

Androscoggin County Has it On Hand: Promoting Free Naloxone Access Points

As of 2023, Androscoggin County had the second highest rate of overdose in the state of Maine. **Naloxone is our greatest tool in helping to reduce overdoses across the state.** Based on a community survey conducted by Healthy Androscoggin in 2023 the majority of community respondents did not know where they could access this life saving medication. In an effort to increase community knowledge of free Naloxone access points a media campaign was created. This campaign connected community members to the Maine Drug Data Hub's Naloxone Finder through a dedicated QR code.



What is Naloxone?

Naloxone is a medicine that rapidly reverses an opioid overdose. It attaches to opioid receptors and reverses and blocks the effects of other opioids.

Through focused dissemination at the Auburn Flagship Cinema, on the Lewiston Auburn bus system and in Journey Magazine from the beginning of September 2023 until December of 2023, **185 individuals scanned the QR code.** On average, two individuals scanned the QR code per day while the campaign was live.

Based on the success of this initial campaign, plans are being made to run the campaign again to further bolster community knowledge of Naloxone access points across Androscoggin County.

A grandmother thanked me for telling her where to get Narcan, as she was able to use it on her granddaughter. She stated, "You saved her life" I advised her that she saved her granddaughters life not me. She than stated, "More people need to know about this." --Dave Bilodeau, Androscoggin County Options Liaison



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