

Hennepin County

Overview for Municipalities

Opioid Response

December 17, 2025





Agenda

Welcome

Lolita Ulloa

Overview

Lolita Ulloa

Strategy

Julie Bauch

Data

Heather Herrmann and Julie Bauch

Budget

Lolita Ulloa

Partnerships and Community Engagement

Lolita Ulloa and Katelynn Ogunfolami

Community Provider Reflections

Heather Herrmann and Katelynn Ogunfolami

Media Campaign

Eloho Urhieyovwe and Bo Lopez

Naloxone

Meg Thomas

Open Forum for Municipality Representatives

Our Team

Opioid Response Executive Leadership



Lolita Ulloa
Director System Design



Julie Bauch
**Senior Strategist Opioid
Response**



Heather Herrmann
Principal Admin Assistant



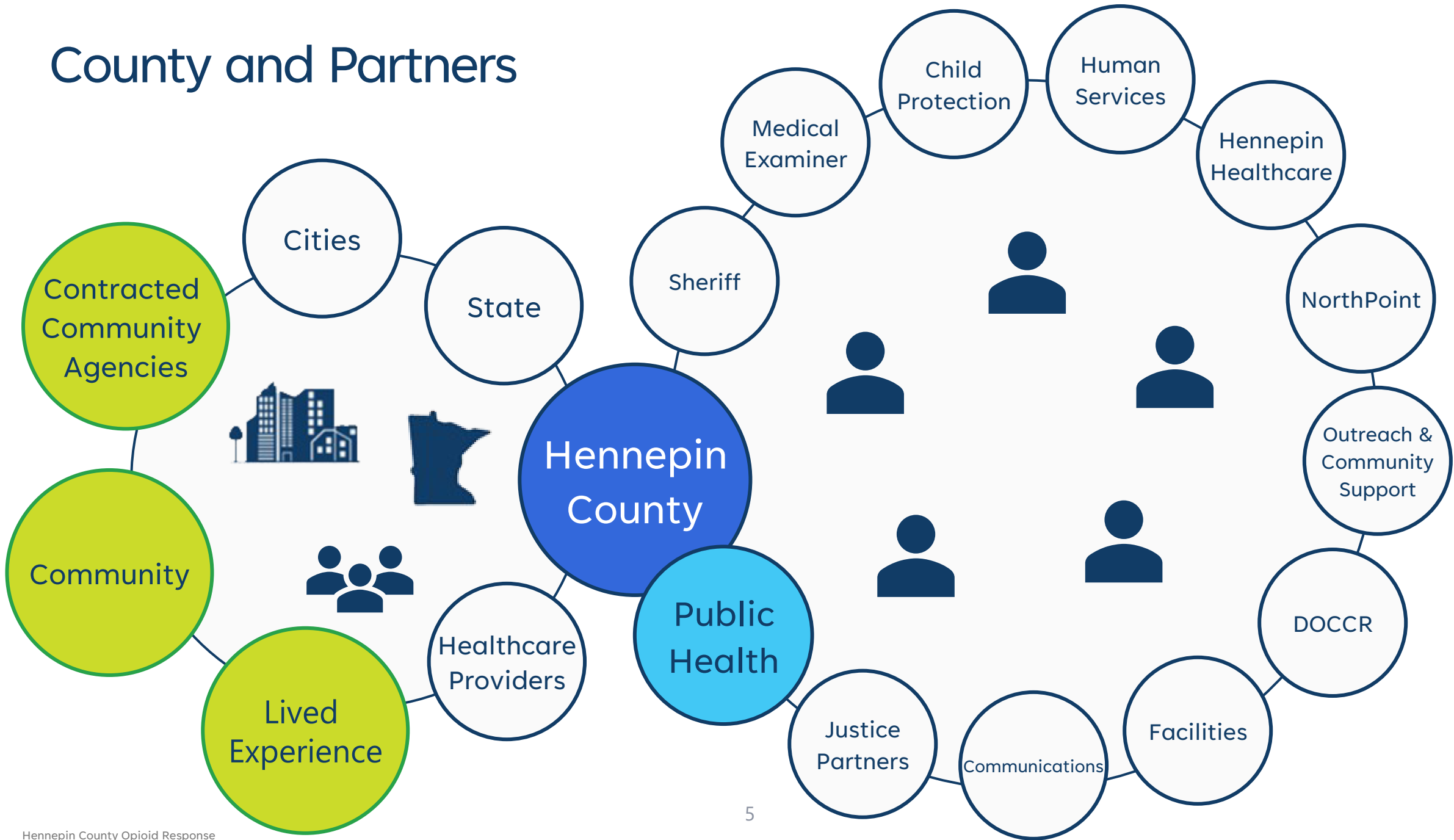
Katelynn Ogunfolami
Senior Admin Assistant

Extended Opioid Leadership Team

- Behavioral Health
- Budget and Finance
- Communications
- Contract Management
- County Attorney
- Data and Analytics
- NorthPoint Health and Wellness Center
- Outreach and Community Supports
- Public Health
- Sheriff
- Strategic Planning and Initiatives



