



OVERDOSE PREVENTION COMMUNITY SURVEY: FINAL REPORT

Executive Summary

EPIC uses evidence-based practices across multiple programmatic paradigms to reduce the risks of substance abuse while promoting healthy attitudes and behaviors among youth and families in Southeast Missouri. Comparing the first half of 2019 to the first half of 2020, the Missouri Department of Health and Senior Services documented a 43% increase in opioid-involved deaths across the state. Opioid-involved deaths in Cape Girardeau County increased by 100%. This devastating trend has unfortunately continued. The most highly effective evidence-based practice for preventing opioid overdoses is the distribution of Naloxone/Narcan, a life-saving drug that works to reduce the effects of an opioid overdose.

To develop an effective media campaign to educate the community about the widespread availability and life-saving benefits of Narcan, EPIC conducted an online community survey, primarily of Cape Girardeau County residents, from December 15-21, 2020. The survey invitation and link were emailed to all EPIC contacts, posted on the Cape Girardeau County Chamber of Commerce's website, and shared through multiple social media posts on Facebook. Survey respondents were primarily white (92.3%) women (78.7%), who were highly educated with 77% reporting completion of a bachelor's degree or beyond. The average age of respondents was $M = 43.89$ ($SD = 12.36$). Although a majority of people (51.64%) personally knew someone who had overdosed, they were poorly informed about the life-saving benefits of Narcan. For example, many people incorrectly believed that a prescription is required to get Narcan in Missouri (31.58%) and that giving Narcan to a person who is unconscious but not overdosing will hurt them (20.87%). Furthermore, only 53.72% of people indicated they would administer Narcan if they saw someone overdosing.

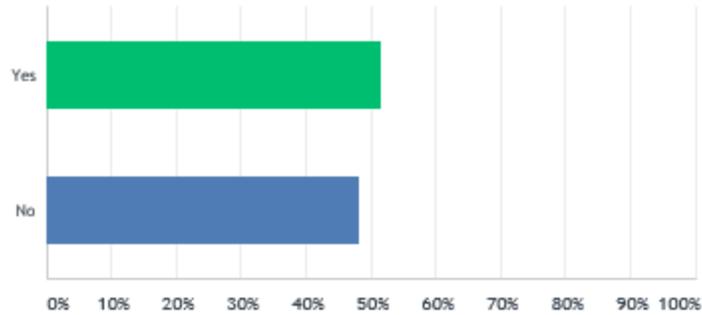
Based on the results, EPIC embarked on a media campaign to raise awareness about overdose prevention, primarily by educating community members about the benefits and availability of Narcan. EPIC's message was highlighted on community billboards, social media posts, and newspaper ads and was also distributed to the community via postcards and magnets. Follow-up survey invitations and links were distributed as before, with data collection taking place from March 26, 2021 through April 22, 2021. The average age of respondents was $M = 47$ ($SD = 13.59$). Of respondents completing the follow-up survey, 27.59% indicated they had completed the original survey. Once again, respondents were highly educated (72.4%) white (91.2%) women (85.7%). The number of respondents reporting that they personally knew someone who had overdosed (61.36%) increased relative to the first survey. However, fewer people incorrectly believed that a prescription is required to obtain Narcan in Missouri (17.24%) or that giving Narcan to a person who is unconscious but not overdosing would hurt them (16.09%). Additionally, a greater number of community members indicated they would administer Narcan (75%) if they saw someone overdosing.

Survey Results

December 2020:

Do you personally know someone who has overdosed?

Answered: 122 Skipped: 0

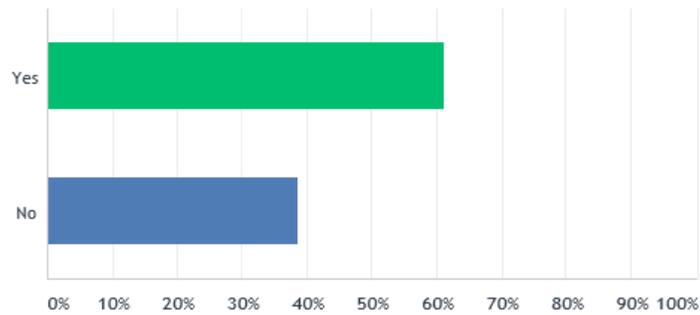


ANSWER CHOICES	RESPONSES	
Yes	51.64%	63
No	48.36%	59
TOTAL		122

March-April 2021:

Do you personally know someone who has overdosed?

