

Overdose Prevention Program Vital Strategies

Vital Strategies' Overdose Prevention Program

BACKGROUND



Achieve an equitable and sustainable reduction in overdose deaths

- **Initiative focus in states with high overdose mortality**
KY, MI, NC, NJ, NM, PA, WI
- **Implementation approach**
 - Partner with governments and communities
 - Identify and support opportunities for technical assistance and implementation support
 - Scale and model policies and programs
 - Promote tools for best practices and performance metrics

Offer flexible and strategic support

Vital Strategies

- Embedded staff in government agencies
- Expert technical assistance to scale and strengthen interventions
- Direct services funding for innovative models
- Media campaigns, coalition-building, and community mobilization

Johns Hopkins University

- Data integration and analytics support
- Rapid cycle needs assessment
- Project evaluation

The Pew Charitable Trusts

- Behavioral healthcare financing models

CDC Foundation

- Develop policy technical package and performance metrics toolkit

Prioritize interventions for impact

MAKE MEDICATIONS ACCESSIBLE

- Maximize naloxone distribution
- Make medications for opioid use disorder (MOUD) easy to access
- Offer MOUD in settings where vulnerability is heightened, including jails, prisons, hospital EDs

ENGAGE COMMUNITIES

- Support mobilization in marginalized communities
- Change the narratives through paid and earned media campaigns
- Expand and strengthen responsive harm reduction services

SUPPORT, DON'T PUNISH

- Prevent the criminalization of people who use drugs
- Eliminate punitive sanctions for drug use and strengthen a supportive response in social programs
- Strengthen a supportive response in healthcare, including SUD treatment.
- Establish integrated civilian/community crisis response for behavioral health emergencies

Examples of implementation approach

MAKE MEDICATIONS ACCESSIBLE

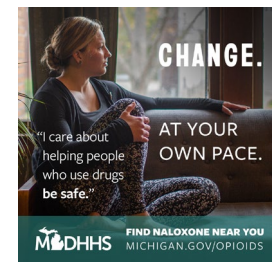
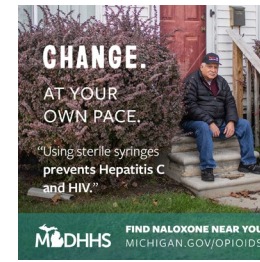
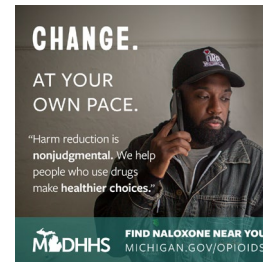
- State-managed portal for naloxone delivery to community groups
- EMS leave behind naloxone on overdose calls
- Hospital ED learning collaborative for MOUD implementation
- Prison-based MOUD implementation and scaling

SUPPORT, DON'T PUNISH

- Probation models for health-based response to drug use
- Reentry care coordination and support
- Home-based maternal care coordination and MOUD services

ENGAGE COMMUNITIES

- Syringe services program expansion
- Community mobilization for BIPOC-led organizations
- Media campaign for harm reduction services



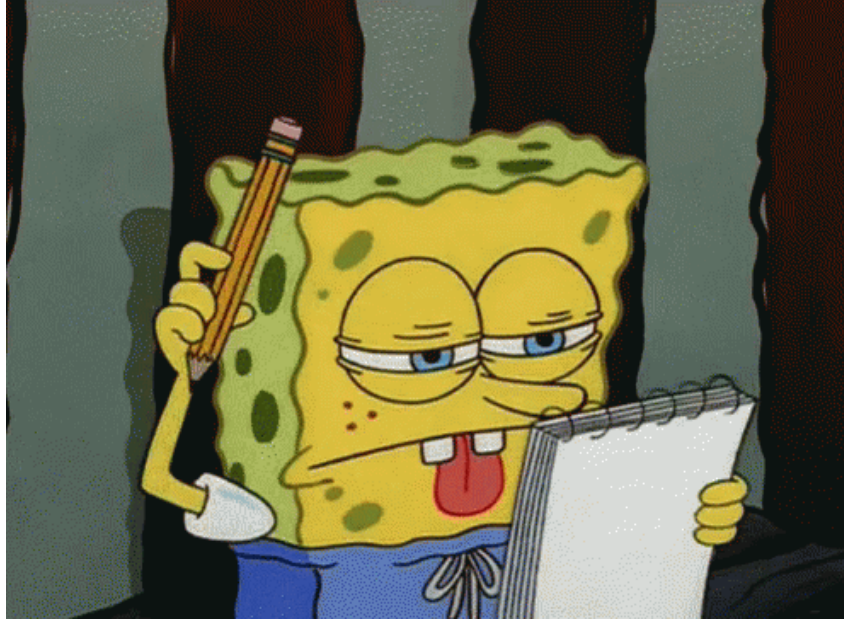
Today we're going to chat about

- Social media
- Connecting with media
- Useful tools to use
- Questions

Question

Does your organization have a
social media presence?

