

Hennepin County

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# Overview for Municipalities

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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



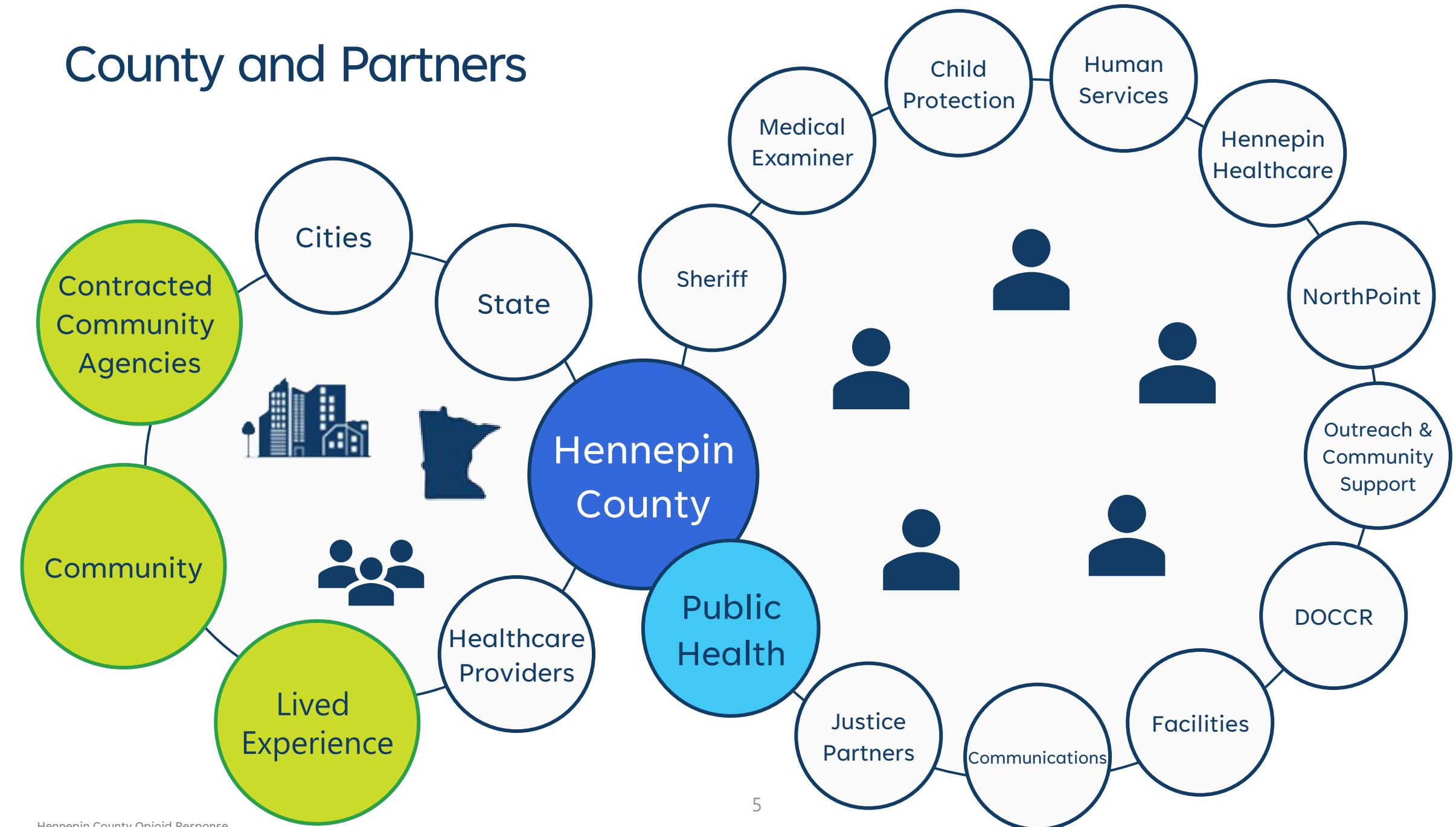
**Katelynn Ogunfolami**  
Senior Admin Assistant

# 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 Board authorizes opioid work

2018 initial framework and Steering Committee established

## Board authorizes 18 community contracts

\$1.2m (property tax)  
2021-2023

## 12 county departments receive funding

\$13m  
2023-2025

## 2026 opioid budget

31 community contracts \$4.3m  
11 county departments \$6m

2017

2020

2021

2022

2023

2024

2026

Board recognizes racism as a public health crisis

Opioid Settlement Funds begin distribution

\$70m over 18 years  
(2022 – 2040)

