

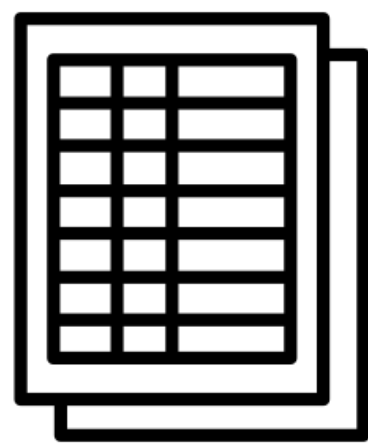
Overview

Overdose prevention centers (OPCs) are a topic of policy debate in the United States. Seeing the need for more evidence-based information, we created a publicly available website called opcinfo.org in order to connect people to the vast scientific literature that is available on the topic.

Background

- Overdose prevention centers (OPCs) are places where overdoses can be reversed under the presence of trained staff. They offer a suite of other wraparound services, including healthcare and referrals to addiction treatment.
- They are currently operating in two jurisdictions in the United States: New York City & Rhode Island. Vermont and Minnesota have also passed legislation to approve OPCs but have yet to open them. Maryland, Colorado, Massachusetts, Illinois, Connecticut, Maine and California are considering or have considered them.
- Public debate around these centers is ongoing. To help inform these conversations, we created a website that connects people to the scientific literature around this topic.

