prevention and education in the city. Following the event, students were encouraged to participate in the Post Speakers Series to develop and broaden their leadership and mentorship skills. The customized training included various sessions and workshops on drug education, refusal skills workshops, life skills, college opportunities, careers, leadership building, and prevention advocacy.

YOUTH LEADERSHIP TRAINING

Several Operation Engage locations partnered with Community Anti-Drug Coalitions of America to bring youth leadership training to their cities. Due to COVID-19 restrictions, Community Anti-Drug Coalitions of America was not able to attend in person but presented the information virtually. DEA often supplemented the training with additional local resources for law enforcement, coalitions, and career development.



Deputy Special Agent in Charge La Verne J. Hibbert (Miami Field Division)

Miami: Youth Leadership Training

The Miami Field Division partnered with the Community Anti-Drug Coalitions of America to conduct a 3-day youth leadership training, as part of the community coalition capacity-building effort. The training engaged youth at all levels, from leadership to strategy implementation. Young people have powerful voices and bring critical insight and sustainability to prevention. The training engaged young people in ways that honored and respected their unique gifts and perspectives, while operating strategically and effectively. The Youth Leadership Training was tailored to address issues specific to the community and ultimately to learn more about drug misuse prevention.

YOUTH LEADERSHIP TRAINING REACH	
MIAMI	70
LOS ANGELES	32
MANCHESTER	12
YAVAPAI COUNTY	3

DRUG USE PREVENTION AWARENESS

Washington, DC

The Washington, DC Field Division participated in a Virtual Youth Summit on Substance Misuse designed to educate middle and high school students about drug misuse and give them information about local resources that can be used to help a friend, classmate, family member, or even themselves.

The field division also participated in a podcast-style interview on executing prevention strategies within the Youth Prevention Leadership Corps. The discussion focused on spreading awareness of the importance of prevention and the many ways drug use prevention is shared in the DC community. On Thursday, May 27, 2021, the Youth Prevention Leadership Corps hosted an exhibition to showcase podcast interviews conducted with partners and leaders from the community to discuss the importance of prevention and how various organizations incorporate prevention into their work.

Anchorage, Alaska

The Seattle Field Division partnered with local and national youth organizations to creatively involve the youth in drug use prevention and awareness activities and were able to reach Anchorage's youth through teaching leadership skills, drug awareness, and life skills.

- Military Youth Academy
- Alaska Solstice Lineman Camp
- All Alaska Football Camp
- Alaska Showcase
- Community Enforcement Day
- Summer School Drug-Free Awareness Assembly
- Back to School Health Fair

REACH	
ANCHORAGE	1,267
VIRTUAL YOUTH SUMMIT	5,247
YOUTH PREVENTION LEADERSHIP CORPS	100

■ SUMMARY

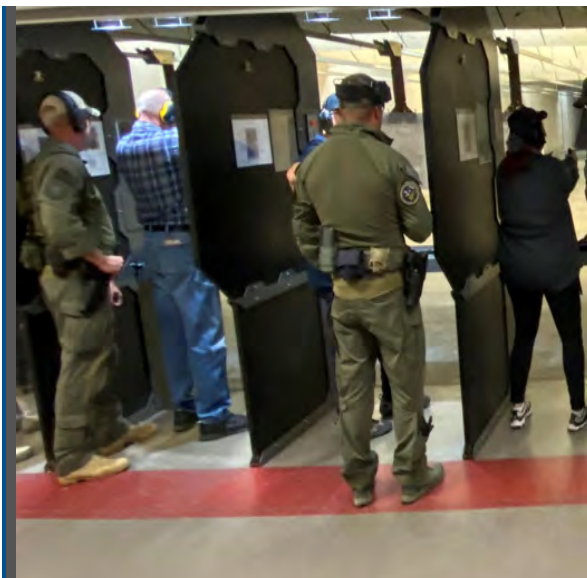
A key factor in affecting the drug epidemic facing our nation is to educate and inspire youth for change. Operation Engage's youth outreach efforts were designed to engage youth across all grade levels and increased their knowledge of drug misuse, effects of becoming addicted to drugs, and the positive aspects of living a healthy life. The field divisions engaged with youth through events that focused on leadership skills, drug awareness and prevention, local resources, and how to become agents of change in the communities where they live. These outreach events were successful in reaching thousands of youth over the Operation Engage locations.

Operation Engage locations were successful in engaging with the youth in their areas as evidenced by the reach attained in these areas. While many locations faced challenges, they employed creative approaches to engagement.

Consistently across all Operation Engage locations, the DEA Educational Foundation Youth Programs were a catalyst to providing essential drug use prevention and education, while demonstrating to youth the benefits of remaining healthy and drug free. Students were given realistic tools to help them in resisting drugs through educational topics such as self-esteem, team building, accountability, self-expression, academics, and community involvement among many others. Students were provided opportunities to recognize the path they take is up to them and to go after their passion.

Citizens Academy

Educating the adult community was achieved by providing local citizens and corporate leaders with a comprehensive overview of DEA, including lectures from selected departments, intelligence briefings, firearms, surveillance, enforcement tactics, and prevention resources to clarify the organization's role in law enforcement and drug use prevention. This also opened opportunities for future partnerships with new agencies. The adult population was provided with resources and positive experiences with DEA. Participants were solicited through internal networks and quarterly stakeholder meetings to establish diversity among the candidates.



In the Citizens Academy's fifth week in Albuquerque, participants visit a shooting range and learn about law enforcement's perspective on firearms and gun safety. (El Paso Field Division)

What is DEA's Citizens Academy?

DEA's Citizens Academy is an in-person 5-to-8-week dynamic training program that enables civilians from local communities to gain an understanding of DEA's critical mission and work. The academy is intended to:

- enhance the ability of a DEA Field Division to cultivate, leverage, and strengthen community relationships.
- rally community awareness for enforcement accomplishments and demand reduction activities.

DEA's Citizens Academy was an incredible experience that allowed some community members to attend and learn more about drug prevention.

One example is a gentleman who had a problematic youth, was involved in gangs, and on the street, but managed to get out of that situation. He became involved as a volunteer in drug prevention for many years. After attending the Citizens Academy, he decided to get his Drug Prevention Specialist certification to serve youth in drug prevention full-time.

– Community Partner, Philadelphia Field Division

Candidates that attended the Citizens Academy represent community leaders, civic engagement organizations, retirees, businesses, colleges and universities, faith-based organizations, youth development professionals, state and local government representatives, and other organizations.

Citizens Academy graduates are encouraged to help DEA spread the word in their respective communities about the dangers of drug misuse and the importance of prevention.

88

REACH

Manchester, New Hampshire

Manchester recognized the importance of forging strong alliances with the local community and maintaining collaborative relationships with local leaders. DEA's Citizens Academy offered participants the opportunity to understand the world of federal drug law enforcement and the significant role DEA and the community play in combating drug trafficking, drug misuse, and related violence. The Citizens Academy was held over four weeks, enabling civilians from local communities to understand DEA's critical mission and work. Presenters included Assistant Special Agents in Charge Jon DeLena and Ronald Bonaventura, Jr., and also featured a Clandestine Lab night. Special Guest Jack Riley, author and former DEA agent, was the final night's speaker.



