



Interim Strategy Map: Overdose Prevention

This strategy map outlines the **priority strategies** the City and its partners will focus on to address HealthyNYC's loss in life expectancy due to overdose. This map is not inclusive of all possible strategies; it is a living document and will be updated as new research, initiatives, and interventions are identified.

Content experts have identified the top three to five modifiable contributing factors of high mortality rates for each HealthyNYC driver and the key strategies to address these factors. This strategy map will be used to track metrics over time within the NYC Health Department, across city agencies, and across sectors and to inform the priorities of the HealthyNYC campaign. It will also be used as an idea bank to foster collaboration among the City and its partners and an accountability tool to ensure the City is staying on track.

HealthyNYC Goal for Overdose Prevention

Reduce overdose deaths by 25% by 2030.

Contributing Factors and Priority Strategies

The top contributing factors of overdose and our strategic interventions for each are:

1. Contributing factor: Stigma preventing individuals experiencing substance use to access high-quality care that also addresses the social determinants of health.
 - Priority strategy: Create public health education campaigns to reduce stigma regarding substance use; implement culturally appropriate, trauma-informed, evidence-based treatment options, especially for people who are highly marginalized; and increase access to social support and recovery systems.
2. Contributing factor: Lack of availability of naloxone and public education on how to respond to an overdose.
 - Priority strategy: Increase access to naloxone and public health vending machines that distribute naloxone — especially in areas with the highest rates of overdose risk — and education on how to respond to an overdose.
3. Contributing factor: Fentanyl contamination of opioid products.
 - Priority strategy: Implement drug-checking programs and fentanyl test strip distribution across the city to prevent and detect contamination.
4. Contributing factor: Disparities in access to information about overdose and treatment options.
 - Priority Strategy: Implement tailored strategies to reduce geographic and racial/ethnic disparities in fatal overdose.

Sources Informing Our Priority Strategies

Sources that inform the City’s work surrounding loss in life expectancy due to overdose include:

- NYC Health Department’s [Care, Community, Action: A Mental Health Plan for New York City](#)
- SAMHSA’s [Harm Reduction Framework](#) Webpage
- The White House’s Fact Sheet: [Actions the Biden-Harris Administration Has Taken to Address Addiction and the Overdose Epidemic](#), November 2021
- American Council on Science and Health’s [NASEM Makes a Major Plea for Harm Reduction in Drug Policy](#), January 2020
- National Institutes of Health — National Institute on Drug Abuse, [Harm Reduction](#) Webpage, October 2022
- Johns Hopkins Bloomberg School of Public Health, [Principles for the Use of Funds From the Opioid Litigation](#), 2022

Strategy Map for Overdose by Priority Strategy and Sub-strategy, Including Actor and Activity

Reduce overdose deaths by 25% by 2030.			
Priority Strategy	Sub-strategy	Actor	Activity
1. Create public health education campaigns to reduce stigma regarding substance use; implement culturally appropriate, trauma-informed, evidence-based treatment options, especially for people who are highly marginalized; and increase access to social support and recovery systems.	1.1 — Create and lead public health education campaigns to reduce stigma and social barriers for people seeking care.	Policymakers and government agencies	<ul style="list-style-type: none"> Elevate resources for providers in combatting stigma, and partner with other government agencies and community supports to socialize access to services.
	1.2 — Ensure at-risk communities — such as schools, restaurants, and bars and clubs — have access to education on preventing substance use.	Policymakers and government agencies	<ul style="list-style-type: none"> Provide education and overdose response and naloxone training in the community. Ensure staff and residents at supportive housing are equipped to respond to a potential opioid overdose. Prevent overdoses in public outdoor settings by conducting outreach and providing overdose prevention resources through community-based partners.
	1.3 — Make sure people who use drugs have access to high-quality harm reduction, treatment, and recovery services.	Health systems and clinical providers; policymakers and government agencies	<ul style="list-style-type: none"> Optimize the availability, accessibility, and acceptability of evidence-based treatment for substance use and opioid use disorder, especially medications, with a focus on historically marginalized communities. Enhance the scope and reach of low-threshold health services, such as implementing harm reduction or increasing same-day services, for people who use drugs. Fund recovery supports including housing, employment, health insurance, and substance use treatment, as well as re-entry services for individuals returning from incarceration. Provide overdose prevention services and linkage to care in shelter settings.

2. Increase access to naloxone, public health vending machines that distribute naloxone — especially in areas with the highest rates of overdose risk —and education on how to respond to an overdose.	2.1 — Ensure naloxone is available and accessible in areas facing the highest rates of overdose risk and death.	Community supports	<ul style="list-style-type: none"> • Focus distribution of free naloxone kits in areas with the highest rates of overdose death, and among people at high risk of experiencing or witnessing an overdose, such as people leaving incarceration. • Ensure availability of naloxone of overdose response in congregate supporting housing residencies.
		Policymakers and government agencies	<ul style="list-style-type: none"> • Implement public health vending machines that dispense naloxone to increase access in neighborhoods with high rates of overdose risk and death. • Provide overdose response and naloxone training to staff in schools; in restaurants; and in bars, clubs, and other nightlife establishments throughout the city.
3. Implement drug-checking programs and fentanyl test strip distribution across the city to prevent and detect contamination.	3.1 — Expand drug-checking services in areas with the highest rates of overdose risk and death.	Community supports; policymakers and government agencies	<ul style="list-style-type: none"> • Increase access to fentanyl test strips among people who use drugs, including those who are not engaged in traditional harm reduction services. • Increase access to real-time drug-checking services using specific technology to alert people who use drugs to the presence and quantity of fentanyl and other substances in the drug supply.
	3.2 — Leverage drug-checking data for both individual-level and population-level planning and intervention.	Policymakers and government agencies	<ul style="list-style-type: none"> • Leverage drug-checking analyses alongside standard citywide substance use-related surveillance (such as emergency department visits, fatal overdose data, treatment admissions data) to better understand how the drug supply impacts overdose, withdrawal symptoms, and other health harms, and create dashboards of such data for community organizations, policymakers, and government agencies to use to inform interventions.

		Health systems and clinical providers; community supports; policymakers and government agencies	<ul style="list-style-type: none"> • Improve communication channels to make sure drug-checking results are shared in a timely manner with community-based organizations that provide critical social support and health care services to people who use drugs, as well as with health care facilities and providers.
4. Implement tailored strategies to reduce geographic and racial/ethnic disparities in fatal overdose.	4.1 — Enhance community engagement in neighborhoods experiencing high rates of fatal overdose.	Policymakers and government agencies	<ul style="list-style-type: none"> • Engage local businesses and community venues to increase awareness of fentanyl and overdose prevention and deliver health promotion materials and overdose prevention resources. • Prioritize expansion of high-quality harm reduction, treatment, and recovery services in neighborhoods experiencing high rates of fatal overdose. • Support core wrap-around services at overdose prevention centers. • Raise awareness of overdose among older Black and Latino New Yorkers, and ensure that initiatives are culturally responsive. • Develop tailored public health education messaging to reach older Black New Yorkers and offer information on supportive services.