County and Partners

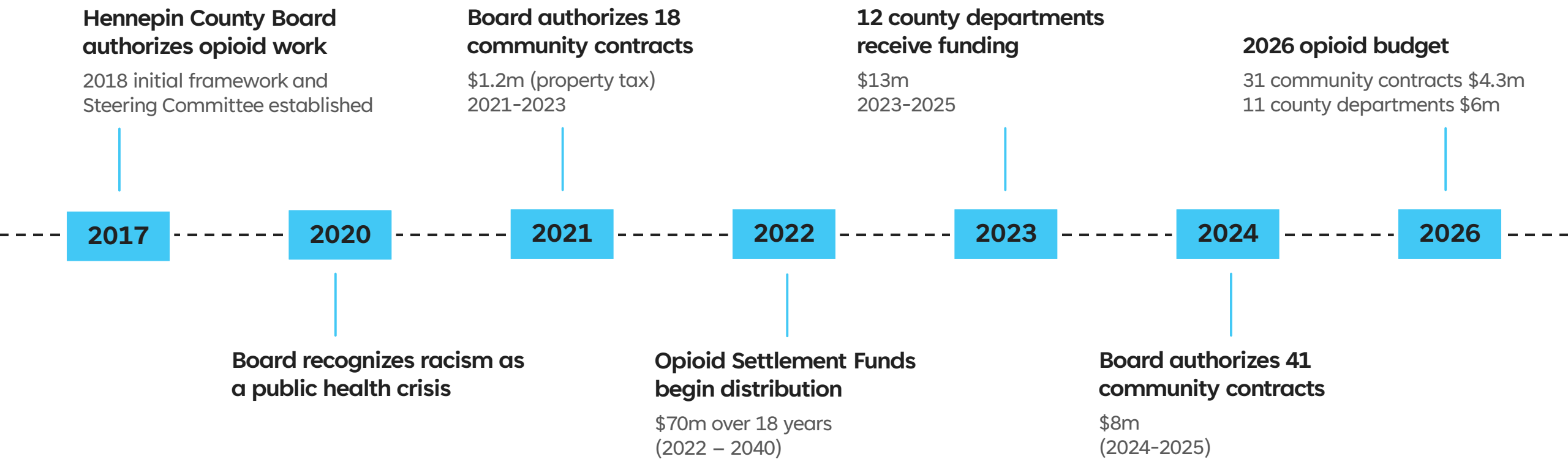


Opioid terms

- Fentanyl: synthetic opioid
- OUD: opioid use disorder
- SUD: substance use disorder
- MOUD: medication for opioid use disorder
 - Suboxone
 - MAT: medically assisted treatment (interchangeable with MOUD)
- Naloxone: opioid overdose reversal medication
 - Narcan is common brand name for naloxone



History of Opioid Response



Hennepin County Opioid Response

Mission statement

Save lives, reduce disparities, and heal people and communities by preventing and treating opioid use

Guiding principles

Save lives

Evidence & data driven

Invest in youth

Focus on racial equity

Transparency & inclusion



Prevention

Prevent spread of opioid crisis



Response

Avert overdose deaths



Treatment & Recovery

Provide evidence-based treatment and recovery services

Opioid Advisory Committee

Members

- People with lived experience
- Community members
- Hennepin County staff
- City and State representatives
- Community contracted organization representatives

Scope of Committee

- Provides input on County Opioid Framework
- RFP panel evaluators
- Active discussion and participation
- Quarterly Meetings

Hennepin Opioid Website

- Community events and services
 - Syringe services and harm reduction program calendar
 - [Opioid events calendar](#)
 - Send us your organizations events to be included: [Submission link](#)
- Hennepin response overview
 - [Stakeholder engagement report](#)
 - Services breakdown
 - White papers
- Information and resources
 - Safe storage and disposal
 - Overdose response and harm reduction
 - Treatment and recovery
- Data dashboards

Hennepin.us/
opioid

Opioid Data

Hennepin County Opioid Related Data Dashboards

- [Hennepin County opioid related deaths](#)
- [County emergency and hospital visits, substance involved](#)
- [Health Trends Across Communities in Minnesota | Minnesota EHR Consortium](#)
- **Dashboard comparison:** The following document helps explain when to use the Substance involved emergency and hospital visits dashboard and when to use the HTAC dashboard:
 - [Substance use-related healthcare / HTAC data comparison](#)
- [Hennepin Waypoint](#) – Resource hub detailing providers, community resources, GIS/mapped service location

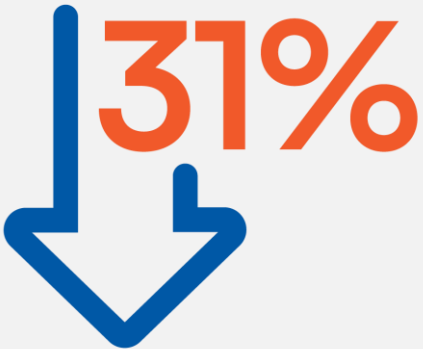
Opioid Data

State data dashboards and information

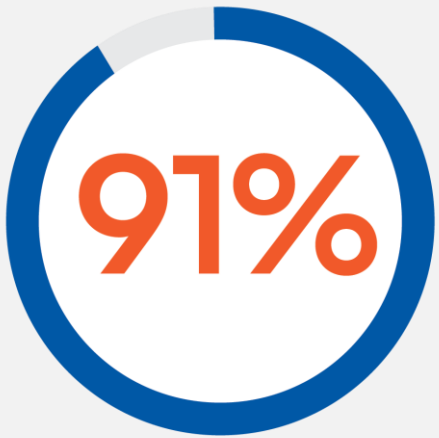
- [Monthly Syndromic Surveillance Drug Overdose Dashboard – MN Dept. of Health](#)
- [Monthly Fatal Overdose Snapshot – MN Dept. of Health](#)
- [Minnesota Opioid Epidemic Response Spending Dashboard / Minnesota Management and Budget \(MMB\)](#)
- [Opioid Settlement Payment Amounts – MN Attorney General](#)