Participants of Operation Engage Yavapai's first DEA Citizens Academy in 2021 with firearm instructors.

■ OBJECTIVES OF THE ACADEMY

1. Increase community awareness of DEA's law enforcement and drug demand efforts.
2. Develop new relationships with public and private individuals and organizations.
3. Establish a qualified pool of newly vetted and trained community liaisons to support DEA's community outreach efforts.

Yavapai County, Arizona

The Phoenix Field Division hosted a DEA Citizens Academy in Yavapai County for 5 consecutive weekly meetings at the Prescott Valley Police Department. There were 14 attendees from the Town Council, Arizona Rangers, Search and Rescue personnel, and the editor of the local newspaper, *Signals*. Attendees were provided a detailed understanding of the work involved in global drug enforcement, a better understanding of the critical mission of DEA, and a platform to foster relationships between key stakeholder members in Yavapai County. DEA's Citizens Academy was very well received in the community, and it helped to solidify more local partnerships.



In the Citizens Academy's fourth week in Albuquerque, participants are taken through a tactical maze. They learn about the dangers and challenges law enforcement personnel experience when dealing with violent crimes involving firearms. (El Paso Field Division)

“

DEA's Citizens Academy clearly explained DEA's mission and how drug reduction efforts work, which helped to educate the community and local leaders.

- Community Partner,
Phoenix Field Division

”

SUMMARY

Due to the format of the Citizens Academy being a face-to-face, instructor-led training, COVID-19 restrictions and outbreaks in many locations required this event to be postponed until 2022. However, a few locations were able to successfully present the event in their field divisions with positive comments from community members and partners.

The Citizens Academy educated the community about DEA, Operation Engage, and outreach activities and gained some public trust. It was changing the public's perception of DEA as primarily law enforcement and has helped to open doors and allow more engagement with the community spreading the drug prevention message of Operation Engage.

- Community Partner, El Paso Field Division

Workplace Engagement

The National Safety Council reports that 75% of businesses have been affected in some way by employees misusing opioids. Substance misuse is one of the most pervasive problems facing our nation, costing over \$78.5 billion annually in health care costs, lost productivity, related crime, and other social costs. More than half of individuals battling opioid misuse are employed.⁵

OVERVIEW

The Milken Institute Center for Public Health and the Community Anti-Drug Coalitions of America partnered with DEA to bring workplace roundtable events to Operation Engage locations. These efforts were designed to raise awareness about local drug threats affecting communities where employers operate, and to provide organizations with drug misuse prevention resources that can be shared with their employees. Each event was customized based on the approach recommended by each field division. Because all communities have different drug threats and challenges, DEA had varying levels of existing engagement with the local business community.



Workplace Engagement Events

Attendees
24

Community Anti-Drug Coalitions of America
1 Event

Attendees
254

Milken Institute Center for Public Health
11 Events

Attendees
522

Other Workplace Engagement
16 Events

GOALS AND OBJECTIVES

The workplace engagement program invited businesses and nonprofits to a roundtable discussion with DEA to share how drug misuse affects the workforce. The meetings were followed by various opportunities to further engage based on the company's needs.

The goal was to gain support and participation from local businesses through participation in a roundtable meeting. DEA staff conducted presentations to maximize attendance and create a sense of connection to the local workforce.

Manchester, New Hampshire

Operation Engage in Manchester, New Hampshire, used Operation Prevention Workplace Resources and the Milken Institute to help educate the business community in and around Greater Manchester. The entire business community was affected by the opioid epidemic. Hiring quality employees was difficult for many business owners, but the retention rate was just as problematic due to drug misuse and associated crimes. Local businesses in downtown Manchester saw fewer customers due to the homeless and drug-addicted individuals panhandling in front of the businesses. Hiring college-aged students to work at restaurants was arduous because many potential workers felt unsafe surrounded by individuals high on drugs. Manchester used the Operation Prevention Workplace Modules to educate business owners on the dangers of drug misuse, the impact on their businesses, and ways they could participate in drug use prevention.



Left to right: Deputy Special Agent in Charge La Verne J. Hibbert, Community Outreach Specialist Gretchen Rovira, Division Training Coordinator Amy Roderick, Collection Manager Ernesto J. Garay-López (Miami Field Division)

Miami, Florida

The Miami Field Division partnered with The Milken Institute to cohost an online event attended by 35 employers. The event's purpose was to identify key leaders within Broward County government, academia, technology, industry, and nonprofit sectors to expand access to and awareness of prevention resources for opioid and other drug misuse in the workplace. The field division also used the Operation Prevention Workplace module and "Hidden in Plain Sight" to present adult education and training about opioid misuse and prevention to eight other employers from Broward County.

SUMMARY

With the impacts of COVID-19 on business operations, productivity, and overall profit, along with many employers still operating completely remote, the Operation Engage locations encountered many obstacles in successfully engaging with local employers. The partnership with Milken Institute provided a pathway to engage but ultimately did not lead to further opportunities for engagement with employers in most Operation Engage locations.

Overall the workplace engagement efforts conducted were successful and the field divisions perceived that doors were opening to further conversations within the local community. Although DEA did not reach great numbers in this outreach area, connections have been made to increase those efforts as the Operation Engage initiative moves forward.

Engaging with Schools

Schools can play a decisive role in preventing drug use. Teachers and administrators often are the first to detect warning signs of possible drug problems, such as poor school attendance or declining academic performance. Getting students involved and having them lead efforts by empowering them to be the faces and agents of change in their schools also helps their community.



A goal of Operation Engage is to reach as many youth as possible while making a significant impact, either directly by DEA or through the teachers, parents, and coalitions, empowering youth with knowledge and skills to make healthy, drug-free choices.

SCHOOL PRESENTATIONS

The field divisions conducted school presentations for elementary, middle, and high school students, focusing on youth brain development and vulnerability to drug misuse, opioids, stimulants, marijuana as the most common illicit drug used by youth, vaping, along with teaching refusal skills. The field divisions used Operation Prevention and other DEA online resources as tools to support presentations. This offered an opportunity to reach the younger population – those at risk for experimenting with opioids and stimulants for the first time. Additional DEA resources were provided to schools for integration into other programs as needed. Schools were encouraged to post DEA resources on their websites for easy access by students, parents, and school personnel.

“*The El Paso Field Division for Operation Engage is involved in the community and schools by providing giveaways, which normalize DEA’s brand in a way that was not there before. They provide educational messaging and offer free programming that supports the message. With DEA involved and reinforcing the drug prevention message, it balances offerings not previously available in Albuquerque.*

- Community Partner

Albuquerque, New Mexico

Throughout 2021, Albuquerque worked to reach the schools through providing Operation Prevention presentations. While a few schools have been receptive and allowed DEA to present to the students, many feel that a certain stigma exists with having DEA come into your facility – admission of a drug problem. The County Sheriff's department was heavily involved in the school systems in Albuquerque and opened doors for DEA to conduct some school presentations.

