

# Five Tips for Leveraging Local Overdose Data to Make a Case to Your Community

Andy Krackov, Hillcrest Advisory

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PHI CENTER FOR  
HEALTH  
LEADERSHIP  
& IMPACT

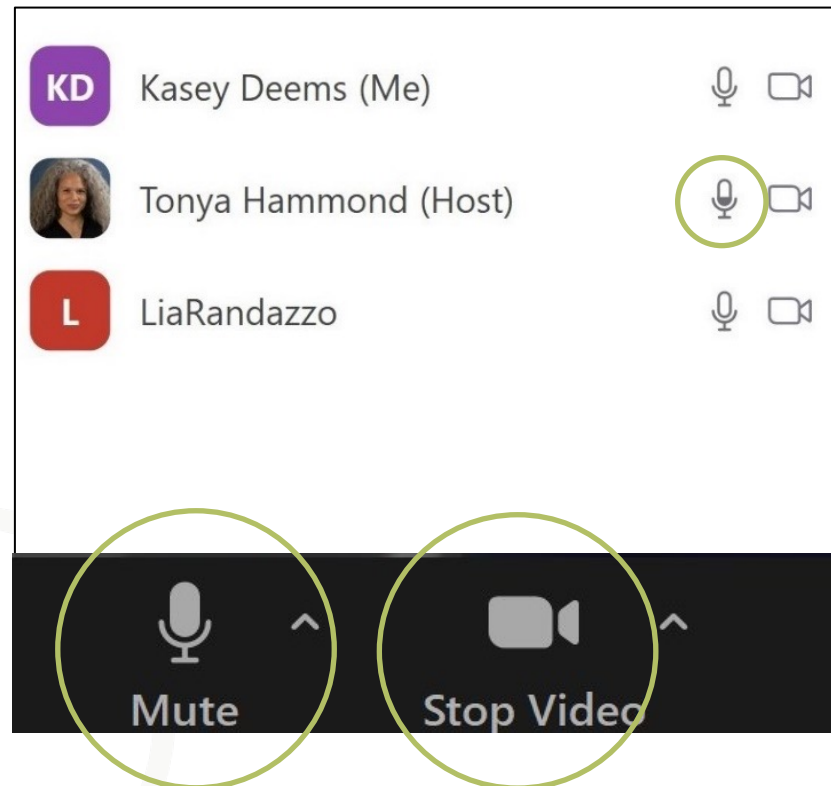




# Zoom Audio & Video Controls

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# Learning Objectives / Today's Agenda

- Participants will learn the top five tips for communicating overdose data in their community.
- Participants will review various examples of data-based resources developed by local coalitions.
- Participants will identify how to utilize COPN's measurement guide within their own organization.



