

Fighting Fentanyl: Lessons Learned from Implementing Naloxone Education & Distribution (OEND) Program in Boone County

**Hosted by: Columbia / Boone County Public
Health & Human Services OEND Team**

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Presentation Objections

- List two strategies for increasing attendance at educational events
- Learn successes and common pitfalls associated with overdose education and outreach
- Understand the importance of collaboration between community partners

Agenda

- Preparing for OEND Presentation
- The Lessons of OEND
- Tips for Your Own OEND Team
- Tabling Re-enactment

OEND = Overdose Education &
Naloxone Distribution

Preparing for OEND Presentations



Planning for OEND Presentations

OEND = Overdose Education &
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Things to consider when planning OEND Presentations:

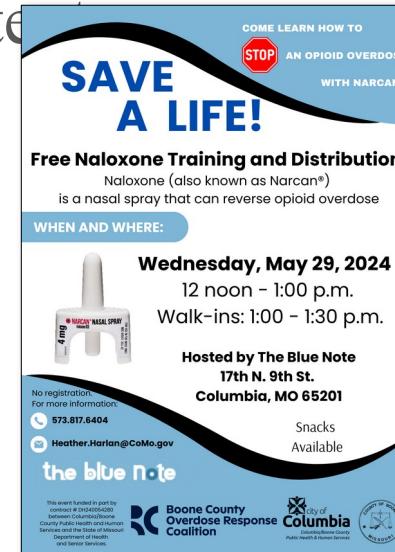
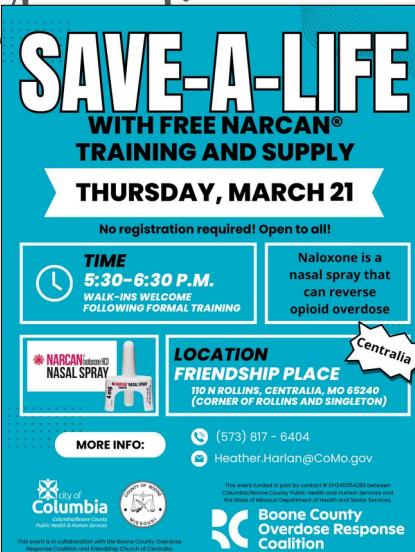
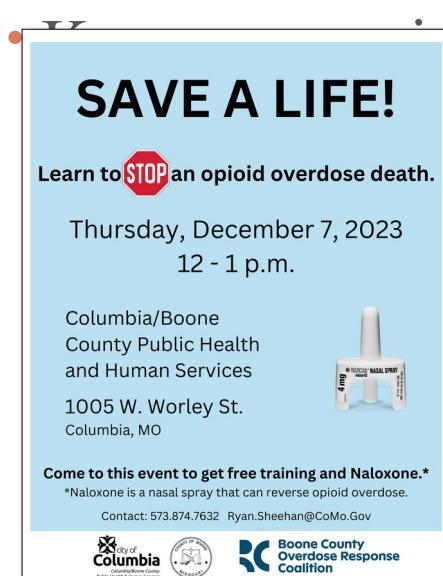
- Plan around the weather (when possible)
- Know your community calendar (schools, sports, religious times, holidays, competing events, etc.)

Planning for OEND Presentations

OEND = Overdose Education & Naloxone Distribution

Things to consider when planning OEND Presentations:

- Presenting online limits naloxone distribution
 - Low uptake of naloxone from attendees
 - Social media (YouTube) can't stay up-to-date
 - Little opportunity for one-on-one conversations



Planning for OEND Presentations

OEND = Overdose Education & Naloxone Distribution

Preparing for OEND Presentations

- Meeting with contact
 - A/V needs
 - Space
 - Seating
 - Building navigation



Planning for OEND Presentations

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Preparing for OEND Presentations

- Meeting with contact
 - Option of resource tables
 - Timing
 - Is there adequate parking?
 - Take a tour
- Reaching out to contact person additional time ~1 week before presentations for any last minute prep

Planning for OEND Presentations

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Other Considerations

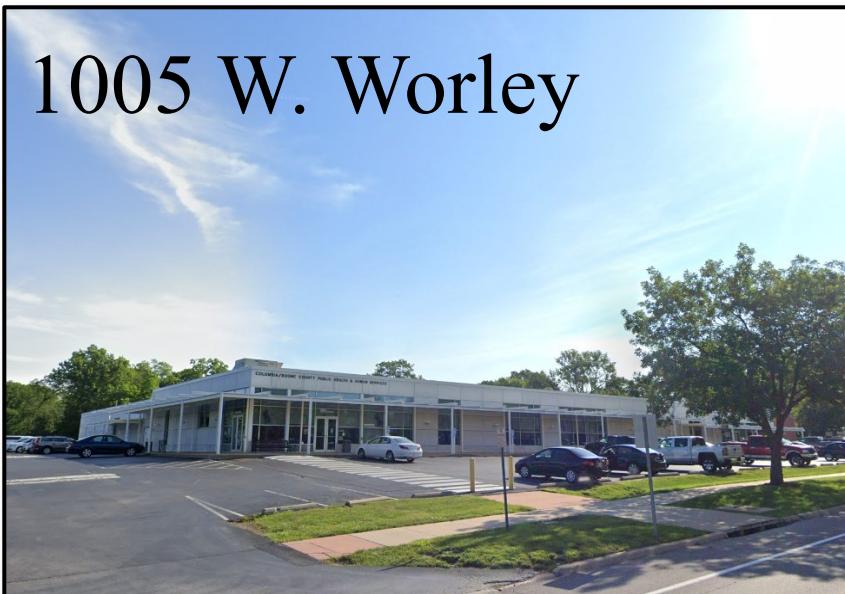
- Free food (nearly) always drives attendance
- Prepare to present multiple ways
- Costs are always a consideration (but not a deal breaker)
- Look for competing events (might be able to join)
- ‘Don’t waste the pain’ – Guest speaker with lived experience
 - Stats get people’s attention but stories change behaviors

Planning for OEND Presentations

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Naloxone Distribution

Consider Presenting at your own agency

- It's your "home turf"!
- Get your fellow staff involved
- Ties your location together for attendees



The Lessons of OEND



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Lessons Learned from Our OEND Project

- Next outreach event is “in the audience”
- Must do all of OEND, not just educating
- Hospitals may not be the best venue
 - We see them as community centers but community members see them as sickness and/or sadness
 - Parking Issues
 - Navigation Uncertainty



The Lessons of OEND

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Lessons Learned from Our OEND

- ALWAYS remain flexible (PIVOT!!)
- Go where your audience already is - like cooling or warming centers
- Best attendance might be during “walk-in hours”
- Get the word out
 - Media releases
 - Social media posts
 - Agency website
 - Paper flyers

The Lessons of OEND

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Coalitions work!

- Work within your agency's established relationships/strengths/resources
- Partner with trusted messenger(s) to deliver the message together
- Get local 1st responders involved
- Take time to celebrate triumphs!



Tips for Your Own OEND Team



Tips for Your OEND Team

OEND = Overdose Education & Naloxone Distribution

- Get creative & make your program unique to your agency
- Predict & avoid team member burnout
- Don't get discouraged
- Take time to celebrate triumphs!
- Have Fun...
 - “If you’re not having fun working in public health, you’re doing it wrong!”



Tabling Re-enactment



What Questions Can We Help You With?



Thank You!

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