REACH
1,607

REACH
2,034



Anchorage, Alaska

Anchorage focused school outreach efforts on connecting with the largest number of students through a partnership with the Anchorage School District. By providing Operation Engage mentoring presentations, they were able to reach a large segment of the student population.

Baton Rouge, Louisiana

Baton Rouge used the Operation Prevention modules to present drug awareness training to the local schools. During these presentations, DEA staff specifically focused on the students and tapped into the questions they have about drugs and drug misuse. The field division also presented drug use prevention and education to the local colleges and universities to educate students and faculty on the affects of drug misuse and current drug trends.

REACH
2,046

REACH
1,523

Philadelphia, Pennsylvania

The field division attended meetings, interacted with school officials, and provided resources electronically and in print. They also promoted the youth summit concept with video clips, program and agenda guides, and other materials. School partners shared resources with schools to post on web pages and promote upcoming events to reach more of the student population.

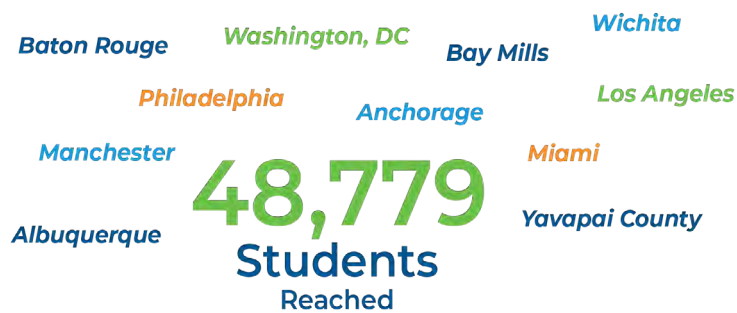




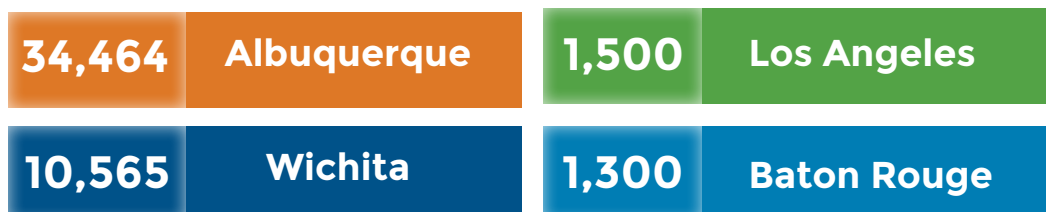
Diversion Program Specialist Frank McCartney (Philadelphia Field Division Red Ribbon Event)

RED RIBBON EVENTS

The 2021 Red Ribbon Campaign Theme was Drug-Free Looks Like Me. It served as a reminder that everyday Americans across the country make significant daily contributions to their communities by being the best they can be because they live drug free. The locations across Operation Engage leveraged Red Ribbon Week as an opportunity to get into the schools and share the drug use prevention message. As a nationally recognized campaign, Red Ribbon Week brings community partners, local leadership, and the educational community together for one common goal.



Areas with the highest reach for Red Ribbon



According to the National Center for Drug Abuse Statistics, early drug misuse is common among teens and young adults, causing the most significant increase in destructive behavior in this age bracket.⁶

- 2.08M** 12-17 year olds nationwide report using drugs in the last month
- 591K** 12-17 year olds used illicit drugs other than marijuana in the last month
- 8.7%** 8th graders used illicit drugs in the last month
- 21.3%** 8th graders tried illicit drugs at least once
- 46.6%** Teens tried illicit drugs by the time they are in 12th grade



Red Ribbon Proclamation (Philadelphia Field Division)



Red Ribbon Night at Coyotes hockey game (Phoenix Field Division)

Yavapai County: Anonymous App

Many schools face the challenge of encouraging students to report drug activity for fear of retaliation. To address this problem, the Prescott Valley Illegal Fentanyl Workgroup developed an app where students could anonymously report incidents to the school immediately and anonymously. Operation Engage in Yavapai County partnered with the workgroup to provide funding of the app for the first year. The app was implemented in July 2021 and has been well received by students and faculty. The ability to report activity anonymously was highly successful and provided useful information to school administrators about things going on within the school and areas that were hotspots for activity.

Anonymous Alerts
Anonymous Alerts

REACH
2,000



LA Sparks Women's Basketball Antidrug and Mentorship Program (Los Angeles Field Division)

REACH

480

Los Angeles: LA Sparks Basketball

The Los Angeles Field Division partnered with the Los Angeles Sparks Women's Basketball team to give a well-rounded approach to opioid misuse prevention for high school students. The program included presentations on opioid awareness and overdose prevention conducted by community outreach specialists, two 60-minute basketball clinics, and one-on-one mentorship opportunities from LA Sparks' player Lisa Leslie. More than 60 students took part in each event. The program was offered in person following Los Angeles County guidelines for COVID-19. The field division and LA Sparks provided programs in eight high schools in Los Angeles:

- Arroyo High School
- Belmont High School
- Crenshaw High School
- Dorsey High School
- Highland High School
- Polytechnic High School
- Sylmar High School
- Westchester High School

The after-school antidrug and mentorship program with the LA Sparks provided students information about opioid misuse and offered mentorship opportunities through sports.

Lastly, through this partnership with the LA Sparks, the field division will develop a sustainable relationship with schools within the Los Angeles Unified School District.

■ SUMMARY

Operation Engage achieved school engagement by presenting the Operation Prevention curriculum virtually and in person, providing printed curriculum and resource materials to teachers and support staff, and taking advantage of national initiatives such as Red Ribbon to generate further engagement opportunities in the schools. The field divisions worked with local coalitions and community partners who had greater access to the schools to further spread the Operation Engage message of drug use prevention and education.

While the overall reach of school engagement efforts is considered successful, there were many challenges encountered throughout the year. The impact of COVID-19 outbreaks and gathering restrictions prevented many field divisions from accessing students directly, so alternative methods of access had to be determined. Ultimately, DEA learned lessons on how to engage virtually with students, the importance of community partners and advocates, and finding creative ways to accomplish engagement.

Media Engagement

For Operation Engage in 2021, the advertising and paid media budgets were postponed by DEA's Office of Finance, and the production of creative assets associated with the advertising was not available for the Operation Engage locations to use with the launch of their community outreach initiatives. Due to that change, DEA's Community Outreach and Prevention Support Section, in partnership with A. Bright Idea, created a temporary set of creative assets customized with the location's website URL for use in communicating with community partners, media, and the general public about the initiative. This helped the field divisions to stay on brand and on message and encourage the audience to engage through the field division's website.

MEDIA STRATEGY

An essential component of community outreach and messaging was establishing a media strategy that included a multifaceted, comprehensive approach to media engagement. DEA's goal of media engagement for Operation Engage started with providing the tools and resources to each location that created brand consistency and allowed all locations to speak in one voice. Also, a mix of targeted communications were designed to raise awareness, provide education, and create a clear, direct call-to-action. DEA was able to fund print assets for the 11 field divisions. However, funding was not available for localized media efforts. DEA procured a contract with the Mark Wahlberg Youth Foundation to bring opioid awareness summits into most of the Operation Engage locations, which provided a significant level of media exposure.