2024 Hennepin County opioid snapshot

Opioid death dashboard



Decline in deaths



**Deaths involving
fentanyl**

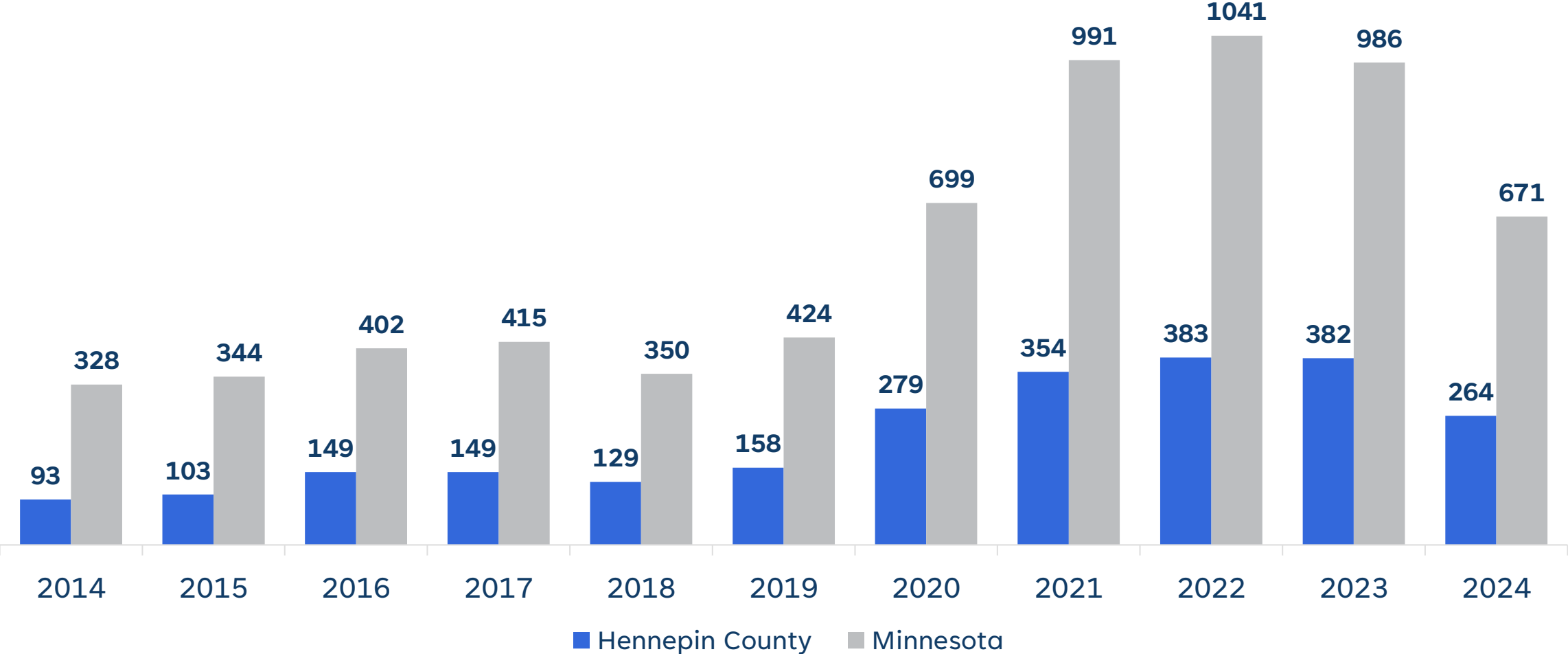
Substance use dashboard



**Decline in NFOD
hospital visits**

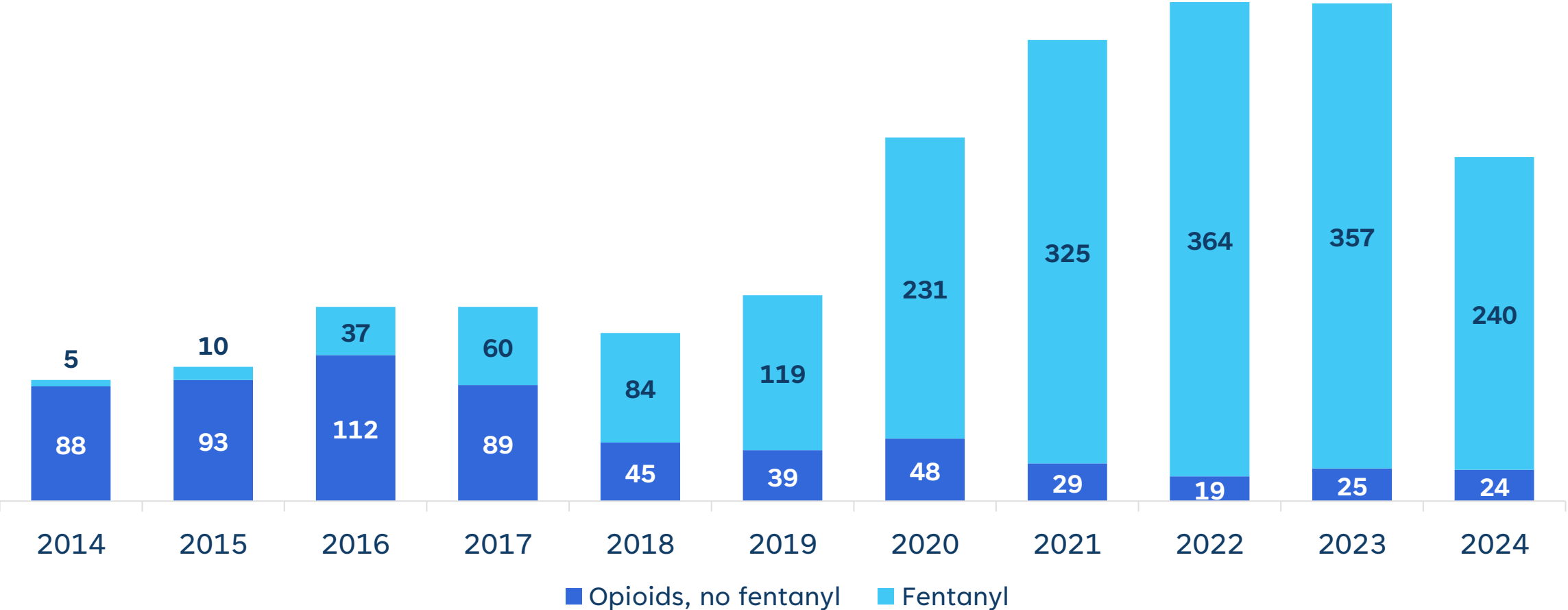
Opioid-related deaths

Hennepin County and Minnesota 2014-2024



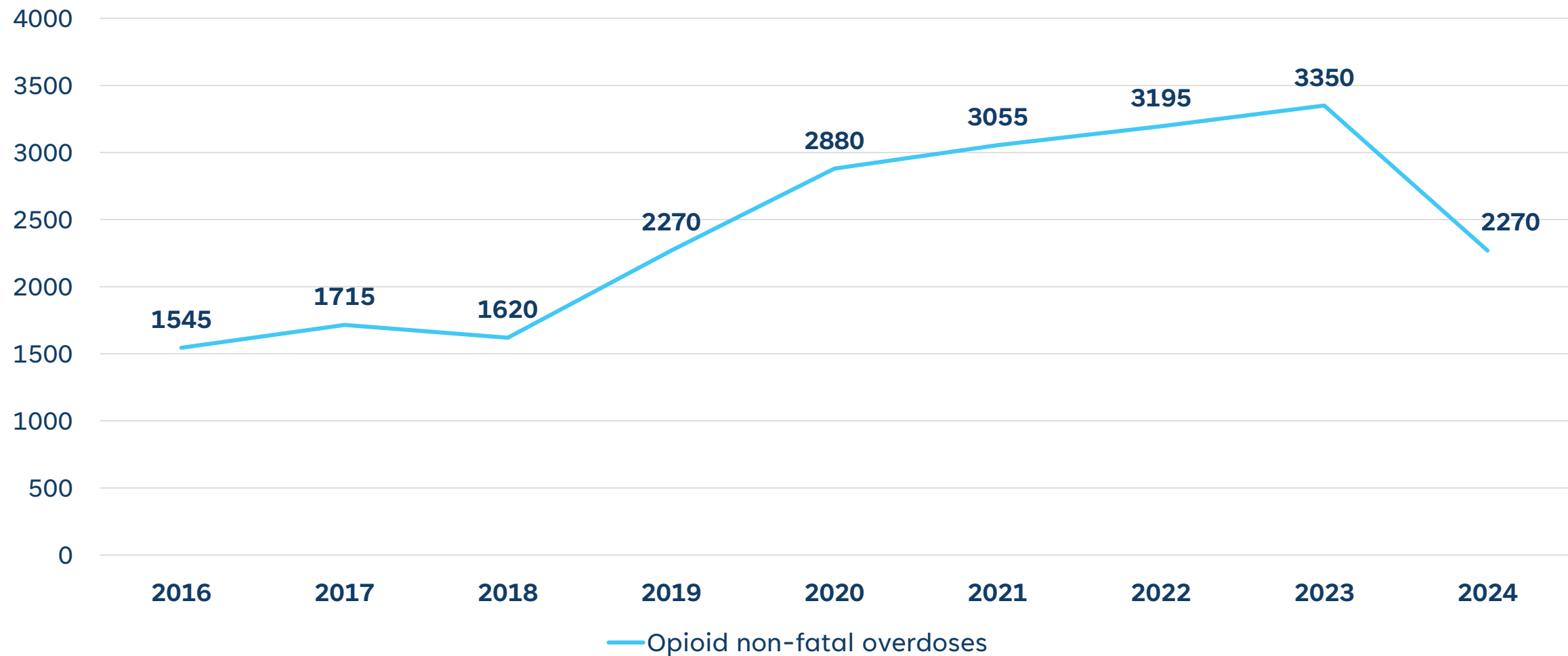
Opioid-related deaths and fentanyl

Hennepin County 2014-2024



Annual opioid involved hospital visits – non-fatal overdoses

Hennepin County 2016-2024



Budget

Opioid Settlement Funds

- County to receive \$70 million over 18 years (2022 – 2040)

Financial status

- \$27 million received
- As of December 10, 2025

Spending strategy

- County provided services
- Community provided services

