

Sandra McGinnis
ENGL 5314
Dr. Miriam Williams
Project 4: Pitch Deck Script

Slide 1: Introduction

Hello, my name is Sandra. I will present today about a life-saving technology program we intend to create called Serving Safety: Texas Narcan Training Initiative (TXNTI). Thank you, SXSW, for having me here today to present to Elevate Your Startup. Our TXNTI program aims to support technologies focusing on human-centric applications that connect assistive technologies to public health and social services.

Slide 2: “Warning”

With the ongoing opioid crisis affecting our communities, service industry employees find themselves on the front line of emergencies involving people overdosing. Quick and effective intervention can make a difference in saving a life. We need funding that provides resources for increasing support for treating opioid use disorders. TXNTI can reduce opioid-related fatalities in Texas bars and restaurants by giving service industry employees the necessary knowledge through an online training program. It is imperative to TXNTI's goal to create a web-based training technology to help save lives.

Slide 3: “We Can Save Lives”

TXNTI is a proposal that addresses the opioid overdose epidemic in Texas and is designed to save lives through the service industry. The primary goal of TXNTI is to secure funding to launch an innovative training website that will empower employees in bars and restaurants as front-line individuals with essential skills to recognize the signs of opioid overdose and administer Narcan promptly, saving lives in the community.

Slide 4: “Population Focus”

The population focus for TXNTI is to service industry employees in Texas, intending to train them to recognize signs of overdose and administer Narcan to their customers—the bar and restaurant community.

Slide 5: “The Opioid Crisis in Texas”

In Texas, the opioid crisis is a growing problem, with many people's lives at stake. The total annual overdose deaths in Texas were 3,136 this year, and 67.8% of overdose deaths are caused by opioids (*Drug Abuse Statistics*, 2023). The enormous toll of lives lost to overdosing needs a comprehensive response to prevention, such as TXNTI's online training program for the Texas service industry.

Slide 6: “The Opioid Crisis Effects Everyone”

According to the National Institute of Health, “between 2018 and 2020, 4,591 opioid overdoses were reported in the state of Texas across 178 counties” (Mathias et al., 2023). This represents a devastating toll on our communities. The population focus for this proposal comprises diverse individuals, including various races, ethnicities, languages, genders, and ages. The funds you can provide for this proposal are crucial to preventing further loss of life from the devastating impact of opioid overdoses in Texas.

Slide 7: “Strategies for Addressing the Opioid Crisis”

Opioid overdose continues to be a significant public health problem in the United States (Drug Abuse Statistics, 2023). This problem needs a solution because it has contributed significantly to accidental deaths among those community members who use or misuse illicit and prescription opioids. The opioid overdose epidemic is a significant public health issue in Texas that requires critical response efforts at the state and local levels (Texas Health and Human Services, 2023).

Slide 8: “Emergency Situation”

As a solution: In 2022, The professional and business services industries employed the second-highest number of people in the state, at 2.08 million (*Texas Employees by Industry U.S.*, 2023). Our objective for the first year is to provide an online training program with 50% enrollment from Texas service industry employees and will achieve a completion rate of 80% of participation. Feedback will be collected from participants to help analyze ways to improve the online training program. In the first year, we will also provide Narcan kits to service industry professionals who complete the program to ensure that Narcan is available to at least 50% of Texas bars and restaurants.

Slide 9: “Our Online Training Program”

Our technology proposal aims to reduce opioid-related overdose deaths in our Texas communities by providing comprehensive online training to service industry professionals. Our objective for the first year is to launch the TXNTI website. After collaboration with subject matter experts, we will ensure the TXNTI platform is user-friendly and accessible to all users. We will create engaging training modules and resources for service industry employees and collaborate with the Texas Restaurant Association, the Bar Tenders Association, and the Texas Service Organization to promote the training module.

Slide 10: “Serving Safety: Texas Narcan Training Program (TXNTI)”

With your funding, we will build a website that offers user-friendly training modules for employees to learn to recognize the signs and symptoms of an overdose, administer Narcan correctly, and assist until medical personnel arrive. This proposed website will enable simulated overdose scenarios so employees can practice their responses. Their confidence will improve with guidance and feedback on their actions.

