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Overdose Education & Naloxone Distribution Outreach Manual



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HEALing Communities Study Overdose Education and Naloxone Distribution (OEND) Outreach Manual

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Introduction

The information provided in this manual is based on Prevention Specialist efforts as part of the HEALing Communities Study (<https://heal.nih.gov/research/research-to-practice/healing-communities>) in Kentucky (HCS-KY). The study is being carried out in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA) and is part of the Helping to End Addiction Long-termSM Initiative, or NIH HEAL InitiativeSM, a bold effort to speed scientific solutions to stem the national opioid crisis. The goal of the study is to expand access to evidence-based practices, thereby reducing opioid overdose deaths.¹

The study leverages existing resources and initiatives, in partnership with communities,² to implement strategies to facilitate the uptake of evidence-based practices³ to fight the opioid epidemic. Ideally, strategies and efforts found to be successful in these communities can be replicated across the state and country. A key component of the study is expanding access to overdose education and naloxone distribution (OEND), which includes direct outreach to individuals in community settings and events.

A small HCS-KY team distributed 12,000 units of naloxone in less than 2 years

The main objective of this manual is to provide community members and agencies with a blueprint for sustaining or launching successful OEND outreach campaigns based on lessons learned by HCS-KY. This manual provides suggestions on staffing, OEND venues, event scheduling, event materials, attire, and distribution tracking efforts. This manual is shared with recognition that each community is unique and may require different variations of the efforts described herein.

Evidence shows that community OEND is effective in reducing opioid overdose mortality, with communities that have high uptake of OEND having greater reductions in overdose mortality.⁴ While over 1 million doses of naloxone were distributed by community OEND programs in the US in 2019,⁵ recent data suggest that current naloxone access pathways in most states are not sufficient to meet need.⁶ During the study's first wave, HCS-KY's small team of 5–8 outreach staff members called *Prevention Specialists* distributed more than 12,000 units of naloxone through face-to-face outreach across 8 Kentucky counties in less than 2 years.

¹ HEALing Communities Study Consortium. The HEALing (Helping to End Addiction Long-termSM) Communities Study: Protocol for a cluster randomized trial at the community level to reduce opioid overdose deaths through implementation of an integrated set of evidence-based practices. *Drug Alcohol Depend.* 2020 Dec 1;217:108335.

² Sprague Martinez L, Rapkin BD, Young A, et al. Community engagement to implement evidence-based practices in the HEALing communities study. *Drug Alcohol Depend.* 2020 Dec 1;217:108326. doi: 10.1016/j.drugalcdep.2020.108326. Epub 2020 Oct 6.

³ Winhusen T, Walley A, Fanucchi LC, et al. The Opioid-overdose Reduction Continuum of Care Approach (ORCCA): Evidence-based practices in the HEALing Communities Study. *Drug Alcohol Depend.* 2020 Dec 1;217:108325. doi: 10.1016/j.drugalcdep.2020.108325. 2020 Oct 4

⁴ Walley AY, Xuan Z, Hackman HH, et al. Opioid overdose rates and implementation of overdose education and nasal naloxone distribution in Massachusetts: Interrupted time series analysis. *BMJ.* 2013;346:f174. Published 2013 Jan 30. doi:10.1136/bmj.f174

⁵ Doe-Simkins, M., Wheeler, EJ, Figgatt, MC, et al. Naloxone Buyers Club: Overlooked Critical Public Health Infrastructure for Preventing Overdose Deaths. *MedRxiv Preprint.* Accessed May 1, 2023. <https://www.medrxiv.org/content/medrxiv/early/2021/11/16/2021.11.14.21266221.full.pdf>.

⁶ Irvine MA, Oller D, Boggis J, et al. Estimating naloxone need in the USA across fentanyl, heroin, and prescription opioid epidemics: a modelling study. *Lancet Public Health.* 2022;7(3):e210-e218. doi:10.1016/S2468-2667(21)00304-2

Staffing for OEND Outreach

An HCS-KY staff position with the title *Prevention Specialist* is assigned to local community settings with the primary objective of offering OEND outreach. These settings include homeless shelters, recovery housing, libraries, churches, local businesses, and so on. Utilizing Prevention Specialists facilitates maximum reach of OEND throughout the community.

Job duties of the Prevention Specialist include:

- ▶ Provide overdose prevention and response training to individuals and organizations and distribute naloxone to individuals who receive education.
- ▶ Provide community resource guides that may assist clients who are interested in treatment, harm reduction, and social services.
- ▶ Research, identify, and promote credible information about needed social services.
- ▶ Communicate and address potential issues and obstacles before they negatively impact outreach success.
- ▶ Complete required documentation for OEND.

Appendix A provides an example job posting for a Prevention Specialist. Each agency should tailor the job description to its own needs and culture.

When considering Prevention Specialist candidates, HCS-KY found success in hiring individuals who had experience with substance use disorder (SUD). This experience could be the individual's own personal experience, the experience of a loved one, or professional experience working with individuals diagnosed with SUD. Because of this lived experience, Prevention Specialists can connect with community members on a more personal level. They are also more likely to be welcomed into



HCS-KY staff at the State Capitol for Overdose Awareness Day in Franklin County, Kentucky

settings such as support meetings (e.g., AA, NA), recovery residences, and treatment centers.

The Kentucky Chamber of Commerce and others have advocated strongly for involving more people who are in recovery in the workforce. Employer resource guides and information on incentive programs for hiring people in recovery are available from the Kentucky Chamber of Commerce website at <https://www.kychamber.com/workforcerecovery>.

Using employment websites like Indeed was helpful in finding a diverse range of applicants. It is also helpful to advertise positions in recovery forums on social media, at community recovery centers, via local coalitions, and social service organizations.