Media can be overwhelming and confusing



Start with

SOCIAL MEDIA

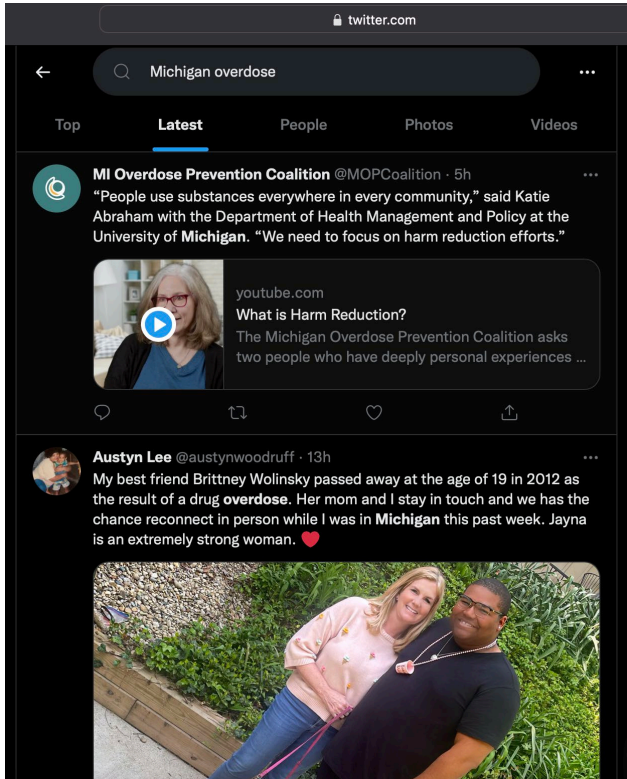
Social Media benefits

- See how people feel about your work/topic
- See who is talking about your topic
- Tell people about your work
- Connect with media

Social Media for research

- Twitter and LinkedIn – Find and connect with media
- Hashtags #'s on Social Media – to see how people are talking about your issue

Social Media for research



You can use social media platforms like LinkedIn and Twitter like search engines. To connect with others and learn more.

Question

Who wants to connect with
media?

Connecting with

MEDIA AND JOURNALIST

Connecting with media



- Research
- Understand the ask
- Asking questions of the reporter
- Develop your message

Connecting with media

- Research
 - Go to the outlets website and read their about section
 - Go to their social media and see how they talk and describe themselves.
 - Check out the journalist's social media profiles
 - Ask your community members if they've worked with this person before.

Connecting with media

- Understand the ask
 - What are you asking them (if you're doing the outreach) **or** what are they asking you for?



Ask all the questions

- Don't be afraid to ask questions of them before and during your interview
 - Why did they reach out to you
 - If it's a panel, who else will be on the panel
 - How long will the interview take
 - What is the timeline for the piece to be published

Develop your talking points

- Talking points are what you want them to takeaway from the conversation
 - Have 4, max, ready for when you talk about your topic/organization
- They should be short, clear, and free of jargon

Example: Harm reduction saves lives by providing people with accurate and compassionate information and services.

Places to start looking for inspiration: your organization's mission statement, the names or purpose of your programs or brochures.

Resources

TOOLS TO USE

Helpful tools for comms

- [Canva](#) – for great graphics
- [Later.com](#) – for scheduling posts
- [Help a Reporter Out](#) [HARO] – for being a source for journalist
- Cision, Meltwater, Prowly – for journalist lists and emails
- [The Op-Ed Project](#) – for op-ed tips including pitching reporters.

