



Building Partnerships for Success

In response to the heroin and opioid pill crisis, DEA developed and deployed a 360 Strategy. The 360 Strategy takes an innovative three-pronged approach to combating heroin/opioid use through: (1) coordinated **Law Enforcement** actions against drug cartels and heroin traffickers in specific communities; (2) **Diversion Control** enforcement actions against DEA registrants operating outside the law and long-term engagement with pharmaceutical drug manufacturers, wholesalers, pharmacies, and practitioners; and (3) **Community Outreach** through local partnerships that empower communities to take back affected neighborhoods after enforcement actions and prevent the same problems from cropping up again.

DEA rolled out the 360 Strategy in November in Pittsburgh together with the U.S. Attorney and state and local partners. Since that time, DEA has deployed the strategy in other pilot cities and is using the three-pronged approach in all DEA Field Divisions.

Enforcement: Targeting and stopping the most significant drug trafficking threats.

- The enforcement component of the 360 Strategy has several facets, all focusing on the roots of the drug trafficking problems that are plaguing our communities. Through our collective law enforcement experience, the DEA team knows that the drug problems are often unique to the communities we serve – the strategies that work in one particular area may not work in another. With that reality in mind, the leadership within DEA’s Field Divisions works closely with their state and local counterparts to identify the major drug trafficking threats and to develop the unique enforcement strategies to effectively combat those problems. Those strategies include targeting and prosecuting the most significant drug traffickers, and taking advantage of enhanced penalties provided by law for dealers linked to drug overdoses.
- In addition to the community-based enforcement approach, the 360 Strategy relies heavily on Project Rolling Thunder, an enforcement initiative that uses investigative techniques to target the link between the cartels and the drug trafficking networks operating within the United States, which often are made up of violent street gangs. By targeting this link, the project can effectively identify the full spectrum of the criminal network, including the street-level drug dealer, the distribution sources of supply, and the highest levels of the cartel leadership.

- The foundation of DEA's 360 enforcement operations is built on our close working relationships with our federal, state, and local partners. In all major offices across the United States, DEA has established Task Forces made up of state and local law enforcement officers who work alongside DEA Special Agents to identify and target the most significant drug trafficking threats. Together, these partners will continue to devise and implement investigation strategies to address the drug problems facing our communities.

Diversion: Enlisting DEA's registrant population in the fight against opioid abuse.

- The connection between prescription opioid abuse and heroin use is clear, with 80% of new heroin abusers starting their opioid addiction by misusing prescription medications.
- DEA is both a law enforcement and a regulatory agency, with 1.6 million registrants involved in the manufacture, wholesale, prescribing, and dispensing of Controlled Prescription Drugs (CPDs). DEA is actively working to engage the registrant community and ask them to help in the fight against opioid abuse and addiction.
- DEA's Diversion Control efforts are geared towards preventing the non-medical abuse of CPDs by providing education and training within the pharmaceutical and medical community and to pursue those practitioners who are operating outside of reasonable medical standards. DEA is actively engaging with industry, practitioners, and government health organizations to facilitate an honest and frank discussion about the prescription drug abuse fueling the current heroin crisis.
- Further, the majority of abused prescription drugs are obtained from family and friends, including from the home medicine cabinet. To address this problem, DEA conducted nationwide prescription drug take-backs to collect pharmaceuticals and promulgated comprehensive, expansive disposal regulations to allow the public more options to dispose of their pharmaceuticals. DEA's 10th National Take Back event was held on September 26, 2015. Through state and local partnerships across the country, the initiative resulted in the collection of more than 370 tons of unwanted or unused prescription drugs from more than 5200 locations.
- DEA will remain vigilant in identifying and pursuing doctors and other registrants operating outside of the law. This process will be enhanced locally through the use of tactical diversion squads, which can mobilize to address regional or local issues, and additional diversion investigators.

Community: Leaving something lasting and positive in the communities we serve.

- After an enforcement operation targeting drug trafficking criminals, there's an opportunity for a prepared community to take advantage of the "time and space" to prevent the same problems from cropping up again. A key component of the 360 Strategy is the Community Outreach effort designed to maximize all available resources to help communities turn around the recurring problems that have historically allowed the drug and violent crime problems to resurface after enforcement operations.
- In order to succeed in eradicating this public health crisis, the DEA 360 Strategy campaign aims to change public perception, attitude and behavior among its target audiences. The DEA identified the target audience with a focus on the most impressionable of minds – our youth, and their circle of influence – parents, caregivers and educators. With an overall campaign goal of establishing key partnerships with Community Coalitions, including members of federal, state and local government agencies, DEA 360 Strategy campaign utilizes a comprehensive communication approach with aggressive public messaging through mass media, television, radio, and social media outlets, as well as creating a grassroots movement within each community to empower its citizens to take back their neighborhood and create a safer place for their children.

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