Identifying Potential Venues for OEND Outreach

When identifying OEND venues, it is important to recognize that high-risk individuals can be reached in almost any setting. However, there are some locations HCS-KY identified as particularly beneficial for reaching individuals at highest risk for an opioid overdose. These high-risk venues include agencies serving individuals with SUD, individuals in recovery, low-income families, or individuals experiencing homelessness. These venues include:

- ▶ Recovery housing
- ▶ Recovery meetings
- ▶ Soup kitchens and food pantries
- ▶ Libraries
- ▶ Gas stations
- ▶ Pawn shops
- ▶ Motels

Although focusing on high-risk venues is important, it is also necessary to focus on venues that may be considered lower risk. These could include:

- ▶ Businesses
- ▶ Community events and festivals
- ▶ Farmers' markets
- ▶ Schools
- ▶ Government buildings
- ▶ Medical association events

Individuals present in these venues can still complete bystander training and administer naloxone should they witness an opioid overdose. Often, these individuals are opinion leaders who can play an important role in reducing stigma and opening doors for future OEND outreach opportunities.

It is important to recognize that a one-size-fits-all approach to OEND outreach will not be as successful as one that is tailored to the community. To identify venues and high-risk neighborhoods where OEND outreach may have the greatest impact, those leading outreach activities are encouraged to solicit recommendations from local stakeholders familiar

with substance use, overdose, and harm reduction. Stakeholders who may be equipped to advise on OEND outreach venues include, but are not limited to, members of substance use coalitions (e.g., ASAP Boards, Drug Free Coalitions, UNITE coalitions), staff at local recovery organizations, peer support specialists employed with local agencies, frontline staff and clients from the local harm reduction or syringe service programs, health department employees, social service providers, local law enforcement, and EMS.

When seeking advice on OEND outreach venues and approaches, engaging people who are actively using drugs or who have recent experience with substance use is important. People who are actively using drugs can often be reached through syringe service programs. People in recent remission or recovery from SUD can often be engaged at recovery meetings, recovery centers, recovery residences, and/or treatment facilities. Leaders and staff in these venues might be willing to help elicit input from their clients and attendees.

It is best to seek guidance from multiple stakeholders from different occupational and demographic backgrounds and with different agency affiliations rather than to rely solely on the input of one individual or coalition. Perspectives of law enforcement and EMS are especially valuable because they can provide information on the venues and neighborhoods at which they are responding to the most overdose calls and/or making the most drug-related arrests. Finally, when beginning to do OEND outreach, talk with people whom you meet to get their insights on priority venues, events, and neighborhoods.

Questions to ask stakeholders about potential OEND venues include:

- ▶ Where are areas with high overdose rates?
- ▶ Have clients disclosed areas with high drug use, if so, where? Are there specific locations, such as parks, gas stations, etc.?
- ▶ What venues have expressed interest in OEND?

The goal of the conversations with stakeholders is to generate a list of specific venues and neighborhoods/areas that would maximize reach to individuals most at risk for an overdose or most likely to witness an overdose. During these conversations, it is also helpful to get information on points of contact at the suggested venues.

When considering venues for outreach, it is important to ensure that the outreach plan will expand access to OEND among populations that are often underserved. Populations that often have inequitable access to OEND and a range of other supports include people of color (Black, Indigenous, and other people of color), those who are non-English speaking, LGBTQIA+, unstably housed, veterans, people involved in transactional sex, persons with disabilities, older adults and young emerging adults, those residing in rural areas, and people of lower income.

When working to identify neighborhoods, events, and venues, it is important to seek advice from members of these communities and the groups serving these communities. For example, talking with the local NAACP chapter, staff at neighborhood community centers, pastors and members from local churches, and the like can provide context that guides outreach efforts.

Online resources can be helpful for identifying venues and community events. Though not exhaustive, the following resources can be of assistance:

- ▶ Local Chambers of Commerce
- ▶ City/County websites and newsletters

- ▶ Facebook recovery group forums (example: [Hopeshots](#))
- ▶ Online 12-step meeting lists (example: Northern Kentucky AA Meeting Schedule)
- ▶ Other recovery meetings (example: SMART Recovery meetings)
- ▶ Transitional house directories (example: https://www.oxfordhouse.org/directory_listing.php)

A more detailed description of some of the most receptive and successful venues for HCS-KY is provided below. Of note, not all venue types may be applicable in all communities. The contact person's role and title may also differ.

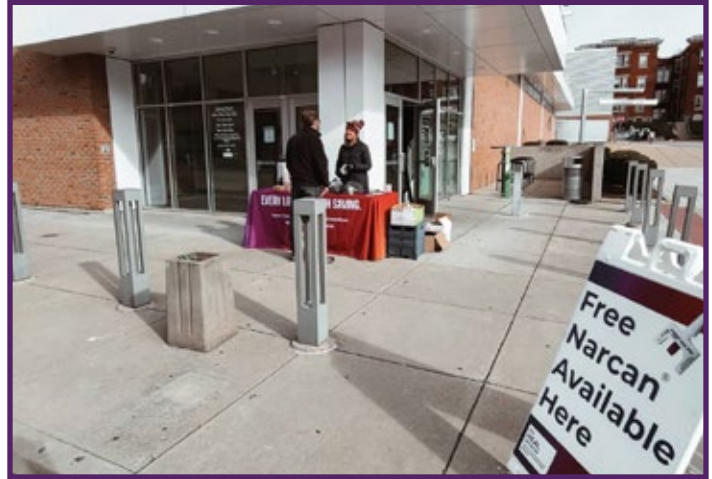
- ▶ **Recovery Residences (formerly known as sober living houses):** These are high-risk venues and are often willing to host OEND. The house owner or the house manager is the best contact for scheduling a training. House managers in recovery residences may change frequently. While the house manager may be the person coordinating training, it is important to have the contact information for the house owner. This will allow for easy transition if the house manager changes. Training is most successful if conducted during the weekly house meeting. Times for these meetings differ with each house but are typically early mornings or late evenings and on weekends. It is suggested that OEND at the recovery residence is offered frequently because these houses tend to experience high turnover of residents. *Suggested frequency: 1-2 times per month.*



Left: OEND outreach at a recovery support agency in Boyle County, Kentucky.