# Andy Krackov

President, Hillcrest Advisory

## OTHER EXPERIENCE

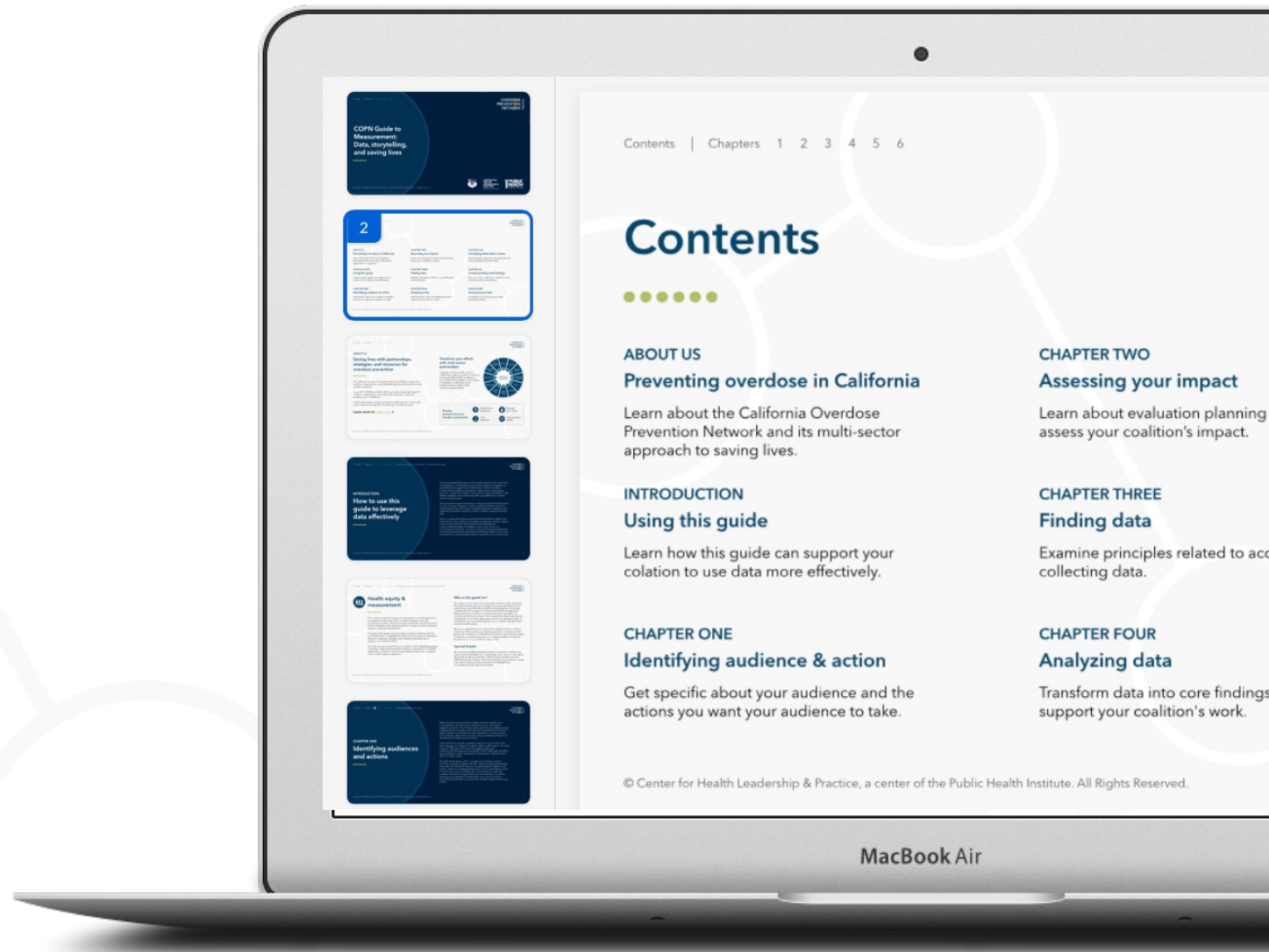
- Program Officer, California Health Care Foundation
- Manager of Kidsdata, Lucile Packard Foundation for Children's Health
- Journalist, *U.S. News & World Report*
- Through COPN over the past three years, I've worked directly with roughly 20 overdose safety coalitions to help them communicate data to engage local constituents.





