



**SOMETHING
IN THE
WATER**

OUTREACH TO LOCALS AND VISITORS AT SOMETHING IN THE WATER

Archie Boone Jr. became aware of the event planning between Pharrell Williams, artist and the City of Virginia Beach to provide a massive music festival that would promote a peaceful and enjoyable entertainment weekend during the traditional “Spring Break” weekend at Virginia Beach Oceanfront. He recognized this as an opportunity to provide opioid use, overdose prevention education, and recovery support to a large group of people, including young adults.

As a result, Archie coordinated with Norfolk Community Services Board, Virginia Beach Human Rights Commission, and Virginia Beach Human Services Department to provide and maintain a strong presence for the three days of this event – two teams:

- 1) Peer Recovery Support, and
- 2) Opioid Use Education and Overdose Prevention

NPC
Norfolk **Prevention** Coalition
Community partners for change



TEAMS

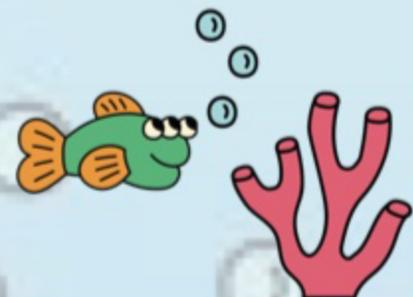
Team 1 – Overdose Prevention Team – home and 25th and Baltic



Providing Opioid Use and Overdose Prevention, Information dissemination and promoting training. REVIVE! Norfolk Prevention Coalition members and seven youth volunteers contacted a documented 6,000 individuals based on distribution of 1,000 tee-shirts, 2,000 backpack string bags filled with Opioid Use and Overdose Prevention materials and swag – plus 4,000 REVIVE cards.

Team 2 – Peer Recovery Support Team – home base on 18th and Atlantic

Offering peer support to persons in recovery of interested in recovery services. They also provided outreach and education materials for mental health and substance abuse treatment, recovery, peer support, warm line services, veteran behavioral and peer support, and REVIVE! Trainings.





MESSAGING

The event was a huge success for Virginia Beach and we can only hope that our participation played a small part in that success. As of last report from Virginia Beach officials, this 3 day event with 35,000 ticketed music festival attendees, and many more persons at the general festival events and the Sunday free worship event, no overdoses reported.

RELATED MESSAGING HASHTAGS

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SOMETHING « IN THE » WATER



PARTNERS

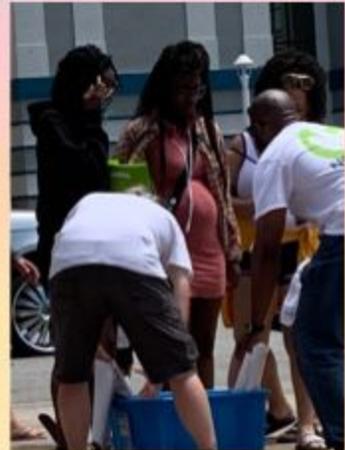
We are enormously appreciative to the family of one of our Norfolk Peer Recovery Support Specialists who owns a custard store on Atlantic and 18th and allowed us to establish a home- base for Peer Recovery Support Outreach booth and base for outreach through the weekend.

We are also appreciative to a Peer Recovery Support Specialists in Virginia Beach who hosted our Norfolk prevention team in his residence at the Oceanfront.



#ICARRYNALOXONE
#PREVENTOVERDOSEDEATHS
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PROJECTS

Team 1 had an undocumented contact with an additional estimated 1,500 persons by talking to large groups of people on the streets, in the lines to enter the music event, and inside the music event.

PROJECT COST: \$9100.00

Team 2 also did a bit of outreach to persons exhibiting behavioral health concerns and persons experiencing homelessness – providing them with a stabilizing support and resources on CSB services in their area. This team made 8,237 contacts with individuals.

PROJECT COST: \$5900.00

Tickets for team members
4 General Admissions \$975.00
5 VIP Admissions \$2500.00



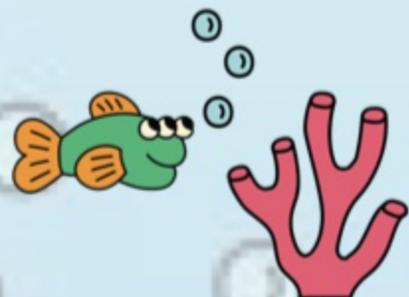


OUTCOMES

Final numbers reported:

Prevention Team: 6000+ (they estimate 7500 since they talked to groups of people constantly but the 6000 is the formal count with prevention bags and REVIVE overdose prevention cards)

Peer Recovery Support Team: Friday 437; Saturday 3,600; Sunday 4,200 (they report they lost count towards the end of the day Sat and Sun) So, between the two teams, they estimate over three days they made over 12,000 contacts!!



PRESS



Author: Peter Coutu of Virginian Pilot

Published: April 26, 2019

Title: This Norfolk man kicked addiction. Now he's helping prevent overdoses at Something in the Water fest.

Author: 13News Now Staff

Published: 1:39 PM EDT April 27, 2019

Updated: 1:41 PM EDT April 27, 2019

Title: This Norfolk group is working to prevent drug overdoses at 'Something in the Water'

Caption: The Norfolk Community Services Board is handing out 5,000 opioid recovery and overdose prevention bags to festival-goers.

Author: Wavy.com

Published: April 27, 2019

Title: Norfolk Community Services Board works to prevent overdoses at 'Something in the Water'

CONTACT

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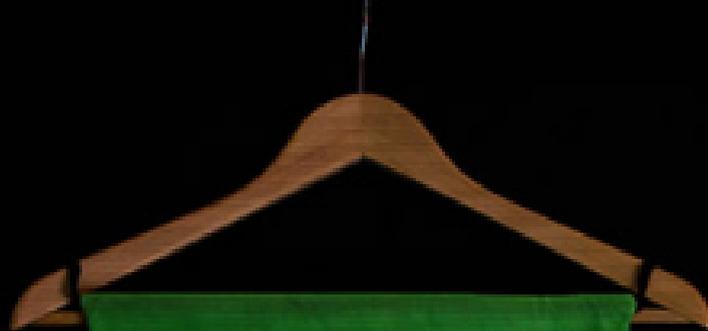
757-434-4140



A middle-aged Black man with short, graying hair and a mustache is seated in a dark brown armchair. He is wearing a short-sleeved, button-down shirt with a white and gray plaid pattern. He is looking down at a small, blue, rectangular fabric bag he is holding with both hands. The bag has the word "REVIVE!" printed in large, bold, red letters with a white outline. Below it, in smaller white capital letters, is the text "OPIOD OVERDOSE REVERSAL FOR VIRGINIA". The background is a plain, light green wall. The lighting is soft and indoor, coming from the front and slightly to the side.

REVIVE!
OPIOD OVERDOSE REVERSAL FOR VIRGINIA





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