Right: OEND outreach at a Pride event in Jefferson County, Kentucky.

- ▶ **Recovery Meetings (AA, NA, SMART Recovery, MARA, AL-Anon):** OEND can only be offered at open recovery meetings. Showing up at a recovery meeting unannounced is not recommended as this may infringe upon the privacy of attendees. Only attend recovery meetings if invited. This will likely need to be set up through a personal connection with someone who attends the meeting. *Suggested frequency: 1-2 times per month.*
- ▶ **Libraries:** Contact the Library Spaces Specialist or Training Coordinator to set up training. Training library staff and visitors has been found to be very successful. It is beneficial to set up inside and outside of the library. Setting up outside allows communities to reach library visitors and individuals walking or driving by the facility. *Suggested frequency: 1 time per week.*
- ▶ **Shelters (domestic violence, homeless shelters):** Contact the Director of Operations to set up training. Offer OEND to staff and clients. Collaborate with the social service agency to offer OEND during special events. If applicable, set up outside of the facility where clients may congregate before and after services are offered. *Suggested frequency: 1 time per week.*
- ▶ **Food Pantries:** Contact the Operations Manager to set up training. Offer OEND to participants and staff. Also explore whether the pantry manager is willing to include resource guides and OEND information pamphlets in the food boxes. It is suggested to offer OEND inside or outside of the facility near the entrance. Setting up outside of the venue provides an opportunity to connect with people utilizing the food pantry, waiting in the parking lot, or individuals who may be walking by. *Suggested frequency: 1-2 times per month.*
- ▶ **Substance Use Disorder Treatment Programs:** Contact the Director of Operations to set up training. Offer OEND to staff and clients. OEND can be offered in the lobby while clients are entering and exiting the facility. OEND can also be offered in a group setting with clients or staff members. *Suggested frequency: 1 time per week.*
- ▶ **Government Centers:** The contact person will usually depend on whether you wish to partner



OEND outreach at public libraries in Kenton County (top) and Clark County (bottom), Kentucky.

with a specific office or set up inside/outside the building. In general, it may be best to try the city or county manager/administrator's office, or the judge executive or mayor's office. A warm handoff or personal connection can be very helpful with these venues. *Suggested frequency: 3-4 times per year.*

- ▶ **Courthouses (including specialty courts like Drug Court or Veteran's Court):** Possible contacts can be the Court Clerk, the Court Administrator, the Specialty Court Program Director, or one of the judge's chambers. Often, there are certain days of the week that the court sees people scheduled to visit court, while other days are reserved for administrative business. We suggest trying to offer OEND outreach on the days clients are seen. *Suggested frequency: 1-2 times per month.*

- ▶ **Farmer's Markets:** Contact the market manager to set up the training. There may be a fee for setting up a table at the market, but the market may waive the fee for certain agency types. *Suggested frequency: 1-2 times per month.*
- ▶ **Gas stations:** The most effective way of seeking permission to set up at a gas station or to train their employees is by showing up and asking to speak to a manager in person rather than trying to call ahead. When requesting permission to set up outside, if possible, offer to purchase items from the business to distribute during OEND. Offer OEND to staff and customers. *Suggested frequency: 1-2 times per month.*
- ▶ **Schools/Colleges:** Contact the Student Engagement Coordinator to set up training. Offer OEND to staff and students. Some colleges may allow for an OEND table to be set up in the student services center during school hours on a reoccurring basis. *Suggested frequency: 1-2 times per month.*
- ▶ **Syringe Service Programs:** Contact the Program Director to discuss possible training. Of note: many harm reduction programs have access to naloxone via grant funding and may not need additional support at a given time. However, funding sources can change so it is recommended to follow up periodically. *Suggested frequency: Weekly.*
- ▶ **Probation and Parole:** Contact the Office Manager to set up training. This setting can be difficult due to participants' reticence in taking advantage of OEND based on fear they will be suspected of active drug use. Buy-in from the officers is key. Speaking directly with probation and parole officers about how they can encourage clients to be trained and receive naloxone is imperative to success in this setting. For example, ask the officers to bring clients directly to the table for training after an appointment or request that they reiterate to clients that taking naloxone does not mean they are assumed to be using drugs. *Suggested frequency: Biweekly.*
- ▶ **Community Events:** Box 1 lists example events that could potentially be good venues for OEND outreach. Community events can be registered for online or by emailing the event coordinator.



HCS-KY staff training key community members at a shop local event in Fayette County, Kentucky.

Box 1. Example events at which to offer OEND

- ▶ Substance use-related events, such as recovery rallies, recovery resource fairs, Overdose Awareness Day, Drug Take Back Day, etc.
- ▶ Street festivals
- ▶ Community movie nights
- ▶ Parades
- ▶ County fairs
- ▶ Farmer's markets
- ▶ LGBTQIA+ Pride festivals
- ▶ Music festivals and concerts
- ▶ ATV, motocross, and off-roading events
- ▶ College campus events
- ▶ Health fairs
- ▶ HIV/hepatitis C testing sites or events

Some events require a vendor fee, while others are free. In some cases, the event will waive the fee for certain agencies or groups representing certain causes. Once permission is obtained to offer OEND at an event, ask about opportunities to advertise trainings through the printed programs, directories, announcement by the emcee, etc. Community events account for some of the highest volume OEND efforts by HCS-KY.

