

I'm the Evidence. Naloxone Works.

Campaign Vision and Strategy

Introduction

The Eurasian Harm Reduction Network announced in May 2011 the start of I'm the Evidence. Naloxone Works. This campaign is composed of a series of short stories shared through video and written word, with or without pictures, of overdose survival attributed to the use of naloxone. Ultimately, the videos will be compiled into a larger work and used in accompaniment with other advocacy materials at a meeting with appropriate members of the United Nations this fall.

Naloxone is a drug that reverses the effect of opiates. It is used in ambulances and emergency room settings, and can now, depending on the country, be distributed to members of the drug using community and their contacts on the street. To receive naloxone, people receive training on how to avoid an overdose, recognize the signs of one, and to react by calling for help (depending on the setting), performing rescue breathing, and administering naloxone. Naloxone is available in both intramuscular and intranasal form. Naloxone is considered a miracle drug because it is cost effective, has no psychotropic effect, is not addictive, and has no effect on the body if used on someone not suffering from an overdose. Most importantly, naloxone is highly effective in saving lives.

Unfortunately, naloxone is not widely available, especially in areas that need it most. I'm the Evidence seeks to change this by promoting a human rights perspective on the lifesaving power of naloxone, illuminating its importance in the lives of people that use drugs, their friends, family, and those that work with them.

Objectives

Through the art of storytelling, I'm the Evidence plans to not only raise awareness about overdose and naloxone, but to mobilize the drug using and harm reduction community around the issue of naloxone distribution and use. Together, the stories of overdose reversals, lives saved, and reports of decreased overdose rates because of naloxone, will paint a picture of the power of the drug, especially when it is in people's pockets.

Increasingly, activists utilize the tool of video advocacy to bring attention to their cause. Video will play a significant role in I'm the Evidence. It offers a human face to the overdose story, which the audience may not have encountered otherwise – the speaker looks directly into the camera and talks as if she or he is having an intimate conversation with the viewer. The speakers share very personal stories, about themselves and their friends, and about an event that had a significant impact on their life. With video, the audience better connects with the powerful message and can be greater motivated to support the cause.

I'm the Evidence is a global campaign. Stories will come from many parts of the world, in particular the United States and Eastern Europe. Overdose and access to naloxone is an issue that transcends borders and is not unique to a single culture. It needs to be addressed both within the drug using community and the broader human rights activist network – reflecting major objectives of the campaign.

Mobilization of the drug using community is an important objective of I'm the Evidence. Overdose directly affects members of this network and naloxone is another tool with which drug users can take control of and positively influence this public health problem. Greater distribution of naloxone to members of the drug using network will prevent grief of many unnecessary deaths. Participation in video advocacy and the discussion inspired by the videos will generate mobilization and eventually increase the number of people that are trained in how to use naloxone.

Another objective is to encourage people to view overdose from a human rights perspective. It is important that heads of state and relevant bodies of the UN and WHO understand the importance of naloxone availability and use, especially in countries and regions where drug use is a significant public health concern. This requires advocating for the legality of naloxone distribution and funding to accomplish it.

Partners

- Harm Reduction Coalition
- Eurasian Harm Reduction Network

Target Audience

The target audience is that which will produce the change that the campaign seeks to accomplish in the world. With the goal of increasing access and funding for naloxone, the campaign targets leadership of global institutions, specifically departments of the United Nations that focus on health, drug use, and human rights.

Joint United Nations Programme on HIV/AIDS (UNAIDS)

UNAIDS already aligns itself with the values of EHRN and HRC in disease prevention. UNAIDS incorporated harm reduction strategies, such as expanded syringe access, in their latest plans for reducing HIV infection by 2015. Since this office is already an ally of our organization, we expect their support of I'm the Evidence.

World Health Organization (WHO) Department of Communicable Diseases

The WHO is the department of the UN solely dedicated to health. It provides leadership in global health, offers technical support to countries, as well as monitors and assesses health trends. Convincing key members of this organization of the importance of naloxone availability is a priority of this campaign.

These audiences should not only be aware, but support the distribution, of life-saving naloxone. By conveying the human side of overdose stories with front-line testimonials, the audience encounters

both the emotional effects of the cause and the factual statement that naloxone is a reliable drug. This strategy should effectively move these leaders to action.