Board authorizes 41 community contracts

\$8m  
(2024-2025)

# 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

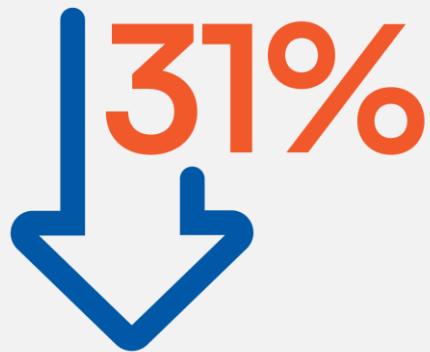
# Opioid Data

## State data dashboards and information

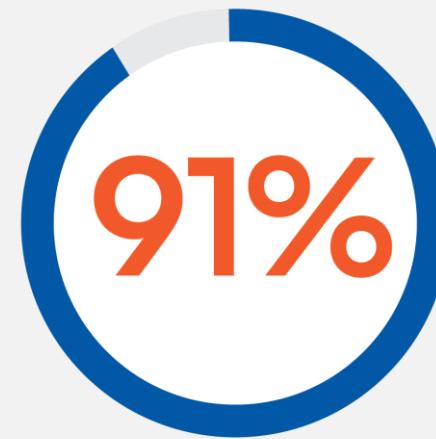
- [Monthly Syndromic Surveillance Drug Overdose Dashboard - MN Dept. of Health](#)
- [Monthly Fatal Overdose Snapshot - MN Dept. of Health](#)
- [Minnesota Opioid Epidemic Response Spending Dashboard / Minnesota Management and Budget \(MMB\)](#)
- [Opioid Settlement Payment Amounts - MN Attorney General](#)

