

Community Coalition Toolkit

AUGUST 2024



ODMAP

**OVERDOSE DETECTION
MAPPING APPLICATION PROGRAM**

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ODMAP Community Coalition Toolkit

The Overdose Detection Mapping Application Program ([ODMAP](#)) is a free, web-based platform providing near real-time reporting and monitoring of suspected overdose events. ODMAP was developed with the goal of providing near real-time data to support public safety and public health efforts to assist communities in their overdose response, reduction, and prevention efforts. ODMAP is available to all local, state, federal, and tribal government agencies as well as licensed first responders and emergency care facilities serving the interests of public safety and public health. Participating entities report suspected overdoses into the ODMAP system and benefit from access to mapping tools showing aggregate data across participating agencies as well as receiving spike alert notifications.

Many community coalitions work towards overdose response and could greatly benefit from access to and utilization of ODMAP as they implement new or advance current efforts. Coalitions, however, may face challenges in gaining access to ODMAP if their member organizations are not eligible for ODMAP. The purpose of this toolkit is to describe how community coalitions can work toward accessing overdose data through ODMAP to inform overdose response, reduction, and prevention activities in their communities. Eligibility, data limitations, and guidelines for accessing/using ODMAP are outlined. Additionally, this toolkit describes what is included in ODMAP and how ODMAP data can be used to assist with planning, outreach, and prevention activities.

The Overdose Detection Mapping Application Program (ODMAP)

ODMAP provides near real-time suspected overdose data across jurisdictions to support public safety and public health efforts to mobilize an immediate response to a sudden increase, or spike, in overdose events. ODMAP links first responders and relevant record management systems to a mapping tool to track overdoses to stimulate real-time response and strategic analysis across jurisdictions. Each agency interested in using the system will sign a participation agreement, which is designed to protect the data within the system. Once signed, they can begin uploading data in near real-time through a variety of methodologies. They also gain access to the National Map, which allows select users to view nationwide data and create custom visualizations.

ODMAP Participating Agency Eligibility

ODMAP is available to local, state, federal, and tribal public health and public safety agencies as well as licensed first responders and emergency care facilities. Agencies that do not fall within these categories are ineligible. The table below shows the common sectors that may represent a community coalition and denotes ODMAP eligibility status across these sectors.

Organization/Personnel	Eligible
Public safety	Yes
First responders (Fire, EMS)	Yes
Public health (including health departments)	Yes
Hospitals with an emergency department	Yes
High Intensity Drug Trafficking Areas (HIDTAs)	Yes
Hospitals without an emergency department	No
Non-profits	No
Youth-serving organizations	No
Healthcare	No
Educational institutes (schools, universities, etc.)	No
Caregivers/Parents	No
Youth	No
Businesses	No
Media	No
Religious or fraternal organizations	No
Civic or volunteer groups	No
Other local organizations	No

How Community Coalitions can Access ODMAP Data

While community coalitions are not able to register as an ODMAP agency, they may work towards accessing ODMAP data in several ways.

1

Become users under an ODMAP participating agency. If your coalition includes members already active in ODMAP, those agencies can add additional users to their account to allow access to coalition members not directly employed by the ODMAP agency. If ODMAP participating agencies are not represented within your coalition membership, consider developing partnerships with eligible entities and working toward becoming a user within their account. In both circumstances, the ODMAP participating agency is responsible for any additional users under their account, just as they are for users within their own agency.

2

Request spike alert notifications from an ODMAP participating agency. Coalitions can request their member or non-member community partners who serve as ODMAP participating agencies to share spike alert notifications.

3

Encourage eligible ODMAP entities within the coalition member group to participate in ODMAP. If your coalition is comprised of any ODMAP eligible agencies, you can encourage them to participate in ODMAP and request agency access. Once an agency has become an ODMAP participant, they can either add coalition members to their user group or share spike alert notifications with the coalition (see #1 and #2 above).

4

Develop partnerships with eligible ODMAP entities outside of your coalition member group. Similar to #3 above, coalitions can develop relationships with non-coalition community partners and encourage their participation in ODMAP. From there, data access to the coalition can be achieved through the processes described in #1 (user access) or #2 (spike alert notification) above.