Answered: 88 Skipped: 0

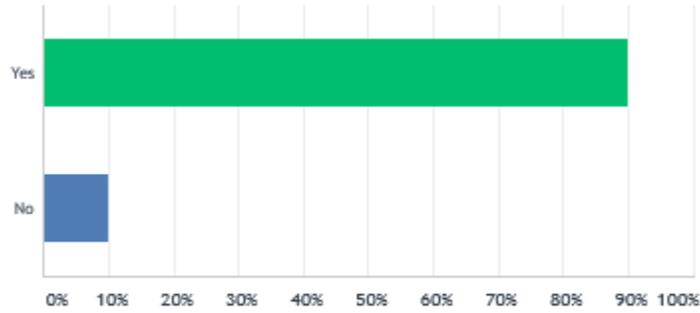


ANSWER CHOICES	RESPONSES	
Yes	61.36%	54
No	38.64%	34
TOTAL		88

December 2020:

Have you heard of Narcan?

Answered: 121 Skipped: 1

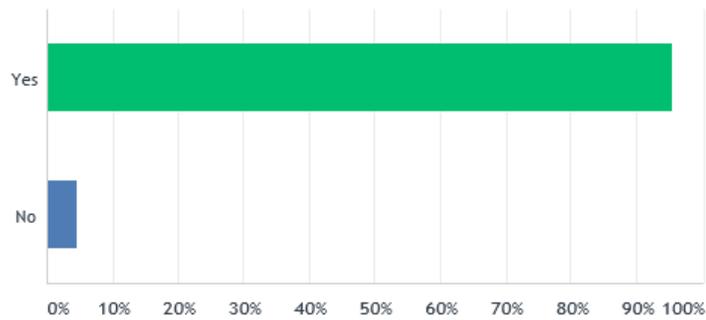


ANSWER CHOICES	RESPONSES
Yes	90.08% 109
No	9.92% 12
TOTAL	121

March-April 2021:

Have you heard of Narcan?

Answered: 88 Skipped: 0

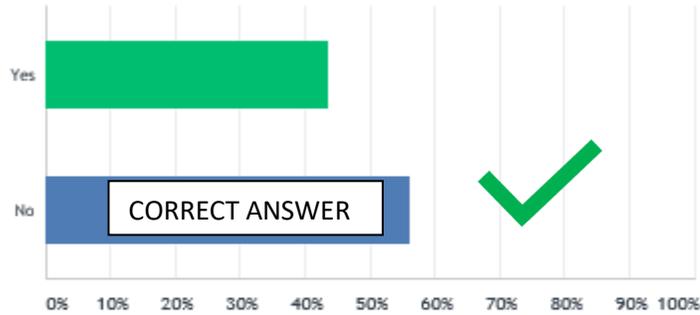


ANSWER CHOICES	RESPONSES
Yes	95.45% 84
No	4.55% 4
TOTAL	88

December 2020:

Are Naloxone and Narcan two different drugs?

Answered: 112 Skipped: 10

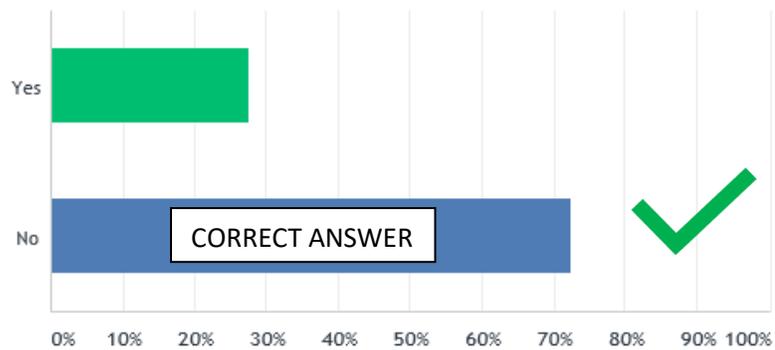


ANSWER CHOICES	RESPONSES
Yes	43.75% 49
No	56.25% 63
TOTAL	112

March-April 2021:

Are Naloxone and Narcan two different drugs?

