

What is Strategic Distribution?

Strategic distribution is the intentional planning and allocation of resources — such as services, supplies, or funding — to high-priority populations or geographic areas to maximize impact and achieve program goals. In the context of overdose prevention and response (OPR), strategic distribution means distributing OPR supplies, like naloxone and fentanyl test strips, purposefully into the hands of those who need it most: people who use drugs (PWUD) and their family and friends. While every organization has their own distribution activities and target populations, distribution should be done with the intent to achieve the overall goal of supporting PWUD and those who engage with them.

Why is it Important?

Strategic distribution of OPR supplies is important for three reasons:

1. **Reaching high-priority communities:** PWUD often face varying levels of stigma and financial barriers that limit access to OPR materials, so getting these supplies directly into this community's hands is critical.
2. **Utilizing resources effectively:** Naloxone can be one of the most expensive items in an organization's budget. With added operational costs, it's essential to distribute supplies based on data and local need to ensure funds are used effectively.
3. **Achieving naloxone saturation:** Naloxone saturation is the steady flow and presence of naloxone in areas with high overdose risk. To prevent deaths with limited supply, distribution must focus on the places and people most in need.

How Can I Be Strategic?

As an organization, ask these questions when evaluating your distribution efforts:

- What OPR supplies do I have access to?
 - Is my access to supplies consistent?
- What are my current distribution activities?
- What communities am I distributing to?
- What do the overdose trends look like in my area?
- Are PWUD obtaining my supplies?
 - If not, why is that?
- What barriers in my area prevent PWUD from accessing OPR supplies?
- What are realistic changes that the organization can make to distribute more strategically?

Strategic Distribution Resources

- Louisiana Opioid Data and Surveillance System: lodss.ldh.la.gov
- Community Needs Assessment Resource Guide: tinyurl.com/cnmxajs2
- Guide to Developing and Managing Overdose Prevention and Take Home Naloxone Projects: tinyurl.com/sz4cyujx
- CDC Naloxone Toolkit: tinyurl.com/yc5xp9dt
- Naloxone Education & Distribution Programs Strategies Guide: tinyurl.com/477saw5b

Implementing Strategic Distribution Strategies

Strategic distribution can look different for every organization! Strategic distribution will depend on your goals, resources, and reach. Take a look at some of the supply distribution examples below and how to make these activities more effective and targeted to those you want to serve:

Common Examples of Distribution	Ways to Make Them Strategic
IF you are doing overdose education and naloxone distribution (OEND) at a local health fair targeted at general community members ...	CONSIDER taking a small number of naloxone kits and fentanyl test strips, but take extra fact sheets and other OEND educational materials to pass out. If PWUD are not the event's focus, you do not need a large stock of OPR materials.
IF you are mainly distributing to clinics, first responder agencies, health departments, or governmental entities ...	CONSIDER shifting more focus to community institutions and businesses that PWUD may be more likely to frequent (bars, tattoo shops, barber shops, hotels, apartment buildings). Remember, PWUD may not want to utilize clinics, first responder agencies, or health departments due to fears of being stigmatized or facing judicial repercussions.
IF you want to distribute to specific towns or parishes in your region, but you're unsure of where to focus ...	CONSIDER looking at the overdose data you have at your disposal. Take a look at the Louisiana Opioid Data Surveillance System (LODSS) for an idea of overdose and overdose death rates in your area. Getting community feedback and establishing relationships with members of the groups you want to serve is also vital in strategic distribution.

Other Helpful Strategies

- Educate local pharmacists about dispensing naloxone without a prescription.
- Inform Medicaid participants that they're eligible for four doses of naloxone every 30 days.
- Collaborate with other OPR organizations in your area.
- In sensitive settings, distribute OPR materials discreetly (e.g., in paper bags) to reduce stigma.
- Pair naloxone distribution with support resources (e.g., SHHP fact sheets, [Never Use Alone Hotline](#)).
- Maintain accurate distribution records to adapt strategies as needed.

Accessing Supplies in Your Area

To access naloxone, fentanyl test strips, and other helpful resources, please visit louisianahealthhub.org/oprh to find Overdose Prevention and Response Hub sites in your area!