To supplement the media efforts, DEA provided each location a toolkit that included master templates to be used by the local DEA offices and the community and partner organizations throughout the year. The templates included headquarter-approved branding and messaging, with versions in English and Spanish. Some files were customizable to allow the divisions to insert localized information related to additional resources or events specific to their area.

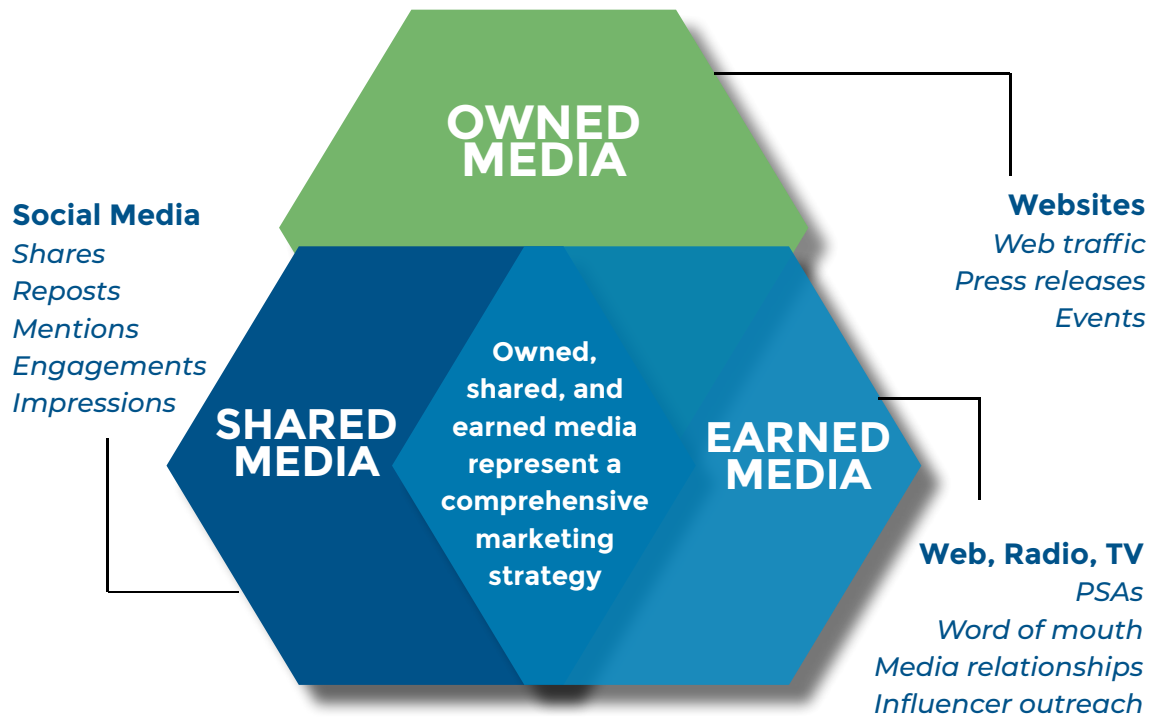


Example asset created by A. Bright Idea

In addition to the toolkit, field divisions were encouraged to raise awareness about the local drug threats through:

- Individualized Operation Engage websites (owned media)
- Local television and radio (earned media)
- Social media platforms (shared media)
- Other unique opportunities for media involvement

Many Operation Engage locations have built strong relationships with the local media, so they were able to continue leveraging those relationships to share information on the drug epidemic and DEA's community outreach and prevention support efforts.



OPERATION ENGAGE WEBSITE (OWNED MEDIA)

Each Operation Engage location was provided a web page to serve as a central hub for information, resources, and materials for internal and external audiences to learn about and engage with the initiative. The website included approved branding and messaging, as well as links to drug education, resources, and partner organizations.

The sites included two main areas, one for opioids and one for stimulants. Each subsection contained information and resources specific to that drug category and could be used as the direct click-through for advertising.

Each field division was encouraged to keep their respective web pages updated in real time with information about Operation Engage, as well as other active initiatives and “good news” stories. This offered another opportunity to engage with audiences who may visit instead of, or in addition to, the central Operation Engage site.

Visits: The number of times the website is accessed.

Page Views: The number of times a specific web page is accessed.

Pages per visit: The total number of page views divided by the total number of visits.

Average Session Duration: The total duration of all visits divided by the total number of visits.

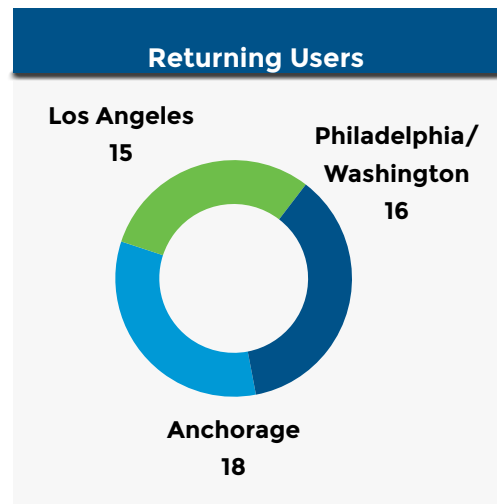
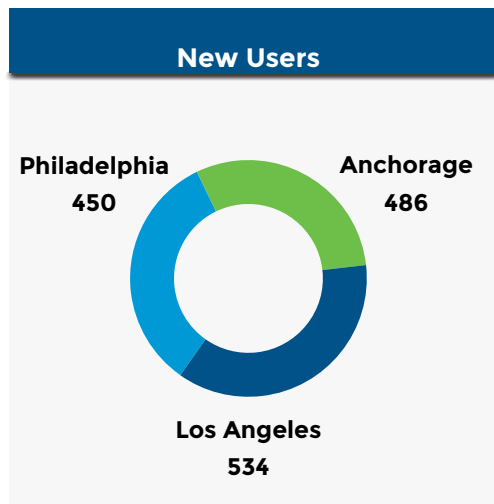
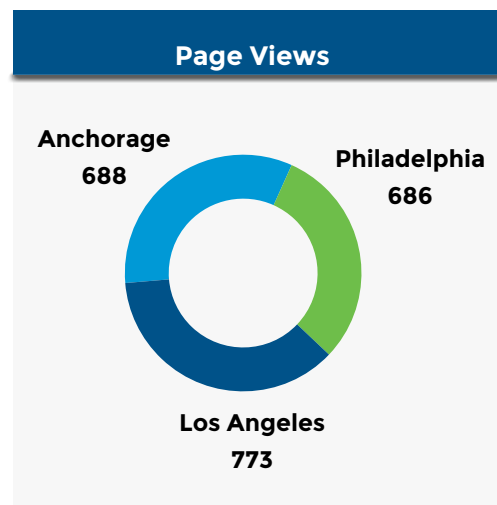
New Users: A user visiting the website for the first time.

Returning Users: Users who previously visited the site and initiated a new session.