**COPN Guide to Measurement:**  
Data, Storytelling, and Saving Lives

# The COPN Guide to Measurement



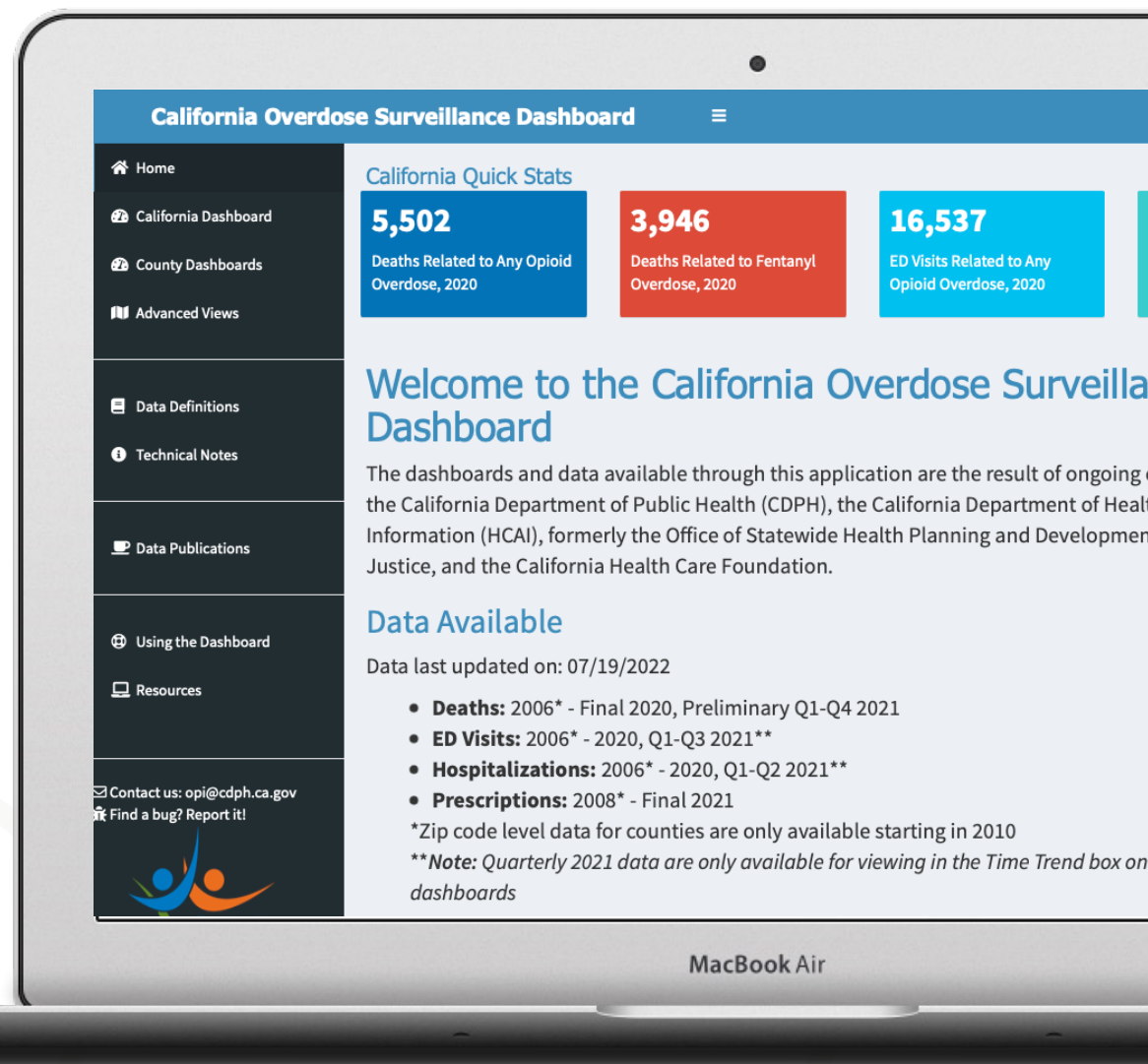


**Tip # 1:**

If you can't be with the data you love,  
love the data you're with.



