

Opioid Overdose Education and Naloxone Distribution Amongst Motorcycle Rally Attendees in Crook County, Wyoming

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Hypothesis:

Engagement with motorcycle rally attendees using a harm reduction framework destigmatizes opioid use disorder, overdose, and naloxone and empowers them to recognize and act in cases of suspected overdose.

Background:

- **Crook County, WY:** Rural ranching community with ~7,500 residents.
- **Tourism:** Home to Devils Tower National Monument (~500,000 visitors annually).
- **Wyoming Wednesday:** Part of Sturgis Rally; tens of thousands of bikers pass through, with major stops in Hulett (~25,000+ attendees) and Sundance.
- **Opioid Context:** Wyoming has low overall overdose numbers. 12 overdose-like cases reported at 2024 Sturgis Motorcycle Rally resulting in 2 deaths.
- **Rural barriers:** Geographic isolation, limited EMS response, few treatment resources. Overdose events more dangerous due to delayed care.
- **Harm Reduction Opportunity:** Mass gatherings present risks (alcohol + potential drug use). Also create outreach opportunities to engage thousands with naloxone and education.
- **Community Input:** Crook County Public Health interested in naloxone distribution. Efforts previously limited by staffing and opioid settlement fund questions.

Literature Review:

- **Naloxone and Rural Risk Environments** - Kesich et al. (2023) showed that rural people who use drugs often face unique barriers to overdose response, such as limited access to care and addiction treatment resources, but overdose education and naloxone distribution programs can empower them to intervene.
- **Overdose Response in Rural Communities** - Baker et al. (2024) found that rural drug users across multiple regions frequently witness overdoses and respond with naloxone, yet they experience limited resources, stigma, and delays in emergency response.
- **Community Outreach Events** - A 2022 rural Utah study of community education events demonstrated significant knowledge gains in stigma reduction, naloxone use, overdose recognition, and local treatment resources.

Implementation and Outcome:

- **Partnership:** Crook County Public Health collaborated to provide naloxone and harm reduction outreach at Wyoming Wednesday booths in Hulett & Sundance.
- **Resources:** Naloxone supplied via Wyoming Overdose Prevention Program (opioid settlement funds). 2”x3” trifold wallet card created—updated links, regionally specific resources.
- **Intervention:** Brief harm reduction training + handouts offered alongside naloxone distribution.
- **Reach:**
 - Hulett: 89 doses distributed.
 - Sundance (9am–2pm): ~25 doses.
 - Sundance (2pm–5pm): 24 doses.
 - **Total distributed:** ~138 doses.
- **Reception:** Program was well received by attendees, demonstrating feasibility of outreach at large public events.



Fig 1. – Side 1 of trifold wallet card featuring community specific resources.



Fig 2. – Side 2 of trifold wallet card featuring specific instructions on overdose treatment.