

# OCEAN COUNTY SUMMER OVERDOSE SPIKE TOOLKIT

A Guide for Reducing Opioid Overdose  
During the Summer Months

2023

PREPARED BY

The Ocean County Health Department  
Department of Substance Abuse,  
Addiction and Opioid Dependency  
175 Sunset Ave  
Toms River, NJ 08754  
[www.ochd.org](http://www.ochd.org) | 732-341-9700



# BACKGROUND

The pervasiveness of fentanyl in the illicit drug supply has contributed to an unprecedented number of fatal and non-fatal overdoses throughout the nation.

Unfortunately, Ocean County, New Jersey has felt and witnessed fentanyl's detrimental effects, as the culture of drug use continues to shift and evolve. To bring awareness to this very serious public health concern and prevent fatalities, the Ocean County Health Department, in collaboration with various influential community stakeholders, have developed the Ocean County Overdose Response Plan. Through the implementation of various prevention strategies, the overarching goal of the Ocean County Overdose Response Plan is to wrap support around those with substance use disorder to prevent and reduce overdose fatalities and save lives.

While performing daily monitoring of Ocean County overdose data for the year 2022, it had been identified that specifically during the summer months of May through August, prime, high-travel tourist locations, such as Seaside Heights and Long Beach Island, are seeing increased overdose activity. In Long Beach Island, there has been a 50% increase in overdose cases for the past two years from May 1 through August 31. Additionally, Narcan administrations have also increased by 50% over the last two years. These recognizable increases initiated important conversations with key community stakeholders to gain further insight as to what is being witnessed in these municipalities.

Anecdotal evidence has suggested that individuals in high tourism locations are frequently overdosing in public places, such as local convenience stores, libraries restaurants and bars. Through various correspondence with local and federal partners, many popular travel destinations experience higher than usual overdose activity during the summer months. The question remains as to whether or not these individuals overdosing are residents of Ocean County or visiting from another geographic location. Regardless, prompt action must be taken in these high burden areas to reduce overdose and save lives. Commonalities for overdose in high tourism municipalities include youth engaging in risk behaviors at local parks at night, counterfeit prescription pills, lack of safe family community events, the lack of availability of Narcan in high traffic public locations where overdoses commonly occur, lack of education, amongst various other reasons.

The Summer Spike Strategy Toolkit will include actionable items for various public entities to implement at their respective location such as: performing frequent checks of public restrooms, the availability and accessibility of Narcan along with proper training and education, the dissemination of a fentanyl awareness media campaigns to raise awareness, providing local bars, restaurants and convenience stores with information and resources relating to overdose and substance use.



# Ocean County Health Department

## TAKE ACTION WITH US! GET NARCAN!

Narcan or naloxone is a life-saving nasal spray that can reverse an overdose from opioids—including heroin, fentanyl, and prescription opioid medications, when given in time. Overdose can happen anywhere, be prepared!

**SAVE A LIFE, CARRY NARCAN.**

**FREE!**

**FOR MORE INFORMATION**  
732-341-9700 Ext: 7233  
www.ochd.org

**ARCH**  
Access to Reproductive Care and HIV Services

**Contact ARCH Nurse:**  
Susan Heil RN, BSN, PHNS  
175 Sunset Avenue  
PO Box 2191  
Toms River, NJ 08754

**Phone:** (732) 341-9700 x.7356  
**Fax:** (732) 341-5461  
**Email:** Sheil@OCHD.org

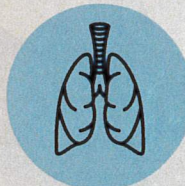
**Free Services Include:**

- HIV services with harm reduction and condom distribution
- Pregnancy testing and referrals for prenatal care
- Referrals for substance use treatment, including MAT
- Overdose prevention education and Narcan training
- STD testing and treatment referrals
- Rapid Hepatitis C screenings
- Hepatitis A/B, Tdap vaccination

### 6 SIGNS OF OVERDOSE:



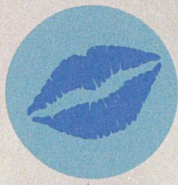
Not Responding



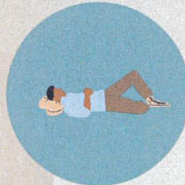
Slow or Not Breathing



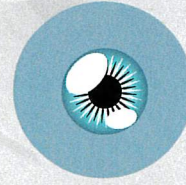
Making Sounds



Blue Lips and Nails



Cold or Clammy Skin



Tiny Pupils

\*If you are unable to drive, or cannot pick up a Narcan kit, attend a free virtual Narcan training and have a Narcan kit mailed to you. For more information e-mail [narcan@utassoc.com](mailto:narcan@utassoc.com)

**ACCESS RESOURCES! SCAN THE QR CODE:**



# Did You Know...

that under the Good Samaritan Law, you are protected from liability when administering Naloxone/Narcan in good faith?

