



Outreach to Philadelphia's BIPOC Communities



Dominique McQuade, Engagement & Assessment Specialist
Philadelphia Department of Public Health
Division of Substance Use Prevention and Harm Reduction

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Overview

In 2022, 1,413 Philadelphians died of drug overdoses. The most biggest increase was amongst non-Hispanic Black individuals, for whom drug-involved deaths increased by nearly 20%, from 542 in 2021 to 649 in 2022. The largest concentration of these deaths is in North Philadelphia.



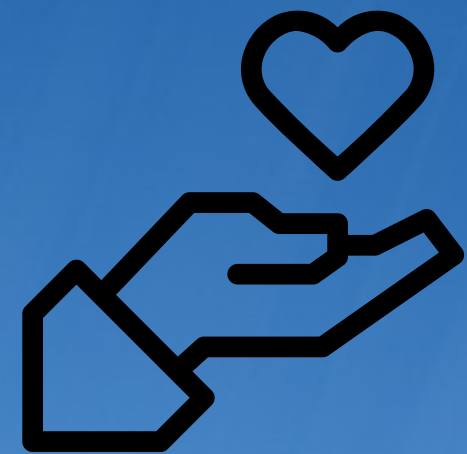
Approach

Engagement of Community Members

The team works with community members who live in the neighborhoods most affected by overdose to help with resource distribution. Individuals are trained to use naloxone and fentanyl test strips. They work with the team to get the resources into the hands of people who need them the most. Community volunteers understand what works best in their neighborhoods.



Methods



OUTREACH The team started with outreach on Monday, Wednesday, and Friday in areas with increasing rates of overdose among BIPOC individuals. With help from community members, the team identified routes where people would be receptive to receiving naloxone, fentanyl test strips, and harm reduction education. Consistent outreach led to increased acceptance of resources over time.

Methods



COMMUNITY CONVERSATIONS During the course of resource distribution, individuals want to talk to the team about substance use. It gives us a direct route to individuals at risk of overdose and helps us learn more about what substance use looks like, most notably stimulant use, which is increasingly involved in drug-related deaths.



Distribution

Average monthly distribution

- 480 naloxone kits
- 2000 fentanyl test strips

Community Distribution Partners

- Local public library branch
- Delis & corner stores
- Neighborhood retail



Expansion

Since the start of the program in March 2022, the team has expanded from 1 field staff to 6. Staff members live in the neighborhoods in which they work. The team now does outreach 5 days per week in 6 ZIP codes. Outreach has expanded from North Philadelphia to Northwest and West Philadelphia.



Contact



dominique.mcquade@phila.gov



www.substanceusephilly.com



「Thank You!」