

## Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

## Abstract

A media campaign aimed at college students about Narcan and the role it can play in saving lives from opioid overdoses.

## Artist

Jay Garg (2022)


## Caption

My project consists of a series of Instagram posts, infographics, and posters about Narcan and the role it can play in reversing an opioid overdose and saving a life. The opioid epidemic has hugely impacted my personal life, so I came into college with some knowledge about opioids, their prevalence in the United States, and how to respond to an overdose. At Harvard, however, I noticed that many people are unaware of the extent to which opioid overdose is an ongoing threat to public health. More importantly, many of my fellow students are unaware of how easy it is to take simple steps—like carrying naloxone and knowing how to use it—that can ultimately prevent an overdose from taking a life.

## Artist Lens

To that end, all components of my project are aimed for use at Harvard or similar college campuses. They are intended to motivate college students to carry naloxone with them so that they can use it if they are ever in a position where someone near them is experiencing an overdose. The Instagram posts are designed to be accessible and to convey the ease and importance of carrying Narcan. I chose to make Instagram posts because Instagram has become a significant source of information for many college students and because, via my own connections and those of others, it carries enormous potential to reach huge swathes of campus at once. The images are uncluttered and bright to catch people's eyes as they scroll. The words are intentionally non-technical (“Narcan” instead of “naloxone,” “prevents opioids from binding to receptors” instead of “opioid antagonist”) to try and minimize the number of people who will miss the message of the posts.

Furthermore, I created an infographic and a poster, both of which provide instructions or tips for administering naloxone and could be put up around campus. These will serve two purposes: (1) to raise awareness about naloxone for college students, hopefully making them want to learn more, and (2) to provide education on how to use naloxone for people who may not know. I think a necessary part of a campaign to get people to carry



naloxone is a set of resources for learning how to use it. Finally, along those lines, I created a poster to get people to come to a free training event to learn how to use naloxone. Though the time has not actually been determined, this mockup will likely actually be used for an event that a club I run, Harvard College Overdose Prevention and Education Students (HCOPEs), will host in the fall to give people free naloxone to take with them and provide training from the Cambridge Department of Public Health and Fenway Health on how to use it. As before, the same choices were made with respect to the brightness and simplicity of the materials to make them eye-catching and accessible.

## Media

Digital

# LEARN HOW TO USE NARCAN



SEPT  
10TH



3:00  
PM



**JOIN US**

[HCOPE.SORG](https://www.hcopes.org)

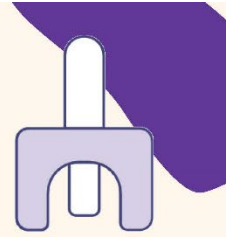
FENWAY  HEALTH



Cambridge  
Public Health  
Department



## HOW TO ADMINISTER **NARCAN**



Check for signs of overdose: unconsciousness and inability to wake up, trouble breathing

Call 911. If you call 911 to help someone, you cannot be charged for possession yourself

Remove Narcan from box. Do not test the Narcan before use

Insert the nozzle into a nostril until your fingers touch the bottom of their nose

Press the plunger firmly to administer a dose of Narcan. Remove the Narcan from nose

If there is no response within 2-3 minutes, administer a dose to the other nostril

If you know how to perform CPR, begin administering rescue breathing

Continue until medical help arrives. Narcan wears off, so watch for a second overdose

**CARRYING NARCAN CAN SAVE A LIFE**

# NARCAN

## DO'S AND DON'TS



### DO'S

DO call 911 as soon as possible

DO spray Narcan into a nostril. Continue administering doses every 2-3 minutes

DO stay with the person until emergency response arrives

### DON'TS

Do NOT hit or slap the person, try to induce vomiting, or inject any substance except Narcan

Do NOT leave the person unattended

Do NOT be afraid to administer Narcan. There are no serious side effects of improper or unnecessary use



# what is narcan?

Narcan is a nasal spray that can reverse an opioid overdose. Narcan prevents opioids from binding to receptors in the brain, reviving someone who is experiencing an overdose.

@harvardcopes



# how do i get it?

Narcan can be found at pharmacies across Massachusetts, sometimes under the name naloxone. Narcan is available under a statewide standing order—you can buy it without an individual prescription!



## **DID YOU KNOW?**

More than 2000 people died of an opioid overdose in Massachusetts during 2020. Carrying Narcan can save a life.

Narcan is available in pharmacies across Massachusetts.



# TRUE OR FALSE

you, personally, would be  
unable to stop someone  
from dying from an opioid  
overdose

@harvardcopes



**FALSE**

narcan is a nasal spray,  
available in pharmacies  
across Massachusetts, that  
can reverse an opioid  
overdose.

**CARRYING  
NARCAN  
CAN SAVE A  
LIFE**

Narcan is available in pharmacies across Massachusetts.

his mom

his sister

my child

my teacher

OUR  
COMMUNITY

THEIR DAD

their neighbor

her friend

your roommate

their brother

her coach



**CARRYING  
NARCAN  
CAN SAVE A  
LIFE**

Narcan is available in pharmacies across Massachusetts.



How much is a life  
worth to you?

@harvardcopes



was it more  
than \$30?

**CARRY  
NARCAN**

**SAVE A LIFE**

Narcan is available in pharmacies across Massachusetts.