Connecting with media

- General tips

ALWAYS ASSUME THAT EVERYTHING IS 'ON THE RECORD'

Practice your talking points – out loud

Keep it simple and direct

CONFIDENCE

Resources we've created with partners

- [Prosecution, Drug Use & Public Health](#), a prosecutor's guide for strategies to advance drug policy grounded in principles of harm reduction, public health, and racial justice
- [Medication treatment for opioid use disorder in jails and prisons:](#)
- [Drug use legal policy data surveillance system](#), maintaining a database of state laws on substance use and harm reduction.
- [Harm Reduction is Healthcare: Sustainable Funding for Harm Reduction Programs](#), a free e-course for harm reduction programs about healthcare financing and funding sources, co-developed by the National Harm Reduction Coalition
- [COVID harm reduction toolkit](#), including fact sheets, tips and guidance for people who use drugs, engage in sex work, those who are unhoused, and the stakeholders who work with these communities.
- [Using Drugs Alone](#), a guide for people who use drugs to stay safer while using drugs alone, by Project SAFE
- [Survival Strategies for People Who Use Drugs](#), a provider guide by Project SAFE
- [Expanding First Response](#), a guide to develop, implement, and financially sustain community first responder programs in efforts to reduce justice system involvement for people who use drugs.

Questions?

Connect with us

- Vital Strategies' [Overdose Prevention Program](#)

Tony – Tnewman@VitalStrategies.org

Gloria – Gmalone@VitalStrategies.org

State Campaign

CHANGE: AT YOUR OWN PACE



Change: at your own pace

- Purpose
 - Elevate and expand harm reduction as a practice to end overdose
 - Connect people to harm reduction resources
- Partners
 - MDHHS
 - Community Organizations
 - Harm Reduction advocates

Develop message Develop messenger Develop call to action

Harm Reduction

People who provide harm
reduction services

Secondary Dept of Health

Access harm reduction services



CHANGE.
AT YOUR
OWN PACE.

"Harm reduction is **nonjudgmental**. We help people who use drugs make healthier choices to **prevent overdoses, HIV, and hepatitis C.**"

MICHIGAN DHHS **FIND NALOXONE NEAR YOU**
MICHIGAN.GOV/OPIOIDS

CHANGE.
AT YOUR OWN PACE.

"I care about helping people who use drugs **be safe.**"

MICHIGAN DHHS **FIND NALOXONE NEAR YOU**
MICHIGAN.GOV/OPIOIDS

CHANGE. AT
YOUR
OWN
PACE.

"Using sterile syringes **prevents Hepatitis C and HIV.**"

MICHIGAN DHHS **FIND NALOXONE NEAR YOU**
MICHIGAN.GOV/OPIOIDS

CHANGE. AT
YOUR
OWN
PACE.

"Harm reduction services help people who use drugs **prevent overdoses, HIV, and hepatitis C.**"

MICHIGAN DHHS **FIND NALOXONE NEAR YOU**
MICHIGAN.GOV/OPIOIDS

Storytelling Campaign

**LOVE & DIGNITY. *STORIES FROM THE
FRONT LINES OF THE OVERDOSE CRISIS.***



Love & Dignity. *Stories from the front lines of the overdose crisis.*

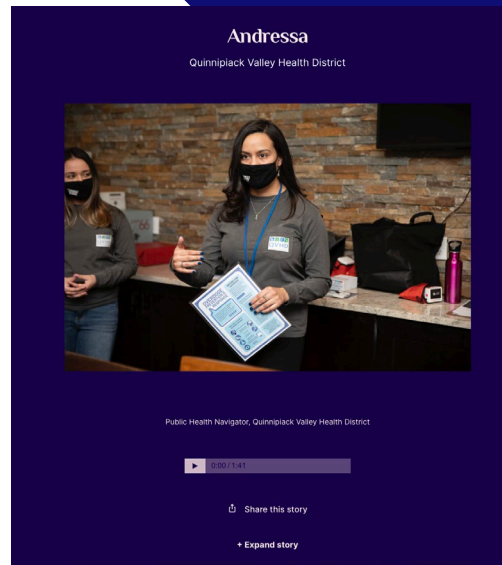
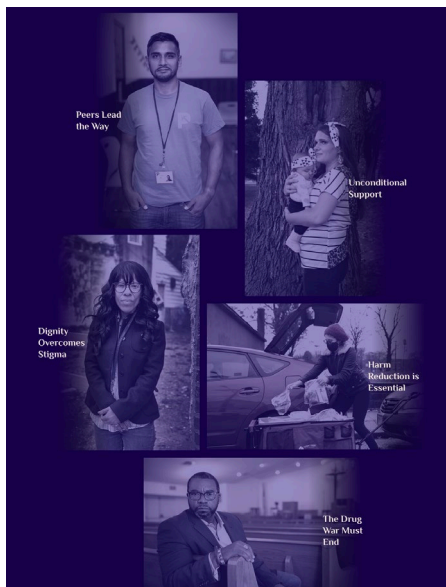
- Purpose
 - Elevate the diversity of harm reduction expertise
 - Expand the definition of what harm reduction can look like in practice
- Partners
 - Community Organizations
 - Graham MacIndoe and Susan Stellin