## Good Samaritan Law

According to the New Jersey Department of Law & Public Safety (2023), "The Overdose Prevention Act or "Good Samaritan" law provides witnesses who seek emergency help in overdose emergencies with immunity from arrest and prosecution. A person who in good faith seeks medical assistance (calling 911) for someone experiencing an overdose may not be arrested, charged, prosecuted or convicted for possession or use of drugs or drug paraphernalia. The person who experiences a drug overdose and is the subject of a request for medical assistance is also provided with immunity from arrest and prosecution".

"If you administer naloxone to someone you believe is having an overdose, you will not be liable. If you administer naloxone in an emergency when you believe that another person is experiencing an opioid overdose, you will not be subject to any criminal or civil liability. When you obtain naloxone, be sure to review the patient overdose information provided by your pharmacist".

<https://www.njoag.gov/programs/naloxone/>

# Narcan CAN.

save a life. stop overdoses. make a difference



# BARS/RESTAURANTS



1  
Check bar restrooms frequently for overdose or unusual behavior

2  
Display print materials with the signs of overdose in bar restrooms

3  
Equip bartenders and servers with Narcan and proper training on how to administer



4  
Provide bartenders and servers TIPS\* training to promote safe serving

5  
Have resource directories and treatment pamphlets available at bar

6  
Develop an overdose response protocol and ensure staff are trained on it

**\*TIPS is a responsible beverage serving program that will help you:**


- Become a more attractive job candidate
- Avoid penalties and fines associated with illegal alcohol sales
- Create a safer work environment
- Provide legal protection



**DART Prevention Coalition**  
Taking Aim at Substance Use in Ocean County

To schedule a TIPS training, contact [dart@rwjbh.org](mailto:dart@rwjbh.org)

# OCEAN COUNTY MUNICIPALITIES WITH RESPONSIBLE SERVER ORDINANCES



**Barnegat**  
**Beach Haven**  
**Brick**  
**Lacey**  
**Lakewood**

*\*If your business handles/serves alcohol, you may be required to receive training! Contact your local police department ABC liaison for more specifics.*

# MOTELS/HOTELS/AIR BNB



Overdoses commonly occur in hotel/motel rooms.  
Here's how you can be prepared:

- 1** Stock Narcan in hotel/motel/Air Bnb bathrooms and advertise with amenities information
- 2** Provide OCHD Substance Use Resource Directories and recovery service materials to each patron/family at check-in
- 3** Train hotel/motel staff and Air Bnb property managers in Narcan administration
- 4** Hang educational flyers in each hotel/motel room or Air Bnb displaying the signs of overdose
- 5** Place phone number for "Never Use Alone" by room telephones 800-484-3731 for English | 800-928-5330 for Spanish
- 6** If medications are left behind, dispose of them safely by using police department prescription drop box locations, or a DeTerra pouch. Contact the OCHD for a list of locations or more information! 732-341-9700 Ext: 7233

# LOCAL BUSINESSES

\*In 2021, Ocean County experienced approximately 242 drug related deaths

Did you know..

If you don't know how to obtain Narcan, contact 732-341-9700 Ext: 7233 for more information

Add Narcan to all emergency first aid kits and train staff on administration

Share prescription drop box locations with employees. Contact the OCHD for a list of locations 732-341-9700 Ext: 7233

Ensure staff are aware of the EAP services available to them and encourage their use

Stay alert! Check restrooms and parking lots frequently for overdose or suspicious activity

Contact the OCHD to learn about the Ocean County Overdose Response Plan and overdose spike alerts 732-341-9700 x7233

Be proactive! Know the signs of overdose and how to help

Find out if your town has a municipal alliance to participate in community prevention events 732-341-9700 Ext: 7280

What can you do?