Pop-Up OEND Outreach

Pop-up OEND outreach is an innovative strategy implemented by HCS-KY and is effective in reaching high-risk communities. A pop-up OEND event consists of setting up an OEND table in an outdoor community location where passersby have easy access. A pop-up event should never be held without the permission of the business owner/manager or owner of the property.

Box 2 has possible pop-up locations for OEND. The most successful HCS-KY pop-ups are on sidewalks or in parking lots on high-traffic streets or venues. Generally, it is more successful to set up near places that might be frequented by people at high risk during those locations' hours of operation. It is also beneficial to focus on holding pop-up OEND events in high-risk neighborhoods, including those that are of lower income. When holding a pop-up OEND event, ask people who approach for OEND training about other good venues for events and what suggestions they have for giveaways and so on.

When doing a pop-up OEND event, try to optimize reach by timing the event so it maximizes participants. To determine the best timing, ask business owners, employees, cashiers, and others at or near the target venue about which days and times experience the most traffic. For example, the timing of traffic at certain agencies, stores, and check cashing locations may vary greatly

Box 2. Possible locations for pop-up OEND

- ▶ Businesses *near* venues that serve high-risk people during those businesses' busiest hours of operation (i.e., soup kitchen, homeless shelter, substance use treatment facility, syringe service program)
- ▶ Gas stations
- ▶ Fast food restaurants
- ▶ Dollar stores
- ▶ Grocery stores
- ▶ Thrift stores
- ▶ Check cashing and pay day lending businesses
- ▶ Outside the main office of a housing complex or mobile home
- ▶ Libraries
- ▶ Pawn shops
- ▶ Parks
- ▶ Social Security and unemployment offices
- ▶ DMVs
- ▶ Drug testing agencies
- ▶ Adult entertainment venues
- ▶ Plasma and blood donation centers
- ▶ Pawn shops
- ▶ Tobacco/vape shops
- ▶ Truck stops
- ▶ Fire departments
- ▶ Bars

Pop-up OEND outreach at a dollar store in Kenton County, Kentucky.





Pop-up OEND outdoors in Bourbon County (top) and Carter County (bottom), Kentucky.

by day of the month or week based on when government income assistance programs issue checks. Similarly, if holding a pop-up event near a main office location in a housing complex or mobile home park, it is often best to time the event around when monthly rent is due. For some businesses with a Google profile, you can use Google to determine the best time of day by finding the business, clicking on it in Google, and scrolling down to the graph showing “Popular Times” per day of the week.

When planning an OEND pop-up it is important to consider your surroundings. Things to look for include:

- ▶ Is this an area with a lot of foot traffic?
- ▶ Is this an area where people often walk and drive by?
- ▶ Is this an area where drivers can pull over?
- ▶ Is this near a recovery residence, shelter, soup kitchen, food pantry, treatment center, or other venue that may increase the likelihood of contact with high-risk individuals?
- ▶ What days and times of day will have the greatest foot traffic from the people most in need of OEND?
- ▶ Is this location safe? Should there be more than one staff member present to promote safety?

Giveaways at Pop-Up OEND Outreach

Giveaways were essential at pop-up events. To expand the number of giveaways and/or services available at a pop-up event, it may be helpful to partner with other local agencies. For example, some health departments have initiatives in which they provide a gift card to those accessing HIV and hepatitis C testing. While having more giveaways and services is often an advantage, having the event include too much could cause it to become overwhelming and intimidating for people to approach. It is usually best to start with a small event and grow it after learning more about the setting, traffic, and people reached.

When setting up in high-risk neighborhoods or near venues that provide services to individuals experiencing homelessness, purchasing pizza and distributing slices with the OEND is beneficial. This builds rapport with the community and helps increase distribution among high-risk populations. Other strategies for food distribution include purchasing a portable or tabletop grill and grilling food like hot dogs or grilled cheese to give away, as allowed by local ordinances (e.g., health department requirements for food handlers, code enforcement for event location). In cooler weather,

using an insulated coffee urn or dispenser to provide hot coffee or purchasing a soup chafer or kettle for providing warm soup helps attract participants. An advantage of cooking food on site, as people request it, is that it provides time to talk with the person while the food cooks. When planning a food giveaway, it is important to mind local health department guidelines for food service (i.e., gloves, etc.). It is easier and safer to provide precooked or prepackaged foods than to cook food on site. Example giveaway items are included in Box 3.

When purchasing supplies or food for the event, it is recommended to purchase them from the location of the pop-up event if the location sells food and supplies.

Box 3. Possible giveaway items for pop-up OEND

- ▶ Prepackaged food (chips, donuts, pizza, candy)
- ▶ Prepared food (hot dogs, grilled cheese, soup)
- ▶ Drinks (waters, sports drinks, sodas, coffee)
- ▶ Drawstring backpacks
- ▶ T-shirts
- ▶ Pens
- ▶ Key chains
- ▶ Lip balm
- ▶ Stickers
- ▶ Water bottles



Top: Community partner and prevention specialist displaying giveaway t-shirt and drawstring backpack.

Bottom: OEND outreach table with drink and chips giveaway.



Venue Outreach and Scheduling

Sample emails and phone scripts can be found in Appendix B and Appendix C, but when contacting venues for OEND, it is important to recognize that certain venues may respond better to different methods of communication.

For example, when contacting recovery residences, your contact person may be the house manager. The house manager is usually an individual who is newly in recovery. This individual may respond better to phone calls, text messages or through social media outlets such as Facebook, rather than emails. It is also beneficial to use a more "relaxed" style of communication.

