

# Overdose Prevention Innovations: Naloxone Now Web App

Presented by Jenn Rhoads

Thursday, June 9, 2022

OVERDOSE CALIFORNIA  
PREVENTION NETWORK

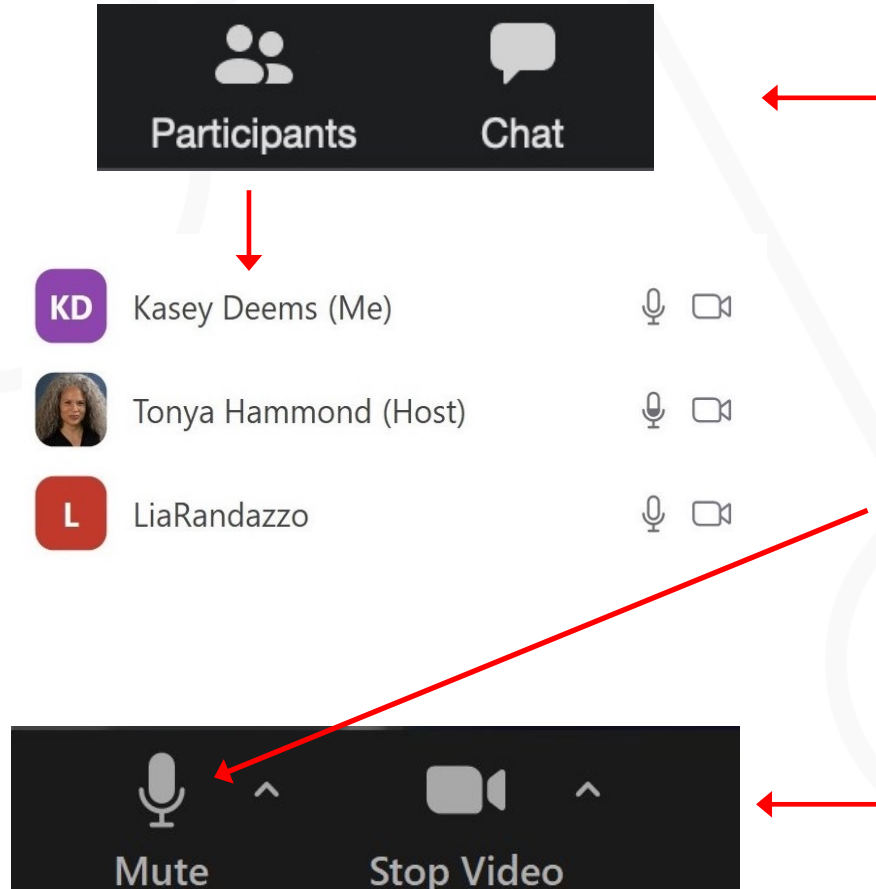


CENTER FOR  
HEALTH  
LEADERSHIP &  
PRACTICE

PUBLIC  
HEALTH  
INSTITUTE®



# Welcome, and thank you for joining



Use the “Participant” and “Chat” icons to open those panels

To mute or unmute yourself, hover over the microphone icon by your name or click the **“Mute Me/Unmute Me”** button at the bottom of your screen.

To switch your video on or off, click the **video icon** at the bottom of your screen.



# Learning Objectives

- Learn how the San Luis Obispo Opioid (SLO) Safety Coalition leveraged a partnership with Cal Poly to create the Naloxone Now web app.
- Be able to describe how Naloxone Now helps find the nearest location to get naloxone or have it delivered at no cost.
- Explore ways to build a similar app in your own community.



San Luis Obispo (SLO) Opioid  
Safety Coalition Coordinator



**Jenn Rhoads**



# Naloxone Now Web App

[naloxonenowslo.org](http://naloxonenowslo.org)



# The Backstory

- Increasing opioid overdose deaths
- Existing/known opportunities for people actively using substances to access naloxone
- General community had little to know knowledge of naloxone or how to access it
- County is mostly suburban - rural
- Wanted a way to:
  1. Increase easy access to naloxone
  2. Increase awareness and education for “non-traditional” first responders (friends, neighbors, family, etc. of person at risk of overdose)
  3. Reduce stigma of naloxone

Frame 1



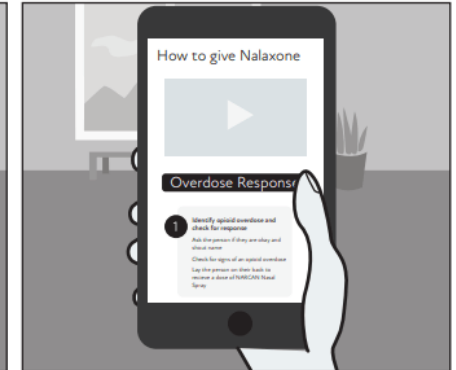
A friend tells Jamie it's good to have Naloxone on hand, just like having a fire extinguisher at home.

Frame 2



Not familiar with Naloxone, Jamie finds a wealth of information through an online resource called Naloxone Now.

Frame 3



As he navigates through the web app, Jamie learns Naloxone can reverse an overdose. Naloxone Now offers a free 10 minute training course on how to administer it.