Slide 11: “Our Goals”

TXNTI will empower non-medical professionals to recognize signs of overdose and how to respond appropriately, including administering Narcan. As bystanders, service industry employees in Texas are suitable for intervention, and they can provide actionable skills that align with the roles of bartenders, servers, staff, and managers. The TXNTI technology allows employees to be immediate responders to individuals in overdose situations.

Slide 12: “TXNTI Market”

The stakeholders of this proposal include employees at bars and restaurants, managers, local health department authorities, emergency healthcare professionals, community advocates for overdose prevention, and customers or community members. To meet our stakeholder's needs, we will conduct interviews to understand their training requirements and expectations. All training content will be checked for effectiveness by healthcare professionals to evaluate and administer assessments to participants before and after training. These assessments will compare performance before and after the module to reveal insight into how participants gained new skills.

Slide 13: “Our Approach”

Demographic data will help our content developers customize TXNTI to make it relevant to each participant. Completion data will help us set a timeline and identify which participants need support to get the necessary information about recognizing an overdose situation and responding. Demographic information can also help us ensure broad participation and help us address the needs of employees in the service industry.

All data protection risks will be an ongoing security assessment, which includes ensuring that regulations are followed and our IT department's security standards are met. This assessment tests performance usability and compatibility with different browsing devices (Moldovan). After feedback is collected from our test group and improvements are made, our training website will be launched for all bar and restaurant employees to access.

Slide 14: “Plan of Action”

TXNTI is planning a three-year approach to launching our online training program. In the first year, developing TXNTI online would include web development, content creation, and accessibility for a user-friendly platform. This includes developing educational multimedia content and instructional design for the TXNTI website. Marketing efforts to establish collaboration with other associations will involve promotional materials and presentations to relevant stakeholders (Moldovan, 2020).

Resources will be allocated to marketing to service industry employees to enroll in TXNTI, including promotional events and online campaigns. Once TXNTI has launched,

enrollment will be tracked and verified using technology to manage user progress. A budget for surveys and feedback collection is needed for input to improve TXNTI.

An allocation of funds for purchasing and distributing Narcan kits to employees who complete the program includes the cost of Narcan, packaging, and distribution. During the second year of development, TXNTI will allocate funds to increase the number of service industry participants and include additional efforts to promote TXNTI and attract more participants. Additionally, we will develop a refresher course to retain skills learned in the training module and track employee performance in the refresher course.

For evaluation and sustainability allocations in the third year, funding will be used to hire external evaluators to collect data, write grants for future program funding, and develop additional partnerships. Data analysis tools used for feedback and improvements will require budget allocation to complete the summary report of the TXNTI achievements.

Resources for organizing the community events will be allocated, including venue renting, publicity materials, and speaker fees. This investment fosters the awareness of overdoses.

Slide 15: SWOT

A SWOT chart is a way to measure the strengths, weaknesses, opportunities, and threats of a proposed project. SWOT analysis is a method for identifying and analyzing internal strengths and weaknesses and external opportunities and threats that shape current and future operations and help develop strategic goals (*What Is SWOT Analysis with Reference?* – Replicadb4.Com).

Some of the strengths of TXNTI are:

- Teaching Life-Saving Skills
 - Our program can build knowledge and empower employees from various backgrounds to intervene in overdose situations.
- An Accessible Training Program
 - Our training will utilize user-friendly materials, resources, and hands-on content to accommodate different learning styles.
- Appropriate delivery of Content
 - This program will give individuals the tools to administer Narcan and promote a culture of responsiveness in our community.

Weaknesses could include:

- Technical Barriers
 - There could be a delay in feedback due to technical issues that could hinder the learning process, and that may lead to the development of incorrect techniques.
- Lack of Hands-On Training

- Online training programs may need help to provide the same level of hands-on interactivity as in-person training.
- Our training program is well-designed and will incorporate interactive elements, provide realistic simulations, and integrate in-person workshops to enhance the effectiveness of developing the practical skill of Narcan administration.

