

# Bad River Harm Reduction/ NextDistro Partnership. Funded by Vital Strategies

Presented by: Robert O'Claire. Overdose  
Prevention Peer Support Specialist for Bad  
River Harm Reduction



# Bad River/NEXT Distro Project

**Objective:** While WI overdoses are concentrated in certain areas, all overdoses are preventable. High rates of overdoses in low population areas can be devastating to those communities (even though the number of people lost is relatively low). The mail order program aims to provide mail order harm reduction supplies with active outreach to rural and indigenous communities.

(requests from sovereign nations and all counties are filled)

# Landscape

## (DHS WISH/Fatal ODs 2022)

### Deaths by county

- More than 43% of the fatal overdoses in Wisconsin are in the two highest populated areas:
  - Milwaukee County -- 35%
  - Dane County -- 8%
- Remaining 57% of overdoses are spread over 70 counties, many of which were in single digits

### Statewide Unadjusted Rate 30.8 and Age Adjusted Rate of Deaths by County (per 100k)

- Menominee County at 280 (10 people in 2022)
- Sawyer County at 84 (11 people in 2022)
- Ashland County at 81 (12 people in 2022)
- Milwaukee County at 70 (642 people in 2022)
- Vilas County at 56 (9 people in 2022)
- All other reported counties are below 46 per 100k

