

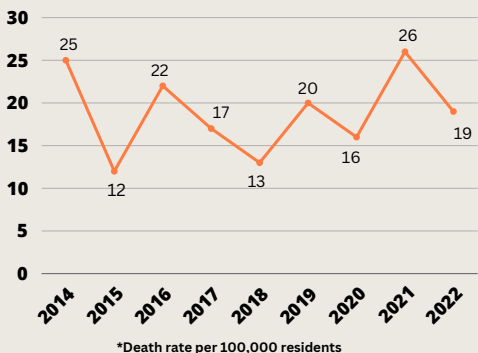


Breaking the Chain: SIPH's Drug Overdose Prevention Program (DOPP)

Southeastern Idaho Public Health aims to increase awareness around opioid use and prevent overdoses by developing strategies that impact behaviors driving opioid dependence and misuse.

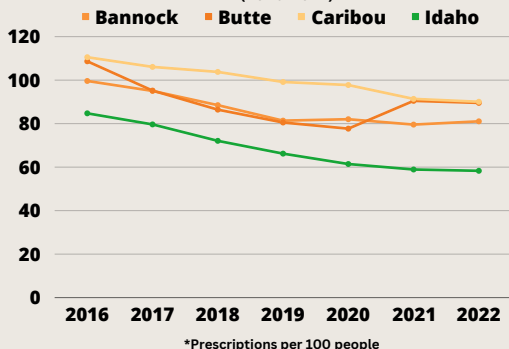
THE PROBLEM

***Overdose Death Rates in District 6 (2014-2022)**



*Death rate per 100,000 residents

***Prescription Rate Trends: Idaho vs. Top 3 Prescribing Counties of PHD6 (2016-2022)**



*Prescriptions per 100 people

***Idaho Drug Overdose Data (2022)**



MATERIALS PROVIDED



OVERDOSE PREVENTION & RESPONSE TRAININGS

TOTAL NUMBER OF PEOPLE TRAINED

1332

trained between July 2022 to December 2023

TOTAL NUMBER OF TRAININGS PROVIDED

49

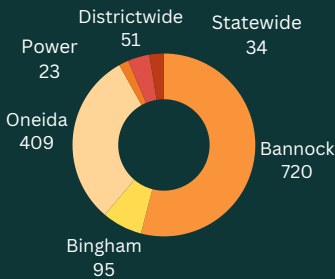
trainings provided between July 2022 to December 2023

AN OVERVIEW OF UPCOMING TRAININGS

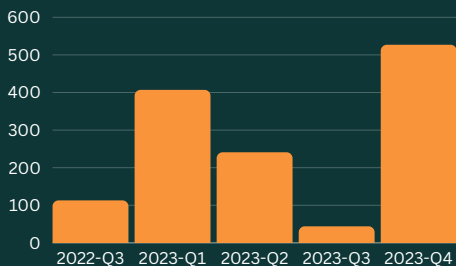
190

approximate number of people to be trained in January 2024

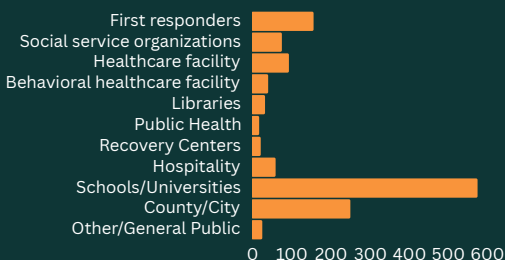
County-wide Training Participation data



Quarterly Progress: Training Participation Trends

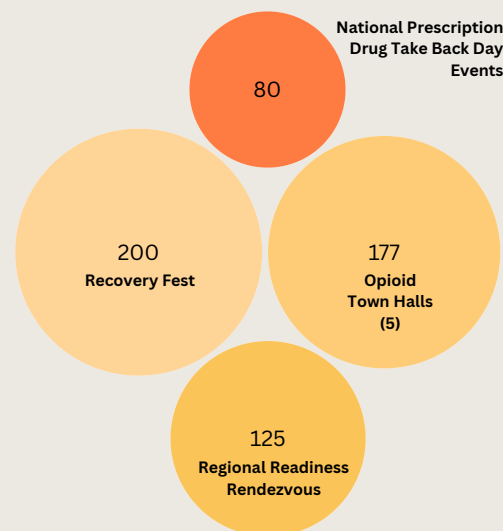


A Breakdown of Training Participants



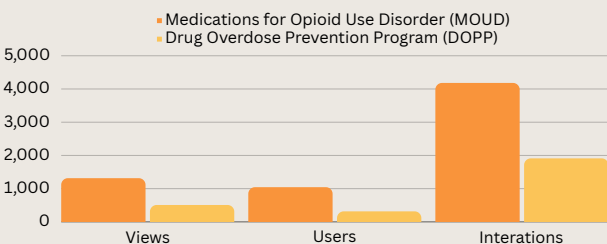
OUTREACH EVENTS

Making an Impact: Participating in Outreach Events (2023)



