

Overdose Cluster Response Toolkit

In 2023, 65 South Dakotans died from unintentional and preventable overdoses. Though overdoses can involve a variety of substances, most overdose deaths occur from opioids, according to the Center for Disease Control. Overdoses involving highly potent and illicit fentanyl have also increased in recent years.

While overdoses claim lives every day, an overdose cluster occurs when a specific geographic area sees a series of overdoses, which may or may not result in death.

If an overdose cluster occurs, it's important for communities to respond, sharing resources for intervention, treatment and recovery. By helping others seek help and using positive language, we can reduce stigma and prevent additional overdoses from happening.

Words Matter

When talking about substance use, use appropriate and person-first language to reduce stigma and create a safe space to find help.

Recommended Language:	Stigmatized Language:
Substance Use Disorder (SUD)	Habit, Drug Addiction, Drug Abuse
Person living with a Substance Use Disorder	Addict, User, Junkie
Person in Recovery	Former Addict, Recovered Addict

What's in This Kit

We encourage you to keep these materials on-hand, along with a prepared response plan, in the event of an overdose cluster:

- Press Release
- Blog Article & Image
- Social Media Posts Sharing Resources

Contact

For more information visit SDBehavioralHealth.gov or contact dssbh@state.sd.us.