# Landscape

## (DHS WISH/Fatal ODs 2023)

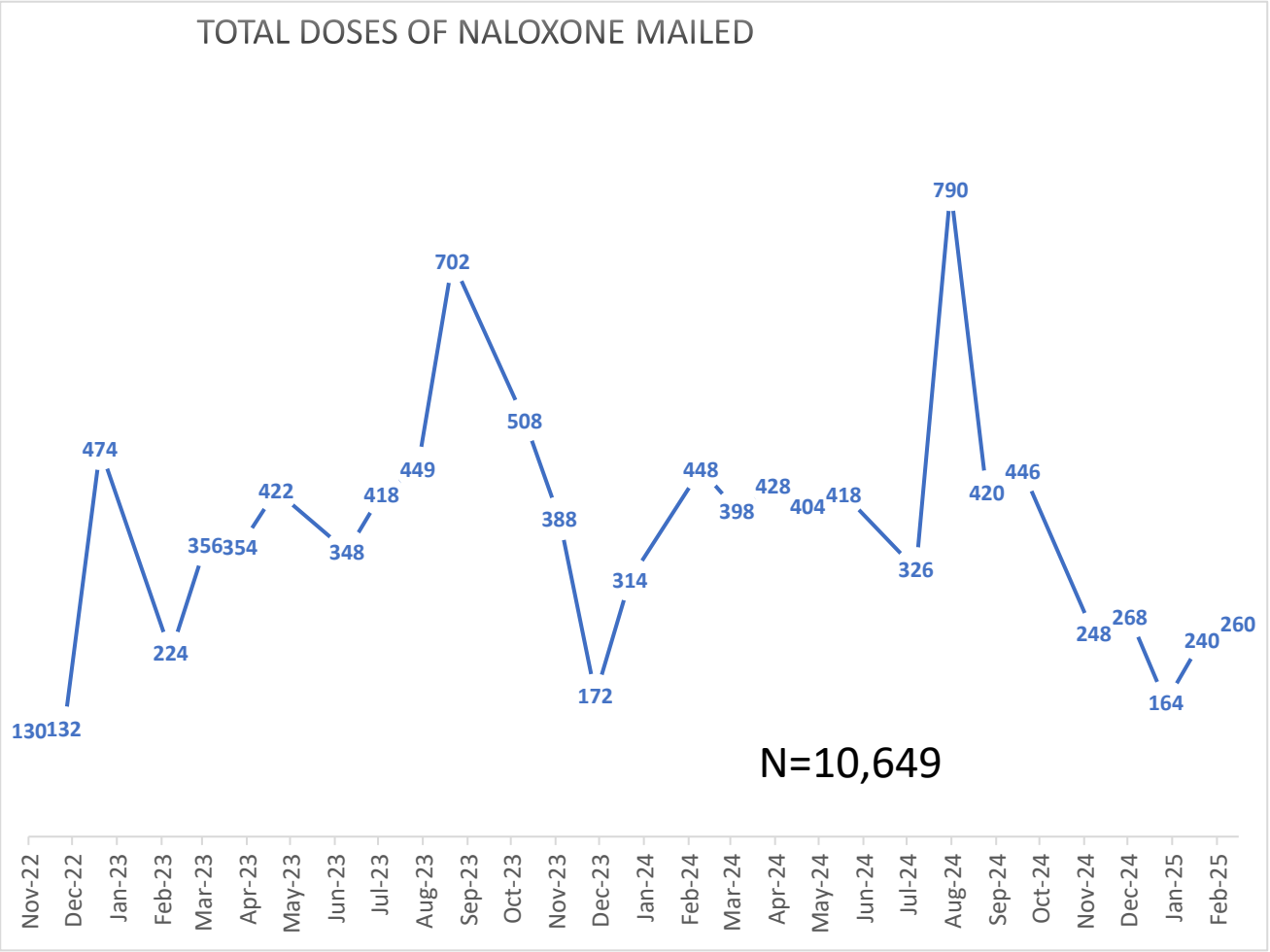
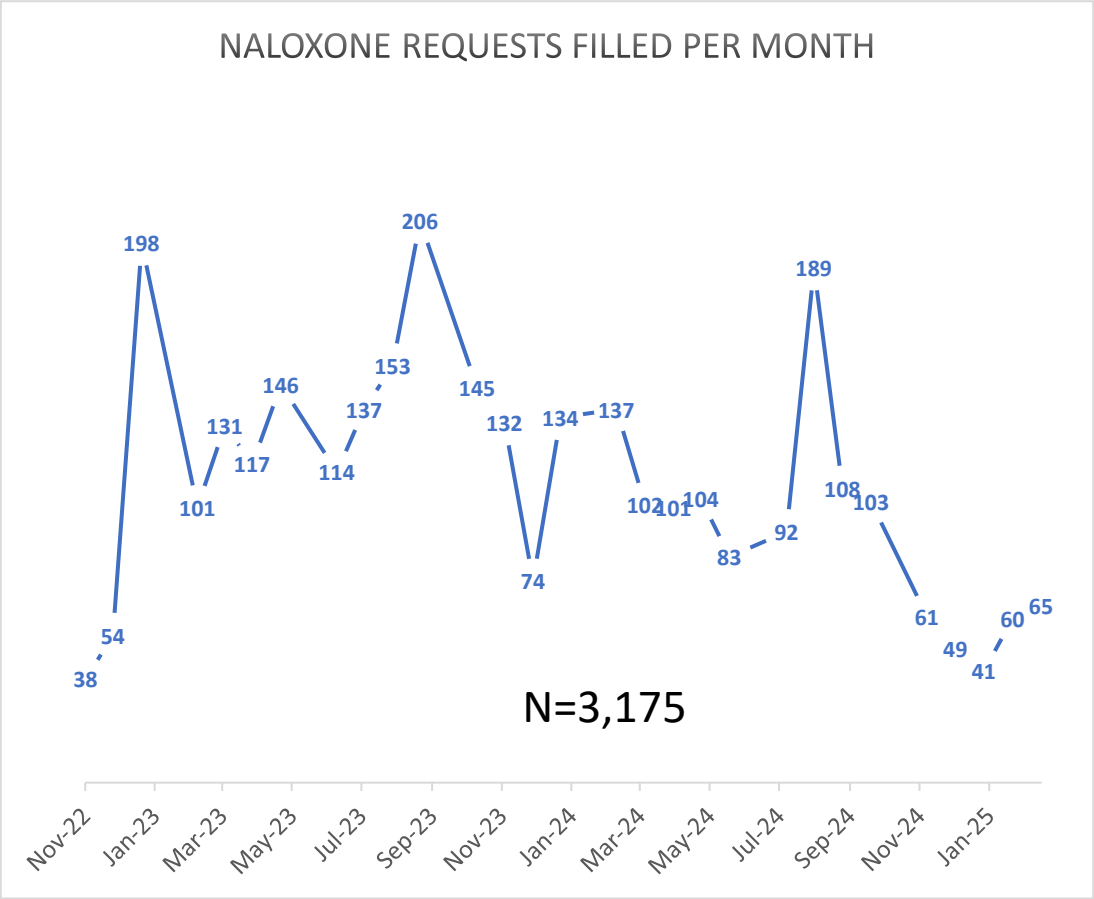
### Deaths by county