The websites were populated with basic information on Operation Engage that included the welcome letter from the special agent in charge, top local drug threat, drug fact sheets, local partners, resources, and upcoming events.

The websites had very little traffic and engagement compared to what you would expect over a 12-month period. Based on conversations with the field divisions, the websites were not a primary tool used in engagement. For most locations, they were initially populated but not regularly updated or promoted. This is confirmed by the minimal traffic and lack of returning users to the sites. Additionally, in reviewing other media engagement efforts, the community was not driven back to the website through social media, television, or print media.

Top Locations By Site Usage Area



ENGAGEMENT WITH LOCAL MEDIA (EARNED MEDIA)



Public Information Officer Brian McNeal participated in an interview with 95.1 Eagle Radio to discuss counterfeit pills (Detroit Field Division)



As Albuquerque launches the Youth Lowrider Bike Club, DEA El Paso Division Public Information Officer Carlos Briano kicks off the press conference with Albuquerque media present. The Operation Engage after school programs in Albuquerque and Española have creatively found a way to reach youth by using the lowrider culture.

Earned media outreach was generally conducted in conjunction with a few larger DEA events, as well as through proactive outreach to media conducted by the local DEA office. Earned media includes news articles or video segments available from print or online news sources. Earned media outreach in most locations consisted of a campaign kickoff press conference, National Prescription Drug Take Back Day activities, the One Pill Can Kill campaign, and Red Ribbon Week. Generally, coverage came from online media, broadcast radio and television, and local newspapers.

Albuquerque, New Mexico

The El Paso Field Division has had strong relationships with the local media. The Special Agent in Charge, Kyle Williamson, and Public Information Officer, Carlos Briano, are well known in the community and have consistently worked with the local media to bring awareness to the drug epidemic and DEA's initiatives for outreach. With the launch of Operation Engage, the division continued to build upon these media relationships to spread the prevention message. Throughout the year, they launched multiple media campaigns that focused on prevention and Operation Engage activities.

Additionally, U.S. Senator for New Mexico, Ben Ray Luján, was instrumental in providing support and helping to launch the Operation Engage initiative in New Mexico. The time slots he was able to obtain reached a larger viewership than otherwise possible through such a small number of spots.

Viewership
1,339,973

Value
\$89,067.31

Manchester, New Hampshire

Another location that capitalized on work with earned media was the Manchester District Office. Manchester relied on local media contacts to aid DEA recognition and community awareness.

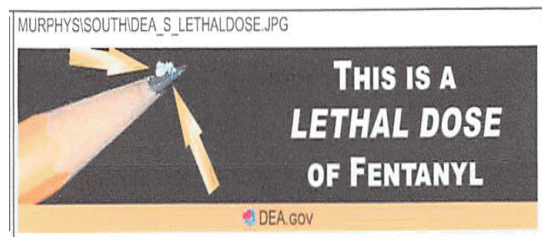
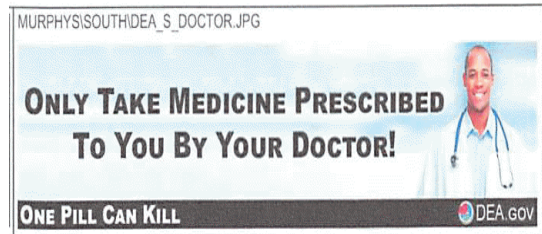
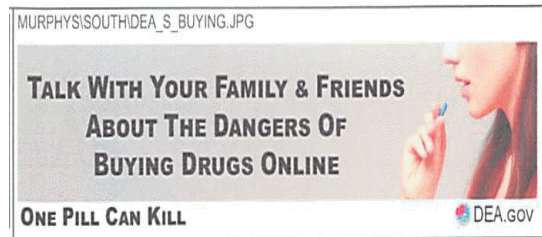
One local sign company donated display plays on 10 billboards throughout Manchester during a 4-month period.

Billboard Reach

Spots 21,793	Value \$59,800
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Assistant Special Agent in Charge Jon DeLena is very involved with the local media and appeared on multiple stations throughout the year. Manchester held a start-of-school press conference to speak about the dangers of illicitly made drugs, reaching an audience estimated at 50,000.

To mark National Prescription Drug Take Back Day, Fox News published an op-ed by U.S. Senator Maggie Hassan that encourages Granite Staters and Americans to properly dispose of expired, unused, or unwanted medicine at collection sites across the country.



ASAC Jon DeLena also presented drug awareness and prevention information on multiple outlets including:

- WMUR, Channel 9 - Six broadcasts
- WSMN 1590 - One-hour time slot
- Jack Health Radio Show - Four radio spots
- WHDH Boston, Channel 7 - One broadcast

160,000 REACHED

THROUGH MEDIA BROADCASTS IN MANCHESTER



DEA Special Agent in Charge Bill Bodner discussed overdoses and the dangers of fentanyl with Channel 35, LA This Week.

SOCIAL MEDIA ENGAGEMENT (SHARED MEDIA)

Social media serves as a way to connect with audiences quickly to share important messaging and materials, and remind the community about resources and events. Each field division was provided a Twitter handle specific to the Operation Engage location (i.e., @DEAABQ) to push out original and shared content. The locations were also encouraged to work with Headquarters to collaboratively share content and elevate messaging to new and extended audiences through Twitter, Facebook, LinkedIn, YouTube, and Instagram.

While some locations used the Twitter accounts to actively share information on Operation Engage, other locations used this platform only minimally. For those active on social media, the common theme for the hashtags were related to Operation Engage, drug take back events, One Pill Can Kill campaign, Red Ribbon Week, and the Mark Wahlberg Youth Foundation Opioid Awareness Summits.



2.5M IMPRESSIONS

309 Posts

151 Users

122 Engagements



TOP TWITTER CONTRIBUTORS

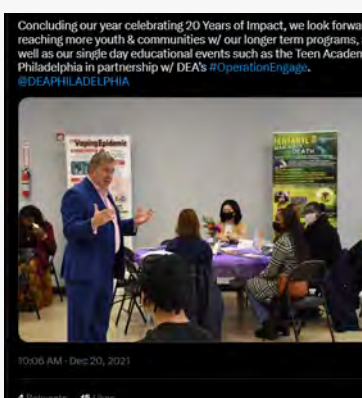


@DEAHQ:
2021#DEAYearInReview!

105,638 potential impressions

7 retweets

24 likes



@DEAEdFoundation:
Teen Academy

2,554 potential impressions

5 retweets

20 likes



@DEANewOrleans

1,907 potential impressions

3 retweets

25 likes

SPECIAL MEDIA EVENTS

The National Summit on Opioid Awareness

During 2021, the Mark Wahlberg Youth Foundation worked on behalf of DEA and Operation Engage to produce “The National Summit on Opioid Awareness,” a nationally coordinated campaign effort to educate the public about the dangers of opioid and other drug misuse. The campaign effort included three essential parts:

- A targeted television special on “What Every Family Needs to Know About Opioids,” directed toward families in each Operation Engage region.
- A post-event, real-time Facebook Live discussion with guests from the television special to respond to questions posed by viewers.