INTERNET RESOURCES

USER INTERACTION AND TRAFFIC TRENDS IN OUR DOPP WEBSITE (JULY 1, 2022 - NOV 30, 2023)



Drug Overdose Prevention resources available on our website, offering support and guidance for those in need

Please Visit:

[Pharmacies That Supply Naloxone](#)

[Community Resources & Medication for Opioid Use Disorder \(MOUD\) providers](#)

[DOPP-ASAM-Opioid-Addiction-Treatment-Guide](#)

NALOXONE DISTRIBUTION

28 units

of Narcan have been distributed by DOPP to the following since October 2023:

- The Idaho Department of Health and Welfare's Division of Family and Community Services and
- Pebble Creek Ski Patrol

SOURCES

[*https://www.gethealthy.dhw.idaho.gov/drug-overdose-dashboard](https://www.gethealthy.dhw.idaho.gov/drug-overdose-dashboard)

[*https://dopl.idaho.gov/bop/bop-pdmp-dashboard/](https://dopl.idaho.gov/bop/bop-pdmp-dashboard/)

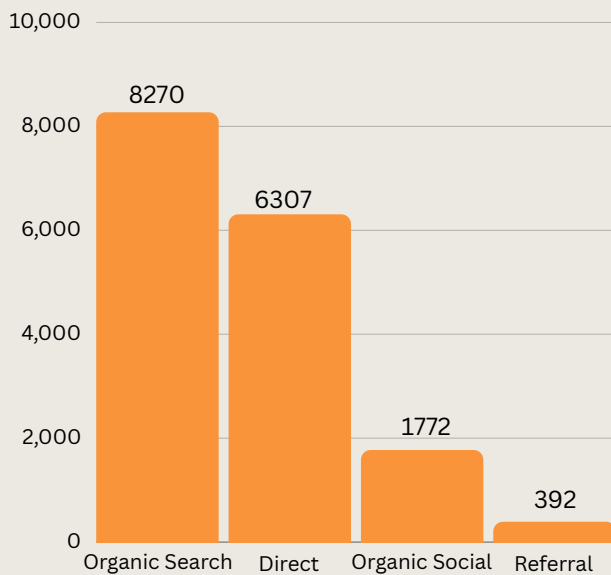
Spreading the Message: Media & Outreach

Southeastern Idaho Public Health utilizes many mediums to provide public health information to the public.



TOP TRAFFIC GENERATING CHANNEL GROUPS ON OUR WEBSITE

(July 2022 - June 2023)



More than **80%** of new users on our website are driven by the Organic search and Direct search.

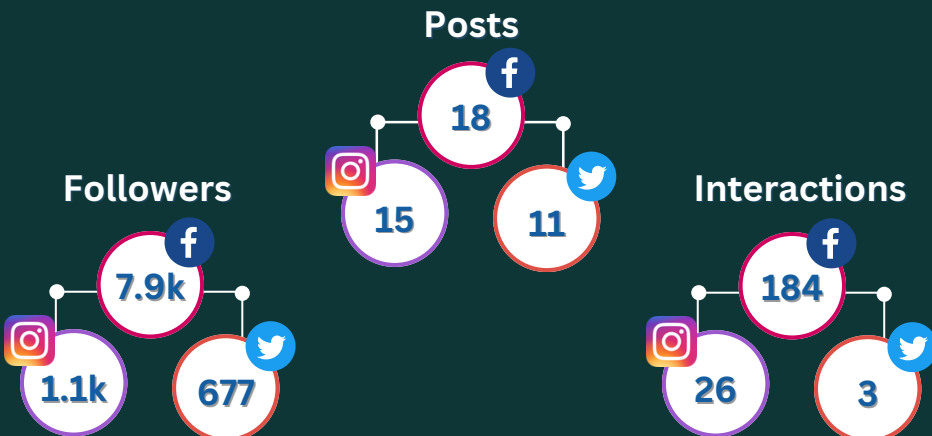
SOUTHEASTERN IDAHO PUBLIC HEALTH WEBSITE REACH

(Nov 1- Nov 30)



SOCIAL MEDIA METRICS

(Nov 1- Nov 30)



OUTREACH SUCCESS: TRACKING REACH AT COMMUNITY BOOTHS

(Nov 1- Dec 31)



GLOSSARY

Organic Search: Users who find the website through a search engine without paid advertising.

Direct: Users who visit the website by typing the URL directly into their browser or through an unspecified source.

Organic Social: Users coming from social media platforms without the influence of paid ads.

Referral: Users directed to the website from another website.