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STAR MILWAUKEE RADIO HOSTS JOIN CAMPAIGN TO REDUCE BLACK OVERDOSE DEATHS WITH LIFE-SAVING NALOXONE

Radio Celebrities Send Powerful Messages for ‘You Have the Power to Save Lives’ Campaign

MILWAUKEE, WI – Two of Milwaukee’s popular radio hosts, Don Black, midday host and Program Director of Milwaukee Radio Group’s Jammin’ 98.3 WJMR, and Trey White, afternoon drive host of iHeartMedia’s V100.7 FM, are lending their voices and energy to the *You Have the Power to Save Lives* campaign. As overdose has risen to become the leading preventable cause of death among Black adults in the US, the collaboration of local and national leaders seeks to promote public uptake of the overdose-reversing medicine, naloxone, in the community and raise awareness of its benefits.

The hosts recently hit the radio airwaves with strong messages advocating for the Black community to get free naloxone, also known by its brand name Narcan, that is available in their neighborhoods, and keep it on hand to save lives. Having lost friends and relatives to drug overdose, the hosts’ narratives are authentic and powerful. Their messages resonate. To listen, go to our website’s [newsroom](#) and click audio.

“WJMR (Jammin’ 98.3) is honored to be part of a campaign that has the power to save lives,” said Black. “This cause is deeply personal—not just for me, but for so many who have experienced the heartbreaking loss of a loved one to an overdose. Too many lives have been cut

short, and too many families have felt that pain. That's why we are committed to spreading awareness and sharing resources that can help someone see another day."

Additionally, White of V100.7 FM said: "My dad taught me to always be a blessing to others. We've all experienced the pain of losing someone to an overdose, which is why I'm grateful to use our platform to spread awareness. Together, we can be part of the solution to fight this crisis in our communities."

The *"You Have the Power to Save Lives"* campaign was launched last month in Milwaukee and six other cities: Albuquerque, New Mexico; Philadelphia, Pennsylvania; Louisville, Kentucky; Durham, North Carolina; Detroit, Michigan; and Newark, New Jersey. 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.

"I am an example of the human suffering created by the overdose crisis," said Anita Garrett, a Milwaukee advocate who lost a son and nephew to drug overdose. "In both cases, knowledge about naloxone should have saved them, and they would be here today. We need our community to learn how to stop these needless deaths. We need people to know about naloxone and that it can save lives. I can't stop people from using drugs, but I can help educate my community about how to save lives. That's why I am engaged with the You Have the Power to Save Lives Campaign. I urge you to do the same as we protect our family, friends, and neighbors. They might not make the best choices, but we can help them stay alive."

Supported by public health organization Vital Strategies, 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 campaign also released a report consolidating recent evidence that illustrates the need for urgent action to save lives, finding:

- Despite an overall decline in overdose deaths in Milwaukee County in 2024, [the overdose death rate for Black Milwaukee residents remained twice as high](#) as the rate for whites in the city.
- In 2024, Black Milwaukee residents [accounted for 42% of all overdose deaths in the county](#), despite accounting for 27% of the county's population.
- Overdose deaths in the City of Milwaukee [are concentrated in the predominantly Black neighborhoods of the Northside](#).
- Overdose is [the leading cause of injury 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.

The rising death toll has alarmed the radio hosts, driving them to participate in the campaign and use their platform to influence the community.

“Did you know that overdoses are now the leading cause of preventable death for Black adults in the United States?” White asks his listeners. “It’s a painful reality that many of us know all too well. Think about a family member, like a cousin, a best friend, or maybe your favorite musician. Addiction has touched our lives in ways we can’t ignore. But here’s the good news. If you’re with someone who’s experiencing an overdose, you have the power to save their life. Naloxone is an easy-to-use nasal spray that can reverse an overdose in seconds. It’s harmless, it’s simple, and it can save a life.”

Moreover, White says, “And the best part, you can get naloxone for free at every city of Milwaukee Fire Station and many other locations in our community, no questions asked. I carry a naloxone because I wanna be a part of the solution. I want to be there for the people who matter most in my life. And I know you do too. So I’m asking you to take action today. Visit YouCanSaveLives.org to find the closest fire station or other locations where you can pick up naloxone for free. That’s right. I said it free. When you have naloxone, you have the power to save a life. Let’s be there for each other. Go to YouCanSaveLives.org now.”

Black tells his audience that he’s about to discuss moments that aren’t so sweet. “Did you know that overdoses are now the leading cause of preventable death of Black adults in the United States,” he asks. “I want you to raise your hand if you know somebody who’s died of a drug overdose. I have, I know several people who have, every moment is precious. Wouldn’t you do anything you could to save someone’s life? Wouldn’t you do that? Well, I got an opportunity for you to do that if you were with someone who’s experiencing overdose, got a power to save their life with naloxone, a.k.a Narcan. “

Black explains that “what naloxone does is it reverses an overdose with just a nasal spray right up in the nose. Now, you probably have seen me talk about this, seen videos...I’m dead serious about this. I actually carry naloxone in my car, and I show people a picture of it. There are other people online saying, ‘You know what? I’m going to get mine too, because I need to carry it as well, too. There are other people saying, Hey, I already carried it in my car. Thank you for the message.

“Well, this is for those people who don’t have it. We definitely need you to carry naloxone on you just in case you’re in a position where you could save somebody’s life. Better to have it and not need it, than need it and not have it. Put it like that. Now, where can you get Naloxone? You can get it at any Milwaukee Fire Station, any Milwaukee Fire Department Fire Station, no questions asked. Just go right up in there and ask for it. The other way to find out where you can get it is to go to YouCanSaveLives.org right now because you can save a life.”

Daliah Heller, Vice President for Overdose Prevention Initiatives at Vital Strategies, thanked the radio hosts for participating in the campaign, saying, “They have powerful voices that can help the campaign save lives in Milwaukee. We are grateful their participation.”

Further, Heller said, “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. 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 Milwaukee and six other cities, and mobilizing Black people to carry it to protect friends, family, and community.”

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(For print or broadcast interviews about the campaign, contact Michael K. Frisby Mike@frisbyassociates.com 202-625-4328 or Tony Newman tnewman@vitalstrategies.org 646-335-5384.)

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.