Each event examined the opioid epidemic from a local perspective and focused on how this crisis affects schools, families, law enforcement, and healthcare systems. The expert panel answered questions about how opioids affect the human brain, the signs of a substance use disorder, and what recovery choices are available in the state.

Youth Summits

With a focus on youth engagement, two types of school-based education events were created to engage this audience. The first was a pre-produced 35-minute video presentation hosted by a prominent rap artist featuring local advocates and celebrities and made available to schools on demand. This production was titled “The Greater Washington, DC Virtual Youth Summit.” Nearly 5,000 students viewed the program! The second event was a “real-time” program streamed into classroom assemblies around New Hampshire. This live production was conducted from a media production studio in Derry, New Hampshire. Nearly 15,000 students viewed this broadcast!

The National Summit on Opioid Awareness

Presenting Partners: Mark Wahlberg Youth Foundation, OPERATION ENGAGE

In partnership with WPHL-TV **PHL 17**

What Every Family Needs to Know About Opioids You have questions. We have answers.

Tune in to WPHL-TV 17 for a television special, followed by a LIVE discussion online at PHL17 Facebook and DrugFreeUpToMe.org.

MONDAY, NOVEMBER 1, 2021

8PM TV SPECIAL: WPHL-TV | **9PM** LIVE DISCUSSION ONLINE AT: PHL17 Facebook and DrugFreeUpToMe.org

What Every Family Needs to Know About Opioids will examine the opioid epidemic from a local perspective and focus on how this crisis impacts our schools, families, law enforcement and healthcare systems. Our expert panel will answer your questions about how opioids affect the human brain, signs of substance use disorder and what recovery options are available in our state. Community leaders and professionals addressing this deadly disease will share their experience and discuss ways to stop this growing crisis.

Hosted by: **Jennifer Lewis-Hall**, Manager, Community Affairs, Anchor/Producer, 91 Focus and Special Programs, WPHL-TV

Guests Include:

 Shawn R. Ellerman Assistant Special Agent in Charge, U.S. Drug Enforcement Administration, Philadelphia Field Division	 Tamra Williams, PhD Chief Clinical Officer, Community Behavioral Health	 Dr. Jean Wright II, PsyD Deputy Commissioner, Dept. of Behavioral Health and Intellectual/Disability Services and Director, Behavioral Health and Justice Division, Philadelphia	 Rosalind Pichardo Lead Educator, Prevention Point, Philadelphia
 Priya E. Mammen, MD, MPH Emergency Physician and Public Health Specialist	 Brenda Schivito Founder, Angel-Angel Addiction	 Nora Kramer, RN Thomas Jefferson University Hospital	 James Wahlberg Executive Director, The Mark Wahlberg Youth Foundation; Actor, Filmmaker and Author of "The Big House"

Presented by: Mark Wahlberg Youth Foundation, OPERATION ENGAGE

Community Partners: Walmart, GAVIN FOUNDATION

In Partnership with: PHL 17

Learn more at: DrugFreeUpToMe.org



418,267
Views/Households



43,866
Engagements



2,339,000
Impressions

Washington, DC: Opioid Awareness Night Washington Nationals Baseball

The Washington Nationals hosted an “Opioid Awareness Night” on October 1, 2021, when the team played at home against the Boston Red Sox to 32,521 attendees. The event brought awareness to the ongoing opioid crisis in the U.S. and helped promote DEA’s National Prescription Drug Take Back Day on October 23, 2021. The Washington, DC Field Division partnered with the Nationals to create a drug awareness and prevention campaign. Game day radio clips promoted National Prescription Drug Take Back Day and Red Ribbon Week, in addition to inside and digital stadium signage. All of these activities resulted in 30,887,024 impressions.

32.5K
ATTENDEES

30.8M
IMPRESSIONS



SUMMARY

DEA relied on a multimedia approach to launch Operation Engage and share information to the public on local drug threats, local resources, and upcoming events. By far, the most successful media strategy for 2021 were the drug awareness summits produced in collaboration with the Mark Wahlberg Youth Foundation with a combined estimated reach of **2,779,386**.

Although paid media was not available as part of Operation Engage, several divisions used their previous media relationships to continue providing information to the public on drug take back days, One Pill Can Kill campaign, Red Ribbon Week, among others. Other divisions created press releases, accessed free print media in local newspapers, used social media to post field division information and shared community partner’s posts, and worked with radio stations to issue public service announcements about DEA activities.

All efforts combined, the media engagement efforts by DEA reached a significant segment of the population in each of the Operation Engage locations in the midst of the COVID-19 pandemic and under a limited marketing budget.



LESSONS LEARNED

■ LESSONS LEARNED

Several key lessons were learned from assessing Operation Engage Year One implementation in the various locations. Some of the lessons learned were captured from interviews with the field divisions and stakeholders, while others are derived from the data.

1 USE LOCAL EXPERTISE

The Operation Engage locations that were previously established in drug use prevention either through participation in the DEA 360 Strategy or through accessing and supporting local prevention resources saw greater success and buy-in from the community. The field divisions most successful with engagement immersed themselves with local organizations already heavily connected in the drug use prevention community and worked together on a continual basis. This was evidenced by the expansion of networking and partnership opportunities and the level of engagement in all outreach areas. DEA should continue to build upon the expertise of local coalitions who have a depth of knowledge and familiarity in the community and can expand the reach of Operation Engage through their established relationships. Using these relationships to a greater extent will provide more opportunities for reaching the needs of the community.

2. EXPAND MEDIA ENGAGEMENT OPTIONS AND FUNDING

The field divisions and stakeholders both indicated a need to improve the social media presence for Operation Engage. During 2021 many field divisions were not using social media to the extent needed to engage with the community and drive traffic back to the website for further information. Most posts connected to Operation Engage were centered around take back days, Red Ribbon, specific events, or announcing new stakeholders. There were very few dedicated campaigns focused on Operation Engage and what it brings to the areas served. Additionally, many field divisions expressed concerns with only having access to Twitter as the primary media platform since it was not the most commonly used in their areas. The expansion of social media options to more than Twitter would be beneficial for many field divisions to further connect with the community.

Understanding that social media platforms are built upon algorithms to help maintain order and aid in ranking search results and advertisements, DEA should consider dedicating more marketing funding to this effort. Creating targeted ads and campaigns geared directly to the desired audience will have a greater impact on the community and reach a larger demographic of individuals. More funding is needed to increase exposure and reach more people through media channels.

3 EVALUATE COST-BENEFIT SCENARIOS

DEA Headquarters has partnered with several national partners (e.g., CADCA, DEA Educational Foundation) to assist the community outreach and prevention support efforts of Operation Engage and to help the field divisions with meeting the program goals. While all the vendors offer valuable services, some are more effective than others in particular regions.

The cost-benefit ratio for each vendor should be considered before determining use. In some cases, the field divisions felt they could have used their funding in more effective ways and ultimately implemented a variety of different activities having a more significant impact on the community.

