



Social Media Toolkit

Purpose of Toolkit

The [Coalition for Applied Modeling for Prevention \(CAMP\)](#) has developed a set of publications offering a more in-depth look at the burden of injection drug use (IDU) in the United States. These publications were led by researchers at CAMP and co-authored by researchers at the Centers for Disease Control and Prevention. Below you will find an overview of this work, key findings, author insights, and samples of social posts highlighting this informative new work.

Overview

**The data below are estimated values derived from the most robust surveillance and research data currently available. Findings will continue to be updated as new data become available.*

New findings from CAMP researchers shed light on the burden of injection drug use in the United States, estimating the number of people who inject drugs and highlighting dramatic increases in fatal and non-fatal overdoses among this population. Results published in [Clinical Infectious Diseases](#) suggest that the number of people who injected drugs in the U.S. rose to approximately 4 million people in 2018, a substantial increase compared to the most recent [estimate](#) from 2011. Additional findings published in [Drug and Alcohol Dependence](#) show that injection-involved overdose deaths in the U.S. more than tripled from 2007 to 2018, and results pre-published in [medRx](#) estimate there are 40 non-fatal overdose events for each fatal overdose among people who inject drugs in the U.S. and other member countries of the Organization for Economic Cooperation and Development (OECD).

Key Findings

**The data below are estimated values derived from the most robust surveillance and research data currently available. Findings will continue to be updated as new data become available.*

In the US, an estimated **3.7 million people injected drugs** in 2018 (1.5% of the adult population)



There are an estimated **40 non-fatal overdose events** for every one fatal overdose among PWID in the US and other OECD countries



Injection-involved **overdose deaths more than tripled** from 2007 to 2018



An estimated **40% of overdose deaths** in 2018 were injection-related



Author Insights

Lead authors Dr. Heather Bradley, Dr. Eric Hall, and Jalissa Shealey discuss the real-world implications of their findings.



HEATHER BRADLEY

Ph.D.; Georgia State University

Our work suggests that nearly 3.7 million people, or 1.5% of the U.S. adult population, injected drugs in 2018 – a dramatic increase from 2011. As the number of people who inject drugs increases, so does the likelihood that we each know someone affected by injection drug use. We owe it to our friends, neighbors, and communities to prioritize the scaling up of injection drug use-related services. Ensuring folks have access to dignified care, services focused on preventing overdoses and the spread of infectious disease, and resources to improve housing access and socioeconomic factors produce better outcomes for individuals and communities alike.



ERIC HALL

Ph.D., MPH; Oregon Health & Sciences University

Increases in injection-involved overdose deaths indicate that there is an urgent need for interventions and policy approaches focused on overdoses among people who inject drugs. We need communities, public health leaders, and policymakers to come together at the state, local, and federal levels and bring forth creative and cohesive strategies to combat fatal overdoses and address the needs of this population.



JALISSA SHEALEY

MPH; Georgia State University

Findings across this set of papers emphasize the growing excess burden of overdose associated with injection and the number of people directly and indirectly impacted by this burden. These estimates only paint a picture of what injection drug use looked like pre-pandemic. It is critical that we continue, and support research focused on detailing the immediate and long-term impacts of COVID-19 on IDU in the US – doing so will allow stakeholders, policymakers, and communities to better understand and address the needs of people who inject drugs, and potentially save lives.



Social Media Posts

Below you will find several sample social media posts – these have all been developed for twitter but can be adapted for other social platforms (Facebook, LinkedIn). If interested in sharing this work, please feel free to use these premade posts as is, or to adapt them how you see fit.

Stand-alone Tweets

- A new publication from @CAMPModeling estimates nearly 4M people injected drugs in 2018 highlighting an urgent need to scale-up services for #PWID and improve access to harm reduction services [Link to CID study]
- A recent publication from @CAMPModeling indicates a growing burden of fatal and non-fatal overdose among #PWID, finding that injection-involved overdose deaths more than tripled from 2007 to 2018. <https://www.sciencedirect.com/science/article/abs/pii/S037687162200165X?via%3Dihub>
- A pre-print from @CAMPModeling estimates 40 non-fatal overdoses (OD) for every fatal OD among #PWID– highlighting the excess burden of OD associated with injection drug use & the need to address it. <https://www.medrxiv.org/content/10.1101/2022.02.18.22271192v1>
- New publications from @CAMPModeling highlight the burden of injection drug use in the U.S.–finding a substantial increase in the number of #PWID and a growing burden of fatal and non-fatal overdose among this population. <https://www.campmodeling.org/item.php?i=196>
- #CAMPresearch fellows from @GeorgiaStateU and @OHSUNews find there is a growing burden of injection drug use in U.S. – research suggests more people are injecting drugs and an increase in fatal and non-fatal overdose among #PWID. <https://www.campmodeling.org/item.php?i=196>

Thread

- a. New research, led by @CAMPModeling and co-authored by @CDC_HIV, @cdchep, & @CDCInjury, highlights the growing burden of injection drug use in the US. <https://www.campmodeling.org/item.php?i=196>
- b. Findings published in @CIDJournal suggest the number of #PWID in the U.S. has substantially grown in the past decade, estimating nearly 4M people injected drugs in 2018 This is ~5x higher than the most recent estimate from 2011. <https://academic.oup.com/cid/advance-article-abstract/doi/10.1093/cid/ciac543/6628702?redirectedFrom=fulltext#no-access-message>
- c. Results published in @DrugAlcoholDep indicate a growing burden of fatal and non-fatal overdose among #PWID– finding injection-involved overdose deaths more than tripled from 2007 to 2018 and estimating that in 2018, 40% were injection-related. <https://www.sciencedirect.com/science/article/abs/pii/S037687162200165X?via%3Dihub>
- d. A third set of findings pre-published on @medrxivpreprint look at both fatal and non-fatal overdoses among #PWID–estimating one fatal overdose per 40 non-fatal overdoses among #PWID, suggesting an excess burden of overdoses among those persons. <https://www.medrxiv.org/content/10.1101/2022.02.18.22271192v1>