Opportunities include:

- Our program Has Widespread Implementation
 - The TXNTI program will increase the chances of a positive outcome because it will create a network of individuals ready to respond to overdoses.
 - The cost of training will outweigh the potential savings in healthcare expenses associated with emergency room visits.
- Integration With Other Employee Training
 - Overdose recognition and response training should be a standard component of the onboarding process for new bar and restaurant employees to ensure the staff is equipped with the necessary skills.
 - Our training program should not be a one-time event. We aim to implement refresher courses to reinforce knowledge and address updated guidelines to help maintain a high level of readiness in the service industry.

Threats include:

- Employee Resistance
 - TXNTI will emphasize the importance of maintaining a non-judgmental and supportive culture within the bar environment by encouraging employees to approach overdose situations with empathy and prioritize the health of customers.
- Legal Challenges
 - TXNTI will comply with regional and national regulations to healthcare training. Failure to maintain regulation standards could result in legal consequences.
 - Our program will address liability concerns regarding teaching life-saving skills, such as administering Narcan. TXNTI will establish clear disclaimers, ensuring the accuracy of the training content and emphasizing the importance of liability risks.
- Budget Resource Constraints
 - Addressing budget resource constraints requires strategic planning. TXNTI has creative solutions in seeking external funding from partnerships and collaborating with local health organizations that explore cost-effective technology to help us overcome budget challenges.

Slide 16: “TXNTI User Adoption”

Reports on TXNTI effectiveness will inform us how to allocate resources within the modules to improve user engagement. All collected data will follow best practices for the security and privacy of TXNTI participants. Employees will be informed about the data collection and asked for consent before collecting their information.

All training content will be checked for effectiveness by healthcare professionals to evaluate and administer assessments to participants before and after training. These assessments will compare performance before and after the module to reveal insight into how participants gained new skills.

Slide 17: “San Francisco, CA.”

I have researched similar efforts in other states. There is a success story in San Francisco (Joy Website Admin, 2023).

The Tenderloin is a neighborhood in downtown San Francisco known for its diverse population, socio-economic challenges, and issues related to homelessness and drug use. It has been a focal point for addressing urban challenges and improving community well-being.

This chart demonstrates weekly overdose reversals conducted by Emergency Medical Services (EMS) responders in the Tenderloin neighborhood of San Francisco. These reversals, involving the administration of Naloxone to counteract opioid overdoses rapidly, are carried out by EMS or other responders before EMS arrival. The chart compares overdose reversals in San Francisco's Tenderloin district with those outside it, representing the total citywide EMS interventions.

The impact report from the Drug Overdose Prevention and Education Project (DOPE) revealed in their annual impact report that Narcan achieved an impressive 8,765 overdose reversals in San Francisco neighborhood bars and restaurants (DOPE Project, n.d.). Those 8,765 lives were saved because Narcan was readily available to the service workers in the restaurant industry. We can envision this significant impact in one city, and it is not impossible to see that we can save countless more lives in Texas by adjusting our policy and making Narcan kits and training more widely accessible. P

Slide 18: “Our Allies in Texas”

Two other organizations in Texas that offer Narcan resources are Morenarcanplease, which provides online training for Narcan use, and SAFE, which offers written instructions. These are both admirable non-profits making strides in combating the opioid crisis in Texas. Still, TXNTI stands out for its innovative technology approach, setting us apart in the fight against opioid misuse. The TXNTI is committed to data analytics and technology solutions through our inventive website design that will bring innovative solutions that will impact the lives affected by this urgent issue.

Slide 19: Comparison Chart of Competitors and Team Status

Our online training program is designed to fulfill needs not met by our competing non-profit organizations. TXNTI is staying ahead in continuous learning, and our program modules, real-world scenarios, and insights are tailored to the Texas Bar and Restaurant industry.

Our team ensures transparent communication, regular updates, goal tracking, and outcomes analysis to keep everyone informed.

Slide 20: “Thank You.”

The lives lost to overdosing affect communities, families, and society. SXSU's dedication Supporting technologies that focus on human-centric applications that connect assistive technologies to public health initiatives such as TXNTI will help to prevent further tragedies, as it reflects the highest quality of public service for the compassionate treatment of human beings. Your continued efforts to fund overdose prevention, supported by programs such as our TXNTI proposal, can make a significant impact in steering our communities toward saving lives.

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