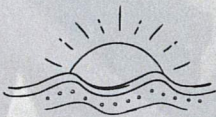




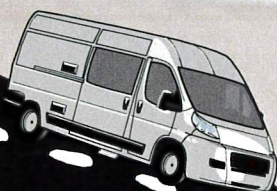
# MUNICIPALITIES



- 1** When developing your summer events calendar, plan, and promote family friendly sober/recovery events!



- 2** Contact your local police department to discuss emerging drug trends, and/or sign up to receive local overdose spike alerts by e-mailing [KReilly@ochd.org](mailto:KReilly@ochd.org)
- 3** If interested in hosting a senior wellness event, or substance use prevention programming/events for any age, contact the OCHD at 732-341-9700 Ext. 7233
- 4** If you would like a mobile van to come to your community promoting recovery and available resources, 3 options are:



- **Hope Sheds Light:** (732) 244-0783
- **Mental Health Association:** (732) 244-0940
- **Ocean County Prosecutor's Office:** (732) 929-2027

# BEACH/POOL LIFEGUARDS



## OVERDOSES CAN HAPPEN ANYWHERE!



Get trained! Know the signs of overdose and carry Narcan!



Familiarize yourself with Ocean County substance use resources. Scan QR code provided!



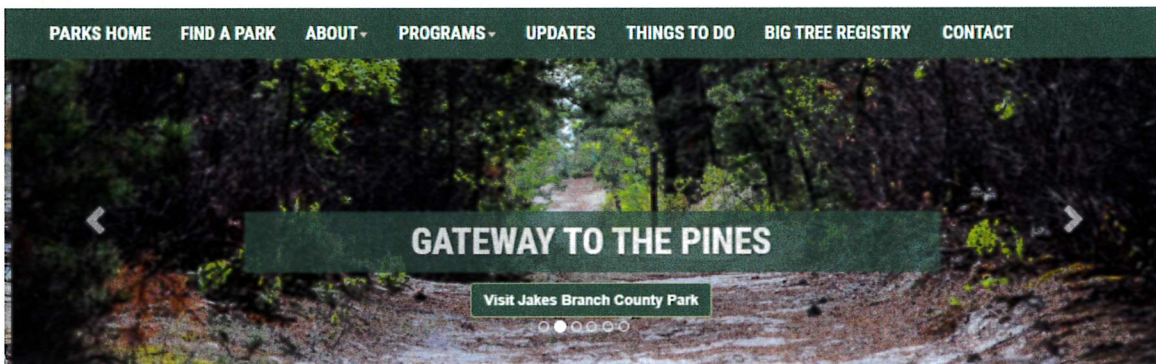
Contact the OCHD at 732-341-9700 Ext: 7233 for more information on Narcan, Narcan training, or for data/statistics regarding the opioid crisis.

[www.ochd.org](http://www.ochd.org)

# OCEAN COUNTY PARKS



DEPARTMENT OF PARKS AND RECREATION



"**Ocean County Parks and Recreation** offers a wide variety of outdoor activities in 27 parks and conservation areas. With over 4,000 acres of preserved and well-maintained land you can enjoy hiking, biking, swimming, canoeing, fishing, ball fields, tennis courts, playgrounds and so much more. With parks from Point Pleasant Beach to Tuckerton you're sure to find an adventure near you." Visit [www.oceancountyparks.org](http://www.oceancountyparks.org) for more information

## EVENTS AND ATTRACTIONS



"**Ocean County** is a premier travel destination along the picturesque and exciting New Jersey Shore. A short drive south of NYC, East of Philadelphia and north of Atlantic City, our region offers an abundance of choices to please the most discerning vacationers. From historic sites and romantic escapes, to family fun and adventure, Ocean County's experiences draw visitors back time and time again."

Visit [www.oceancountytourism.com](http://www.oceancountytourism.com) for more information

# SUMMER PROGRAMMING

Programs can be tailored to meet the needs of a specific group or audience.