Answered: 87 Skipped: 1

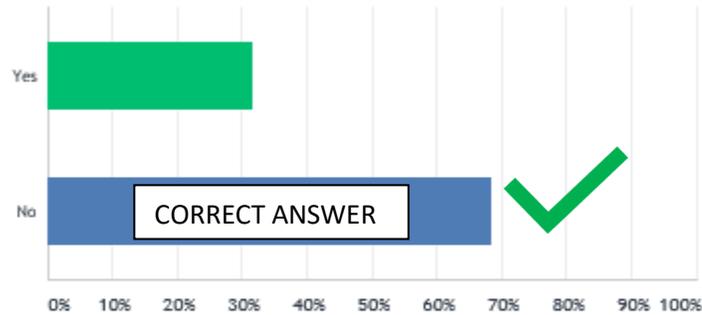


ANSWER CHOICES	RESPONSES
Yes	27.59% 24
No	72.41% 63
TOTAL	87

December 2020:

Do people need a prescription to get Narcan in Missouri?

Answered: 114 Skipped: 8

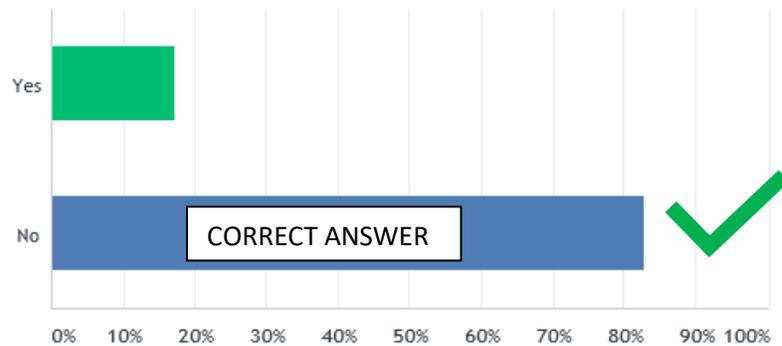


ANSWER CHOICES	RESPONSES	
Yes	31.58%	36
No	68.42%	78
TOTAL		114

March-April 2021:

Do people need a prescription to get Narcan in Missouri?

Answered: 87 Skipped: 1

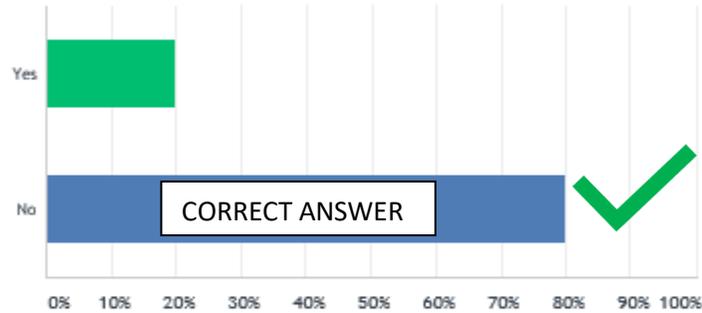


ANSWER CHOICES	RESPONSES	
Yes	17.24%	15
No	82.76%	72
TOTAL		87

December 2020:

If you give Narcan to a person who is unconscious but not overdosing, will it hurt them?

Answered: 115 Skipped: 7

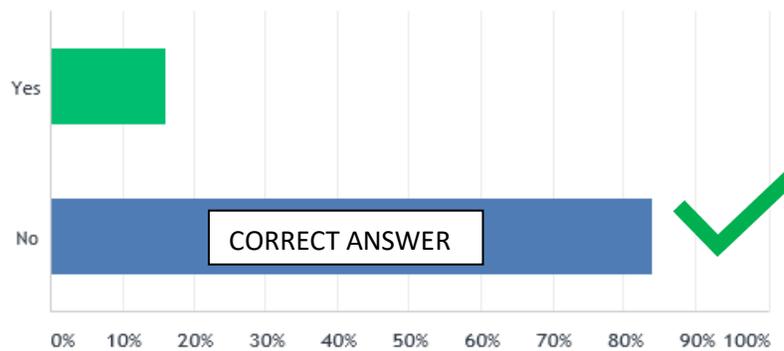


ANSWER CHOICES	RESPONSES	
Yes	20.87%	24
No	79.13%	91
TOTAL		115

March-April 2021:

If you give Narcan to a person who is unconscious but not overdosing, will it hurt them?

