



## FOR IMMEDIATE RELEASE

October 10, 2024

### **\*\*MEDIA ALERT\*\***

#### **County of Ventura to unveil “Think Again” Fentanyl Awareness Campaign**

VENTURA, Calif. – Ahead of National Prescription Drug Take Back Day, the County of Ventura will hold a press conference to publicly unveil the “Think Again” Fentanyl Awareness Campaign, a countywide campaign to educate residents on the dangers of fentanyl and its presence in the county. Fentanyl is a statewide and national issue and “Think Again” aims to help Ventura County residents fully understand the threat fentanyl poses to local communities, and their susceptibility of being tragically impacted by the opioid crisis. “Think Again” educates the community with localized statistics and encourages Ventura County residents to take action that will save lives.

Agencies from across the county that comprise the Community Overdose Awareness Solutions Team (COAST) will speak to the efforts to raise awareness about the presence and impact of fentanyl in Ventura County, as well as the proactive actions being taken by local government to protect and meet the needs of the public.

**WHO:**

Speakers include:

- Supervisor Matt LaVere, District 1
- District Attorney Erik Nasarenko
- Supervisor Jeff Gorell, District 2
- Sheriff Jim Fryhoff, Ventura County Sheriff’s Office
- Dr. Theresa Cho, CEO, Health Care Agency

**WHEN:**

Tuesday, October 22  
10:30 a.m.

**WHERE:**

Ventura County Government Center,  
Fountain Courtyard, Hall of Justice  
800 S. Victoria Ave.  
Ventura, CA 93009

###