



# State of New Hampshire

DEPARTMENT OF SAFETY  
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July 15, 2022

The Honorable Karen Umberger, Chairman  
Fiscal Committee of the General Court and

His Excellency, Governor Christopher T. Sununu  
and the Honorable Council  
State House  
Concord, New Hampshire 03301

### REQUESTED ACTION

Pursuant to RSA 14:30-a, VI, authorize the Department of Safety, Division of State Police, to accept and expend \$500,500 of American Rescue Plan Act of 2021 (ARPA), State and Local Fiscal Recovery Funds (FRF), for the purpose of developing a comprehensive "No Safe Experience" Public Awareness Campaign on the increasing dangers associated with recreational substance use. This is an allowable use of ARP FRF funds under Section 602 (c)(1)(A) to respond to the public health emergency or its negative economic impacts. Effective upon Fiscal Committee and Governor and Council approval through June 30, 2023. Funding Source: 100% Federal Funds.

02-23-23-2340-24XX0000<sup>1</sup> Department of Safety, Division of State Police, ARPA Funds – No Safe Experience Public Awareness

<u>Class</u>	<u>Description</u>	<u>SFY 2023 Current Adjusted Authorized</u>	<u>Requested Action</u>	<u>SFY 2023 Revised Adjusted Authorized</u>
000-400338	Federal Funds	(\$0.00)	(\$500,500.00)	(\$500,500.00)
	<b>TOTAL REVENUE</b>	<b>(\$0.00)</b>	<b>(\$500,500.00)</b>	<b>(\$500,500.00)</b>
041-500801	Audit Fund Set Aside	\$0.00	\$500.00	\$500.00
103-502664	Contracts for Op Services	\$0.00	\$500,000.00	\$500,000.00
	<b>TOTAL EXPENSES</b>	<b>\$0.00</b>	<b>\$500,500.00</b>	<b>\$500,500.00</b>

All direct program costs will be accounted for using activity 00FRF602PH2306A and all administrative and indirect costs will be accounted for using activity 00FRF602PH2306Z. Accounting classifications may be subject to technical changes at the discretion of the Department of Administrative Services' Division of Accounting Services.

### EXPLANATION

The funds requested will be utilized to develop and launch a public awareness campaign, titled "No Safe Experience" to educate youth, young adults and their parents about the dangers and prevalence of fentanyl in counterfeit pills, marijuana, and other illicit drugs. This comprehensive media campaign will feature the New Hampshire State Police as the "face" of the campaign and will focus on individuals that may not have substance use disorder but are using substances recreationally and have no idea that they may contain a lethal dose of fentanyl.

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The Centers for Disease Control and Prevention (CDC) reported almost 108,000 drug overdose deaths in 2021; synthetic opioids like fentanyl accounted for two out of every three of those deaths. Fentanyl is a synthetic opioid that is 50-100 times stronger than morphine and as little as 2 milligrams can cause a fatal overdose. The New Hampshire Chief Medical Office (NHCMO) has reported that there had been 425 drug overdose deaths in New Hampshire in 2021. Based on those findings, an average of at least one person died every day from a drug overdose in New Hampshire in 2021. According to the CDC, overdoses are now the leading cause of preventable death among people ages 18 to 45, ahead of suicide, traffic accidents and gun violence.

Opioid deaths have significantly increased due to common street drugs laced with fentanyl; including pills, cocaine, crack, heroin, meth, MDMA and in cannabis in some parts of the U.S. The Drug Enforcement Administration (DEA) has reported that criminal drug networks are mass-producing fake pills and falsely marketing them as legitimate prescription pills to deceive the American public. These pills look like legitimate opioid or anti-anxiety prescription medication but may contain lethal amounts of fentanyl. In 2021 law enforcement nationwide seized 9,649,551 pills containing fentanyl. DEA lab testing reveals that 2 out of every 5 pills with fentanyl contain a potentially lethal dose. Fake prescription pills are widely accessible and often sold on social media and e-commerce platforms – making them available to anyone with a smartphone, including minors. According to the DEA, a significant number of high school and college students purchase Adderall and Xanax from dark web drug markets and/or through social media referrals, which market deadly versions of these drugs tainted with fentanyl and/or methamphetamine.

The “No Safe Experience” campaign will increase awareness of the dangers associated with drug use including marijuana and counterfeit prescription pills that have been mixed or tainted with fentanyl. The State will develop and launch a comprehensive awareness campaign across all media targeting youth, young adults, and their parents. Public Service Announcements (PSAs) will be produced for radio, television and social media platforms. A “No Safe Experience” website will be developed and contain more information concerning the danger of fentanyl and links to Substance Use Disorder (SUD) resources that are available. Posters, pamphlets and other printed materials will be developed and distributed to middle and high schools, colleges, universities, liquor outlets, and DMV locations. Strategically place billboards on state highways that warn users of the increasing prevalence of fentanyl in illicit drugs. Finally, “No Safe Experience” lesson plans geared toward middle and high school students will be developed in partnership with the Department of Education for inclusion in health and advisory classes and made available to private schools and parents who home school their children.

This is an allowable use of ARP FRF funds under Section 602 (c)(1)(A) to respond to the public health emergency or its negative economic impacts.

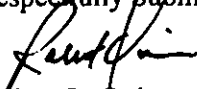
Funds are to be budgeted as follows:

Class 041 – Audit Fund Set-Aside: The audit fund set-aside associated amount for this request.

Class 103 – Contracts for Operational Services: To contract with a vendor to develop a Fentanyl Public Awareness Campaign.

In the event that Federal Funds become no longer available, General Funds will not be requested to support this program.

Respectfully Submitted,

  
Robert L. Quinn  
Commissioner of Safety