United Nations Office on Drugs and Crime (UNODC)

This office within the United Nations focuses on the social, economic, and health impacts of drug use and trafficking. Considering naloxone should be provided for the drug using population, this office is a natural target for I'm the Evidence.

Review of their website reveals a lack of information on drug overdose. It is important that this department is in alliance with the prevention of important problems that affect the community with which they work. It will be in their interest to support naloxone distribution.

Presidents Emergency Plan for AIDS Relief (PEPFAR)

PEPFAR is a major funder and administrator of health care programs in the United States and abroad that reduce the spread of HIV and impact of AIDS. PEPFAR is a target audience to generate funding for naloxone distribution.

The videos will accompany other advocacy materials at a meeting in the upcoming fall with EHRN and members of the aforementioned departments of the UN.

Strategic Plan

Stories in the form of video, pictures, and written word will be collected and posted on a facebook page created for the campaign. A compilation of selected videos will be presented at the meeting with the UN.

Video

Release form

When a participant is found, they first sign a release form (see attached.) The release form offers the option of allowing the video to be posted on the internet, or to just be used within the organization for training purposes. Participants can make their video as anonymous as possible.

Interview

Interview questions were developed to help participants develop their thoughts. Typically, the participant tells their story to the recorder, and the recorder helps them to sort through the important information in order to meet the two minute length requirement.

Sample Questions:

- Take a couple minutes to collect your thoughts, think through the story
- Imagine the scene in which the overdose took place
 - who was there, where were you, the time of day, etc.
- What caused the overdose?
- The naloxone administration:

- who administered it?
- was rescue breathing performed?
- where did the naloxone come from?
- was the administrator trained to do rescue breathing and use naloxone?
- was it IM or nasal?
- Was 911 called? Why/ why not?
- How did you feel before, during, after the incident?
- What would have happened if naloxone was not accessible?
- What kind of impact did this have on your life?

As they tell their story the participant should look into the camera. The producer needs to be sure backgrounds are well chosen – that there is no distracting material or mess. The producer has the option, depending on the setting, to situate the participant in the center or on the side of the frame.

Length

Videos should be one to two minutes long. This does not include title slide and black out ending, with which all videos will be provided.

Organization

Videos will be titled appropriately. They will be posted with an introduction to the person in the video and a short summary of its content. Videos will have subtitles in Russian, English, and other languages as needed.

All videos will be sent to Erin Russell (erin@harmreduction.org) to be edited and uploaded to the website.

Website

The facebook page satisfies the need for a place to collect all of the videos and allow public access. Facebook is a logical network within which to launch the campaign website because it enables monitoring of the campaign's growth and opportunities for expansion. By connecting with various types of local and international organizations the project can grow and more easily gain supporters. Erin Russell is the administrator of the page.

Along with videos, the website will feature news updates about the issue of overdose prevention and naloxone availability. The administrator will send regular updates about the campaign to the page's fans to keep them engaged and encourage comments and 'likes' on the videos.

Meeting with Audience

The Eurasian Harm Reduction Network is planning a meeting with heads of the aforementioned departments of the United Nations for September 2011.

PERSONAL RELEASE FORM

I hereby authorize and grant to the Harm Reduction Coalition (“HRC”) the right to record me (picture, video, written word, or voice) on videotape. HRC can use the recording to make a video, use my audio (just the voice part), use pictures from the video, and/or transcribe my words from the tape (“the Video”), and has the right to edit the recording in any way. I hereby release HRC from any infringement or violation of personal and/or property rights of any sort based upon the use of the video and I acknowledge that HRC owns and shall own all rights, title and interest (including copyright) in the video.

I further authorize and grant the right for HRC to, check **one**:

- screen and broadcast or otherwise distribute the video and the right to use and to license others to use the video in all media throughout the world for the purposes of publicity, advertising, sales and promotion of the program, including on a facebook page.
Conditions:.....
.....
- use the recording for the creation of and/or as an addition to training and educational materials used within the organization. The video is not to be posted online.

HRC guarantees not to misuse your words or image.

I warrant that I have full power to enter into this Release and that the terms of this Release do not in any way conflict with any existing commitment on my part.

.....

Agreed and accepted by the Releaser (sign above)

Print Name:

.....

Signature of the Producer

.....

Date