In the sections below, you will find:

1. Resources to support your coalition in facilitating ODMAP access to eligible agencies,
2. The process for becoming user within an ODMAP participating agency,
3. Types of data available in ODMAP, and
4. How ODMAP data can be used.

Facilitating ODMAP Participation for Eligible Agencies

Coalition members can support ODMAP-eligible agencies in becoming an ODMAP participant. Begin by exploring what agencies in your community would be eligible to request access.

Common eligible agencies include:


- Health departments
- Police departments
- Sheriff's Offices
- Emergency Medical Service (EMS) providers
- Fire departments
- High Intensity Drug Trafficking Areas (HIDTAs)

Your regional HIDTA can be a great resource to connect with public safety organizations. For more information on the HIDTA program, visit <https://www.hidtaprogram.org/index.php>. Contact information for your HIDTA or the closest HIDTA to your community can be found under "HIDTA Overview" by using the "Search by HIDTA" tab or by clicking on your location within the map.

Reach out to eligible agencies to explore their interest in joining ODMAP. Encourage them to attend an ODMAP demonstration and share their website where they can find additional information and resources (website: www.odmap.org). A demonstration can be set up by reaching out via email to odmap@wb.hidta.org or by using the [online general form](#).

As you learn more about ODMAP and prepare to share this information with eligible agencies, consider coming up with a brief elevator pitch on the value of ODMAP participation for both the agency and the community. Sample elevator pitches in both verbal and email formats can be found in the [Appendix](#).

 [Agency Request Form](#)

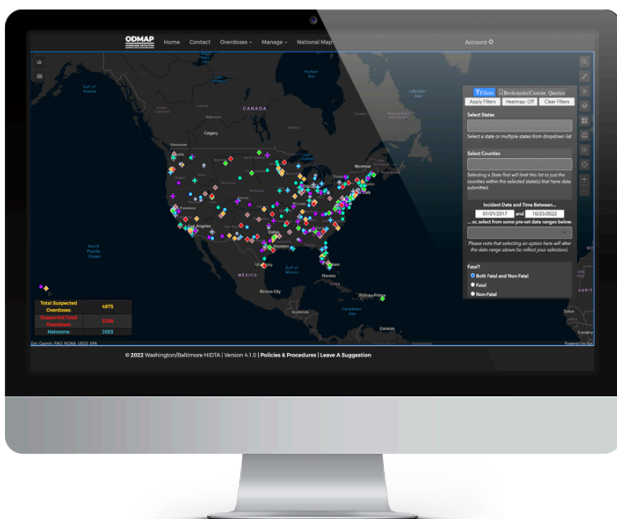
 [Agency Look Up](#)

Becoming an ODMAP User Under a Participating Agency

Community coalition members can request to be added as users within existing ODMAP participating agencies. The first step is to identify what agencies are participating in your community. Participating agencies can be found [here](#) by entering your state and county. If there are no participating agencies in your community, consider encouraging ODMAP participation for eligible agencies as described above.

Once your community coalition identifies an eligible agency, reach out to request access. When requesting access, you can increase the likelihood of success by being prepared with answers to the following questions:

- How are our mission and goals similar to theirs?
- How will the agency directly benefit from giving us access?
- What goals or objectives will be aided with access to ODMAP?
 - Ex. ODMAP access will enable us to provide overdose outreach in specific areas with historically high rates of overdoses.
 - Ex. ODMAP access will enable us to respond to spikes or potential spikes with intentional naloxone distribution.
- What information does my coalition think would be beneficial?
 - Ex. Rates of overdose in my community, rates of naloxone usage, rates of overdose across time.
- How will our coalition use ODMAP information to serve the community?
 - Ex. We will be able to respond to overdose trends and spikes more quickly.
- How will we minimize risk to the agency? (1)
 - Ex. We will develop procedures and policies for handling ODMAP data including who can use it and for what purposes.



The National Map allows participating agencies to view the collected suspected drug overdoses data, in near real-time, from anywhere in the country. Users are able to filter the data, overlay additional information, and create custom visualizations.

