



City of Placentia Press Release

For Immediate Release

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CITY OF PLACENTIA ESTABLISHES FENTANYL AWARENESS INFORMATION AND REDUCTION (FAIR) INITIATIVE IN PARTNERSHIP WITH PLACENTIA YORBA LINDA UNIFIED SCHOOL DISTRICT TO EDUCATE COMMUNITY

PLACENTIA, CA – The City of Placentia (City) is proud to announce a partnership with the Placentia-Yorba Linda Unified School District (PYLUSD) to launch the Fentanyl Awareness Information and Reduction (FAIR) initiative. This partnership aims to educate parents/guardians, students, all school district staff, and the larger community about the dangers of fentanyl, encourage prevention, and enhance the safety and well-being of Placentia.

Fentanyl, a synthetic opioid, is a rising epidemic across the United States, and Placentia is not immune to this crisis. This drug is responsible for a significant number of overdose deaths, and it is often found in illicit drugs, making it a particularly dangerous threat. It can be lethal to humans in very small amounts, which has greatly contributed to overdose deaths in California. The unique partnership between the City and PYLUSD is a critical step toward addressing this crisis.

"This partnership highlights the City's commitment to the safety and well-being of our community. I am proud to work with the PYLUSD to effectively provide the knowledge and tools necessary to educate parents and protect our students from the harmful effects of fentanyl," said City Administrator Damien R. Arrula. "The FAIR initiative is a testament to the strength of our community when we come together as public agencies to collectively address critical issues and demonstrates the power of partnership in our City."

"As Superintendent, it is my job to mobilize the community and protect all of our students from preventable tragedies," said PYLUSD Superintendent Dr. Alex Cherniss. "I am glad to be collaborating with our cities and law enforcement partners on proactive measures such as the FAIR initiative. Together we are taking immediate action to make sure our kids do not fall victim to this dangerous drug that has threatened our communities."

The FAIR initiative consists of several key objectives, including:

- **School Presentations:** The Placentia Police Department will provide informative presentations at all Placentia middle and high schools. These presentations will educate students on the dangers of fentanyl use and help them recognize warning signs.
- **Community Engagement:** In conjunction with the PYLUSD, the City of Placentia will host parent community meetings in English and Spanish to raise awareness about fentanyl, offer resources for prevention, and answer any questions or concerns parents may have. These meetings will be videotaped and shared with parents who can't attend in person.

- **Public Service Announcement (PSA) Video:** Both the City and PYLUSD will collaborate to produce a PSA video to spread the message of fentanyl awareness.
- **Narcan Distribution and Training:** Both the City and PYLUSD will partner to secure and place Narcan in all classrooms and common areas. In addition, the City's paramedic provider, Lynch Ambulance, will work with PYULSD health staff to train all school district personnel, including administrative staff, on how to utilize Narcan.

"I believe collaboration and strong partnerships are fundamental in our City's continued journey toward success, and Placentia thrives when we come together to address critical issues. The FAIR initiative is an excellent example of how we can partner to protect our children and build a safer, healthier Placentia," said Mayor Ward Smith.

"The Placentia Police Department is dedicated to ensuring our students and community members are well-informed about the risks of fentanyl. Our Officers are committed to engaging with PYLUSD students and their parents to provide them with this critical information to help protect them now and for the future," said Police Chief Brad Butts.

The FAIR initiative has a multilayered approach, with audiences including all middle and high school students, teachers, administrative staff, nursing staff, and the community.

Together, the City of Placentia and the Placentia-Yorba Linda Unified School District are dedicated to ensuring that the Placentia community is well-informed about the dangers of fentanyl and providing adequate resources for prevention so everyone can make safe and informed choices.

For more information about the FAIR initiative, please contact City of Placentia Communications and Marketing Manager Nicolette Drulias at (714) 993-8107 or PYLUSD Director of Communications Alyssa Griffiths at (714) 985-8402.

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