

WHAT IS OPERATION ENGAGE?

A comprehensive approach that bridges public health and public safety by targeting the top drug threat identified by the local DEA division while continuing to focus on drug trafficking, violence, and crime reduction. Each division will designate a city or region, identify its most challenging drug trend, and focus evidence-based drug use prevention and community outreach efforts to make a true and measurable difference in the community. Our comprehensive approach will focus on the following:

1. Stakeholder Engagement
2. Adult/Community Engagement
3. Youth Engagement
4. Media Engagement
5. School Engagement
6. Workplace Engagement
7. Toolkit for Local Engagement

OBJECTIVES

- **Connect** DEA field offices with the communities they serve
- **Leverage** DEA intelligence to build awareness of local drug threats
- **Raise awareness** of local drug threats and change attitudes to reduce drug misuse
- **Support** local drug-free community coalitions to aid impact and ensure lasting success



Today **6 out of ten DEA-tested pills** with fentanyl contain a potentially lethal dose.



Fentanyl-laced rainbow-colored fake pills



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