Settlement MOA – List of opioid remediation uses

Treatment

Treat Opioid Use Disorder

Support people in treatment and recovery

Connect people who need help to the care they need

Address the needs of criminal justice-involved persons

Address the needs of the perinatal population

Prevention

Prevent over prescribing and dispensing of opioids

Prevent misuse of opioids

Prevent overdose deaths and other harms (harm reduction)

Other Strategies

First responders

Leadership, planning, and coordination

Training

Research

Postmortem

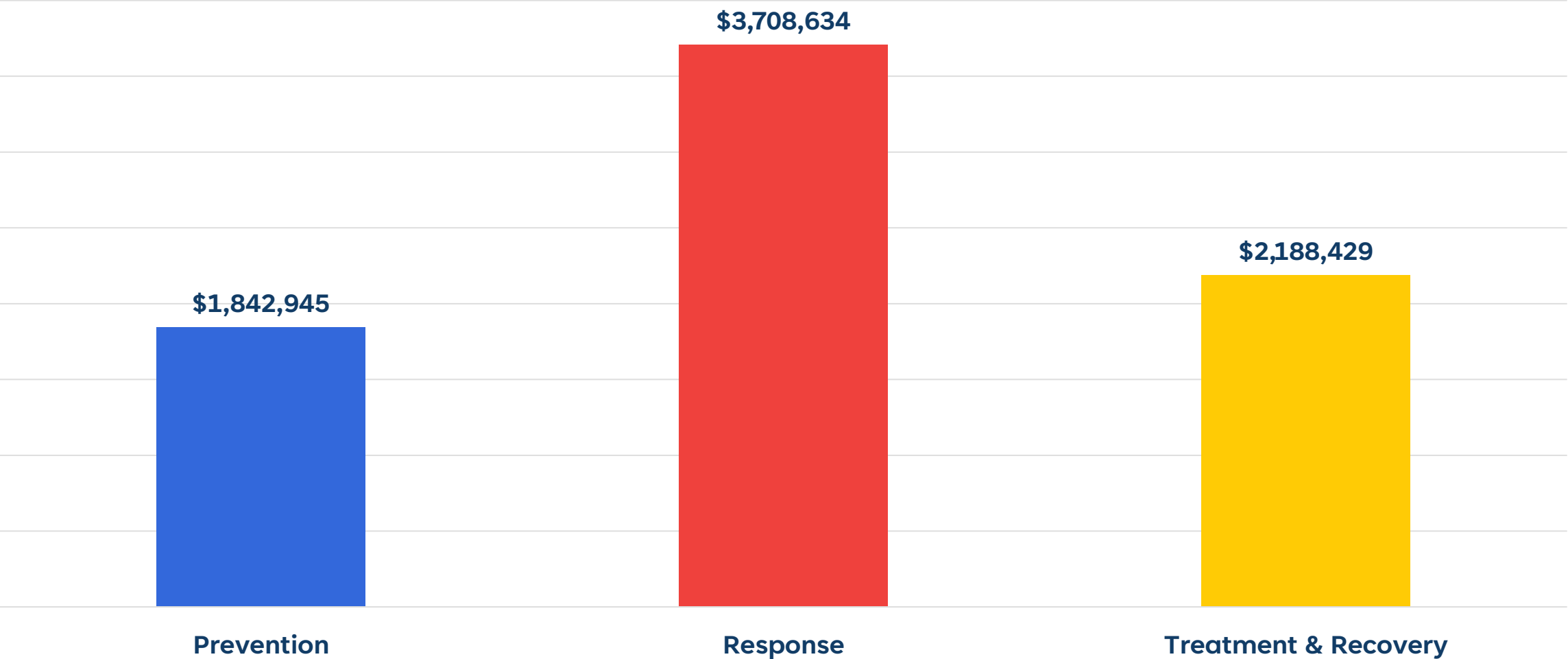
Grants and sustainability

- MDH – African American Communications
\$400,000, 4 years
- COSSUP/DOJ
\$1.6m, 3 years
Contract with Indigenous People's Task Force
HCMC jail medical team, Sheriff's Office, naloxone purchase