Example call to house manager: "Hello Sarah! My name is [name] and I work for [agency]. I distribute naloxone (Narcan) with overdose education to recovery residences in [community] and would love to offer this to your facility. It only takes about 10 minutes and I'd be more than happy to come to your weekly house meeting. Is this something you would be interested in setting up?"

It is important to track the date(s), method(s), and response(s) received from each outreach attempt in a database (see Appendix D for example Excel database structure). This will help to keep track of your communication efforts with each venue.

Follow-up

Consistent follow up with partners is important to increase OEND outreach. Send a follow-up email or phone call after the event informing the vendor/agency/business of how successful the event was. Include how many individuals were engaged, how many resources were handed out, and how much naloxone was distributed. If there are reports of lives being saved as a result of the naloxone provided at the venue, consider circling back to the person you worked with at the location to let them know.

You can use this email to mention returning to the venue/agency/business to offer OEND again or further discuss a reoccurring OEND schedule.

Social Media Advertising

Advertisement is also important for OEND outreach success. HCS-KY staff created Facebook and Instagram pages for each county. These platforms were largely used for informing the community of upcoming OEND event times and locations.

We suggest advertising on social media several days before the event. Once the event is completed, use a photo from the event to inform the community of the results (i.e., how much naloxone is distributed). When taking photos at the event, be sure not to include identifiable imagery of the public including faces, vehicles, and license plates. Also, there may be circumstances in which the host business or location does not want to be widely known as having hosted an OEND event. It may be important to not identify the location or to avoid showing the venue name.



Example social media graphics for a recurring OEND event (top) and OEND outreach with a partner agency (bottom).

OEND Event Materials and Setup

It is important to be a minimum of 15-30 minutes early to the OEND location depending on the size of the event/venue. This time can be used to set up and prepare for the event to start. Make sure to have contact information for the agency/venue in case of delays or conflicts in relation to the event.

If an event is large where 5 or more people may be approaching at once, it is suggested to have 2-3 other individuals working at the event.

Pre-stuffing bags with naloxone, overdose recognition and response brochures, and community resources allows for better engagement with the community while offering the training.

The event setup will differ at each training. Box 4 shows a list of supplies needed at most events. For a more exhaustive list, including items needed for food preparation, see **Appendix E**. A tote or cart is recommended to help keep supplies organized and make them easy to carry.

Signage

It is important that individuals can look at the display and know what it is that is being offered, whether they are driving or walking. A bright tablecloth with bold lettering and/or a sandwich board reading, "Free Naloxone Available Here," are two helpful items. The sandwich board allows individuals to see what is being offered from a distance. The sandwich boards can be placed along the sidewalk so they are also visible to drivers who may want to pull over for OEND. A sandwich board that allows for graphics to be interchanged may be best given that different slogans may resonate better in some locations than others.

Suggested slogans include:

- ▶ Every life is worth saving
- ▶ Free Narcan available here
- ▶ Help save lives. Carry naloxone
- ▶ Naloxone saves lives
- ▶ You can save a life with a spray

Box 4. Common supplies for OEND outreach

- ▶ Naloxone units and packaging (e.g., bags)
- ▶ Overdose recognition and response brochures
- ▶ Naloxone demonstration units
- ▶ Forms (if form completion is required)
- ▶ Clipboards and pens
- ▶ Local resource guides
- ▶ Table and chairs
- ▶ Informational/promotional tablecloth
- ▶ Sandwich board sign
- ▶ Giveaway items (e.g., drawstring bags, T-shirts, key chains, lip balm, etc.)
- ▶ Food, drinks, and condiments (if needed)
- ▶ Informational material on related initiatives (e.g., safe opioid disposal, medications for opioid use disorder, HIV/hepatitis C testing and treatment)

- ▶ We are all first responders
- ▶ Carry naloxone. Save a life.

Breakdown

When ending OEND efforts for the day, make sure to not leave anything behind. If the OEND event is outside, make sure that nothing is left in the grass or on the surrounding area. This is proper professional etiquette but also imperative to being invited back. After cleaning up, thank the owner or host again for allowing OEND set up, offer them giveaway items and/or food and drinks, and leave a business card with them.

Safety

When offering OEND in any setting, it is important to make sure that safety is top priority. If distributing in an unfamiliar location or there are safety concerns, it is recommended that more than one staff person

be present. Avoid any situation that feels unsafe. Make sure that supervisors know the OEND location and training times. Carry a cell phone and ensure it is charged and accessible during events.

Attire

Nothing creates a first impression more than the way someone presents themselves, including the clothes they wear. When offering OEND and deciding appropriate attire for the day, it is important to focus on the venue where distribution will occur. What to wear will vary depending on the location.

For example, if offering OEND in a recovery residence, homeless shelter, soup kitchen, or even in some small businesses, more casual clothing may be best. Casual clothing can include jeans, T-shirts, and sneakers.

Dressing in a more casual manner at these events assists in breaking down barriers between the consumer and the distributor. Always be thoughtful of how attire may make other people feel and take precautions to make everyone feel comfortable and welcome. Casual clothing in these instances creates a more equal and calming setting for education and distribution. Although the clothing should be casual, it should still be appropriate

and not contain vulgar, polarizing, or otherwise provocative imagery.

It is also encouraged to dress for the event. An example of this could be wearing the event T-shirts or wearing clothing that celebrates the event (e.g., Pride parades). If you are offering OEND to a government entity, at a conference, or in a large-scale business, a more professional style of clothing is recommended.



Top: Casual attire at a flea market in Greenup County, Kentucky

Bottom, left: Casual attire at the NKY Pride Parade.

Bottom, right: Professional attire at the Kentucky Jailers Conference.