# CDPH's Overdose Surveillance Dashboard



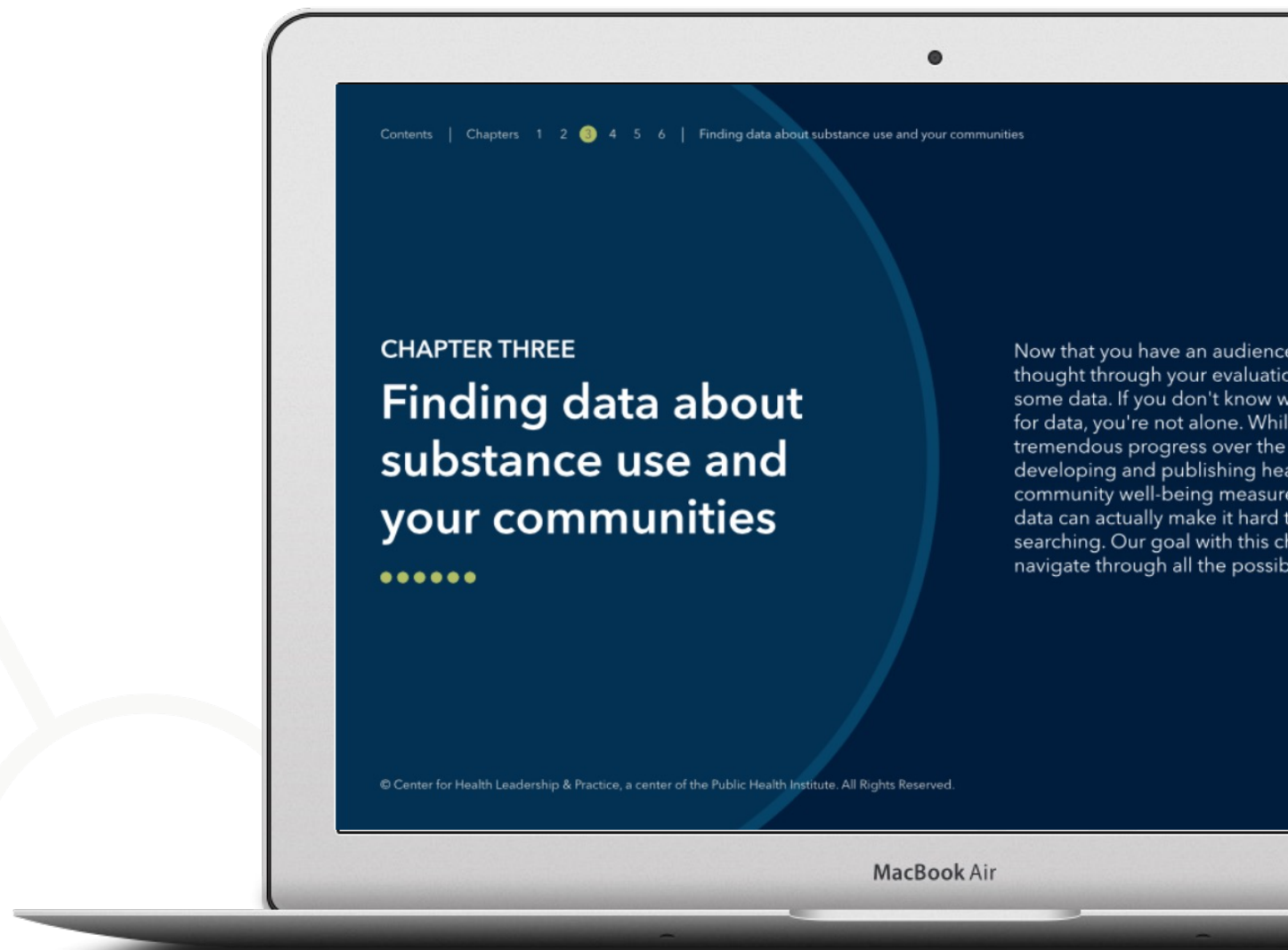


# California Healthy Kids Survey Data (CHKS)





**The Measurement Guide has an entire chapter devoted to finding data.**





# What if public sources don't have the data you need?

- Experience of Empower Watsonville, where they developed their own survey





**Tip # 2:**

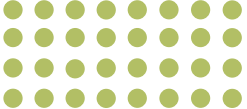
Know your audience(s)



# There are many audiences you'll want to reach

- Shasta's Substance Use Coalition: Experience with community outreach of their [story map](#)





The Measurement Guide has numerous worksheets to help you refine your coalition's thinking on audience and action.





**Tip #3:**

Prioritize what data to share

Brevity is key.

The Measurement Guide has some exercises to help you prioritize.

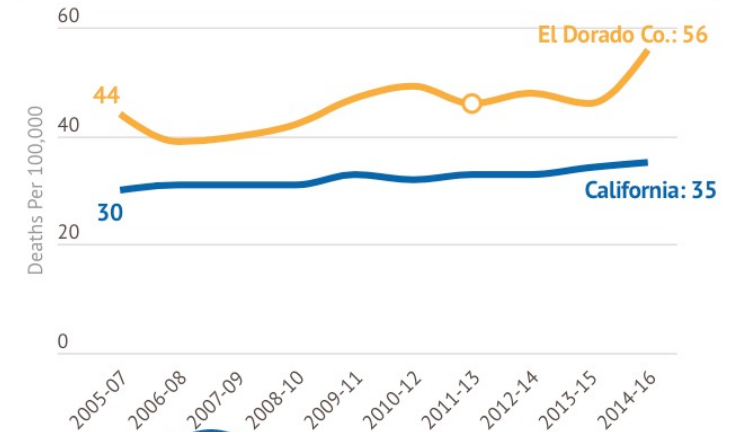
## Substance Use in El Dorado County



#1

### 'Deaths of Despair' on the Rise in El Dorado County

Deaths caused by drug-induced events, suicide, or liver disease – often referred to collectively as "deaths of despair" – rose by 27% from 2005-2016, compared to a statewide rise of about 16% across California. The county's rate also has been consistently higher than the rate for California as a whole.



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**Tip #4:**

Use data story formats beyond the dashboard.

# How Can We Display Data?

Three popular data storytelling formats...

