

Paul Farrow
County Executive

Elizabeth Aldred
Director
Lisa Roberts
Deputy Director



Waukesha County

Department of Health and Human Services

Contact: Nicole Kelly, Public Information Officer
Cell: 414-940-0425
Email: nkelly@waukeshacounty.gov

FOR IMMEDIATE RELEASE
Tuesday, May 7, 2024

WAUKESHA COUNTY PREMIERES FENTANYL CRISIS DOCUMENTARY SERIES

(Waukesha, WI) – In commemoration of National Fentanyl Awareness Day, Waukesha County unveiled a series of short documentary-style videos shedding light on the impact of fentanyl and opioids within the local community. The premiere event took place at the Marcus Majestic Theater on Tuesday, May 7th, 2024.

The initiative stemmed from alarming statistics revealing that more than two-thirds of all drug-related deaths in Waukesha County in 2021 involved fentanyl. In response, County Executive Paul Farrow declared a community health crisis in 2022, launching various efforts to address the epidemic head-on.

"We have to keep talking about this as much as we can because we know it makes a difference," Waukesha County Executive Paul Farrow said. "While we celebrate the impact of our efforts, we remain committed to combat the fentanyl crisis until every individual in our community is safe and supported."

According to the Waukesha County Medical Examiner's Office we will see at least a 20% decrease in overall overdose deaths from 2022 to 2023. 35% decrease from 2021 to 2023.

The series, comprising heartfelt narratives of community members, aims to raise awareness, combat stigma, and amplify community efforts to tackle the crisis.

The videos will be available on the Waukesha County [website](#), YouTube, and social media platforms. Additionally, the stories will be used to create advertisements on local TV and streaming services.

Documentary Series

Loss & Remembrance: Features local parents bravely sharing their heartbreaking stories of losing children to fentanyl poisoning.

Road to Recovery: Captures the inspiring journey of Waukesha County residents on the road to recovery.

Heroes Among Us: Spotlights the heroic efforts of front-line workers addressing the fentanyl crisis in the county.

Waukesha County Battles the Fentanyl Crisis: Discover how Waukesha County is leading the charge against the fentanyl crisis in our community.

In addition to the impactful documentary series, Waukesha County has been diligently implementing a multifaceted approach to address the fentanyl crisis. This comprehensive strategy includes expanding naloxone distribution to equip community members with lifesaving tools, enhancing access to medication-assisted treatment for those struggling with substance use, and pioneering innovative prevention programs. Furthermore, the establishment of an Overdose Fatality Review team will provide invaluable insights into the root causes of overdose deaths, guiding prevention and intervention efforts.

These successes have been made possible through strategic partnerships, data-driven approaches, and proactive community engagement, underscoring Waukesha County's unwavering dedication to safeguarding the well-being of all individuals in our community.

#

For more information about Waukesha County Department of Health & Human Services:

WEB: www.waukeshacounty.gov/HHS

TWITTER: [@WaukeshaCoHHS](https://twitter.com/WaukeshaCoHHS)

FACEBOOK: www.facebook.com/WaukeshaCountyHHS