Understanding the local community, evaluating existing resources, and determining the needs of the community prior to implementing the programs offered by the national partners is key to long-term success and sustainability. Some community partners believed that Operation Engage was not flexible enough in allowing the field divisions to determine what programs would be the best fit for the community.

DEA should look for options with flexibility in executing the deliverables and the timelines for completion, along with providing field divisions the ability to modify planned events when it does not fit into the community's needs.

4. OVERCOME NEGATIVE PERCEPTIONS

In several Operation Engage locations, the community had an overall negative perception of law enforcement since their only exposure was around an arrest or investigation. Since DEA's primary mission is law enforcement, changing the community perspective has been challenging. The field divisions quickly realized that a stronger effort would be required to gain the trust of the community and realign their perceptions of DEA to not only law enforcement, but also as an outreach arm that can partner with the community to affect change. Overall the field divisions were able to create positive perceptions of DEA in the community by demonstrating DEA's outreach and prevention efforts. One stakeholder commented that the addition of the Community Outreach Specialists to Operation Engage has been instrumental in helping communities to feel comfortable engaging with DEA when they have previously been distrustful of law enforcement. Having DEA personnel engaging with the community outside of a law enforcement capacity has helped calm the negative perceptions of DEA.

5. ENHANCE DATA COLLECTION AND REPORTING

To effectively assess the reach and impact related to all engagement areas, DEA should develop a streamlined approach to reporting and tracking all metrics associated with each engagement area. When reviewing the metric data provided, there were discrepancies related to the categories of events and inconsistencies on the type of information tracked. Additionally, some locations were not tracking specific attendance metrics at events and media engagement tracking was minimal. To be consistent in capturing and reporting data, DEA should provide additional training to the field divisions to make sure that all required data is tracked in the appropriate way to provide an accurate comparative analysis of the program year after year.

COMMUNITY

ENTER



RESOURCES

RESOURCES

Federal Government Agencies

Centers for Disease Control and Prevention

CDC's National Center for Injury Prevention and Control has been a leader in protecting Americans from injury and violence. It works proactively with its partners to track trends, conduct research, raise awareness, and implement prevention programs.

www.cdc.gov/injury/

National Institute on Drug Abuse

NIDA's mission is to advance science on drug use and addiction and to apply that knowledge to improve individual and public health.

www.drugabuse.gov

Office of National Drug Control Policy

ONDCP leads and coordinates the nation's drug policy so that it improves the health and lives of the American people. ONDCP is responsible for the development and implementation of the National Drug Control Strategy and Budget.

www.whitehouse.gov/ondcp

Substance Abuse and Mental Health Services Administration

SAMHSA's mission is to lead public health and service delivery efforts that promote mental health, prevent substance misuse, and provide treatments and supports to foster recovery while ensuring equitable access and better outcomes.

www.samhsa.gov

U.S. Department of Education

ED's Office of Safe and Supportive Schools administers, coordinates, and recommends policy as well as administers grant programs and technical assistance centers addressing the overall safe and healthy school community.

<https://oese.ed.gov/offices/office-of-formula-grants/safe-supportive-schools/>

National Organizations

Community Anti-Drug Coalitions of America

CADCA's mission is to strengthen the capacity of community coalitions to create and maintain safe, healthy, and drug-free communities globally. This is accomplished by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, training, and special events.

www.cadca.org

DEA Educational Foundation

The DEA Educational Foundation is a nonprofit educational organization established in 2001 whose goal is to educate the public on the many costs and consequences of illegal drugs in our society. The Foundation funds the DEAEF Youth Dance Program, which is a free afterschool alternative to drugs through the fun, healthy, and expressive art form of dance.

www.deaeducationalfoundation.org

Elks Drug Awareness Program

The Elks National Drug Awareness Program is the largest volunteer drug awareness program in the United States and is committed to eliminating illegal drug use among all members of society.

www.elks.org/dap

The Mark Wahlberg Youth Foundation

The Mark Wahlberg Youth Foundation's mission is to assist youth to ensure no child is limited or prevented from attaining their lifetime goal or dream due to financial circumstances.

www.markwahlberg-youthfoundation.org

Milken Institute Center for Public Health

The Milken Institute is a nonprofit, nonpartisan think tank focused on accelerating measurable progress on the path to a meaningful life. With a focus on financial, physical, mental, and environmental health, it brings together the best ideas and innovative resourcing to develop blueprints for tackling critical global issues through the lens of what's pressing now and what's coming next.

www.milkeninstitute.org

National Association of State Alcohol and Drug Abuse Directors

NASADAD is a private, nonprofit educational, scientific, and informational organization whose basic purpose is to foster and support the development of effective alcohol and other drug use prevention and treatment programs throughout every state.

www.nasadad.org

National Prevention Network

NPN is a NASADAD component group working to ensure effective and evidence-based tobacco, alcohol, and other drug prevention programs and policies are comprehensive and culturally competent. NPN is comprised of state prevention coordinators who are responsible for substance use prevention systems in each state.

<https://nasadad.org/npn-4/>

Partnership to End Addiction

The Partnership to End Addiction's mission is to transform how the nation addresses addiction by empowering families, advancing effective care, shaping public policy, and changing culture. It empowers families and communities to help prevent and treat substance use disorder and addiction and support recovery for their children and loved ones.

www.drugfree.org



APPENDICES

■ APPENDICES

Appendix A: Methodology

Report Objectives and Methodology

To ensure that the outcomes of Operation Engage are captured in accordance with the constructs of the initiative, a need was identified to develop a report that reflected the essence of all accomplishments and challenges during its first year. Safety Research Corporation of America was contracted to work with DEA, to develop the 2021 Reach and Impact Report that would meet this need by providing an overall understanding of the initiative, metrics identified, and implementation of deliverables.

The deliverables of Operation Engage were evaluated based on incorporating both quantitative (numerical) data from the field division related to actual participation in activities and qualitative (nonnumerical) data that focused on gathering information surrounding the underlying successes, challenges, and motivations around the activities conducted. To evaluate these findings and relate that information to the strategy and goals of Operation Engage, a multilevel approach using location-specific metrics, one-on-one interviews with the Community Outreach Specialist (or designee), and focused interviews with eight community partners supporting the Operation Engage locations were conducted. These methods were implemented to evaluate the reach and impact within each location.

Data Collection

The metrics for each Operation Engage location were captured through:

- Monthly activity reports
- One-on-one interviews and local metric data from the Community Outreach Specialist or designee
- Additional information from DEA Headquarters and national program facilitators (DEA Educational Foundation, Milken Institute Center for Public Health, CADCA, Mark Wahlberg Youth Foundation)

Engagement Activity Compilation

Initially, SRCA asked each Operation Engage location to provide a full list of activities completed in each of the engagement categories (i.e., Stakeholder, Adult/Community, Youth, School, Workplace, and the Citizens Academy). Using the information provided through the monthly activity reports and field division data, SRCA compiled a full list of all completed activities by engagement category.

Field Division Interviews

After compiling all activities by field division, SRCA conducted individual discussions with the Community Outreach Specialist (or field division designee). These discussions focused on a review of the engagement activities along with understanding strategies for engagement, discussing community involvement and events, and the successes/challenges of the program. Due to personnel changes and COVID-19 restrictions, some metrics were unavailable in certain Operation Engage locations.