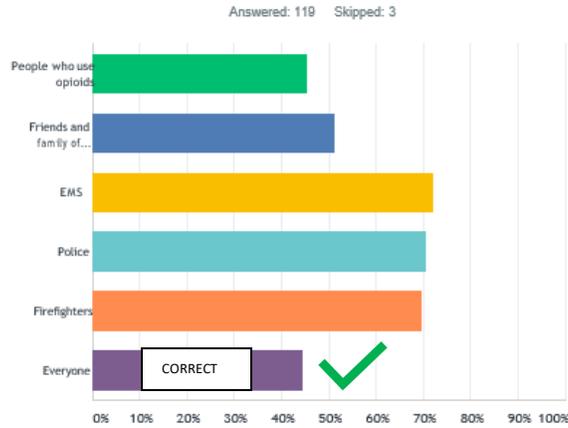
Answered: 87 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	16.09%	14
No	83.91%	73
TOTAL		87

December 2020:

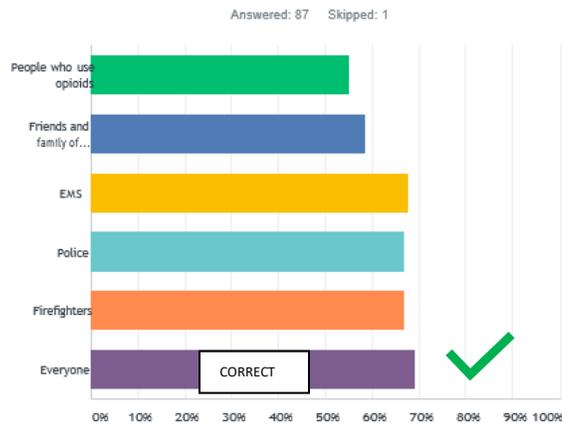
Which of the following people should carry Narcan? (select all that apply)



ANSWER CHOICES	RESPONSES	
People who use opioids	45.38%	54
Friends and family of people who use opioids	51.26%	61
EMS	72.27%	86
Police	70.59%	84
Firefighters	69.75%	83
Everyone	44.54%	53
Total Respondents: 119		

March-April 2021:

Which of the following people should carry Narcan? (select all that apply)

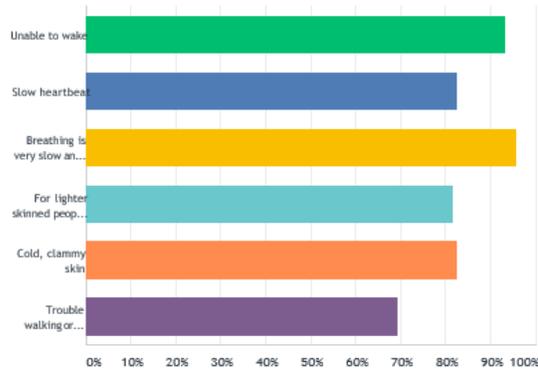


ANSWER CHOICES	RESPONSES	
People who use opioids	55.17%	48
Friends and family of people who use opioids	58.62%	51
EMS	67.82%	59
Police	66.67%	58
Firefighters	66.67%	58
Everyone	68.97%	60
Total Respondents: 87		

December 2020:

Which of the following is a sign or symptom of overdose? (select all that apply)

Answered: 120 Skipped: 2



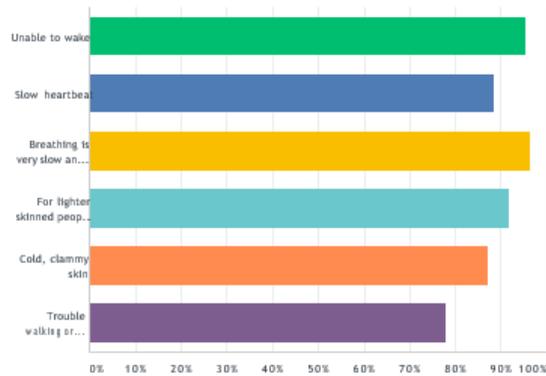
EACH OF THESE ARE SIGNS/SYMPTOMS OF OVERDOSE!

