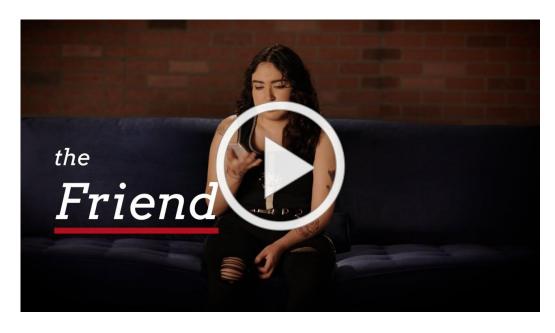


Promoting Health Equity

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Featured Campaign: Fentanyl is Forever



Fentanyl is Forever - The Friend

Reflecting the United States struggles with tragic drug overdoses exceeding 100,000 deaths in 12 months, Ventura County's local accidental fatal overdoses have also risen dramatically. In both cases, the increases are driven and sustained by illegal fentanyl, a powerful synthetic opioid that has flooded the illicit drug supply.

In response to the covert dangers of fentanyl, Ventura County Behavioral Health (VCBH) just released a new community campaign, Fentanyl is Forever (English) and El Fentanilo es para Siempre (Spanish). The prevention messages unfold through five diverse short stories that allow people to experience and understand the risks of fentanyl to their friends, families, and communities. In addition to warning the public about the dangers of fentanyl, viewers are then linked to local resources for more information and help.

The goals of the campaign are to increase awareness of fentanyl risks and its impact on communities, and to decrease the stigma related to talking about substance misuse and addiction. It complements messaging related to naloxone preparedness and substance use disorder treatment.

Learn more:

Fentanyl is Forever

www.fentanylventuracounty.org

Ventura County Responds

www.venturacountyresponds.org/preventing-overdose

Featured Resource: New Health Equity
Language Guide Helps Fight
Implicit Bias & Discrimination



The AAMC Center for Health Justice and American Medical Association (AMA) co-developed a new guide on inclusive language to advance health equity. Designed for physicians and other health care professionals, Advancing Health Equity: AMA-AAMC Guide on Language, Narrative, and Concepts provides guidance and promotes a deeper understanding of



equity-focused, first-person language and why it matters.

Using inclusive language is important for healthcare providers to ensure that they are giving culturally comprehensive care that is absent of implicit bias or discrimination, which unfortunately affects many Latinos and other people of color. The AAMC Center for Health Justice and AMA co-produced this guide to help shift the narrative about health equity and to show how language is interconnected with the fight for justice.

Learn more:

New Health Equity Language Guide Helps Fight Implicit Bias & Discrimination

Salud America!

<u>Advancing Health Equity: A Guide to Language, Narrative and Concepts</u>

American Medical Association (AMA)

In the Know

- Statement by President Joe Biden on Surpassing 100,000 American Overdose Deaths in the Past Year, November 17, 2021. Read the Proclamation

Local Resources During the Holidays

- Resources to Support the Community During COVID-19
- Ventura County Human Services Agency
- 211 Ventura County Resources
- Safe Choices
- Ventura County Behavioral Health

Nominate a Driver of Change

You may nominate a community member or colleague for recognition for exemplary work in the community to help build healthier communities and address health

equity. Go to the website and nominate someone or yourself!

We would love to hear your stories of community change, what inspired you, and how you are making a difference.



Learn more:

Social Determinants of Health, Drivers of Change www.healthequityvc.org/drivers-of-change

About Us

Supporting Health - Preventing Harm

Ventura County Behavioral Health, Substance Use Services - Prevention, works upstream to reduce alcohol and drug-related problems in our community. Initiatives are aimed at limiting harms related to impaired driving; underage and binge drinking; marijuana and vaping, especially as it relates to harms to youth; prescription drug abuse; and addressing health disparities among vulnerable populations.

A primary goal is to delay the onset of first use of alcohol and or other drugs by youth. We collaborate with schools, parent groups, government agencies, medical partners, law enforcement and community-based organizations.

Contact Us

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STAY CONNECTED