Supplemental Information

After reviewing information received from the field divisions, SRCA reached out to DEA Headquarters for additional data related to social media and website metrics, original Operation Engage proposals, and national program facilitator data. SRCA contacted each national program facilitator to obtain metric data related to the events and activities completed for each location. Additionally, SRCA received a briefing from the DEA Educational Foundation on the overall program, individual location successes, and challenges encountered.

Analyzing and Interpreting Data

The metrics analysis was conducted using the information obtained through data collection to determine if the following objectives were met:

- Increase in number of public-private partnerships in each location to collaborate on efforts to reduce drug misuse-related problems.
- Increase in community members' awareness of the scope of drug misuse-related problems in that community.
- Increase in engagement by educators and parents in using science-based prevention materials, such as DEA's Operation Prevention, to prevent drug misuse in each location.
- Community stakeholders' development of a formal strategic action plan to decrease drug misuse-related overdoses in each Operation Engage community.

Metrics Analysis

Using the information captured during data collection, SRCA assessed and analyzed the data. For each Operation Engage location, an analysis report was created that included a drug climate background, location-specific information for Operation Engage, and a detailed analysis of each engagement category including reach (where available). Also noted in the analysis were the challenges encountered by the locations along with engagement activities that did not occur as planned. Each analysis highlighted activities of the Operation Engage location to determine successful achievement of the deliverables and its relevance to the objectives of Operation Engage.

Stakeholder Interviews

A series of eight phone-based interviews were conducted during December 2022 and January 2023 with stakeholders identified by each field division and approved by DEA. SRCA developed and provided a list of proposed questions for the interviews to DEA for concurrence. The interviews focused on understanding of the stakeholder's background and role in Operation Engage, significance of Operation Engage activities, increased drug use prevention awareness and impact, lessons learned, future sustainability, and recommendations. Following each interview, it was summarized and a report was provided to DEA.

Research Limitations

SRCA encountered several roadblocks to obtaining quantitative and qualitative information from some locations. During 2021, there were several personnel changes in the contracted Community Operation Specialist role, which led to a lack of available information and metrics during that absence. Also for some locations, media metrics were not being captured and tracked consistently so availability was limited.

Appendix B: Glossary

Average session duration: The total duration of all visits divided by the total number of visits.

Call to action: Aims to persuade a viewer to perform the next step or a certain act immediately.

Click-through: Clicks on a link included in outreach material to a specific digital asset, such as a website. In the case of this effort, click-throughs were links back to the website.

Earned media: Media relies on public or media relations to gain coverage about the event or effort—this may be online or offline.

Frequency: The average number of times a person was exposed to the media asset.

Impact: Short-term and long-term changes on the community as a result of Operation Engage—this may be related to sustainability of the engagement activities.

Impressions: The number of times a user saw your post or ad in their feed. Each network may count this number differently.

Owned media: Content, such as websites or blogs, that the brand or organization controls.

Pages per visit: The total number of page views divided by the total number of visits.

Page views: The number of times a specific webpage is accessed. A page may be viewed multiple times in a single visit.

Potential impressions: Calculated by adding up the total followers of each Twitter author for a specified topic and time period.

Reach: Number of people exposed to the various engagement areas of Operation Engage (e.g., number of people trained, number of youth participants in DEA Educational Foundation youth programs, and the reach/frequency of media engagement).

Visitors: The number of unique individuals who visit the website. Visitors are determined by IP address.

Visits: The number of times the website is accessed.

Appendix C: Metrics

Figure 1. Website Engagement Metrics by Location

OPERATION ENGAGE LOCATION	VISITS	PAGE VIEWS	PAGES PER VISIT	AVG SESSION DURATION
Albuquerque	473	598	1.26	2:36
Anchorage	572	686	1.20	2:35
Baton Rouge	245	330	1.35	2:40
Bay Mills	328	417	1.27	2:57
Los Angeles	606	773	1.28	2:52
Manchester	410	521	1.27	2:52
Miami	297	345	1.16	2:37
Philadelphia	548	688	1.26	2:47
Washington	448	543	1.21	2:34
Wichita	385	553	1.44	3:35
Yavapai County	502	621	1.24	3:14

Figure 2. National Summit on Opioid Awareness

OPERATION ENGAGE LOCATION	TELEVISION SPECIAL (VIEWS/HOUSEHOLDS)	FACEBOOK LIVE (ENGAGEMENTS)	TELEVISION PROMOS (IMPRESSIONS)
Albuquerque	16,420	3,210	374,500
Anchorage	150,000	10,000	300,000
Baton Rouge	15,000	3,500	396,000
Bay Mills	2,500 (1,289 web)	1,025	30,000
Los Angeles			
Manchester			
Miami	39,000	4,700	*unknown
Philadelphia	8,100	7,000	832,000
Washington			
Wichita	17,000	3,600	*unknown
Yavapai County	150,000	9,331	406,500

Figure 3. Youth Summits (The Mark Wahlberg Youth Foundation)

OPERATION ENGAGE LOCATION	VIEWS	ENGAGEMENTS
Manchester	15,000	1,500 (Kahoot)
Washington	5,247	N/A

Figure 4. Social Media Engagement: Twitter

OPERATION ENGAGE LOCATION	POSTS	POTENTIAL IMPRESSIONS	LIKES	RETWEETS
Albuquerque	10	235,440	0	0
Anchorage	13	45,675	13	4
Baton Rouge	10	66,028	16	3
Bay Mills	5	29,941	0	0
Los Angeles	20	209,076	36	14
Manchester	19	24,556	1	0
Miami	11	49,223	0	0
Philadelphia	48	102,105	20	0
Washington	32	103,895	11	1
Wichita	3	1,457	0	0
Yavapai County	5	59,449	0	0

Appendix D: Endnotes

- 1 National Center for Drug Abuse Statistics, Opioid Epidemic: Addiction Statistics. U.S. Department of Health and Human Services data. Opioid Epidemic Statistics. <https://drugabusestatistics.org/opioid-epidemic>
- 2 Substance Abuse and Mental Health Services Administration, 2020 National Survey on Drug Use and Health. <https://www.samhsa.gov/newsroom/press-announcements/202110260320>
- 3 National Institute on Drug Abuse, 2020 Monitoring the Future Survey. <https://monitoringthefuture.org/wp-content/uploads/2022/08/mtf-overview2020.pdf>
- 4 YouthMentor.org, a Red Eye initiative. <https://www.youthmentor.org/thestats>
- 5 National Safety Council, “Drugs at Work: What Employers Need to Know.” <https://www.nsc.org/workplace/safety-topics/drugs-at-work/drugs-at-work-home?>
- 6 National Center for Drug Abuse Statistics, Drug Use Among Youth: Facts & Statistics. <https://drugabusestatistics.org/teen-drug-use/>

Notes



Drug Enforcement Administration

Office of Public Affairs

Community Outreach and Prevention Support Section

community.outreach@dea.gov

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