



MINNEAPOLIS: State of the City Profile

CENSUS / DEMOGRAPHIC INFORMATION

Minneapolis Primary Metro Area (surrounding counties).....	2,968,806
Hennepin County.....	1,116,200
City of Minneapolis	382,618

Racial composition of Hennepin County: white (81%), black (9%), Asian (5%), Other (2%), two or more (3%)
ETHNICITY: Hispanic (of any race) 4%

DRUG SITUATION & PREVALENCE

- **YOUTH PREVALENCE:** Minneapolis does not collect drug use prevalence data.
- **ARRESTEES:** According to ADAM, 69% of adult male arrestees in 2001 and 61% of adult female arrestees in 2000 tested positive for at least one illicit drug.
- **DEATHS:** Drug-induced deaths increased 38% from 72 in 1995 to 99 in 1998 (2.6 to 3.5 deaths per 100,000 population).
- **ER MENTIONS (1994-2001):** Heroin and cocaine mentions have steadily risen to peak levels in 2001; marijuana mentions peaked in 2001, exceeding all other drugs; methamphetamine mentions have risen to peak levels in 2001.

FEDERAL DOLLARS ('01 / '02)

- SAPT Block Grant: \$4.5M / \$4.7M
- CSAP Discretion: \$677K / \$599K
- CSAT Discretion: \$150K / \$250K

TREATMENT UTILIZATION & CAPACITY

- 61 treatment providers in Minneapolis/St. Paul
 - 48 outpatient departments as a treatment modality
- Publicly funded treatment admissions
 - 2,006 for marijuana
 - 1,030 for cocaine (84.1% smoke, 15.1% snort)
 - 460 for meth (38.6% smoke, 35% snort, 18% inject)
 - 264 for heroin (4.5% smoke, 40.3% snort, 55.2% inject)
- Marijuana sent more people to treatment than any other illicit drug
- As of November 26, 2002 there was one drug court in operation for over two years and a second drug court in planning stages.

MEDIA CAMPAIGN

- Advertising: \$1.8M total plus pro bono value match
 - \$1.5M share of national buy
 - \$43K multicultural advertising
 - \$235K local general market
- Non-Advertising:
 - MJ Press Conf (9/17/02)
 - Northwest Airlines shows PSAs during flights (10/02)
 - Faith Resource Distribution

PREVENTION Community Coalitions

- Community Prevention Coalition
- Minneapolis American Indian Twin Cities Healthy Nations Initiative
- Community Partnership for Youth & Families
- Reduce the Use Coalition
- Tri-City Partners for Healthy Youth and Communities
- Northfield Healthy Community
- River Falls AODA Committee

LAW ENFORCEMENT

- From January through October 2002, there were 2,994 total (adult and juvenile) narcotics offenses reported to the Minneapolis Police Department.
- During full year 2001, there were 3,783 narcotics offenses known to the Minneapolis Police.
- The Minneapolis Police Department estimates that 90% of the violent crime in the city is drug-related.
- As of October 31, 2001, there were 1,147 full-time law enforcement employees working in Minneapolis. 868 of the employees were officers and the rest were civilians.