Website Components



Research
Database



Spanish &
Chinese
Versions



Ask a question
feature



Fact Sheets/
Posters/Zines

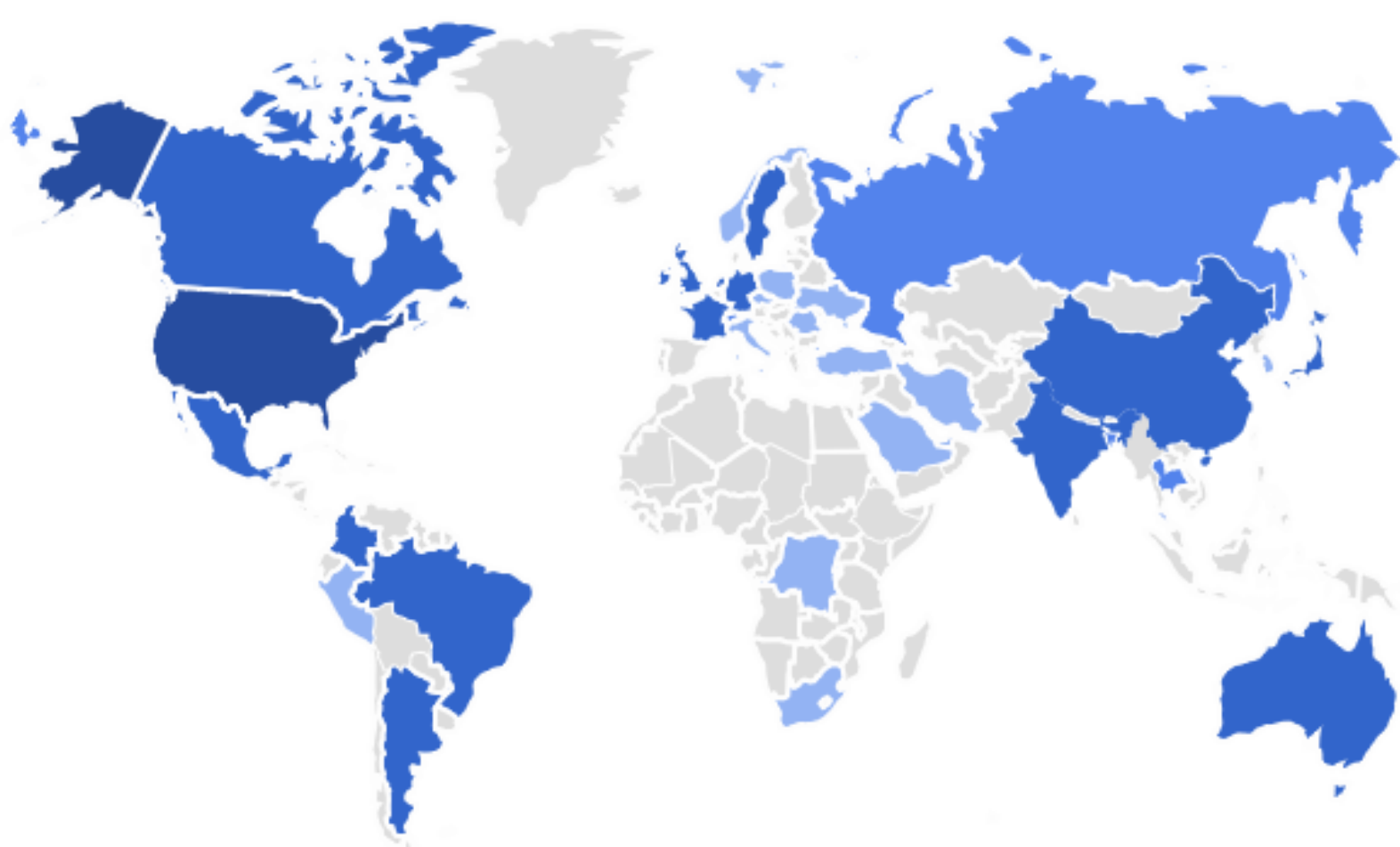


Tour an OPC
video



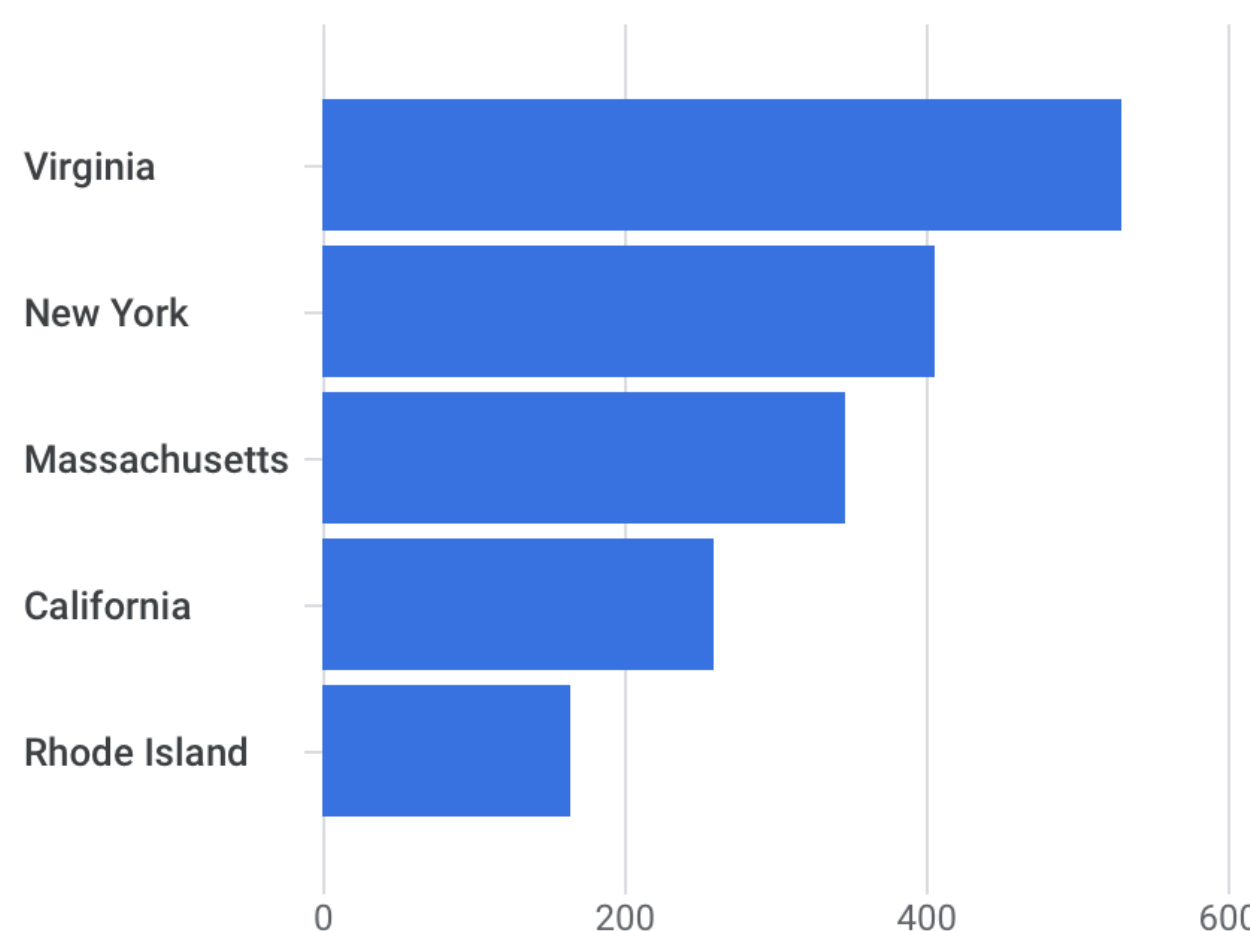
Photo &
Image Library

Website Statistics



Users by country (2024)

