### **Needle Drop**

#### A campaign targeted at reducing OD deaths in New York, NY & increasing awareness about Harm Reduction Facilities

**Overview**

Harm reduction is a real possibility, only that in the current climate, it doesn’t seem all that realistic. With questions about morality and practicality getting thwarted at the possibility of setting up a Harm Reduction Facility (HRF) or an Overdose Prevention Center (OPC), the hesitation must be met with trust and solutions based on safety and transparency.

This initiative aims to educate and generate awareness about the true impact of HRFs and OD prevention resources and the benefits it can sustain on society. QR codes would be put up around New York City in the form of stickers on the streets, posters in subway stations and shareable pamphlets with resources, preventive steps to helping someone deal with their addiction and act as a virtual toolkit for those who need it most.

**Responsibilities:**

* Identity design
* User Research

**Context:**

* Designed in 12 days: Spring 2022
* Solo Project

**Problem:**

* At any given time, 96,700 people die from drug overdoses a year or are struggling with addiction.
* A safe alternative to battle addiction through abstinence would be to regulate it through Harm Reduction Facilities (HRFs).
* Some exist but don’t have the most recognition or the best reputation amongst anyone that wouldn’t know their positive impact.

**Solution:**

* Providing an accessible way to find help for someone struggling with addiction, directly or through a loved one, by strategically putting up media across New York.

**Conclusion + What I Would Do Differently:**

* **Iteration and Reiteration.** As this started as a project for a class in my first year of college, I had the benefit of running it by my peers and I got to work closely with Ryan Carson, founder of ‘NO OD NY’. This turned out to be highly beneficial to the project as they pointed out things I wouldn't have considered otherwise.
* **Be cautious, but never assume.** This project taught me to be incredibly sensitive with themes that deal with economic or social inequality, and bring as much empathy to the project as possible which is something I want to do in all of my designs. As I wasn’t directly in the user’s shoes, it was imperative that I understood who my user was and the nuances that needed to be considered when dealing with a topic like this.
* **First hand research is second to none.** Although I was not able to collaborate with organizations aimed towards the same goal to the extent I desired, it turned into a riveting exercise to empathize with what it is like to be someone looking for but can’t find help without the first-hand interview.
* **More Analogue.** I realized through feedback and more thought on making this drive even more accessible that this project would benefit from having more information through analogue means rather than depending on its digital counterpart. The analogue and digital versions should stand parallel to each other rather than supplementary.