# 2024 Hennepin County opioid snapshot

## Opioid death dashboard



Decline in deaths



Deaths involving  
fentanyl

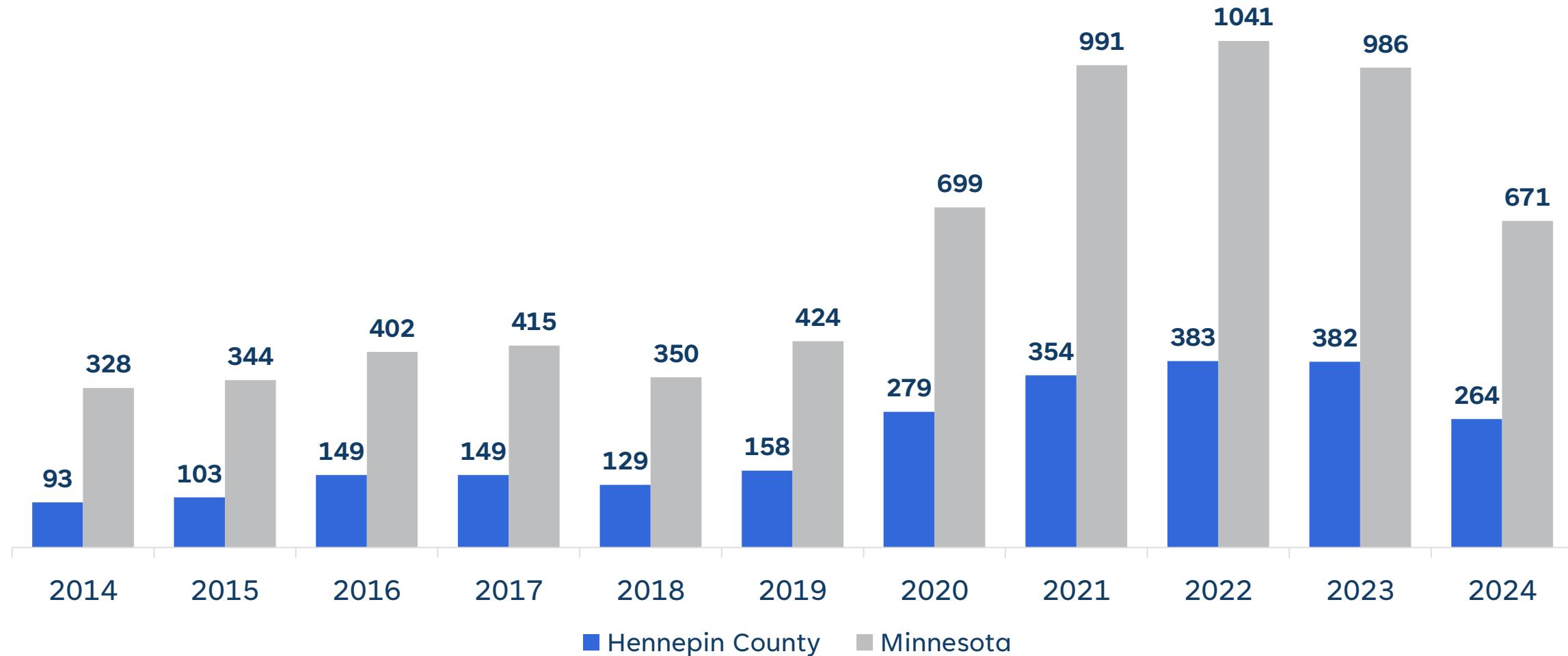
## Substance use dashboard



Decline in NFOD  
hospital visits

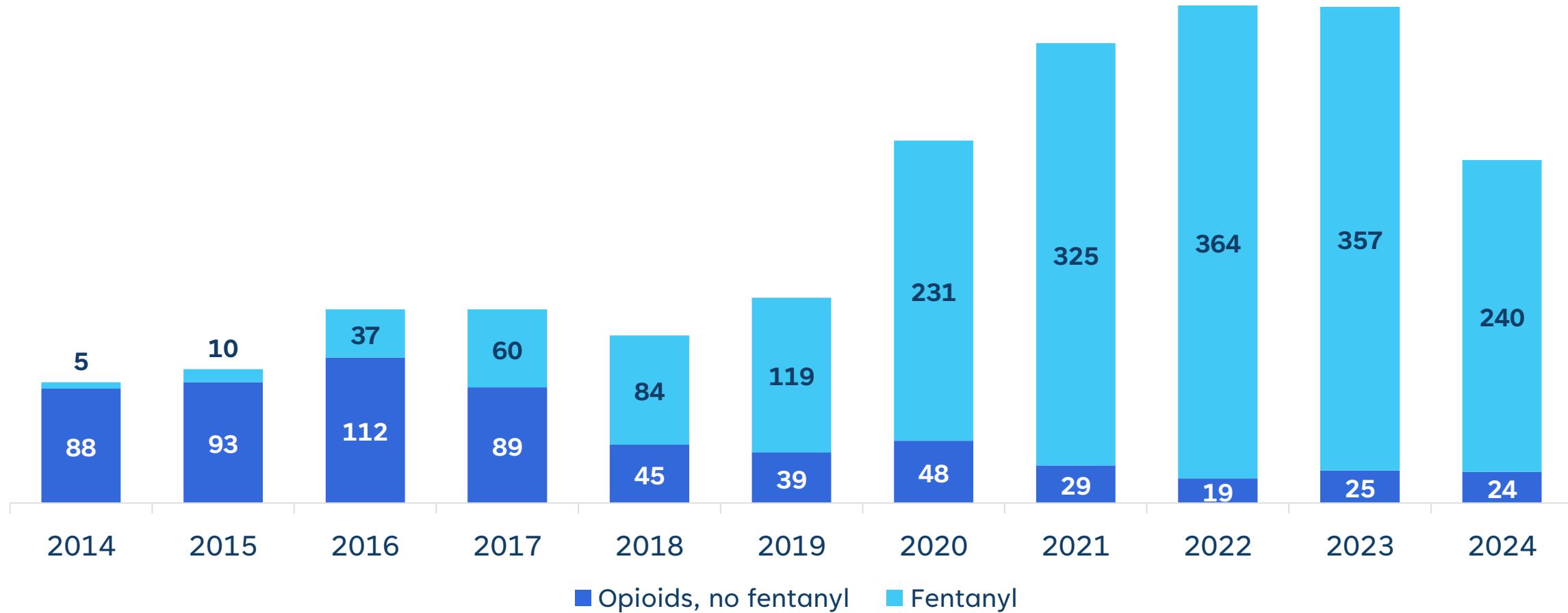
# Opioid-related deaths

Hennepin County and Minnesota 2014-2024