- State East African Youth Peer Recovery Specialist Appropriation
\$500,000, 2 years
East African organization – contract negotiations in progress
- Grant application in progress
\$650,000, 3 years
Contract with American Indian organization

Opioid settlement funds spending by pillar

County provided services 2022-2025

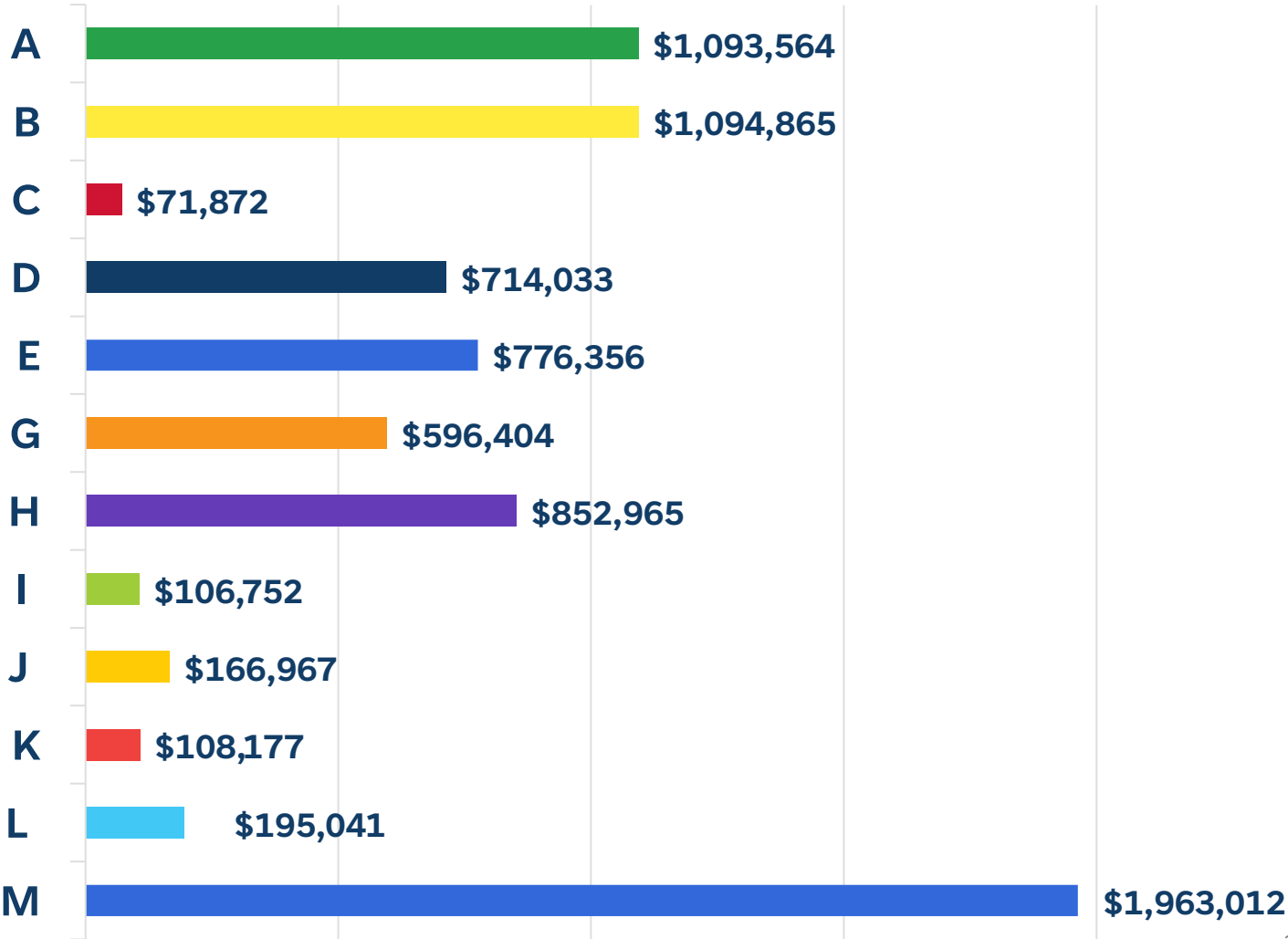


Opioid settlement funds spending by MOA Category

County provided services 2022-2025

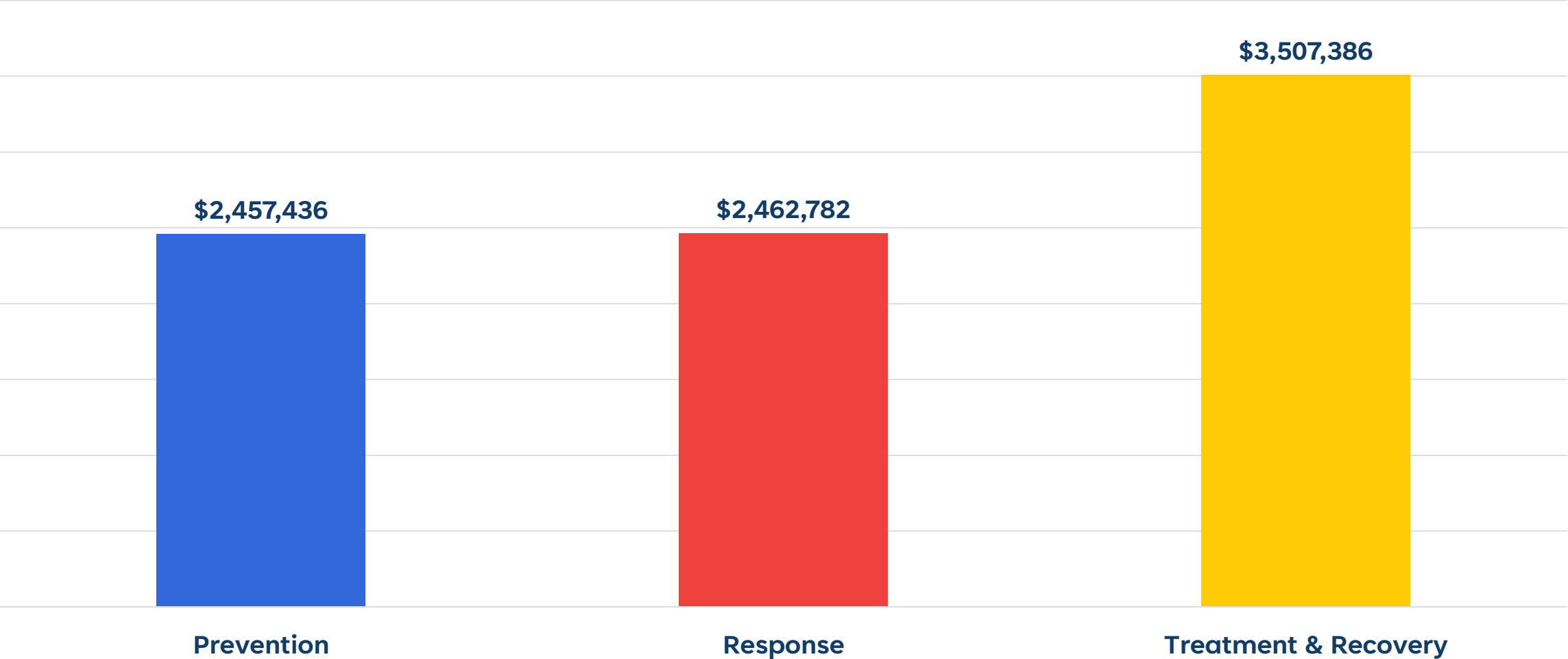
MOA CATEGORY KEY

- A. Treat opioid use disorder
- B. Support people in treatment and recovery
- C. Connections to care
- D. Address needs of criminal justice involved