Tracking Distribution Information

Distribution data should be tracked as the data may be needed for documentation to those funding the initiative, to use for future applications for funding such events, and to ensure equitable distribution across the community. Tracking this information allows for review of visited locations, priority locations, successes, and venues/events that may not have worked well (e.g., did not reach many people). Tracking these efforts will help record how much naloxone is on hand, how much has been distributed, locations of distribution, and contact information for the agency/business/venue where the distribution occurred.

Using an Excel spreadsheet to track distribution is recommended. Document the following: date, staff person name(s) involved in OEND, venue, address, contact person and the number of naloxone units distributed. This will help keep track of data and venue contact information for future training. See Appendix D for a sample.

For HCS-KY, every 1 unit (i.e., box) of naloxone is

accompanied by 1 demographic form that must be filled out (see example in **Appendix F**). The form includes the date, county name, demographic information, and information on the participant's experience with overdose. These forms are typically filled out by participants after completing the overdose education training and receiving their naloxone. If a participant does not want to complete demographic or overdose questions, those fields may be left empty.

The demographic data can be compared to the county data to gauge whether distribution reach reflects the county's demographic profile. Data regarding a person's own experience with overdose or witnessing an overdose can be used as an indicator of reaching those at greatest risk.

Of note, distributing to individuals who cannot read or who do not read English proficiently does occur. In this situation, offer to assist the individual in filling out the form or be prepared to offer the form and brochure in multiple languages.

Estimated Cost of OEND Outreach Program

An OEND outreach program like the one launched by HCS-KY can have broad reach at a relatively low cost. To assist community organizations with the planning and grant-writing process for OEND outreach, we used HCS-KY data and staff feedback to estimate costs associated with outreach programs at varying levels of personnel support. In Table 1, we provide information about the cost and potential reach of an OEND outreach program supported by a staff person with full time effort (FTE), 0.75 FTE, 0.5 FTE, and 0.25 FTE. In each scenario, the total personnel and administrative cost is \$25 per naloxone unit distributed, not

including the cost of the naloxone unit. Of note, the numbers and costs provided are on a per-county basis. If an organization serves multiple counties, they will need to multiply the costs by the number of counties served in order to achieve the per-county OEND distribution estimates described in the table. The organization may also need to adjust the mileage estimates for increased travel by staff. The estimates provided in the table are based on averages across rural and urban communities involved in HCS-KY. Depending on the geography of the county served, organizations may need to adjust mileage estimates.

Table 1. OEND outreach program cost estimates per county

	1 FTE	0.75 FTE	0.50 FTE	0.25 FTE
NALOXONE				
Naloxone cost per unit (1 unit = one box with two doses) ^a	\$45.70	\$45.70	\$45.70	\$45.70
Estimated number of naloxone units distributed per week ^b	40	30	20	10
Number of outreach weeks per year	50	50	50	50
Annual naloxone distribution estimate	2,000	1,500	1,000	500
LABOR				
Peer Support (Harm Reduction / Outreach Specialist) salary ^c	\$48,163	\$36,122	\$24,081	\$12,041
Base salary	\$38,530	\$28,898	\$19,265	\$9,633
Fringe benefits (assuming 25% fringe)	\$9,633	\$7,224	\$4,816	\$2,408
PRINT MATERIALS				
Brochures (e.g., naloxone brochure, resource guides, etc.) ^d	\$660	\$495	\$330	\$165
MILEAGE				
Federal standard mileage reimbursement rate, 2023	\$0.65	\$0.65	\$0.65	\$0.65
Estimated miles traveled per week	45	34	23	11
Annual reimbursement cost	\$1,463	\$1,097	\$731	\$366
Total non-naloxone costs (i.e., labor, mileage, and print materials)	\$50,286	\$37,714	\$25,142	\$12,572
Total naloxone costs	\$91,400	\$68,550	\$45,700	\$22,850
Total estimated annual cost for OEND outreach program	\$141,686	\$106,264	\$70,842	\$35,422
SUPPLIES (OPTIONAL)				
Tablet (i.e., for data reporting)	\$500	\$500	\$500	\$500
Outdoor event equipment	\$300	\$300	\$300	\$300
Table	\$50	\$50	\$50	\$50
Tent	\$100	\$100	\$100	\$100
Signage	\$150	\$150	\$150	\$150
Food (e.g., sodas, snacks for events) ^e	\$2,000	\$1,500	\$1,000	\$500
Giveaway items (e.g., pens, backpacks, lip balm, etc.)				<i>Variable</i>

FTE = Full-time equivalent.

^aBased on public interest pricing at time of publication; actual price of naloxone will vary based on product, source, and market conditions.

^bNaloxone units distributed per week is estimated based distribution by HCS-KY Prevention Specialists. Weekly distribution varies depending on community event schedule. For example, distribution at a single event (e.g., fairs, festivals, Pride events) can exceed 200 units.

^cSalary source: Mental Health and Substance Abuse Social Workers (NAICS 21-1023) median salary from May 2021 Occupational Employment and Wage Statistics (OEWS) Estimates for Kentucky Bureau of Labor Statistics, Department of Labor.

^dPrint materials cost estimate assumes 1 brochure is distributed per person trained, and each brochure costs \$0.33 to print.

^eFood cost estimate assumes snacks/drinks come to \$1.00 per person trained.