A variety of responses can be used to mitigate any concerns.

- Provide an example that illustrates the benefits of having overdose data available to make decisions and can provide credit to the agency for supporting community use of the information. (2)
- Discuss and clearly outline how ODMAP data can be used. ODMAP data can only be made available to participating agencies and the respective individual users on their account. ODMAP data has specific limitations (see: limitations) that can make agencies hesitant in providing access in fear that inaccurate information will spread, information will be misinterpreted, and/or inappropriate responses will occur.
- Provide assurances that information will not be shared unless the agency can review it and approve it for release.
- Commit to understanding the nuances of the information the agency collects on ODMAP and what it can and cannot tell you. The ODMAP data and using ODMAP data section of this guide can equip you with a better understanding of ODMAP data, what it provides, and what it can and cannot be used for.

Requesting user access from a participating ODMAP agency will be easier when the coalition and its members have a pre-existing relationship with that coalition and are familiar with one another's work in the community. Tips on building or strengthening relationships with community partners who are ODMAP eligible include aligning goals and programs, using community events to start a conversation, inviting staff from potential partners to participate in planning for events, referencing and describing your partners' roles in marketing and communications, and publicly acknowledging your partners' support by including logos and verbal acknowledgements. (3)

When access is granted, the agency will onboard new users to the ODMAP platform. Anyone who needs access to ODMAP will be added separately by registering each new user. To gain access to ODMAP for your entire coalition, every member will have to be onboarded. Members who are not added will not have access to ODMAP, including the National Map. Please refer to the [ODMAP Training Manual](#) which provides guidance on user permissions.

A step-by-step video tutorial of how to onboard new users can be found [here](#).

Any ODMAP user will become inactive if they do not log in every 90 days. Since it is likely that coalition members will change over time, it is important to have an understanding with the eligible agency up front specifying 1) the removal of inactive members or those no longer with the coalition and 2) the agreed upon duties to be fulfilled by the coalition such as overdose response, harm reduction, and prevention.

ODMAP Data

The National Map is designed as a tool for decision-makers to be able to view and analyze the data, nationwide, submitted to ODMAP. Fields include:

- Fatal overdose
- Nonfatal overdose
- Naloxone usage
 - No naloxone
 - A single dose of naloxone
 - Multiple doses of naloxone
- Not known whether naloxone was used or not
- Overdose by month, week, day, and hour

Data can be filtered by *state, zip code, county, police district, submitting agency, date range* including day of week, *time periods* including hour of the day, *fatality, naloxone administration, primary suspected drug, polysubstance use, multi-victim incident*, demographics, data submitted by hospital, and spike alert layers. ODMAP provides the general geographic locations where overdoses are occurring which can help identify hot spots. ODMAP limits how much information is shared on the National Map to help ensure that individuals cannot be identified. Protected health information is not collected and the zoom feature on the National Map is limited to street level.

Note that the only information that participating agencies are required to enter when entering data are the incident location and the type of overdose. All other fields are optional. Thus, the amount of data available is dependent on the data entered into the system.

There are limitations to what conclusions can be drawn from ODMAP data. Since the majority of fields are optional, information is likely to be missing. Suspected drug is an optional field and is based on a field report, not on an official toxicology report. Field reports may contain inaccuracies and individuals entering data to ODMAP are not necessarily trained to identify substances. There may be a high degree of variation in accuracy depending on the organization entering data and the training received.

ODMAP is unlikely to record all overdose events. Not all agencies in a given jurisdiction are likely to be registered for ODMAP or enter data consistently. In addition, EMS is not called to respond to every nonfatal overdose, therefore those will not be reflected in ODMAP. (4)

