




A PUBLIC HEALTH DEPARTMENT GUIDE TO

# NARCAN EDUCATION & DISTRIBUTION



**Middlesex-Essex**  
Public Health Collaborative

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# Implementation Plan for Naloxone Education and Distribution

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# Introduction

## Purpose


The purpose of this toolkit is to outline an implementation of a program for public health department Naloxone education and distribution. This toolkit empowers communities to effectively respond to opioid overdoses by providing knowledge and resources. It outlines implementation phases, emphasizing planning, collaboration, education, and accessibility to Naloxone. The goal is to enhance community resilience, reduce overdose impacts, and save lives, highlighting public health's crucial role in community well-being.

## Phase 1: Planning and Coordination

### Stakeholder Engagement

- Identify key stakeholders
  - Public health department members
  - Local Board of Health Members
  - Law enforcement with substance use intervention involvement
  - Leading community organizations
- Schedule and conduct initial meetings to discuss community-specific objectives and roles.

### Needs Assessment

- Collect and analyze local opioid overdose data.
  - Use PHIT data
    -  Community Health Data
      - *Able to compare data to MA state and U.S. statistics*
      - Community Design - Healthcare - Addiction and Substance Abuse Providers
      - Health Outcomes - Mortality - Drug Overdose
- Identify high-risk areas and populations.
- Identify target audience
  - Tier 1: Town Employees distributing Naloxone
  - Tier 2: Community members

### Policy and Protocol Development

- Establish guidelines for Naloxone education and distribution.
- Develop safety protocols for handling and distributing Naloxone.
  - Where is Naloxone to be distributed?
  - Who is responsible for ordering?
  - Who will be the contact person for replenishing supplies?

## Phase 2: Apply for Community Naloxone Program (CNP)

Ensure you meet requirements and eligibility

### 🌐 Community Naloxone Program (CNP)

*Naloxone is available for free at this time to Health Departments, so long as funding remains available for this resource by state and federal funders.*

**Complete the CNP application through Mass.gov**

Identify a CNP Coordinator and Secondary Contact Person

### 🌐 Apply for CNP

**BSAS Coordinator Contact information:**

**Ben Plant, MPH**

Harm Reduction Services Coordinator, BSAS (MDPH)

[Benjamin.plant@mass.gov](mailto:Benjamin.plant@mass.gov) | C: +1 (781) 531-5166

## Phase 3: Educational Program Development

### Curriculum Design

- Create an educational curriculum on opioid overdose prevention and Naloxone use.
  - Narcan ToT Resources can be found on the MEPHC website at the bottom of the Health Education Resources page
    - <https://www.mephc.org/nursing-services/health-education-resources>
- Adjust presentation based on time and target audience
  - Be sure to include key topics such as recognizing overdose signs, administering Naloxone, and emergency response.
  - [HRiA Opioid Overdose Rescue Facilitator Guide](#)
    - HRiA has a playlist of You Can. overdose rescue educational videos
      - 🌐 You Can
    - 🌐 Video: Signs of an overdose and how to respond
      - Video from the You Can initiative on the signs of an overdose.
    - 🌐 What is Naloxone?
      - Video describes how Naloxone works in the body

### Schedule training sessions

- Coordinate with locations within your municipality to offer training opportunities
  - Library, Senior Center, Town Hall, Schools, etc.

### Create Advertisements and Social Media posts

- Post ad to social media, local TV stations, library, post to bulletin boards in public areas
- Promote scheduled trainings by creating social media posts
  - [Canva Template for Narcan Training Social Media flier](#)

*Social media image samples:*



## Print/order health education materials

- Fliers, magnets, etc.
  - MEPHC can assist with printing
  - [Link to Canva template for Signs of an Overdose](#)

*Health Education materials image samples:*



## Phase 4: Naloxone Kit Creation

Consider offering Naloxone kits to training participants

### Kit Components

Item	Cost	Number	Cost per kit	Source	Link
Paper bags	\$8.99	100	\$0.09	Amazon	<a href="#">🌐 Perfect S...</a>
Gloves	\$7.98	100	\$0.16	Amazon	<a href="#">🌐 Supmedi...</a>
Fentanyl Test Strips	\$0	100	\$0	Clearing House	<a href="#">🌐 Fentanyl ...</a>
Naloxone	\$0			Mass.gov CNP Program	<a href="#">🌐 Apply for...</a>
Naloxone Wallet Info Card	\$0		\$0	Clearing House	<a href="#">🌐 You Can ...</a>
Rescue Breathing Mask	\$0	50	\$0.00	Clearing House	<a href="#">🌐 Rescue B...</a>
		<b>Total</b>	\$0.25		

### Funding and Procurement

- Identify potential funding sources (grants, community donations).
  - Does your city/town have Opioid Settlement funds?
- Establish purchasing procedures

## Phase 5: Distribution and Access

### Distribution Sites

- Coordinate with local public spaces for distribution points.
  - Town Hall
  - Library
  - Fire Department
  - Police Department
  - Senior Center
  - Schools (or Administration Building)
  - During training opportunities

- Ensure staff at each location is trained.