Active users by Region



Users by region (2024-25)

Considerations & Elements

In addition to the general public, we have three primary audiences: **policymakers, journalists and advocates**. We followed these principles for the materials we created.

• Plain Language & Citational Practice

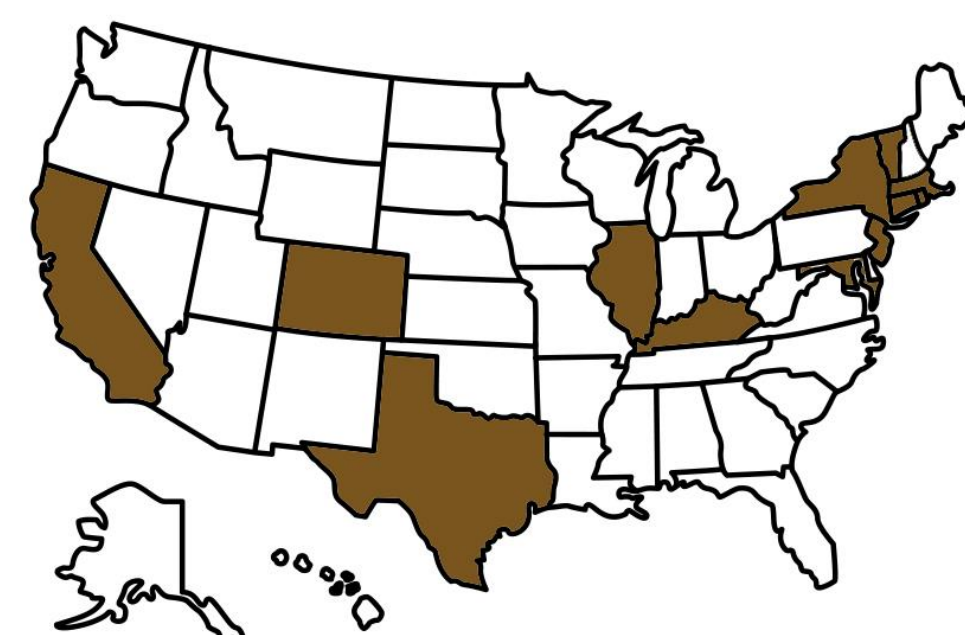
Where possible, plain language was used on the website & materials to clearly communicate what research says about OPCs. All assertions are cited and citations are accessible via footnotes, link or QR codes.

• Visual appearance

All materials were designed to be visually appealing and minimize text where possible (with exception of fact sheets). We use videos & comics to convey messages. All pages can be displayed on tablet, phones and different sized computer screens. Alt text included on images.

Outreach Strategy

In addition to social media, our strategy primarily relies on using a network of “power users” to disseminate information in person & also direct people to the website.



• Sending Print Materials

In addition to making resources available for download, organizations, advocates and others are able to order print materials of fact sheets. These have been sent to advocates across the country as they meet with policymakers. These info sheets can also be found at OPCs and service programs nationwide.

ABOVE: States where printed materials of opcinfo.org have been distributed

• Proactive Outreach

Our team monitors the news for potential legislative and policy moves and gets in touch with the key players involved to provide them with these resources. We have sent materials to city officials in Baltimore and Burlington, VT for instance.

• In person events + presentations

We have brought printed materials to events such as International Overdose Awareness Day and have included references to opcinfo.org in presentations.

Takeaways

- Summarizing research is important, but it is also critical that stakeholders know where the information is coming from and that they can access the full breadth of knowledge.
- Research can be an advocacy tool, without being advocacy itself. We collect all public health research that is available on PubMed on this topic and summarize them. All assertions are cited. Advocates can then use these materials to make their own persuasive arguments – for or against.
- It’s important that people have access to multiple mediums; whether that is printable fact sheets that can be handed out, or infographics on social media, or being able to ask a question via e-mail. Some people are visual learners and need videos. It is also important to be accessible (using alt text and translations in different languages for instance).