

FOR IMMEDIATE RELEASE

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CONTACT: Ashley Normington, Public Health Strategist
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Wood County, WI – Wood County is seeing an increase in the number of drug overdoses between October 7 and October 14, 2026. Read this information carefully to protect yourself, your loved ones, and your neighbors:

What is happening?

- Street drugs are deadlier right now. Illegal drugs - including pressed pills, cocaine, heroin, and methamphetamine - are being mixed with toxic amounts of substances like fentanyl.
- You cannot see, smell, or taste fentanyl. Even a tiny amount can cause a fatal overdose.
- Any pill not from a pharmacy could be fake. Do not trust pills bought online or from a friend.

How to stay safer?

- Never use drugs alone. If you don't have a safe person to use with, call Safe Spot at 1-800-972-0590. You cannot use naloxone on yourself.
- Use drug testing strips and test your supply (test stimulants for fentanyl, test opioids for xylazine). Free test strips are available at locations in Marshfield and Wisconsin Rapids - see resource map below.
- Keep Narcan (Naloxone) with you. Tell someone where it is and how/when to use it.

Signs of an Overdose:

An overdose is a medical emergency. **Call 911 immediately** if you see someone with these signs:

- Unresponsive: The person will not respond to your voice or touch. Yell, "I'm going to Narcan you!" or do a sternum rub with your knuckles.
- Breathing issues: Their breathing is very slow, shallow, or has stopped completely.
- Choking sounds: They are making gurgling, snoring, or choking noises.
- Skin changes: Their lips or fingernails are blue, gray, or pale.
- Small pupils: The black centers of their eyes are extremely small ("pinpoint pupils").

Training on how to use naloxone is available from the WI Department of Health Services on YouTube. Remember to give one dose every 2-3 minutes and check for return of breathing (they may not wake up completely).

Find free Wood County resources near you (resource map):

<https://www.google.com/maps/d/u/0/viewer?mid=1mQxr2IVwKWenPjT8qnoSAo8NINR7qRq&femb=1&ll=44.51277844977247%2C-89.9960521&z=10>

Additional Resources:

- [Wood County Health Department](#)
- [Healthy People Wood County - IMPACT](#)
- [Three Bridges Recovery Wisconsin](#)
- [Family Health Center](#)

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