



# PLANO POLICE DEPARTMENT

## "Bad Trip"

### HEROIN CRISIS IN PLANO

**Chief Gregory W. Rushin**

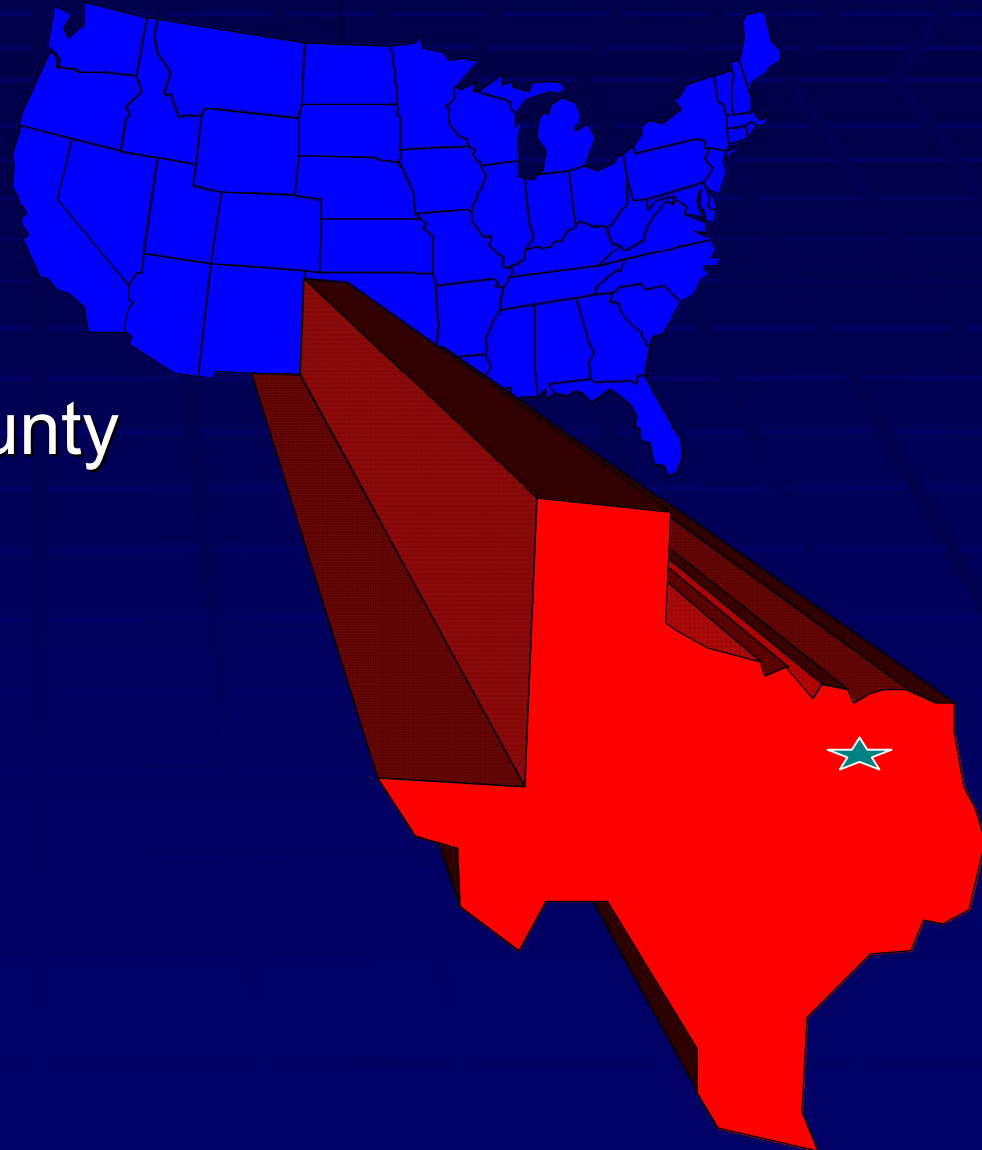
**and**

**Sergeant A. D. Paul**

**Plano Police Department**

# Plano, Texas USA

- Current Population:
  - Over 250,000
- 20 Miles north of Dallas
- Largest City in Collin County
- 71 Square Miles
- Home to:
  - JC Penny's
  - Frito Lay
  - EDS
  - Dr. Pepper



# Plano Epidemics

- Teen Suicides
  - 11 teens committed suicide in 1983-1984
- Heroin
  - 21 Plano youths died of Heroin OD Between 1995 and 1999
  - “Heroin City USA” -label given by the media



# Question for the audience

- How Would Your Community Have Responded to this Crisis?