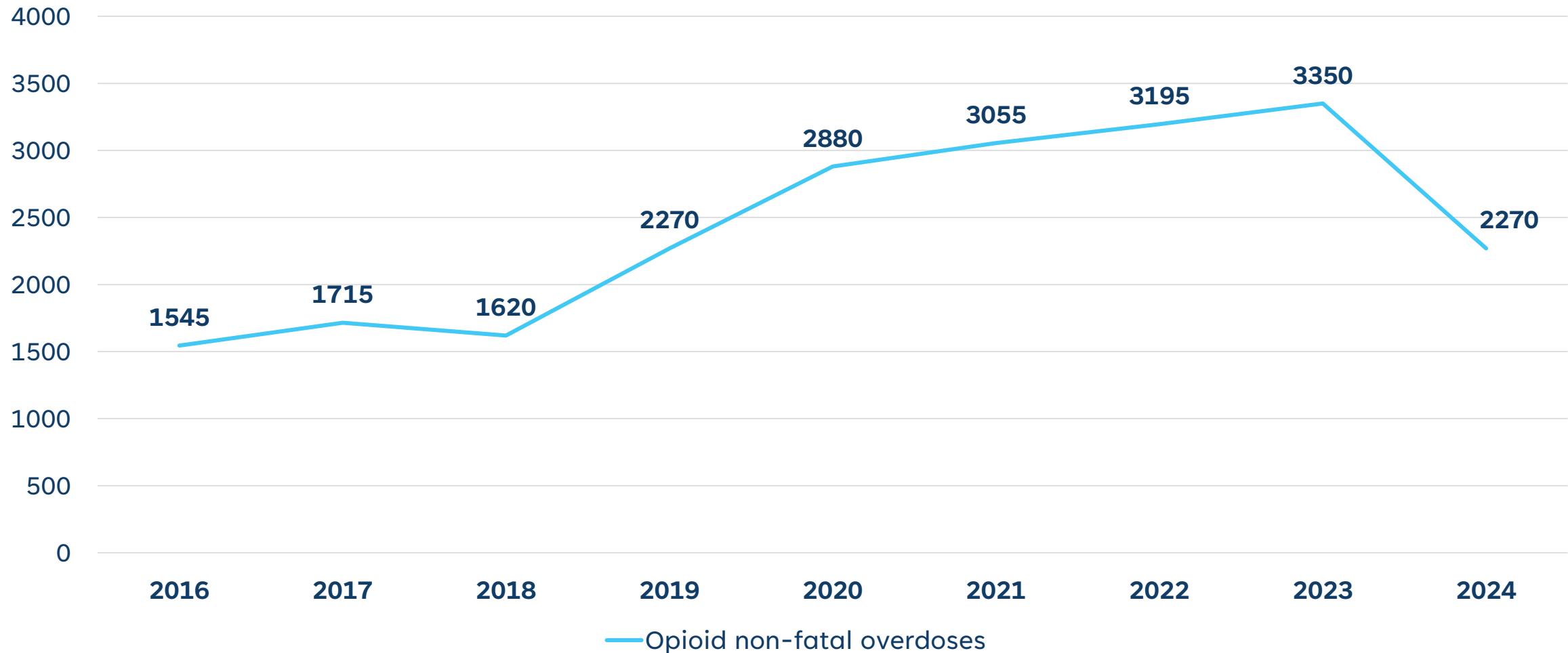
# Opioid-related deaths and fentanyl

## 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

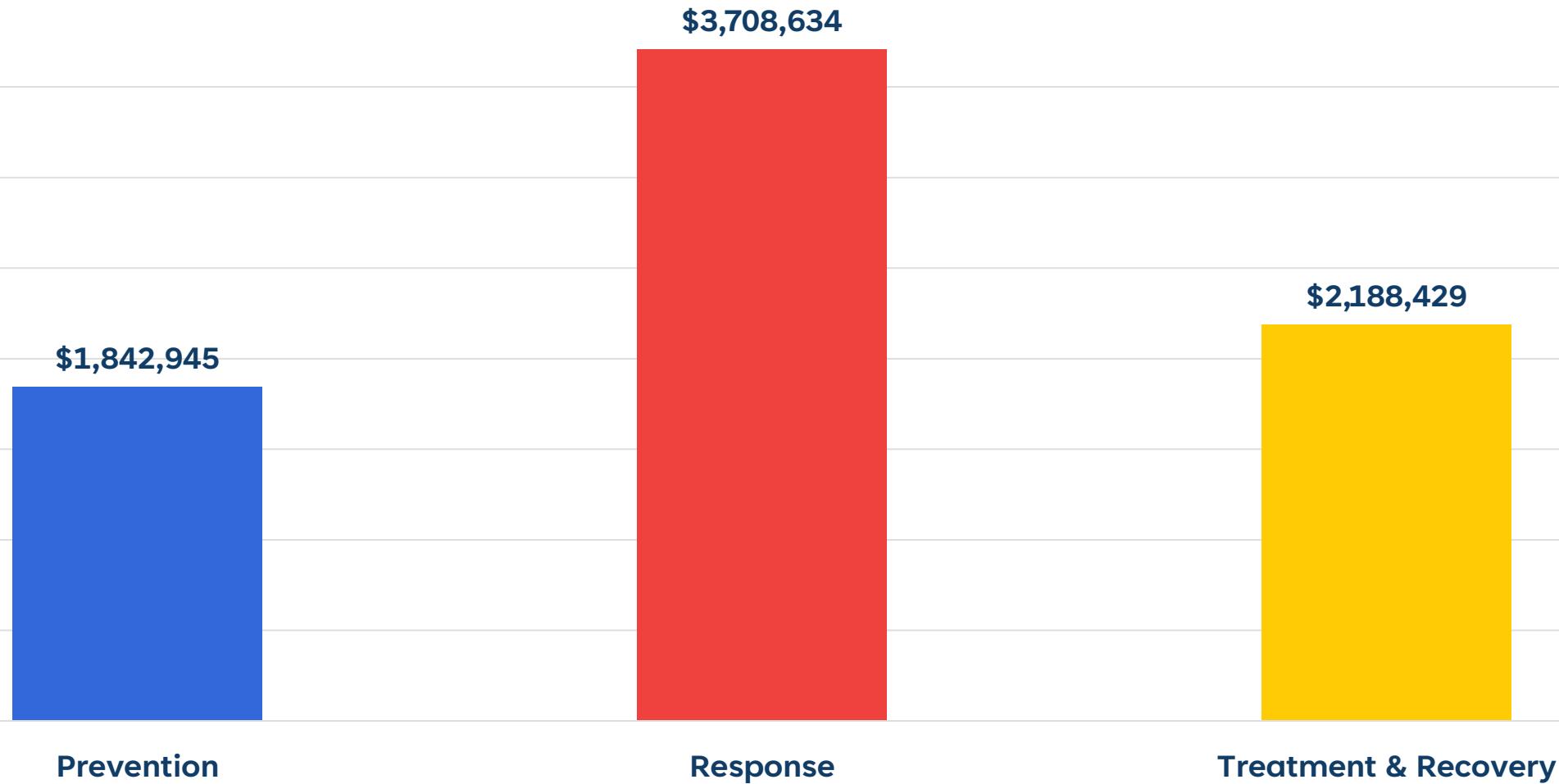
		Treatment					
Treat Opioid Use Disorder		Support people in treatment and recovery	Connect people who need help to the care they need	Address the needs of criminal justice-involved persons	Address the needs of the perinatal population		
		Prevention					
		Prevent over prescribing and dispensing of opioids	Prevent misuse of opioids	Prevent overdose deaths and other harms (harm reduction)			
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

