



County of San Bernardino  
Office of the District Attorney  
JASON ANDERSON, District Attorney

---

## PRESS RELEASE

FOR IMMEDIATE RELEASE  
November 9, 2022

MEDIA CONTACT:  
Jacquelyn Rodriguez  
[publicaffairs@sbcda.org](mailto:publicaffairs@sbcda.org)

### District Attorney's Office Launches #ACTNOW Awareness Campaign and Training Program; Expanding Fentanyl Education and Resources to Anyone with a Smartphone

**SAN BERNARDINO COUNTY, Calif.** – The San Bernardino County District Attorney's Office recently launched #ACTNOW, (Awareness Campaign and Training) a presentation and dedicated webpage with free and sharable trainings, video's, factsheet and local organizations aimed to help slow the growing fentanyl epidemic.



"We recognized a need to have easily accessible education and trainings to not just educate, but empower our community to use their own voice to fight back against issues like the fentanyl epidemic which is negatively impacting our growth, safety and youth." said DA Public Affairs Officer Jacquelyn Rodriguez, "We are at a point where action needs to be taken, not just within the criminal justice system, but most importantly in our schools and in our homes."

This campaign is in partnership with San Bernardino County Sheriff's Overdose Response Team, Arrowhead Regional Medical Center, San Bernardino County Department of Public Health and schools across San Bernardino County.

In 2021, the San Bernardino County Sheriff's Department, Coroner's Division reported 317 Fentanyl related deaths. In 2022, The Overdose Response Team (ORT) has responded to 104 overdose deaths.

“The San Bernardino County Sheriff’s Department is steadfast in our commitment to public safety and protecting our residents. Since 2020, we have specially trained deputies dedicated to investigating Fentanyl deaths. Fentanyl is an epidemic in communities throughout the country.” said Sheriff Shannon Dicus. “Even one life lost to Fentanyl is a tragedy. Our Department looks forward to joining resources with the San Bernardino District Attorney’s Office, Arrowhead Regional Medical Center, and the San Bernardino County Superintendent of Schools. Ultimately, keeping our residents safe from the dangers of Fentanyl through education and awareness is essential for a healthy community.”

“Arrowhead Regional Medical Center is actively involved in stemming the tide of fentanyl in our community,” said Rodney Borger, M.D. “Our Emergency Department has so far screened and enrolled more than 1,200 patients for Medication Assisted Treatment (MAT) and for long-term outpatient treatment. We have always been the front door to the health care system for these patients and have 24/7 access for them.

In October, San Bernardino County Department of Public Health declared a public health advisory to bring awareness to the danger of fentanyl due to a marked increase of overdose deaths in the county.

“Deaths related to opioid use, such as fentanyl, are completely preventable,” said the County’s Health Officer Dr. Michael Sequeira. “Efforts to reduce the effects of opioid overdose and death are a top priority for San Bernardino County.”

The San Bernardino County District Attorney’s Office has recently filed its second murder charge against an alleged drug dealer, for the fentanyl poisoning death of an 18-year-old Highland man in September.

The Office’s first ever murder filing came last year against Brian Anaya – Esquivel, for his actions related to the fentanyl poisoning death of a 17-year-old in Chino Hills.

“Our Office has leaned into our partnerships with San Bernardino County Sheriff, and multiple law enforcement agencies, sharing our resources by embedding an investigator from our Bureau of Investigation into the Sheriff’s Overdose Response Team,” says District Attorney Jason Anderson. “At the rates we are seeing, if a fentanyl poisoning hasn’t affected you personally, it soon will. That means every single person in this county shares a responsibility to fight the opioid crisis – a responsibility in awareness, in prevention, in response, and in holding social media, dealers and distributors accountable.”

Visit [www.sbcountyda.org/ACTNOW](http://www.sbcountyda.org/ACTNOW) for the most up to date information and shareable presentations for your schools, organizations or loved ones. If you would like a representative from our office to present #ACTNOW to your faculty or organization, please email [publicaffairs@sbcda.org](mailto:publicaffairs@sbcda.org).

###