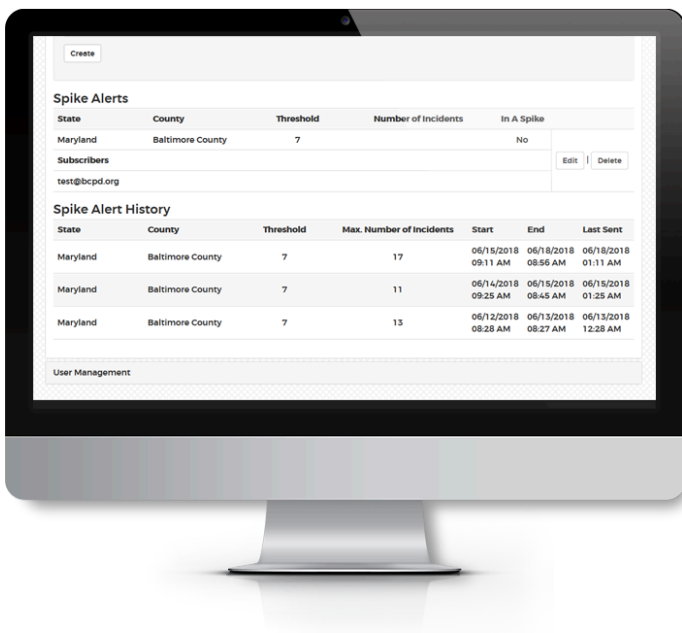
Requesting Notifications from an ODMAP Participating Agency

If your coalition members are not eligible for ODMAP and are not added as users, you can ask a participating ODMAP agency to be added to their Spike Alert subscriber list. Individuals on the subscriber list are not required to be ODMAP users. However, they do need to be part of a spike response plan and determined by the Agency Administrator (the individual designated as such upon onboarding an agency to ODMAP) as needing to know this information in support of overdose response.

Spike Alerts notify subscribers on a near real-time basis that a county is experiencing a “spike” in overdoses, which occurs when the total number of suspected overdoses meets or exceeds a pre-determined threshold within a rolling 24 hour period. A Spike Alert can support response to a potential increase in overdoses by coordinating and deploying resources such as outreach teams and naloxone. Additional alerts are sent while the spike continues and when it ends.



An important caveat to spike alerts is that a spike can be falsely triggered due to adding a new data set or agency to ODMAP or when there is a threshold change. Thus, Spike Alerts should not be sent to the local press or other agencies likely to disseminate this information as a statistic or fact. If a spike caused by overdoses was determined to come from a non-opioid substance – such as alcohol – others might assume the alert is attributed to opioids.



Agencies are able to create Spike Alerts based on either a recommended threshold generated by the system or using a number of their own choosing. These alerts can be sent to emails specified by the agency. When a spike does occur, it is tracked by the system and will appear in the Spike Alert History when it is over.

 [Spike Alert Explainer Video](#)

Using ODMAP Data

Spike alerts. Spike alerts provide a near real-time notification to a county that a “spike” is occurring. A spike occurs when a pre-determined threshold of overdoses is met or exceeded in a rolling 24 hour period. Spike alerts can be set up on an ODMAP account under the “Manage” tab. Important caveats to spike alerts are described in the Requesting Notifications section. A video tutorial for setting up spike alerts can be found [here](#).

Spike alerts can provide a better understanding of “bad batches” of drugs and the current drug supply in the community. Possible responses to spike alerts include:

1. Prepare first responders and hospitals for a possible influx of overdoses,
2. Deploy intentional outreach and naloxone distribution,
3. Bring awareness to a potential lethal batch of drugs in the area, and
4. Educate on harm reduction techniques such as not using drugs alone.

A spike alert in a neighboring county can serve as an early warning. Based on drug trafficking data, overdose data, and work experience, geographic patterns can be identified, allowing for an early warning of a potential spike in your community. This grants more time to prepare resources and staff.

Strategic planning. ODMAP data can also be used in the strategic planning process. ODMAP can help identify whether fatal and non-fatal overdoses have decreased or increased over time in your community, and what patterns (geographic, time, etc.) exist. This information can be used to:

- Inform resource allocation decisions
- Draft grant proposals
- Demonstration of community need
- Describe previous work done in the community
 - Draft impact and evaluation reports
 - Inform stakeholders



[ODMAP Data Sharing One-pager](#)



The chart below provides some sample data and ways it can be used. ODMAP provides one piece of the puzzle to the complex range of factors impacting overdose.