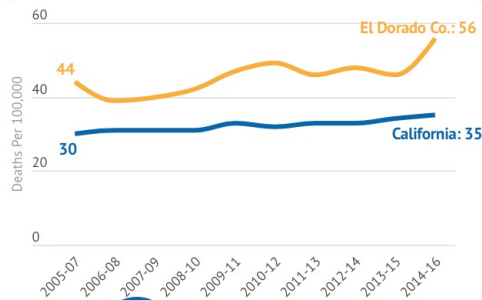
## Substance Use in El Dorado County



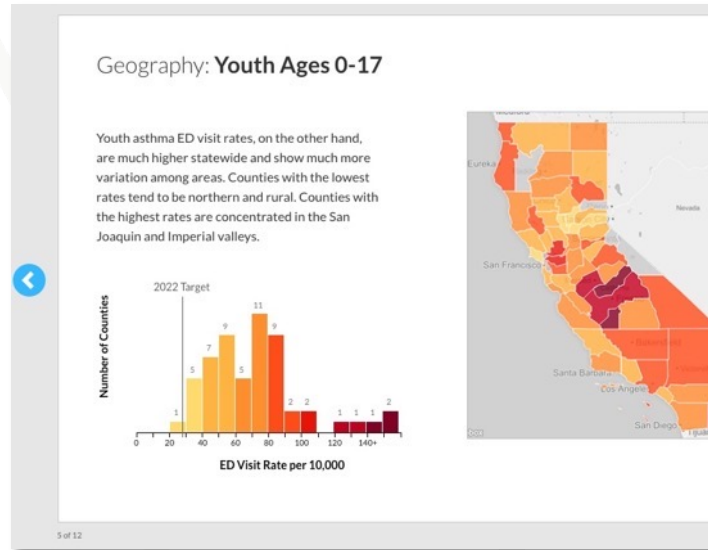
#1

### 'Deaths of Despair' on the Rise in El Dorado County

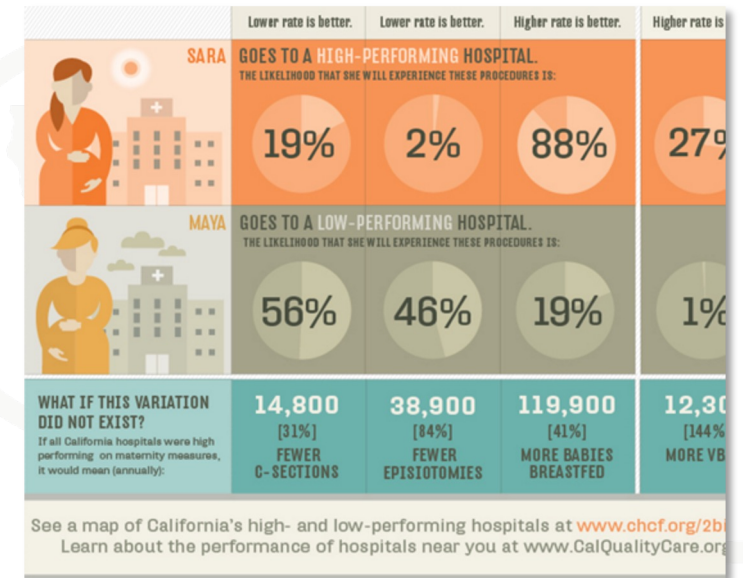
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Fact Sheet Handout



Slideshow



Infographic



**Tip #5:**

Data + story is a potent combination.

