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DETROIT JOINS CITIES AROUND THE COUNTRY IN RESPONSE TO OVERDOSE DEATHS IN BLACK COMMUNITIES

**New Campaign Promotes Overdose-Reversing Naloxone in Seven U.S. Cities:
Detroit, MI; Philadelphia; Louisville, KY; Durham, NC; Milwaukee, WI; Newark, NJ; and
Albuquerque, NM**

DETROIT, MI – In the wake of a decade-long surge in drug overdose deaths among Black Americans nationwide, a coalition of Black community leaders, government officials, and health experts in Detroit and across seven cities today launched *You Have the Power to Save Lives*, a campaign to promote the use of the overdose-reversing naloxone in Black communities.

A ZOOM press conference and rally was held today with media and community, civic, and government leaders from the target cities. A video of the press conference will be available after the event [HERE](#).

The campaign also released [a report](#) consolidating recent evidence that illustrates the need for urgent action to save lives, finding:

- In 2023, the rate of overdose death [was three times higher for Black Michigan residents](#) than for the white population. Black residents accounted for almost half of all overdose deaths in the state, and in the five years through 2023, Black men aged 60 to 69 years experienced the highest overdose rate in the state.
- [One in five Michigan residents](#) lost to overdose lived in Detroit in 2023. In Wayne County, where Detroit is located, the Black population is dying from overdose at twice the rate of the white population.
- Overdose is the [leading cause of preventable death](#) for Black adults in the United States, surpassing gun violence and car crashes. In many cities, older Black men are [four times more likely](#) to die of overdose than other men in their age group.
- [Overdose rates in Black communities have been rising for the past ten years](#), but have skyrocketed since 2020, when overdose rates in the Black population overtook rates in the white population.
- Nationwide, there has been [a recent 24% decline](#) in overdose deaths, but data suggests the number of deaths in Black communities remains disproportionately high and calls for equitable investment and focus on health interventions to address this problem.

The campaign, with its strong focus on community engagement, focuses on activating community leaders in Black communities to expand the availability and utilization of naloxone, a lifesaving, overdose-reversing nasal spray medication. At the heart of the campaign is a new website – [YouCanSaveLives.org](#) – where people can find out where to obtain naloxone near them, hear powerful, real-world testimonials, and take action to spread the word about the importance of naloxone.

“We know that the opioid crisis is a serious issue in Detroit,” said Marshea Browner, Director of Community Health Services at the Detroit Health Department. “As this epidemic continues to impact communities within the city of Detroit, the Detroit Health Department, in partnership with Vital Strategies, is taking action to help save lives. One of the most important tools we have to combat this issue is Naloxone, a life-saving medication that can reverse an opioid overdose in minutes. Carrying Naloxone is not just an option, it's a necessity, and it's one of the ways we can make a direct impact in our community directly.”

Supported by public health organization Vital Strategies, with funding from the [Elton John AIDS Foundation](#), the campaign includes more than a dozen community groups, health organizations, and local government agencies. Their efforts focus on establishing new naloxone distribution points in Black communities—including neighborhood gathering spaces and local health providers—to reduce stigma around carrying naloxone and empower individuals to save lives in the event of an overdose.

The seven cities participating are Detroit, MI; Albuquerque, New Mexico; Philadelphia, Pennsylvania; Louisville, Kentucky; Durham, North Carolina; Milwaukee, Wisconsin; and Newark, New Jersey.

The campaign aims to ensure that residents are aware of the availability of free naloxone, motivated to obtain it and use it, and inspired to share information about this resource with their communities. [YouCanSaveLives.org](https://www.youcansavelives.org) directs visitors to locations in their neighborhoods where naloxone is available and provides information on the medication, its benefits, and its use.

“We are cautiously optimistic about declining overdose death rates nationally, but after years of skyrocketing rates, the wide disparities experienced by Black communities are raising the alarm,” emphasized Daliah Heller, Vice President for Overdose Prevention Initiatives at Vital Strategies. “Rates are higher among Black adults than their white counterparts; we urgently need equitable and focused strategies. This campaign is making lifesaving naloxone more widely available in Black communities in Detroit and six other cities, and mobilizing Black people to carry it to protect friends, family, and community.”

Naloxone is a life-saving medication that reverses the effects of an opioid-related overdose within minutes. Available over-the-counter as a nasal spray, naloxone is a safe and easy-to-use medication. Opioids relieve pain by attaching to and activating specific receptors in the brain. Naloxone reverses opioid overdoses by blocking the receptors and preventing opioids from attaching. Naloxone can be purchased over the counter at pharmacies and is available for free through community distribution sites. It can be administered as a nasal spray without any specialized training.

Top radio personalities in Detroit are taking to the airwaves and raising awareness in a campaign to stem the rising tide of overdose deaths in the Black community. They are informing audiences that they have the power to save lives when they have Naloxone on hand. Radio hosts participating in the campaign include Bigg Dog Blast, Afternoon Drive Host of iHeartMedia’s FM 98 WJLB, and The Bushman, Afternoon Drive Host of Mix 92.3. The campaign airs March 24th for 4 weeks.

“I’ve witnessed the heartbreak addiction can bring, like when my close friend lost her younger brother to an overdose,” said Bigg Dawg Blast. “I’ve also seen families fighting to save their loved ones. Naloxone has the power to reverse an overdose, and the ‘You Can Save Lives’ campaign is about making sure people understand that hope exists. Every life matters, and by spreading awareness, we can help prevent tragedies. I’m proud to support this effort and be part of the solution.”

Meanwhile, the Bushman said, “Over the past several years, I’ve lost friends to overdoses. They left behind kids, friends, and families that will forever be affected by their deaths. I want to encourage people to learn more about Naloxone that has been proven to save lives. No one should have to go through this pain.”

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About Vital Strategies:

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. Our overdose prevention program works to strengthen and scale evidence-based, data-driven policies and interventions to create equitable and sustainable reductions in overdose deaths in several U.S. states and local jurisdictions.

About the National Black Harm Reduction Network:

The National Black Harm Reduction Network is dedicated to advancing harm reduction principles that optimize health and wellness for Black people who are disproportionately harmed by public health initiatives, the criminal legal system, and drug policies.