# SCANNING

- First Signs of Heroin in Plano
  - Plano kids found buying Heroin in Dallas
  - First Heroin death in 1995
- Community and the Police Department not Familiar with Heroin
- Typical Heroin Addict vs. Plano Addict
- 3 More Deaths in later in 1995
- Community Reputation at Risk

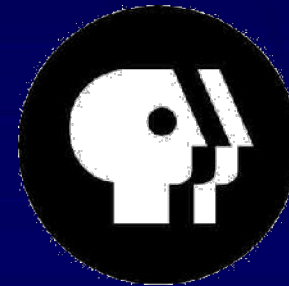
# SCANNING

- Heroin in Plano
  - “Chiva” = Heroin
  - Ground Black Tar Heroin
    - Cut and put in empty gelatin capsules, snorted
    - Plano street purity = 45 to 75 percent



# Media Microscope

- 1999 - Texas Monthly Magazine Features Plano PD's Work in December Issue
- 2000 - Newsweek Profiles the City's Efforts
- 2000 - Documentary "Addicted" is Produced by the Texas Dept. of Health and PBS Austin
- 2000 - MTV Opens New Series Called "Real Life" with Plano Heroin Piece



PBS



"We shall not cease from exploration  
And the end of all our exploring  
Will be to arrive where we started  
And know the place for the first time."

T.S. Eliot  
*Little Gidding*



# ANALYSIS

- Profile of the Dead
  - Average Age = 19.4
  - Youngest was 14 and Oldest was 25
  - Most were White Males
  - Abusers had Different Socioeconomic Background

# ANALYSIS

- Why were Parents Unaware of their Children's Drug Usage?
  - Sub-Culture?
  - Denial?
  - Our busy life styles?

# RESPONSE


- Coalition Formed:
- Two Parts
  - Police Department takes lead.
    - Three-pronged response
  - Community
    - Education
    - Rehabilitation

# RESPONSE

- Police Department Response
  - Three-pronged response:
    - Aggressive enforcement
    - Education / reduce demand
    - Coordinated aggressive prosecution

Plano I.S.D. and The Plano Police Department

Help A Friend...  
Report Drug Abuse

972-941  STOP

972 941-7867

*Callers may remain anonymous.*



# RESPONSE

- The Overdose Investigator
  - Respond to all illicit drug overdoses
  - Treats every overdose death as a homicide
  - Collect evidence
  - Interview witnesses
  - Mobilize Narcotics Unit when necessary
  - File cases on defendants connected to overdoses
  - Pro-Active investigations

# RESPONSE

- **Mandatory Reporting of Overdoses**
  - *September 1, 1999, Senate Bill 43, 76th Texas Legislature, required mandatory reporting of overdoses of controlled substances in Penalty Group 1 of the Texas Controlled Substances Act to the Texas Department of Health. This bill stated that the Texas Poison Center Network would be the mechanism for collecting the data and reporting it to the Texas Department of Health, Bureau of Epidemiology, Austin, TX.*



# RESPONSE

- Police Response 2
  - Education and Demand Reduction
    - DEA Demand Reduction Specialist
    - Media utilization
    - Drug Tip Hotline
    - Drug Lead Database
    - Town Hall meetings

# RESPONSE

- Police Response 3
  - Coordinated and Aggressive Prosecution
    - Coordination of prosecution with Collin County D.A. and the U.S. Attorney's Office
    - Cases filed federally
    - Coordinated asset seizure



# RESPONSE

- US CODE, TITLE 21, CHAPTER 13, SECTION 841
  - *Such person shall be sentenced to a term of imprisonment which may not be less than 10 years or more than life and if death or serious bodily injury results from the use of such substance shall be not less than 20 years or **more** than life, a fine not to exceed the greater of that authorized in accordance with the provisions of title 18 or \$4,000,000 if the defendant is an individual or \$10,000,000 if the defendant is other than an individual, or both.*

# ASSESSMENT

- Statistics Clearly Indicate the Response Reduced the Number of Heroin-Related Deaths.
- Were the Original Questions Answered?
  - Why was Heroin coming to Plano?
  - Why were youths trying it?
  - Why were parents unaware?

# Question for the Audience:

- What Can be Done to Insure that this Problem Does Not Occur Again?

# SUMMARY

- Additional Manpower, Officers and Equipment
- Additional School Liaison Officers
- Additional DARE Officer
- Federal Task Force
- Three-Pronged Response
- Undercover Operations
- Federal Indictments
- Drug Tip Hotline
- Community Education Programs
- Media Utilized
- Law Changes
- HIDTA

# **YOU MUST HAVE A BROAD-BASED COMMUNITY EFFORT TO FIGHT DRUG ABUSE**

. . . “from community to community, family to family, beginning one child at a time. It must become conversation around the dinner table, water cooler, and classroom.”