## **Substance Abuse and Prevention Programming (Youth)**

- #DRUGCODE
- Drugs are not Candy
- Escaping Vaping
- FOOTPRINTS for LIFE\*
- Oh the Places You'll Go
- Poison Prevention
- Power to be Drug Free
- Unique You\*
- We're Not Buying it 2.0\*

## **Substance Abuse and Prevention Programming (Adult and Senior)**

- Drugs 101
- WISE (Wellness Initiative for Senior Education)\*
- Shore to Age Well: Medication Management and Alternatives

\* - Evidence-based curriculum

For more information, e-mail [healthed@ochd.org](mailto:healthed@ochd.org)

# COMMUNITY PARTNERS



*Ocean County*  
NEW JERSEY

**RWJ Barnabas**  
HEALTH



**DART Prevention Coalition**  
Taking Aim at Substance Use in Ocean County

**Institute for  
Prevention  
and Recovery**

**RWJ Barnabas**  
HEALTH



**Mental Health  
Association in  
New Jersey, Inc.**


Proud Affiliate of Mental Health America



**PREFERRED**  
BEHAVIORAL HEALTH GROUP

An Oaks Integrated Care Affiliate

# SUPPORT GROUPS

We're here for you. 

Please join us for one of our upcoming support group meetings.

## **Healing Hearts**

Thursdays from 6pm-7pm at  
253 Chestnut Street, Toms River, NJ

A grief and bereavement support group for anyone that lost someone to substance use disorder. This is a safe, confidential place to go to know you are not alone and support is available. We will be meeting in-person, preregistration is encouraged to secure your spot.

For more information, please email  
[Nancy@HOPEShedsLight.org](mailto:Nancy@HOPEShedsLight.org).

## **Family Support Meetings**

Tuesdays from 6:00pm-7:30pm at  
253 Chestnut Street, Toms River, NJ

Join us for Family Support Meetings at HOPE Sheds Light. Our weekly meetings focus on recovery for individuals and the entire family.

For more information, please email  
[Nancy@HOPEShedsLight.org](mailto:Nancy@HOPEShedsLight.org).



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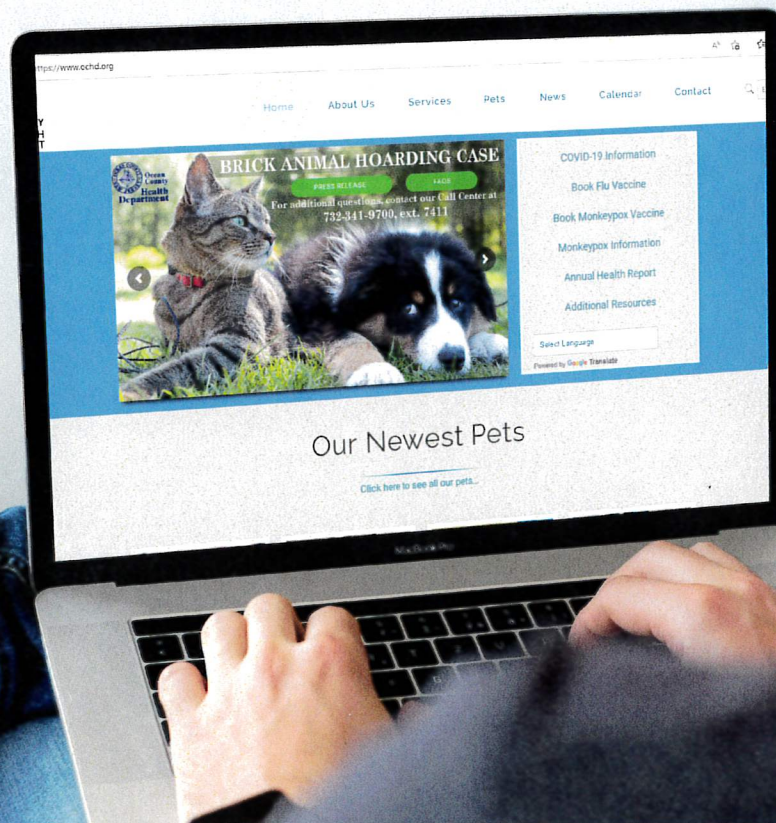
Gary Quinn

Joseph H. Vicari

# QUESTIONS? CONTACT US.

Kimberly Reilly, MA, LPC  
County Alcohol and Drug Coordinator

KReilly@ochd.org



# www.ochd.org