Develop message
Develop messenger
Develop call to action

Harm Reduction is already in
practice

People who provide harm
reduction services

Learn about harm reduction as a
practice



Love & Dignity

Peers Lead the Way

Dignity Overcomes Stigma

Unconditional Support

Harm Reduction is Essential

The Drug War Must End

National Campaign

SUPPORT HARM REDUCTION



Support for harm reduction services is vital to healing the crisis of drug overdoses faced by people who use drugs, their families, and their communities.

Response

By properly allocating support, resources, and attention around harm reduction services you can do something today to improve the health, stability of your community.

Message testing

Zebra Strategies completed a series of focus groups (FGs), In-Depth one-on-one Interviews (IDIs), and mini-groups (MGs) with respondents from diverse ethnicities, political affiliations, education levels, and occupations. These respondents were shown six ad concepts and three taglines, then asked to rate the concepts, and choose a favorite concept and tagline.

- 9 focus groups
- 6 in-depth-interviews
- 3 mini-groups
- 74 individuals in total

6 images

3 tag lines

“Invest in Community”

“Invest in Healing”

“Harm Reduction is Essential Work”

Harm Reduction Description

[illegible]

Anger



mpassion



More than 90,000 people died last year from a drug overdose. Doctors and public health officials agree that harm reduction is the proven way out of this crisis. People are going to continue to die until we follow the science and put their health first by supporting harm reduction.

 Vital Strategies

More than 60,000 people died last year from a drug overdose. Doctors and public health officials agree that harm reduction is the proven way out of this crisis. People are going to continue to die until we follow the science and put their health first by supporting harm reduction.



Every five and a half minutes another person dies from a drug overdose. It's getting worse each year. Harm reduction are facts proven to prevent more death by putting health first. With so many people dying every day, why are we waiting to support harm reduction?

 Vital Statistics

Every five and a half minutes, another person dies from a drug overdose. It's getting worse each year. Harm reduction are back proven to prevent more death by putting health first. With so many people dying every day, why are we willing to support harm reduction?

A photograph showing three people sitting on a light blue bench in what appears to be a community center or a public space. On the left, a Black man with a beard, wearing a red t-shirt and blue jeans, is sitting and looking towards the camera. In the middle, a woman with dark hair in a bun, wearing a striped long-sleeved shirt and blue jeans, is sitting and looking towards the camera. On the right, a woman with blonde hair, wearing a red sweater and blue jeans, is sitting and looking towards the camera. The background is a plain, light-colored wall.

When it comes to drug overdose, harm reduction is proven to work. It means taking small, incremental steps that are an important part of how we respond to drug use. Helping others is the right thing to do. Supporting harm reduction is another way of supporting my community, and I do it because it means my neighbors will be healthier.

Community

Community

The
New York
Times



HARM REDUCTION **saved my life**



SUPPORTHARMREDUCTION.ORG

Rupitaur aspedici leniendae.
Nam este doreste diti veli-
facepedi qui gna nungat
sectur sitor sitor eturshant.

Expliquidi quodi tem faccus,
nis expta a iun volent lac-
cabore veliqui delugant
teritat emquam erum entestru-

meno eliciti rest rem exercee
quae volumat ut spedi ex erum
et conitell meo consentant
quodm quam quam, quam sunt



NY TIMES FULL PAGE PRINT

- **Launch February 2022**
– New York Times and digital marketing



Harm
Reduction
**Saved
My Life.**

SUPPORTHARMREDUCTION.ORG

Harm Reduction Saved My Life.

Harm Reduction improves the health and safety of individuals and communities. Harm reduction means policies and practices that **help people who are using drugs to stay alive and protect their health**, such as from overdose, HIV, or Hepatitis C. Harm reduction is **not coercive**. Harm reduction **encourages and supports people to care for themselves and their communities**.

[illegible]

Supporting our state-based partners with comms TA

- Press releases
- Social media graphics
- Press Advisory
- Establishing relationships with local reporters
- Blog posts
- Media Trainings
- Toolkits