Appendix A. Prevention Specialist Job Description

Under the direction of the [supervisor], the Prevention Specialist has many responsibilities, including to:

- ▶ Conduct overdose prevention training within local community settings, including at local businesses (e.g., gas stations, pawn shops, dollar stores), social service agencies (e.g., shelters, food banks, health department), housing complexes (e.g., apartment complexes, recovery residences), recovery meetings (e.g., AA/NA meetings), and community events (e.g., fairs, festivals, markets, meetings).
- ▶ Provide overdose prevention training and naloxone to individuals and organizations seeking education.
- ▶ [If applicable] Assist clients who are interested in treatment, including medications for opioid use disorder, by linking clients with local resources.
- ▶ Engage and support clients with problem-solving, coordination, and promotion of local services/resources.
- ▶ Assist in stigma reduction through training and educational efforts.
- ▶ Research, identify and promote credible information and options on needed social services.
- ▶ [If applicable] Advocate for the needs and desires of clients by engaging local providers from mental health services, addiction services, and physical medicine to meet the needs of clients.
- ▶ Develop and disseminate advertisements about OEND outreach events in the community and online.
- ▶ Communicate and address potential issues and/or obstacles before they negatively impact success.
- ▶ Record detailed process data (e.g., outreach events held, overdose training completed, distribution of naloxone).

Skills / Knowledge / Abilities: A successful candidate will be outgoing, have strong empathy skills, work ethic and integrity, respect the dignity of people who use drugs, and appreciate and respect the cultural, spiritual beliefs and practices of individuals, including those involved in the criminal legal system. Candidates should be able to effectively use technology (e.g., [software programs]) to provide information and record data. Candidates will also be required to follow HIPAA and privacy practices.

Required Education: High school graduate or GED

Preferred Education/Experience: [Looking for someone with lived, personal experience with substance use disorder.] One year of experience as a Prevention Specialist or in working with individuals with substance use disorder, training, education, research, or project coordination.

Physical Requirements: This position requires driving a vehicle. This position will require frequent travel between multiple outreach locations over a defined service area in [community] and the associated/surrounding communities. [Insert here whether a company car will be provided or if mileage is reimbursed]. This position also requires walking with objects up to 25lbs, standing for an extended period of time, and performing work in a sedentary position.

Shift: This position must be willing to work in different environments (office-based and outdoors) at times best suited to the community (including some evenings and weekends). This includes hours outside of traditional office hours.

Appendix B. Draft OEND Outreach Phone Call

Hi [Contact Name],

My name is [Name] and I work at [Agency Name]. We are trying to help reduce opioid overdose deaths in the community by making sure everyone has access to overdose education and free naloxone. Naloxone, commonly known as Narcan, is a nasal spray medication that reverses the effects of an opioid overdose.

I'm reaching out to you today to see if you would be interested in allowing us to offer overdose education and free naloxone to your staff and/or customers. The training only takes a few minutes and each individual trained will receive their own unit of naloxone to take home.

- ▶ Ask if they have any questions/concerns about offering OEND.

Thank you for your interest in offering this service to your [staff/customers]. We appreciate your willingness to help us fight this overdose epidemic.

I'd love to go ahead and schedule the training now, if possible.

- ▶ Schedule OEND over the phone, if applicable.
- ▶ If unable to schedule, exchange emails and send follow-up emails within 24 hours.

It is important to note that this is a draft call script. Some individuals may not give you enough time to give all the necessary information. If the training cannot be secured over the phone, request an appropriate email address to continue the conversation.

Appendix C. Draft OEND Outreach Email

[Contact Name],

Good afternoon. My name is [Name], and I work at [Agency Name]. We are trying to help reduce opioid overdose deaths in the community by making sure everyone has access to overdose education and free naloxone. Naloxone, commonly known as Narcan, is a nasal spray medication that reverses the effects of an opioid overdose.

I'm reaching out to you today to see if you would be interested in allowing us to offer overdose education and free naloxone [to your staff and/or customers/residents, or at your location]. The training only takes a few minutes and each individual trained will receive their own unit of naloxone to take home.

If you're interested in setting up this training, you can reach me via email or phone, [phone number].

Thank you for your time and I look forward to partnering with you to reduce overdoses in [county].

Sincerely,

[Name]

[Contact information]

Send a confirmation email the week of the event.

Appendix D. OEND Outreach Databases

Database for tracking venue outreach

Venue name	Venue address	Venue contact details	Staff person in contact	Dates of contact	Mode of contact	Response	Notes
Venue name 1	123 Address Ave, Covington Ky	John Doe, 000-000-0000	PS name	10/4/22	Phone	Answered	Set up OEND at venue for 10/10/22
Venue name 2	123 Street Rd, Covington, Ky	Jane Smith, 000-000-0000	PS name	10/4/22	Phone	Voicemail	Left voicemail. Will retry on 10/9/22.
Venue name 3	1234 Street Ave, Covington, Ky	Joe Brown, joe.brown@email.com	PS name	10/4/22	Email	Waiting	Sent e-mail. Will reach out via phone on 10/9/22 if no response.

Database for tracking outreach events and distribution

Staff name	Venue name	Venue address	Venue contact details	Date	Time	Units Distributed	Notes
PS name	Venue name 1	123 Address Ave, Covington Ky	John Doe, 000-000-0000	10/10/22	12pm-3pm	40	Returning on 11/6/22

Appendix E. Supply List

- Naloxone units and packaging (e.g., bags)
- Overdose recognition and response brochures
- Naloxone demonstration units
- Forms (if form completion is required)
- Clipboards and pens
- Local resource guides
- Table and chairs
- Informational/promotional tablecloth
- Sandwich board sign
- Giveaway items (e.g., drawstring bags pens, t-shirts, key chains, lip balm, etc.)
- Tent and stakes or weights for legs
- Rope for banner signage (if applicable)
- Scissors
- Trash bags and trash can
- Hand sanitizer
- Cleaning wipes or spray

As needed if serving food

- Food, drinks, and condiments
- "Free Food" sign
- Cooler and ice
- Paper towels
- Gloves
- Paper plates and plastic utensils
- Serving utensils
- Cups (unless providing bottles or cans)
- Food preparation equipment (e.g., grill and gas canisters)
- Supplies necessary for food equipment (e.g., lighter for gas-powered equipment)

Appendix F. Demographic Tracking Form

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HCS Naloxone Training & Distribution Form - PS

Each individual who is trained in overdose prevention and response must complete this form. A partner agency representative should complete the first three questions (date, type of training, and naloxone unit provided) and either ask individuals receiving naloxone the remaining questions or allow the individual to complete the form. Questions in the box are required.