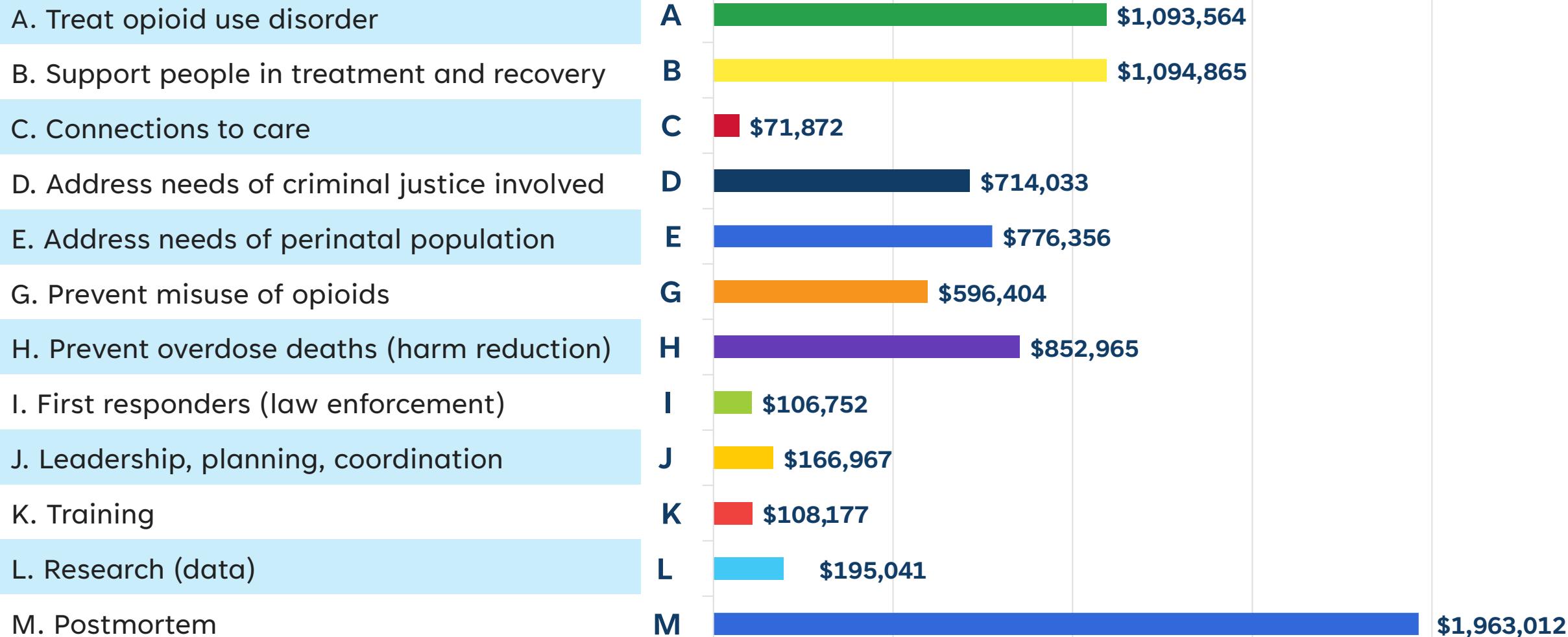
County provided services 2022-2025



# Opioid settlement funds spending by MOA Category

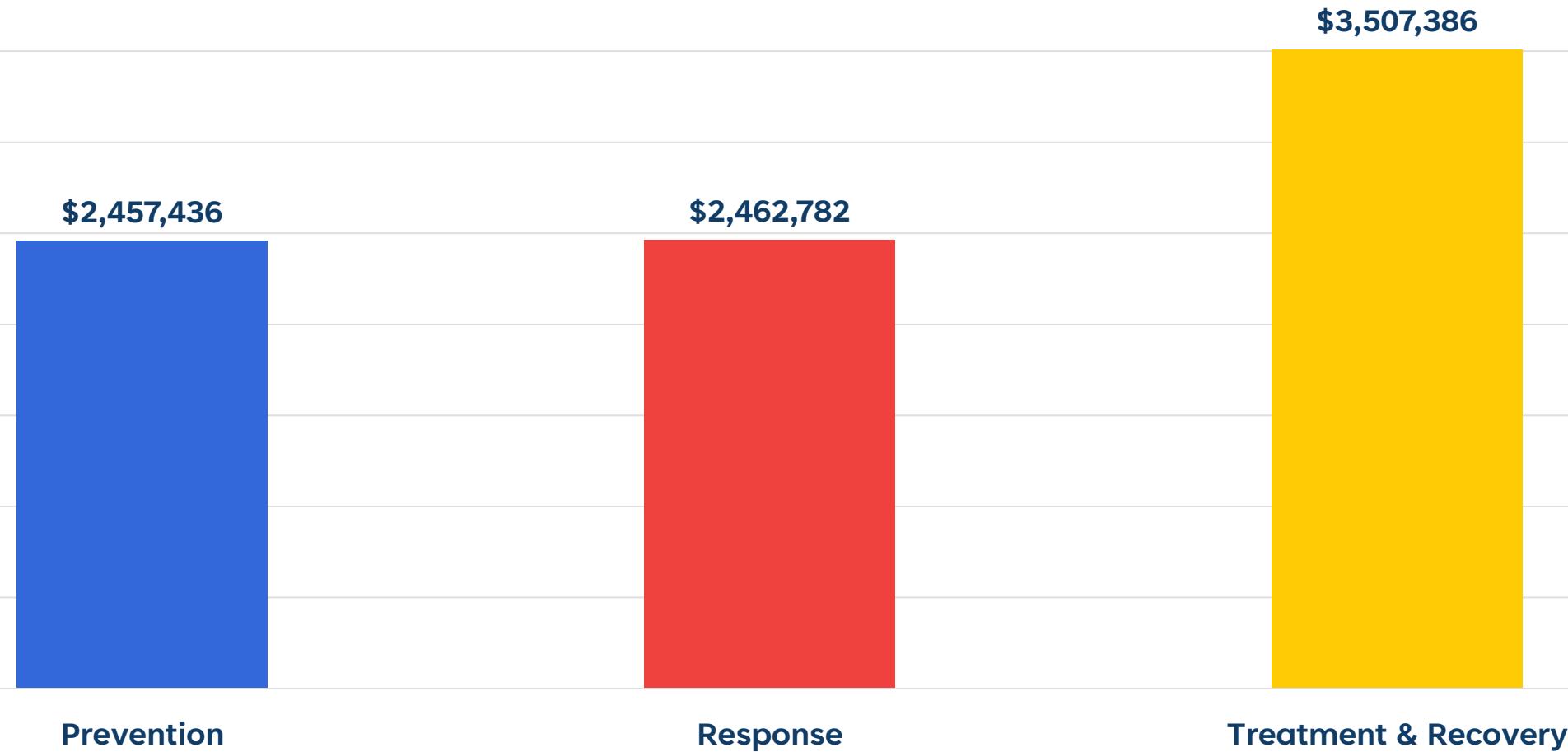
County provided services 2022-2025

## MOA CATEGORY KEY



# Opioid settlement funds spending by pillar

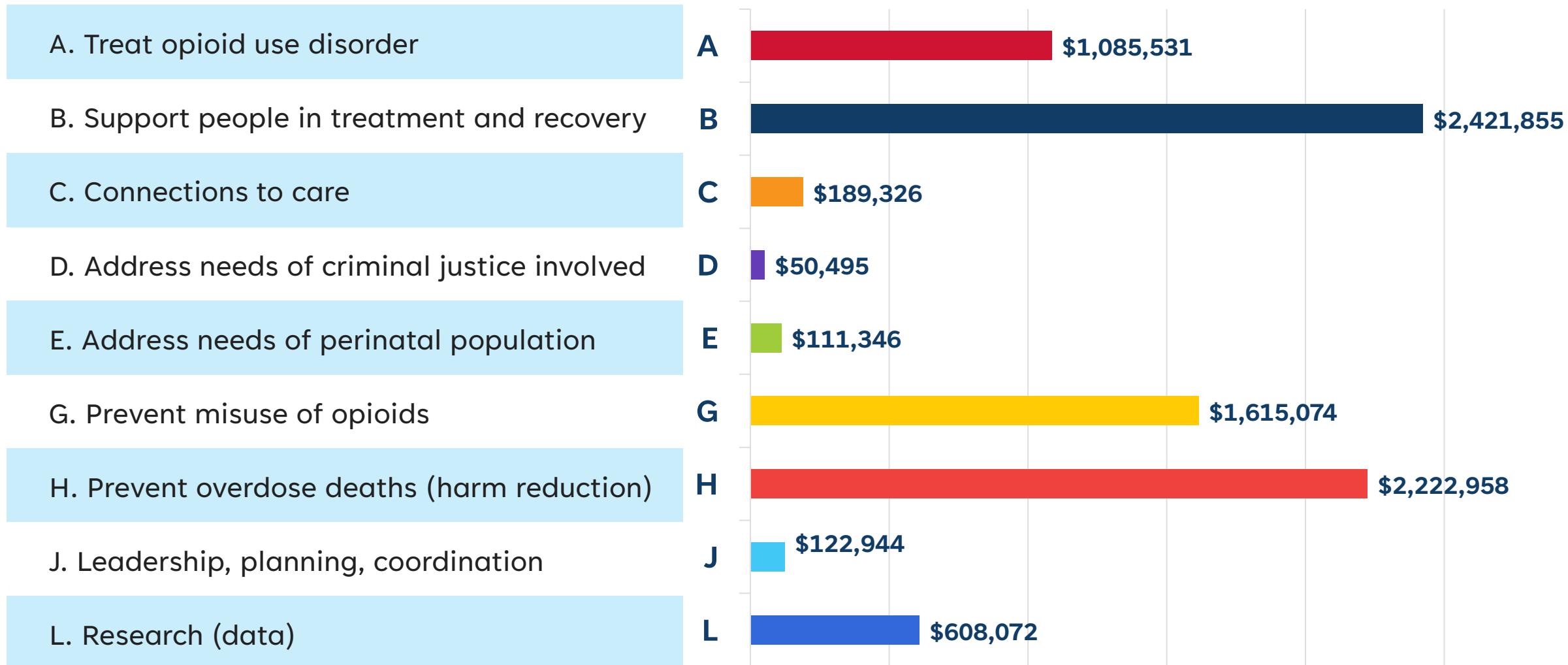
Community provided services 2022-2025



# Opioid settlement funds spending by MOA Category

## Community provided services 2022-2025

### MOA CATEGORY KEY



# Community Services

## 2026 Budget: \$4.3 million

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