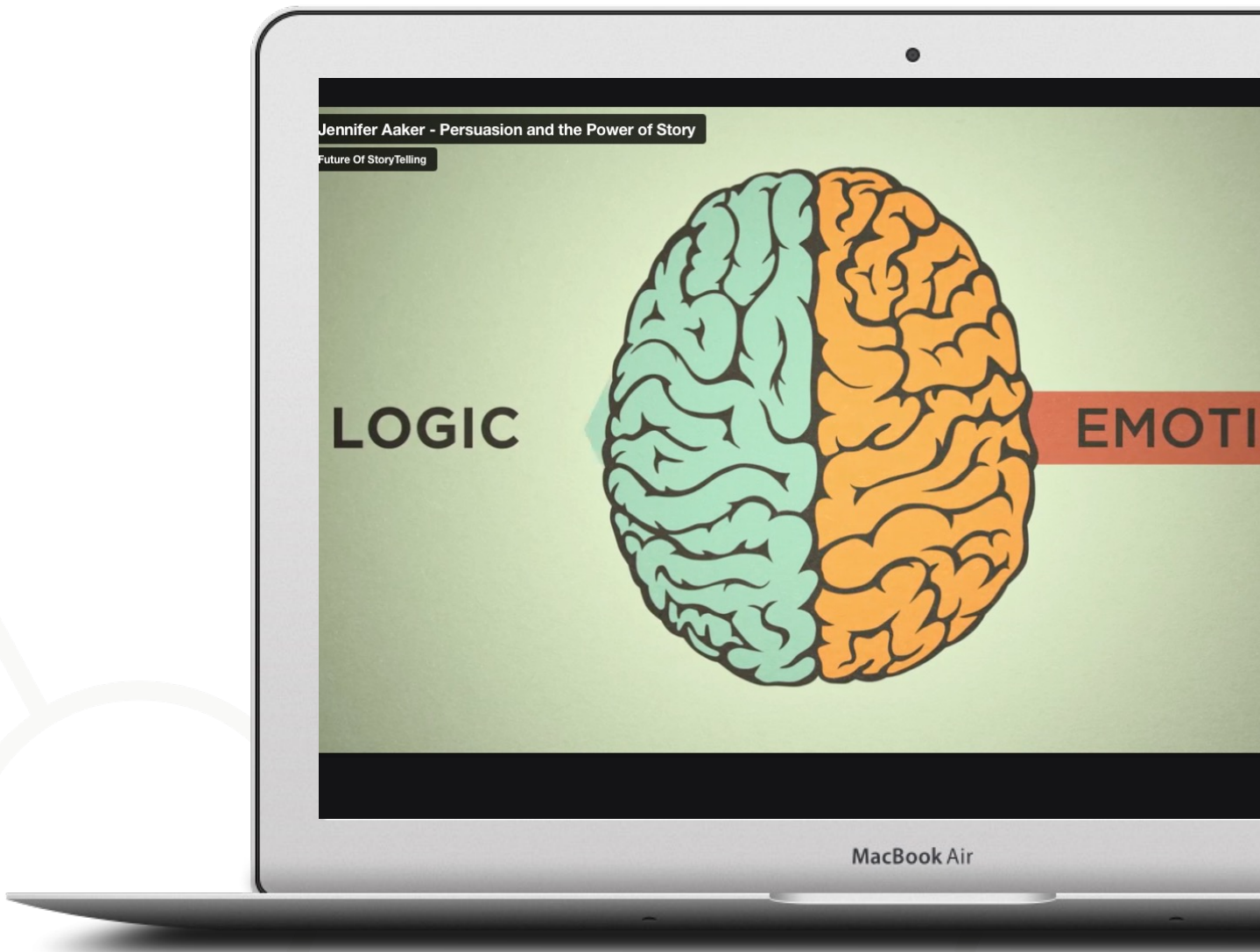


**“Numbers are a poor substitute for the richness and color of the real world.”**

- Mathematician Hannah Fry,  
The New Yorker, March 22, 2021  
([What Data Can't Do](#))



# The power of storytelling.



# The power of storytelling.

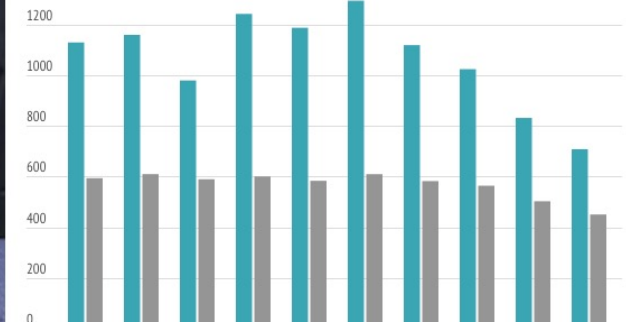


## "If I can make it through, anyone can"

My name is Barry Hockaday Jr. I'd like to start by saying I've lived in Yreka most of my life. Drugs and alcohol have always been around. Alcoholism and drug abuse runs in my family. I started drinking and smoking when I was really young. I do not remember a time when I was not partying. It came to a point where I was sick unless I had a drink.

One day, I was drinking and got injured to the point of needing surgery. My doctor at the time prescribed me a pill called Norco. I instantly became hooked, to the point where I was taking 20-25 a day. A while after that, the Norco wasn't working anymore. I felt totally lost in life; I began taking any drug I could get my hands on.

**Opioid Prescriptions are typically twice as high in Siskiyou County than California, but have been decreasing since 2014**



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**Please reach out if you have  
questions or want to discuss ideas.**

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**Thank you!**  
**Let us know how we can**  
**support your overdose**  
**prevention efforts.**

Contact us at  
**[copn@healthleadership.org](mailto:copn@healthleadership.org)**

For more resources and to sign up  
for our newsletter visit **[copn.org](http://copn.org)**



UPCOMING NOPN WEBINAR

# Harm Reduction and Treatment Strategies for People Who Use Fentanyl

Wednesday, October 26, 2022

10:00 AM - 11:00 AM PT



OVERDOSE  
PREVENTION  
NETWORK

NATIONAL



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