

**San Francisco
Department of Public Health**

DHRPSC0004984: The Shop Overdose Prevention

Department Project Manager: Robertson Somuah, Health Program Coordinator III

DPH Division – Section: Behavioral Health Services/Population Behavioral Health

Civil Service Commission

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Scope of Services: The Shop is a culturally responsive overdose prevention program serving all people in San Francisco, with a special focus on older Black/African American men. The program provides overdose prevention and substance use health education, naloxone distribution, treatment navigation, and counseling services within a barbershop model. Services are provided by trained health educator barbers, treatment navigators, and a licensed behavioral health clinician, all working together to reduce fatal drug overdoses.

Need for Services: The Department launched this program to reduce fatal drug overdoses and connect people to substance use treatment services. This program is a culturally responsive overdose prevention strategy aimed at engaging people at the highest risk of fatal drug overdose.

Service Delivery Locations: A licensed community barbershop in the Tenderloin neighborhood.

Service Delivery Timeline: Extend current services through June 30, 2031.

Clients to be Served: The Shop is open to all people in San Francisco, with a special focus on older Black/African American men, who are disproportionately impacted by fatal drug overdoses.

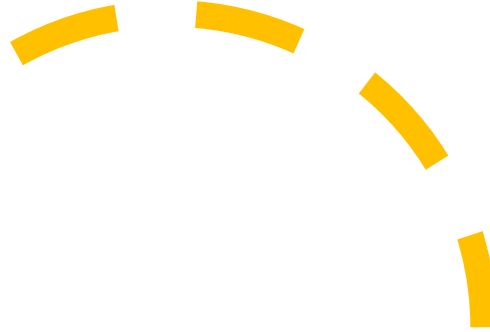
Background and Service History: The Shop is an innovative culturally responsive program, provided by a trusted community-based partner. The barbershop model has been successfully utilized for other public health priorities such as cardiovascular health and HIV prevention. San Francisco has adopted this model to support the Department's efforts at reducing both fatal drug overdoses and racial disparities in fatal drug overdoses.

Why Contracting is the Right Tool for This Need: DPH lacks a suitable licensed barbershop facility in the priority neighborhoods. Contracting also provides trained health educator barbers who have community expertise and trust.

How This Supports DPH Programs: Contracting for the Shop advances the Department's priorities of reducing fatal drug overdoses, reducing racial disparities, and connecting people to substance use treatment services. This specific intervention serves as an additional strategy to engage people most at risk of fatal drug overdoses.

PSC Amount : \$4,514,247 total, including a \$3,514,247 increase over the previously approved \$1,000,000 budget. This funding will be used to expand capacity, and length of the agreement for the existing Shop program.

PSC Duration: 72 months total, including a 48-month extension to sustain access.



THANK YOU

