



Cocoa Police Department
Interoffice Memo



TO: The Department of Children and Families

FROM: Commander Anthony Marchica

DATE: June 16, 2023

SUBJECT: Florida Opioid Settlement Agreement 2022 - 2024

This memo is written to state the Cocoa Police Department's intentions for use of the opioid funds which have been provided to our agency as a result of the Florida Opioid Settlement Agreement.

Under schedule B, section G, Prevent Misuses of Opioids, Number 1, Fund media campaigns to prevent opioid misuse.

- As we know, public awareness and education campaigns play an important role in the fight against addiction. These campaigns provide community members with tools and information about the risks of prescription and illicit opioids use and misuse. It will also communicate treatment resources to prevent or reduce substance use and misuse and overdose deaths.
- Community education has been shown to help dispel common myths about substance use and misuse that perpetuate stigma and discourage people from seeking treatment.
- General media campaigns employ a variety of media (e.g., billboards and print ads, digital-websites, radio public service announcements (podcast), social media, brochures). These types of media can target the community as a whole or can be directed at a specific group. These groups encompass youth, residence in certain geographical areas, and motoring public on major or local streets.

Our intention is to use the funds provided to us to purchase multiple media items to help our agency spread these messages.

- A digital sign board that can be programed to play short video clips and still pictures. This type of media will help inform and educate our targeted audience. This sign board would be capable of being moved from major roadways to local streets, targeting a broad audience. Because it's so visual, digital signage really increases engagement. 63% of people surveyed say digital signage captures their attention, and 59% want to learn more about what's on screen. Digital signs have a recall rate of 83%, and people remember 65% of all information that's visually presented after three days (as opposed to 10-20% of written or spoken information). That's because a third of the brain is devoted to visual processing, and we process visual information 60,000 times faster than text. You can also add movement to messages, capturing even more attention. Digital displays with motion capture 400% more views than static displays.

- Printed media like trifold brochures and other printed media will also aid us in implementation of public awareness and help education community's knowledge regarding illicit substances. This type of printed media will aid is in disseminating truths of the risks associated with their use and misuse.
- Our agency plans on a continuous, ongoing campaign that these items will be used and dispensed at. We have a Community Engagement Unit (CEU) which conducts outreach and education events at local schools, to include public, charter and private institutions, K-12.
- When educating our community's schools, we would like to be able to use training aids such as drug abuse consequence 3D display board, handing out promotion items such as, Drug free shirts, Drawstring backpacks, water bottles, flying discs, etc. These items will be promotional "SWAG" items for our students to take home as a continuous reminder to be drug free.
- Our CEU Unit also organizes and participates in a multitude of community events. Some of these events they participate include:

*National Night Out Community Crime Watch Meetings Christmas Toy Drive
Chief Walks in local neighborhoods Cops & Kids Summer Programs
Back to School supply Drive Red Ribbon Week (Schools) Faith Base Outreach Events*

These are just a small sample of some of the outreach our agency conducts and participates in annually.

- We are also very excited to be able to participate in the DEA's flagship opioid education program, "On Pill Can Kill". We are looking forward to wrapping several of our marked police vehicles to help spread the message throughout our community. We currently have one vehicle wrapped with this message that was donated by another agency. This vehicle has sparked conversation where ever it goes.

Data / Measurement

Currently we are tracking our Narcan usages through our reporting system, New World. In New World, Officers are currently adding an offense type when Narcan is deployed by the officer during an incident. To track the number of Narcan usages we can run a Data Analyst and Mapping Report (DAM) which will total the number of Narcan usages our agency has used during an over dose. Further, we just recently joined ODMAP – HIDTA. This is a new overdose detection mapping system. Our Analyst will be adding data when and where Narcan is deployed by our officers. ODMAP allows us to make notations and drops a pin at the incident location. With this, our agency's analyst will be able to collect the data, show areas where our focus is needed and deploy this information out to our agency during our crime's meetings. With this information, we can target these active areas, develop a plan of action, and deploy the purchased items to help educate this area.

We will measure our success by comparing our overdoes with the previous and current year. Once this is implemented we can run a data analyst to see the impact we have made through our efforts to discourage and prevent misuse of opioids. When we compare the past to the current year we expect to see a decrease in overdoses.

Listed below is a projected list of items we anticipate to purchase with the granted opioid funds received from the grant for our agency. As you may be aware, all of these items fall within the scope of the grant's outline and we look forward to receiving your approval so we may move forward with the purchase of these items as soon as possible, providing a much-needed resource for our community.

Purchase Items:

- Vehicle wraps – 144-2100-521.49-02 – \$8,652.00 (2,800 per vehicle) three SRO's
- Digital sign board – 144-2100-521.64-00 – \$35,000
- Drug Abuse consequence 3D display – 144-2100-521.52-00 - \$518.00.
- Positive Promotion Drug free kit – 144-2100-521.48-00 - \$269.90.
- Positive promotion “Drug free is the way to be” shirts – 144-2100-521.48-00 - \$2,396.00.
- Positive promotion “Dream Big Work Hard Be Drug Free” shirts – 144-2100-521.48-00 - \$599.20
- Positive promotion Drawstring Back pack – 144-2100-521.48-00 - \$678.00
- Positive promotion Mini-sports Ball Assortment pack of 30 – 144-2100-521.48.00 - \$358.50.
- Printed Trifold brochures - \$315.00 (per 1000)

References

CDC (n.d.). *Understanding the Opioid Overdose Epidemic*. Centers for Disease Control and Prevention. [Understanding the Opioid Overdose Epidemic | Opioids | CDC](#)

(n.d.). *What are the benefits of digital signage?* Visix. <https://www.visix.com/resources/blog/what-are-the-benefits-of-digital-signage/>