- E. Address needs of perinatal population
- G. Prevent misuse of opioids
- H. Prevent overdose deaths (harm reduction)
- I. First responders (law enforcement)
- J. Leadership, planning, coordination
- K. Training
- L. Research (data)
- M. Postmortem



Opioid settlement funds spending by pillar

Community provided services 2022-2025



Opioid settlement funds spending by MOA Category

Community provided services 2022-2025

MOA CATEGORY KEY

A. Treat opioid use disorder

B. Support people in treatment and recovery

C. Connections to care

D. Address needs of criminal justice involved

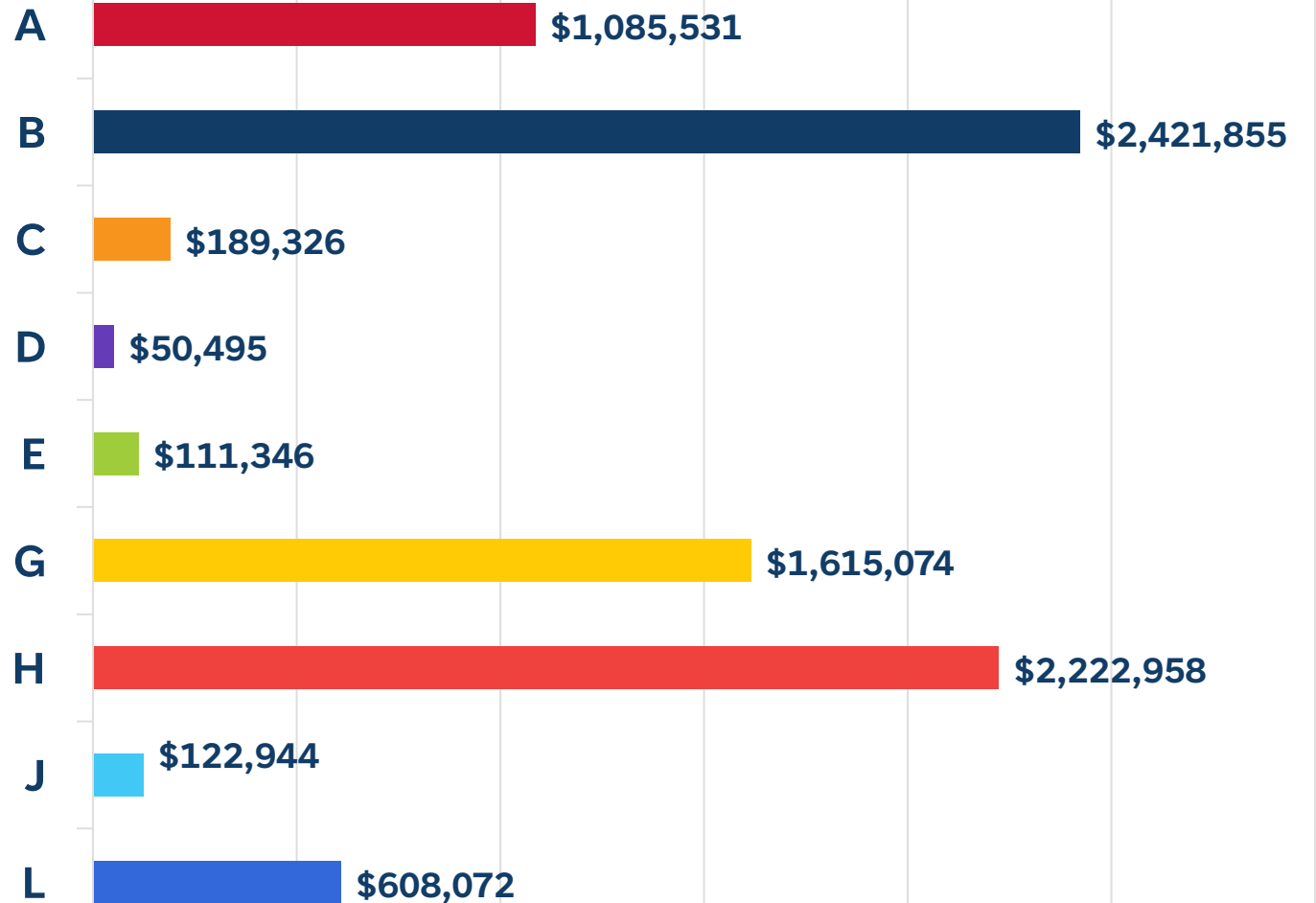
E. Address needs of perinatal population