\$1.23m

\$1.23m

\$1.89 m

### African American organizations

- Men
- Youth

### American Indian organizations

- Women
- Urban population

### 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

# 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 Rummel 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

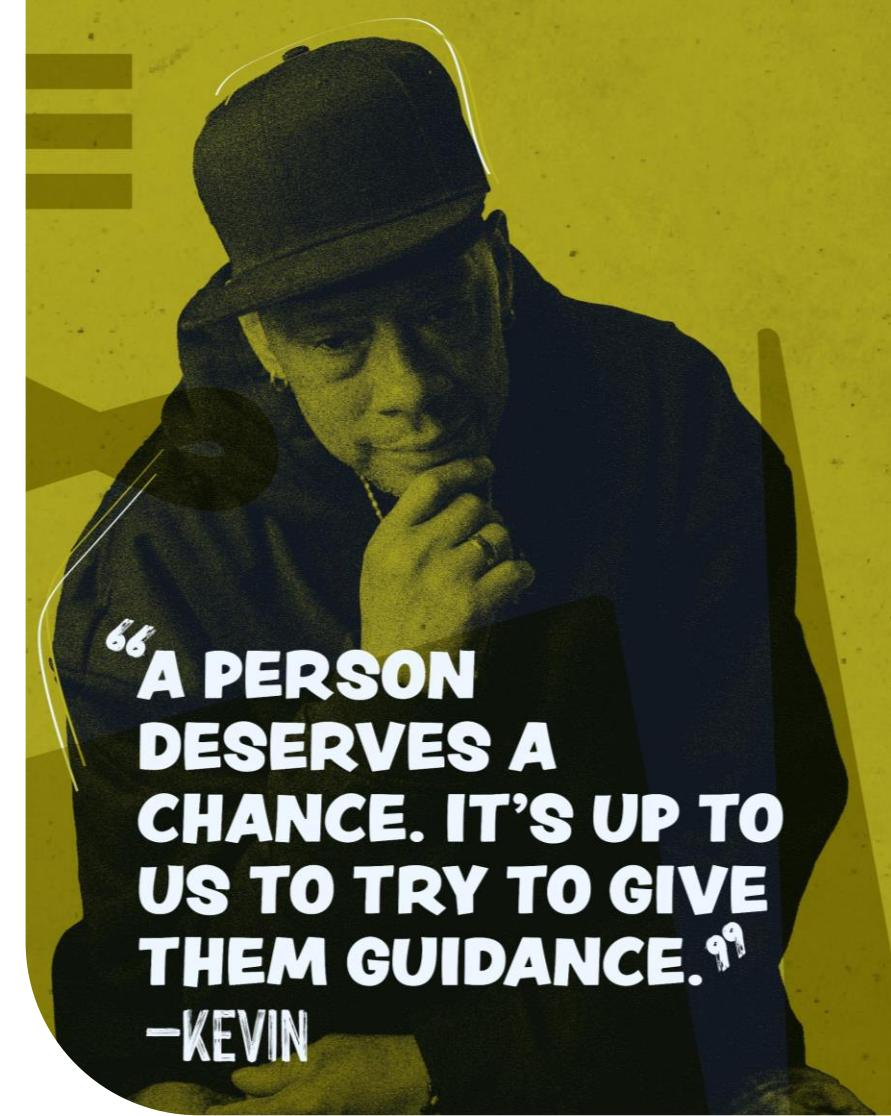
- Protection/safety concerns
- People can be discarded / issue can be ignored

## Empowerment

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

# Campaign

- Right Now for Radical Futures
  - [Hennepin.us/right-now](http://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

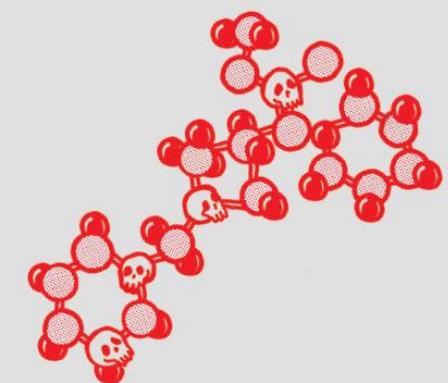
## Real Deal on Fentanyl & Drop the F\* Bomb

- 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

# 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](http://hennepin.us/opioid)

[OpioidResponse@hennepin.us](mailto:OpioidResponse@hennepin.us)

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