- More than 44% of the fatal overdoses in Wisconsin are in the two highest populated areas:
  - Milwaukee County -- 36%
  - Dane County -- 8%
- Remaining 56% of overdoses are spread over 72 counties, many of which were in single digits

### Statewide Unadjusted Rate 29.8 and Age Adjusted Rate of Deaths by County (per 100k)

- Menominee County at 430.2 (13 people in 2023)
- Sawyer County at 58.3 (9 people in 2023)
- Ashland County at 68.6 (10 people in 2023)
- Milwaukee County at 68.5 (635 people in 2023)
- Jackson County at 65.7 (11 people in 2023)
- Burnett County at 57.9 (6 people in 2023)
- All other reported counties are below 41 per 100k

# Bad River/NEXT Successes



# Successes (April 2024-March 2025)

- 77% of all orders are from counties other than Milwaukee and Dane (by proxy the **program is reaching rural individuals**)
- 4412 doses of naloxone mailed in 1,056 packages
- 1693 FTS mailed
- **43 reported reversals since December 2022 (under-reported)**
- IM & nasal naloxone offered (thanks to DHS, the nasal supply is stable)
- Vital funding some supplies, staffing, space, postage, NEXT data cleaning/reporting, low-cost advertising
- **37% of orders by someone who witnessed or self overdosed**

# Stated barriers to obtaining naloxone locally (April 2024 – March 2025), by type

- Cost 21% (223 people)
- Lack of knowledge of local naloxone resources 18% (191 people)
- The hours/location of local naloxone resources 6% (63 people)
- Fear of judgment 5% (53 people)
- Naloxone is out-of-stock locally and/or pharmacy won't sell it to me 4% (41 people)

For those who don't know where to go, the project provides them with possible locations if known/accessible.

# Quoted reasons why Wisconsinites requested mail-order (October 2023– April 2024)

- Rural community-not easy access in county. (Dodge)
- Shame. (Clark)
- I live pretty rural and work at a convenience store that has seen overdoses recently. I don't know how to get it. (Juneau)
- I'm currently laid up from an accident & cannot find anyone to go to the AIDS resource center for me. I wish people would understand it's anonymous as their fear is being found out. (Outagamie)
- Hard time finding transportation. (Sawyer)
- My mother doesn't believe in it and won't allow me to carry it, the only thing she doesn't go through is my mail. (Wood)
- Can't find any local and afraid it admits guilt because of pending court charges due to OD I called emergency services for. (Columbia)



## Quoted reasons why Wisconsinites requested mail-order (April 2024 – March 2025)

- “I can’t afford it, pharmacy wanted \$50. PA\$\$.” (Dane)
- “Record keeping adds it to my electronic medical health records.” (Winnebago)
- “I need narcan not for me and don't want it on my records.” (Vilas)
- “they act like you are a criminal and want presc, or like they don't know...have not tried since.” (Fon Du Lac)
- “No one will help that I’ve reached out to.” (Dane)
- “I don’t have issues. I’m just a teacher who just thought it might be handy in case there’s ever an emergency but I hope I never have to use it and I don’t want to if I don’t have to! Hope that makes sense.” (Marathon)
- “free in Milwaukee low income areas and not in rural northern Wisconsin counties” (Waukesha)

**For those who don’t know where to go, the project provides them with possible locations if known/accessible.**