G. Prevent misuse of opioids

H. Prevent overdose deaths (harm reduction)

J. Leadership, planning, coordination

L. Research (data)



Community Services

2026 Budget: \$4.3 million

\$1.23m

African American organizations

- Men
- Youth

\$1.23m

American Indian organizations

- Women
- Urban population

\$1.89 m

Other priority populations

- Hispanic
- People leaving incarceration
- Somali/East African
- Asian
- In need of harm reduction
- Supportive housing for people with OUD
- Poly substance use, esp. methamphetamines and cocaine
- Data and research
- Youth
- Pregnant people
- LGBTQIA+
- In suburban settings
- Unsheltered homeless

- 31 contracts in negotiation
- January 1 through December 31, 2026
- Data driven priority populations

Suburban Organizations

2024 – 2025 Community providers

- Alliance Wellness Center
- Bloomington Public Schools
- Change, Inc.
- Change the Outcome
- Community Access for New Immigrants and Refugees (CANIAR)
- Dar Al Qalam Cultural Center
- HueMan- Conversaciones con la Comunidad

- Lao Assistance Center
- MN Prevention & Recovery Alliance
- RS Eden
- Steve Rummier HOPE Network
- Turning Point
- Wayside Recovery Center

Hennepin County Cities

Receiving OSF

- Bloomington
- Brooklyn Center
- Brooklyn Park
- Eden Prairie
- Edina
- Maple Grove
- Minneapolis
- Minnetonka
- Plymouth
- Richfield
- St. Louis Park

All Cities

- Champlin
- Corcoran
- Crystal
- Dayton
- Deephaven
- Excelsior
- Golden Valley
- Greenfield
- Greenwood
- Hanover
- Hopkins

- Independence
- Long Lake
- Loretto
- Maple Plain
- Medicine Lake
- Medina
- Minnetonka Beach
- Minnetrista
- Mound
- New Hope
- Orono

- Osseo
- Robbinsdale
- Rockford
- Rogers
- Shorewood
- Spring Park
- St. Anthony
- St. Bonifacius
- Tonka Bay
- Wayzata
- Woodland

[Opioid Settlement Payment Amounts - MN Attorney General](#)

Jurisdictional Coordination: Cities, Counties and State

Coordination with cities

- Minnetonka Summit (Dec 2024)
 - Eden Prairie, Edina, Hopkins, St. Louis Park partners
- Maple Grove Summit (Early 2026)
 - Brooklyn Park, Osseo Public Schools partners
- Minneapolis naloxone vending machines (3)
- Champlin PD embedded SW (2024)
- Maple Grove drug spectrometer (2025)

Regular Coordination Meetings

- Health Department Cities
 - Bloomington, Edina, Minneapolis, Richfield
 - Meetings with health department leaders
- Settlement Cities
 - 11 Hennepin cities receiving separate OSF from MOA
 - Meetings with identified opioid contacts
- All cities
 - 45 cities in Hennepin County
 - Meetings with identified opioid contacts
- 7 County Metro
 - Meetings with opioid partners in 7 county metro public health departments

Community Engagement



- [Stakeholder Engagement Report 2024](#)
- Opioid Advisory Committee
 - People with Lived Experience Committee
- Outreach and Community Supports
 - Community Engagement Specialists
- RFP panel evaluators
- Penn and Lowry N. Minneapolis
- Metro Urban Indian Directors (MUID)
- Community Opioid Response Forums:
 - East African (October 2024)
 - African American (April 2025)
 - American Indian (October 2025)

Community Providers Reflections



“We are proud of and grateful for the opportunity to continue serving and supporting Hennepin County Residents. From fostering trusting relationships during outreach to supporting individuals in treatment or judicial processes.”

African American Survivor Services





“We are extremely proud of our annual Youth Summit at Augsburg University that brings together subject matter experts with young people, parents, and other community members to discuss mental health and substance use challenges confronting youth and families.”

Daryeel Youth Services

“In 2024 and 2025, we continued to train family medicine resident doctors in prescribing medications for opioid use disorder (MOUD) and provided care coordination support for patients.

We expanded our pilot contingency management program for patients initiating MOUD treatment.”

Broadway Family Medicine, University of Minnesota





“We are very proud of our culturally responsive, comprehensive services for women accompanied by their children including children’s case management, parenting education and support, reunification support, early child development screening, and more”

Wayside Recovery Center

“In 2024 and 2025, we are proud to have increased harm-reduction and prevention services, naloxone access and knowledge to youth in Hennepin County, and outreach efforts—helping more residents of Hennepin County receive the support they need.”

Lao Assistance Center of Minnesota





Twin Cities Recovery Project

Communications Campaign

Right Now for Radical Futures

Funding

- MDH grant
 - African American resident communications

Development

- Ad Agency: Blackbird Revolt
- Focus groups
 - 25 participants, 3 sessions





MAJOR THEMES NAMED BY COMMUNITY

Understanding the Issue

Cultural Perspectives

- The Ideal Victim / Why now is it an issue? [racism]
- Too Cool / Popularized
- Poverty-Related