## Phase 6: Public Health Awareness Campaign

### Public Health Awareness Campaign

- Develop marketing materials to promote the program.
  - Think about local opportunities for promotion (local TV channel, public message boards, etc.)
- Utilize social media, local news, and community events to spread awareness.

### Objectives

1. **Increase Participation in Naloxone Training:**
  - Encourage community members to attend Naloxone training sessions.
  - Ensure that participants feel confident in administering Naloxone.
2. **Raise Awareness of Naloxone Distribution Locations:**
  - Inform the public about where they can access Naloxone in their community.
  - Highlight the importance of Naloxone in saving lives during opioid overdoses.

### Key Messages

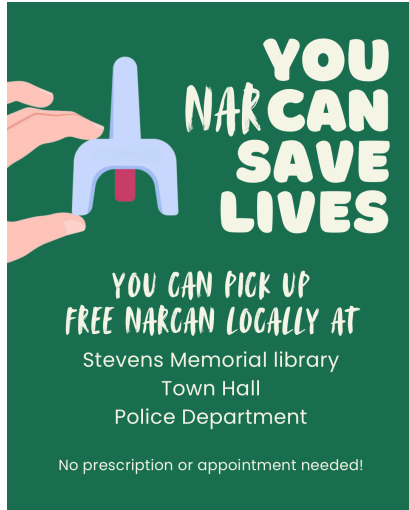
1. **Empowerment Through Education:**
  - "Learn to Save a Life: Attend Naloxone Training Today!"
    - Focus on the life-saving impact of being prepared to respond to an overdose.
2. **Accessibility of Naloxone:**
  - "Naloxone is Available Near You: Know Where to Get It!"
    - Highlight the ease and importance of accessing Naloxone in emergencies.

### Strategies and Tactics

1. **Digital Campaigns**
  - Social Media:
    - Create engaging content, including infographics and videos, emphasizing the importance of Naloxone training.
    - Use targeted ads to reach residents in high-risk areas.
  - Email Newsletters:
    - Send regular updates on training sessions and new distribution sites.
    - Share success stories and testimonials from those who have completed the training.
2. **Traditional Media**
  - Press Releases:
    - Issue press releases to local newspapers and radio stations about the campaign's launch and ongoing events.
  - Public Service Announcements (PSAs):
    - Develop PSAs for local TV and radio, focusing on the impact of Naloxone and how to access it.
3. **Visual Marketing**

- Posters and Fliers:
  - Distribute posters and fliers in high-traffic areas like supermarkets, community centers, and public transportation hubs.
  - Include clear information on how to register for training and where to find Naloxone.

## Sample Public Health Awareness Campaign Images



- [You NARcan Save a Life social media Canva Template link](#)



- [Carry Narcan – Save a Life social media Canva Template Link](#)

## Phase 7: Monitoring and Evaluation

### Data Collection

#### Distribution:

- Track distribution numbers and educational session attendance.
  - [Copy of Chart for Naloxone distribution/ordering](#)

#### Participation Tracking:

- Record attendance at training sessions and gather feedback to improve future events.

### **Surveys:**

- Conduct survey to collect participant response, areas for improvement, and input for future training opportunities.
  - [Sample Google Form Participant Survey](#)

## **Impact Assessment**

- Measure changes in overdose rates and community awareness.
- Adjust program strategies based on evaluation findings.

### **Adjustments:**

- Use feedback and data to refine strategies and address any barriers to participation.

## **Conclusion**

- **Long-term Goals:** Sustain and expand the program to additional locations.
- **Community Engagement:** Encourage ongoing community involvement and support.

## **How can Middlesex-Essex Public Health Collaborative help?**

- Assist with in-person trainings
  - Provide manikins for hands-on practice/demonstrations during trainings
  - Help facilitate in-person trainings
  - Review and discuss material before training
- Order health education printing
- Create health education materials and social media posts
- Share social media advertising
- Facilitate collaboration between municipalities within the Shared Services Agreement

## **Contact Us**

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