Special Panel:

"Adapting the AD Model: Exploring Alternative Audiences, Building Safer Communities"

Adriane

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MSW

Independent Consultant, Educator, Coach

F. Zack

Jenio

Program Manager

Mile High Behavioral Healthcare

Erica

Poellot

MDiv, MSW

Executive Director

Faith in Harm Reduction

What other audiences (besides clinicians) are well-poised to support people who use drugs?

Nobody has responded yet.

Hang tight! Responses are coming in.

What's one word you think of when you think of harm reduction?

Nobody has responded yet.

Hang tight! Responses are coming in.

Adapting the AD Model:

The Harm Reduction & Academic Detailing (HRAD) Project

Adriane Apicelli, MSW

NACCHO
National Association of County & City Health Officials

Presenter: Adriane Apicelli, MSW

- HRAD Project Manager & Academic Detailer (‘22-’23)
- HRAD Project Consultant (‘23-’24)
- Hyphenate-at-large: nonprofit strategy consultant, adjunct professor, certified organizational development & executive coach

Conflict of Interest

- No conflict(s) of interest to report
- No financial relationships to report

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HRAD Project

2022-2024

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HRAD Project Overview

The Harm Reduction and Academic Detailing (HRAD) pilot project was designed to **determine the efficacy of AD** in supporting **traditional** and **novel** target **audiences** in:

- **Enhancing knowledge of harm reduction**
- **Improving ability to incorporate harm reduction philosophies and strategies into service provision**
- **Increasing referrals for people who use drugs** (PWUD) **to community-based harm reduction services**

Target populations for each year:

- **2022 - Y1:** Primary Care Providers
- **2023 – 2024 - Y2 & Y3:** Medical Providers & Novel Populations

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HRAD Funded Sites: Y3 - 2024

Site Name	Target Population
Community Outreach Intervention Projects (COIP)	**Clinical Healthcare Providers**
Faith in Harm Reduction	**Faith Leaders**
Iowa Pharmacy Association	**Pharmacists**
Mile High Behavioral Health	**Drag Performers**
Positively Living	**Nursing Students**
Rio Arriba County Health & Human Services	**Volunteer Fire Departments**
Velnon Art	**ADHC Staff**

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Rationale for Expanding Beyond Healthcare

- Healthcare represents a small part of one's **social environment and of the social determinants of health**
- Clinical environments are highly regulated; **novel populations have greater flexibility** for HR adoption
- **Stigma against PWUD** and a **knowledge gap** of essential harm reduction strategies exist in **broader social contexts**

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Rationale for Expanding Beyond Healthcare

- Leveraging sources of power in community contexts **increases harm reduction capacity** beyond medical systems

- Increasing the capacity of individuals, organizations, and communities to **compassionately engage with PWUD** is vital to **reducing drug related harm(s)**

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Harm reduction work needs to grounded in the stated desires of folks with lived and/or living experience.

The HRAD project **required sites to meaningfully engage PWUD** and **incorporate their voices** in their development of audience-specific key messages and action kits.

Meaningful inclusion moves beyond using folks as vectors of information and:

- **Recognizing** the expertise of experience
- Appropriately **compensating** for this expertise
- Cedes power; **gives folks a voice** and a vote

Meaningful Inclusion

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