Healthcare Failures

- Lack of Education
- Lack of Options
- Stereotyping
- Disability Burnout

Criminalization

- Protection/safety concerns
- People can be discarded / issue can be ignored

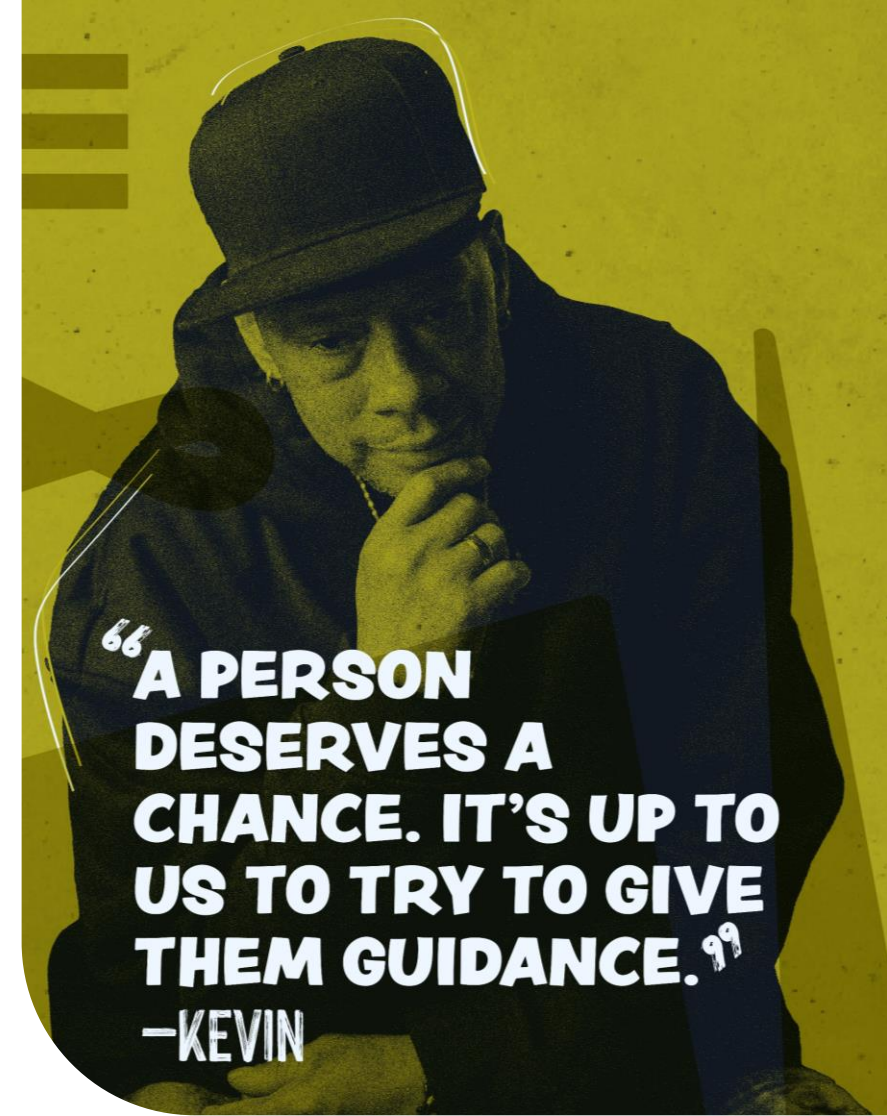
Empowerment

- Access to other options
- You can get treatment / help
- Resources

Campaign

- [Right Now for Radical Futures](#)

- Hennepin.us/right-now
- Treatment & recovery options
 - Culturally relevant
 - Hennepin County clinics
 - Community locations
- Billboards, transit, social media, radio, print
- September 2025 – June 2026



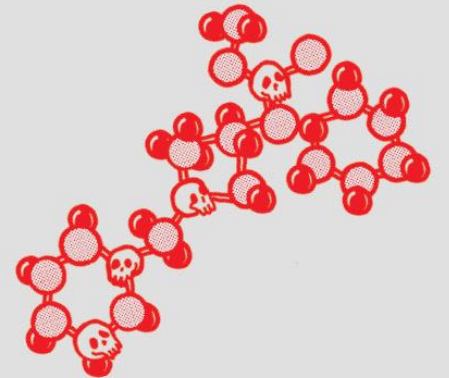
Communications Campaign

Real Deal on Fentanyl & Drop the F* Bomb

- 2 Campaigns from The Ad Council
 - \$72,000
 - April 2024 – April 2025
 - 14 million views
 - 48k clicks

2 milligrams of
fentanyl is considered
a potentially lethal
amount.

That's about the size of
a few grains of sand.



Communications Campaign

Indigenous People's Task Force

- 15 Native youth interns
- 11 bus shelters and bus wraps
- Cultural resiliency and generational healing
- Support line is active



Naloxone

Community Providers

2024

MDH grant & OSF
37k+ doses

2025 Q1 – Q3

OSF
53k+ doses



Hennepin County Departments

2024

OSF
9k+ doses

2025 Q1 – Q3

OSF
8k+ doses

Clinical Services

- Healthcare for the Homeless
- NorthPoint Health and Wellness
- Red Door Clinic

Public Safety and Law

- Community Corrections and Rehabilitation
- Safety and Security
- Sheriff's Office

Countywide

- Employee Voluntary Use Policy

Red Door Clinic 2025

- 900+ clients served
- 1,200+ overdoses reversed (self-report)
- 7k+ Nasal doses
- 3k+ Intramuscular (IM) doses



Naloxone Vending Machine Partnership

City of Minneapolis

Purchased vending machines (3 total)

Hennepin County

Purchases naloxone for 2 vending machines

Minneapolis Fire Department

Station 5 and Station 14

2k+ doses (May – Oct 2025)



Naloxone

Sustainability

COSSUP Grants

- Sheriff's Office: 15k+ doses purchased
- Opioid Response: 10k+ doses purchased

Decreased reliance on Opioid Settlement Funds

- State Naloxone Portal availability and grants

Initiatives

Naloxone Box at Franklin Library

- Partnership with Native American Community Clinic (NACC)

Probation site naloxone pilot

- Naloxone offered at 10 county sites
- State Naloxone Portal purchase by Community Corrections and Rehabilitation

Recreational drug use outreach

- Fentanyl test strip and naloxone distribution
- Partnering with bars, restaurants



Looking ahead

Evaluating programs

- Sustainability
- Reduce overdose deaths

Restructure strategy

- Relevant
- Timely
- Data driven

Budget Forecast

- 2027 is challenging
- Federal landscape

Opioid Response

Municipalities Open Forum

Seeking input from cities on use of Settlement Funds and additional areas of collaboration

City officials, please put the following into the Q&A:

- Name
- City
- Role
- City email address (for any needed follow up)
- Your question / comment

Thank you

hennepin.us/opioid

OpioidResponse@hennepin.us

Lolita Ulloa

Director

Julie Bauch

Senior Strategist

Heather Herrmann

Principal Admin Assistant

Katelynn Ogunfolami

Senior Admin Assistant

Vernona Boswell

Director, Outreach and Community Support

Eloho Urhieyovwe

Communications Specialist

Bo Lopez

Communications Specialist

Meg Thomas

Naloxone Coordinator

Andrew Murray

Data Analyst