Do not put the individual's name on this form. An individual may decline to answer any of the demographic questions (excluding county of residence); simply leave those questions blank. Information from the paper registration form must be entered into the electronic distribution survey to document the naloxone distribution.

Date: _____

Please confirm you enter the correct date of distribution into the electronic survey

Type of Training: Video training Live session **Venue:** _____

Naloxone Unit Provided: Yes No **Site:** _____

County of Residence: _____

Ethnicity (Please choose one):

- Hispanic or Latino
- NOT Hispanic or Latino

Race (Please select all that apply):

- African American/Black
- White
- Asian
- American Indian/
Alaska Native
- Native Hawaiian or
Other Pacific Islander
- Other, please specify:

Sex:

- Male
- Female
- Other

Age Range:

- Less than 18 years old
- 18-34 years old
- 35-54 years old
- 55 years of age or older

Have you ever overdosed?

- Yes
- No
- Not sure

Have you ever witnessed an overdose?

- Yes
- No
- Not sure

Version date: 9-27-2022

Appendix G. Overdose Recognition and Response Brochure

You may be at increased risk of opioid overdose:

- If you are sick or have acute or chronic medical problems
- If you mix drugs or use alone
- If you have recently experienced opioid withdrawal
- If you drink alcohol heavily or smoke

To reduce the risk of overdose:

- Always use with a friend or around other people, never alone
- Try to buy from the same dealer. If you can't, talk to others who have bought from that dealer, and test the strength of the drug before you do the whole amount
- Avoid mixing drugs, especially opioids or other drugs with alcohol
- Take prescriptions only as directed
- Develop an overdose plan with friends or partners

Now that you have naloxone Tell someone where it is and how to use it!

For locations to purchase naloxone visit:
<https://odcp.ky.gov/stop-overdoses/Pages/default.aspx>

Scan the QR code to watch
the How To Use Naloxone
educational video:



Common opioids

PRESCRIPTION DRUGS

Generic	Brand Name
Buprenorphine	Suboxone, Subutex, Zubsolv, Butrans
Codeine	Tylenol with Codeine, Tylenol #3
Fentanyl	Duragesic
Hydrocodone	Vicodin, Lortab, Norco
Hydromorphone	Dilaudid
Oxycodone	Percocet, OxyContin, Roxicodone, Xtampza ER
Meperidine	Demerol
Methadone	Dolophine, Methadose
Morphine	MSContin
Oxymorphone	Opana

ILLICIT DRUGS

Fentanyl, carfentanil, and related chemicals
Heroin

Other illicit drugs may be tainted with opioids, even if they look like prescription drugs or you are told they are something else.

Opioid Overdose Recognition and Response



A GUIDE FOR CONCERNED
COMMUNITY BYSTANDERS

Is it an overdose?

Look for these signs:

- Struggling to breathe or not breathing
- Pinpoint pupils
- Not responding
- Blue/gray lips, nails
- Skin pale, clammy
- Choking, snoring, gurgling sounds

How to give naloxone:



Peel



Place

Caution: do not activate (press) device until inserted into the nostril and you are ready to administer as all of the medication will be lost



Press

Naloxone Storage & Handling:

- Store naloxone at room temperature between 59°F to 77°F (or for short periods of time between 39°F to 104°F)
- Do not freeze naloxone
- Keep naloxone in its box until ready to use and protect from light
- Replace naloxone before the expiration date on the box

What do I do?

Don't panic! Try to wake the person by yelling their name and rubbing the middle of their chest with knuckles (sternal rub)

1. **Call 911!**
2. **Lay person on their back / begin rescue breathing** if breathing is stopped or very slow
3. **Peel back the tab** with the circle to open and remove naloxone from box.
4. Hold naloxone with your thumb on bottom of plunger and your first and middle fingers on either side of nozzle
5. Tilt person's head back; provide support under neck with your hand. **Gently insert tip of nozzle into one nostril** until your fingers on either side of nozzle are against the bottom of person's nose
6. **Press plunger firmly** to give dose of naloxone
7. Remove sprayer from nostril after giving dose
8. Continue rescue breathing if slow / no breathing
9. **IF AFTER 2-3 minutes** person is still unresponsive with slow/no breathing repeat steps 3-8 above
10. **Roll person on side*** if breathing on own; continue to monitor breathing; begin rescue breathing again if required. **STAY with person until EMS arrives!**

*Putting someone in the recovery position will keep their airway clear and open, and ensures that any vomit or fluid won't cause them to choke.



How to perform rescue breathing

Follow these steps for rescue breathing:

1. Place person on their back.
2. Tilt their chin up to open the airway.
3. Check to see if there is any object in their mouth blocking airway, such as gum, toothpick, undissolved pills, syringe cap, cheeked fentanyl patch (these things have ALL been found in the mouths of overdosing people!). If so, remove object.
4. Use a breathing shield/barrier if you have one. Plug their nose with one hand and give two even, regular-sized breaths. Blow enough air into their lungs to make their chest rise. (*Note: the stomach/abdomen should NOT rise.*) If you don't see their chest rise out of the corner of your eye, tilt the head back more and make sure you're plugging their nose.
5. Breathe again. Give one breath every 5 seconds.

Precautions you can take

If possible, follow these safety measures when administering naloxone:

1. Call 911
2. Wear gloves and a face covering
3. Wash hands or use hand sanitizer before and after administration
4. Cough or sneeze into arm



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