Data	Examples of how the data can be used
Rate of overdose	<ul style="list-style-type: none"> • Describe and demonstrate community need • Match need to effective interventions
Primary suspected drug	<ul style="list-style-type: none"> • Match effective interventions to drugs associated with overdose in your community <ul style="list-style-type: none"> ◦ <u>Evidence-based strategies for opioid overdose</u> • Indication of complications to overdose response efforts, such as <u>polysubstance overdose</u>, <u>xylazine</u>, or needing to administer multiple doses of naloxone <ul style="list-style-type: none"> ◦ Ex. Provide essential training to staff
Decrease in fatal overdoses	<ul style="list-style-type: none"> • Explore influences on the decrease: may be due to coalition efforts, decreased drug availability, corresponding increase in non-fatal overdoses and naloxone usage, etc. • Determine what efforts should be sustained
Increase in fatal overdoses	<ul style="list-style-type: none"> • Describe and demonstrate community need • Determine what efforts should be added or increased and whether any should be halted? <ul style="list-style-type: none"> ◦ Ex. Increase naloxone distribution
Decrease in non-fatal overdoses	<ul style="list-style-type: none"> • Explore influences contributing to the decrease: may be due to coalition efforts, decreased drug availability, corresponding increase in fatal overdoses and lack of naloxone usage, etc. • Determine what efforts should be sustained
Increase in non-fatal overdoses	<ul style="list-style-type: none"> • Describe and demonstrate community need • Determine what efforts should be sustained, added or increased and whether any should be halted <ul style="list-style-type: none"> ◦ Ex. Sustain naloxone distribution

Data	Examples of how the data can be used
Time patterns	<ul style="list-style-type: none"> • Patterns around time of year, day of the week, and time of day can be used to inform staffing decisions • Determine when the community has the greatest need for overdose response staff • Historical patterns can inform times of the year greater staffing and resources may be needed
Geographic patterns and hot spots	<ul style="list-style-type: none"> • Identify areas in your community that need overdose response resources • Explore factors that may be contributing to overdose in specific areas • Identify interventions that match the need • Indication of a “bad batch” that partners and community members need to be made aware of • Engage neighboring counties to provide early warnings of a potential spike <ul style="list-style-type: none"> ◦ Determine where to focus targeted naloxone distribution and other overdose prevention efforts

Information from ODMAP can inform your overdose response, reduction, and prevention activities. Overdose outreach and response teams work to provide services and support to overdose victims. ODMAP data, including spikes and geographic patterns, can be used to intentionally increase efforts and provide outreach in the most hard-hit areas. Additionally, ODMAP data can inform intentional naloxone distribution, education efforts, and other programming in areas most affected by overdose.



For more information on ODMAP, please reach out to odmap@wb.hidta.org.

Appendix: Elevator Speech

Verbal Example

ODMAP is an interactive mapping tool that provides near real-time suspected overdose data to support public safety and public health efforts to mobilize immediate responses to overdose events and sudden increases in overdose. Your agency is eligible to join ODMAP to access overdose data on the National Map, examine overdoses across time in our community, and enter overdose data that you collect. It is free to join and is available nationwide. You do not have to provide data to access ODMAP and it is cross-jurisdictional. If you are interested, I can set up a time for us to attend an ODMAP demonstration to learn more.

Email Template

Dear [Name].

This is [Name] from [Agency]. Our coalition's mission is to [Describe mission].

As a member of [Their Agency], you have a unique and impactful role in the prevention of overdoses in our community. Your agency is eligible to join ODMAP, an interactive mapping tool that provides near real-time suspected overdose data to support public safety and public health efforts to mobilize immediate responses to overdose events and sudden increases in overdose. By joining, you would be able to access overdose data on the National Map, examine overdoses across time in our community, and enter overdose data that you collect. It is free to join and is available nationwide. You do not have to provide data to access ODMAP and it is cross-jurisdictional.

Here is their website if you would like to learn more: <https://www.odmap.org:4443/>. I would be happy to set up an ODMAP demonstration if you are interested.

Please reach out to me with any questions or if you would like to chat more. I would love to discuss ways that we can work together to combat overdose in our community.

Best,
[Name]

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