WEPA
We Engage in Prevention Awareness

COMMUNITY DATA, STRATEGY & REPORTS

How Data Shapes Our Strategy

WEPA's prevention logic model connects what the data show to what we will do about it, from the problem to the strategies chosen to create community-wide change.

Area
Bronx, NY

Framework
SAMHSA Strategic Prevention Framework

Focus
Opioid misuse, ages 12+

THE PRIORITY PROBLEM

Opioid misuse, including synthetic opioids, among Bronx residents ages 12 and older, particularly in the Highbridge–Morrisania, Crotona–Tremont, and Fordham–Bronx Park neighborhoods.

FROM DATA TO ACTION

Our logic model at a glance

1 WHAT WE SEE — The data

60.1
overdose deaths per 100,000 Bronx residents in 2024, highest of NYC's five boroughs

62+
opioid-related hospital discharges per 100,000 in 2023, highest in NYS

258,564
opioid pain medication prescriptions in Bronx County in 2024

10.3%
of Bronx adults misused prescription pain medication in the past 12 months

2 WHY IT HAPPENS — Risk factors

Social access
Prescription medications are commonly obtained from friends and relatives.

Low perceived risk of harm
Some youth underestimate the dangers of opioid misuse.

3 WHY HERE — Local conditions

Unsecured medications at home
Unused prescriptions stay accessible due to limited safe storage and disposal. 26.5% of people who misused prescription pain medication got it from a friend or relative.

Gaps in patient education
Nationwide, only 50% of people prescribed opioids said their provider shared safe storage or disposal information.

Youth risk
1.8% of NYS youth ages 12–17 reported past-year opioid misuse and 2.4% reported prescription pain reliever misuse.

4 WHAT WE WILL DO — Strategies

POLICY
Prescriber education & medication lockboxes
Partner pharmacies and health centers give people receiving opioid prescriptions education on risks, safe storage, and disposal, plus lockboxes and Deterra bags.

ENFORCEMENT
Compliance & quality assurance
Partner providers use a patient checklist in their records to confirm each step is completed.

MEDIA
Social marketing & earned media
Social media, podcasting, newsletters, signage, and ads promoting opioid risk awareness, safe storage and disposal, and year-round take-back.

Sources: NYC OCME and NYC DOHMH Bureau of Vital Statistics (2000–2024); DOHMH Epi Data Brief No. 150 (2025); NYSDOH Opioid Data Dashboard (2024–2025); SAMHSA NSDUH (2023); Gregorian et al. (2020). Strategies reflect WEPA's prevention plan under the Strategic Prevention Framework.

Need help now? Call or text **988**, the Suicide & Crisis Lifeline, available 24/7.

NYS OASAS HOPEline: **1-877-8-HOPENY** (1-877-846-7369) or text **HOPENY** (467369)