ANSWER CHOICES	RESPONSES
Unable to walk	93.33% 112
Slow heartbeat	82.50% 99
Breathing is very slow and shallow, erratic, or has stopped	95.83% 115
For lighter skinned people, the skin tone turns bluish purple, for darker skinned people, it turns grayish or ashen	81.67% 98
Cold, clammy skin	82.50% 99
Trouble walking or talking	69.17% 83
Total Respondents: 120	

March-April 2021:

Which of the following is a sign or symptom of overdose? (select all that apply)

Answered: 86 Skipped: 2



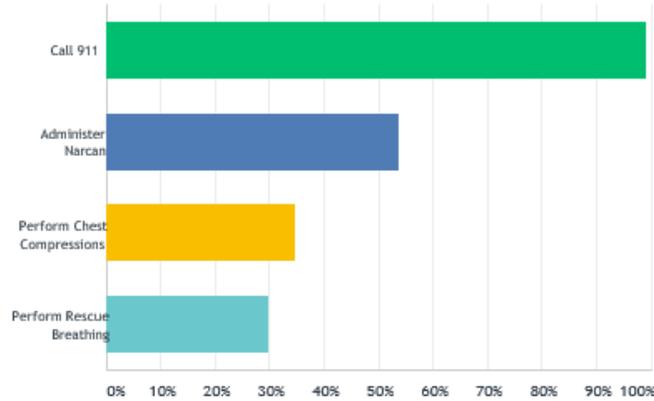
EACH OF THESE ARE SIGNS/SYMPTOMS OF OVERDOSE!

ANSWER CHOICES	RESPONSES
Unable to walk	95.35% 82
Slow heartbeat	88.37% 76
Breathing is very slow and shallow, erratic, or has stopped	96.51% 83
For lighter skinned people, the skin tone turns bluish purple, for darker skinned people, it turns grayish or ashen	91.86% 79
Cold, clammy skin	87.21% 75
Trouble walking or talking	77.91% 67
Total Respondents: 86	

December 2020:

If you saw someone overdosing would you: (select all that apply)

Answered: 121 Skipped: 1



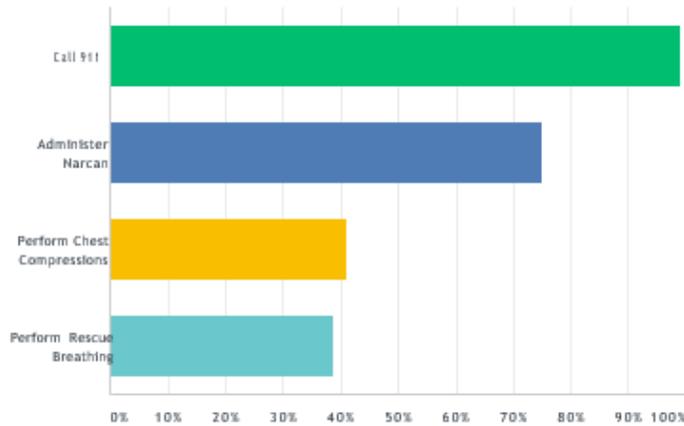
EACH OF THESE ARE LIFE-SAVING TECHNIQUES!

ANSWER CHOICES	RESPONSES
Call 911	99.17% 120
Administer Narcan	53.72% 65
Perform Chest Compressions	34.71% 42
Perform Rescue Breathing	29.75% 36
Total Respondents: 121	

March-April 2021:

If you saw someone overdosing would you: (select all that apply)

Answered: 88 Skipped: 0



EACH OF THESE ARE LIFE-SAVING TECHNIQUES!

ANSWER CHOICES	RESPONSES
Call 911	98.86% 87
Administer Narcan	75.00% 66
Perform Chest Compressions	40.91% 36
Perform Rescue Breathing	38.64% 34
Total Respondents: 88	