Frame 4



During the course, Jamie learns about signs of an opioid overdose, how to respond, give Naloxone, and involve emergency medical care.

Frame 5



Jamie completes the course and is excited to get a Naloxone kit delivered to him for free.

Frame 6



Jamie now feels confident as a non-traditional responder that he can save a life in the case of an overdose.



# Development Process

## Partnership with DxHub

- Cal Poly students paired with AWS staff
- Innovation & technical groups
- Working backwards process
  1. Stakeholders group (up to 10 people)
  2. About 8 hours of workshop time to ID problem and impact we want to see
  3. 1-pager of problem and what the solution will do
  4. FAQ list
  5. Visual Storyboard
- Prototype Design - open source

## Implementation

- Hiring a web designer
- Final design & content - taking the digital prototype to fully operating website
- Connecting to our domain & AWS services
- Logistics of how we would execute the mail orders

## Marketing & Outreach

- Designed a logo for outreach materials
  - Posters
  - Business cards with QR code
  - Postcards
- Combined press release
- Social media
- Local news

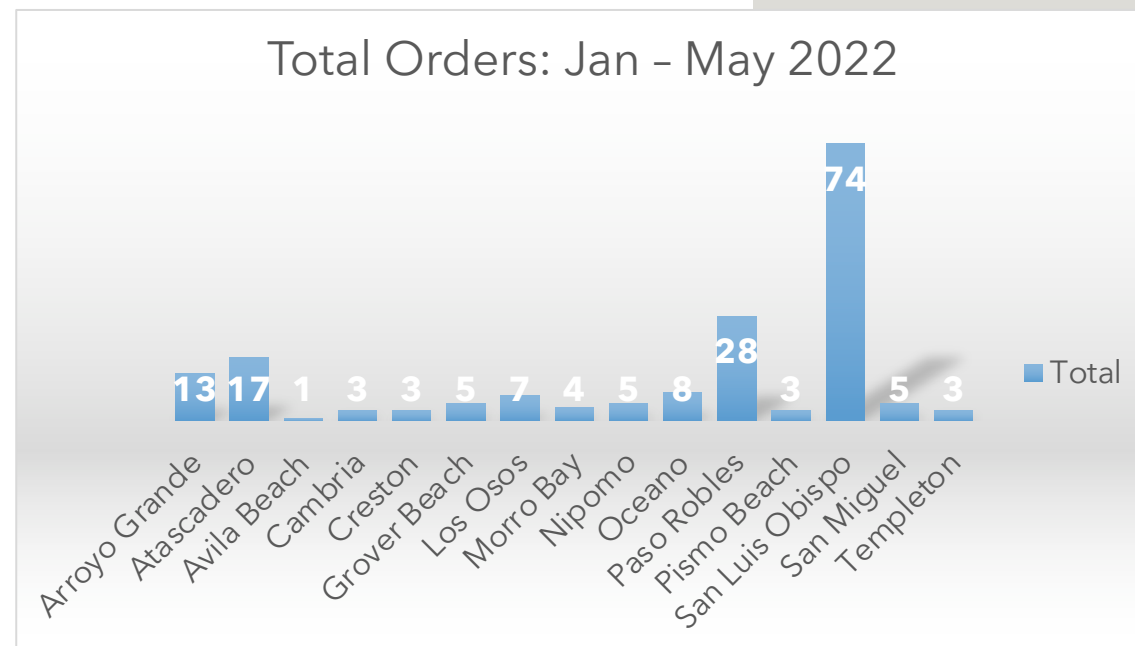




# Naloxone Now in Action

- Order Logistics
  - Weekly mailing
  - Package includes:
    - 6x9 bubble mailer
    - 1 box of Narcan
    - “I carry naloxone” sticker
    - ¼ sheet with basic instructions & CA Good Samaritan Law language
  - Use our county mailroom for postage
- Budget
  - DxHub - free
  - Web design, hosting, etc. - \$12,000
  - AWS fees - \$1.80/month
  - Mailing - \$5/package
  - Printing - \$300 on outreach materials

- Official launch in January 2022:
  - 93 orders in the first 2 weeks
- Fulfilled 201 orders to date
- Average 26 orders/month







# Q & A



# Contact Info

## Jenn Rhoads

SLO County Behavioral Health Dept.  
Prevention & Outreach Division

[jrhoads@co.slo.ca.us](mailto:jrhoads@co.slo.ca.us)

(805) 781-1195





**Thank you!**  
**Let us know how we can  
support your overdose  
prevention efforts.**

Contact us at  
**[info@healthleadership.org](mailto:info@healthleadership.org)**

For more resources and to sign up  
for our newsletter visit  
**[californiaopioidsafetynetwork.org](http://californiaopioidsafetynetwork.org)**



OVERDOSE  
PREVENTION  
NETWORK  
CALIFORNIA

UPCOMING WEBINAR

# **The Trauma of Climate Change and Fire in California: How to Better Prepare Ourselves, Our Communities and Those at Risk for Overdose**

Wednesday, June 15, 2022

10:30 AM - 11:30 AM PT

