



DIGITAL OVERDOSE PREVENTION TOOLS

W E A R E
B R A V E

JANUARY, 2021

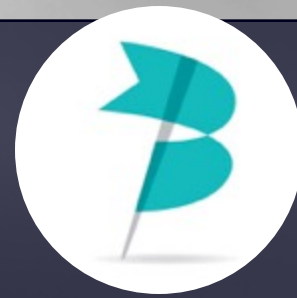
BRAVE TECHNOLOGY COOPERATIVE

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**Everything is
connected.**





BRAVE COOP

Brave collaborates and co-designs with people who use drugs to create overdose response tools they want to use. Our goal is to make overdose prevention and response accessible to everyone and reach those most at risk.

We envision a world
where every opioid
overdose is reversed



FOUNDED IN 2016



BASED IN VANCOUVER, BC,
on unceded x^wməθkwəy'əm
(Musqueam), Skwxwú7mesh
(Squamish), and
Səl'ílwətaʔ/Selilwitulh (Tsleil-
Waututh) territory **and**
Columbus, OHIO



**MULTISTAKEHOLDER
COOPERATIVE**



BRAVE IS:

OUR STORY



2016

The overdose epidemic was declared a national emergency



2018

Launched Brave Buttons; Won \$200K to develop product technology as Challenge Prize Recipient of Ohio Technology Challenge



2019

Won MARS Opioid Data Challenge and Final Phase of Ohio Challenge; limited launch of Brave mobile app; launch of Brave Sensors



2020

Public launch of app, expansion of Buttons & Sensors



B R A V E I S :

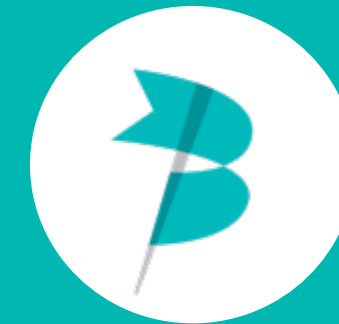
OVERDOSE PREVENTION



A person uses
drugs alone



If a person at risk of
overdose becomes
unresponsive, Brave
tools connect them
to community and
emergency response



Potentially fatal
overdoses are
reversed and more
people survive



B R A V E I S :

COMMUNITY CONNECTION

We connect people who use drugs and need support with trained supporters, with lived and shared experience, in real-time.

Community is at the heart of our work, whether connecting with individuals, partners, or community organizations.



BRAVE IS:

OUR VALUES

DESIGN JUSTICE

Co-design product development process building with and from the expertise of people with lived experience

TRANSPARENCY

Publicly shared company information, documents, reports, assets.

PLATFORM COOPERATIVISM

Platform cooperative rooted in democratic process and values, owned and governed by our members, including anyone who uses Brave technology tools.

TRAUMA-INFORMED CARE

We acknowledge and pledge to address the community and personal trauma inherent in our work



BRAVE IS:

OUR TOOLS

Brave creates digital tools that activate community and emergency response to reverse overdose.



GROWTH

BUTTONS

Smart buttons for buildings that connect people at risk of overdose to staff support.



GROWTH

SENSORS

A washroom sensor that passively monitors a space for occupancy, absence of movement, or depressed breathing.



GROWTH

APP

An app for people who use drugs alone to request remote supervision and anonymous overdose support.





This app is amazing, if for no other reason because it saves lives. But also because it promotes community members to be involved in supporting their own community by meeting people where they're at!

-- Erin Styles
Android app store review



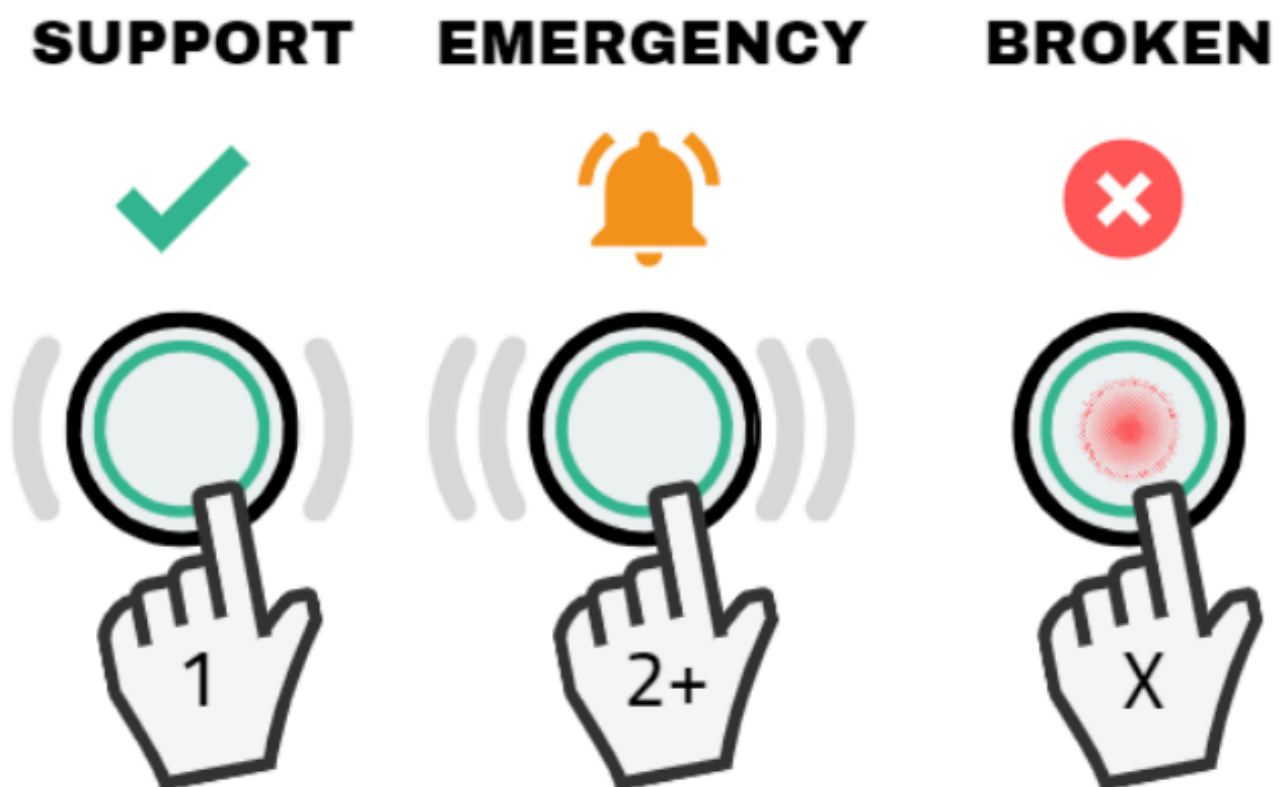
BRAVE BUTTONS

DIGITAL OVERDOSE RESPONSE NETWORK

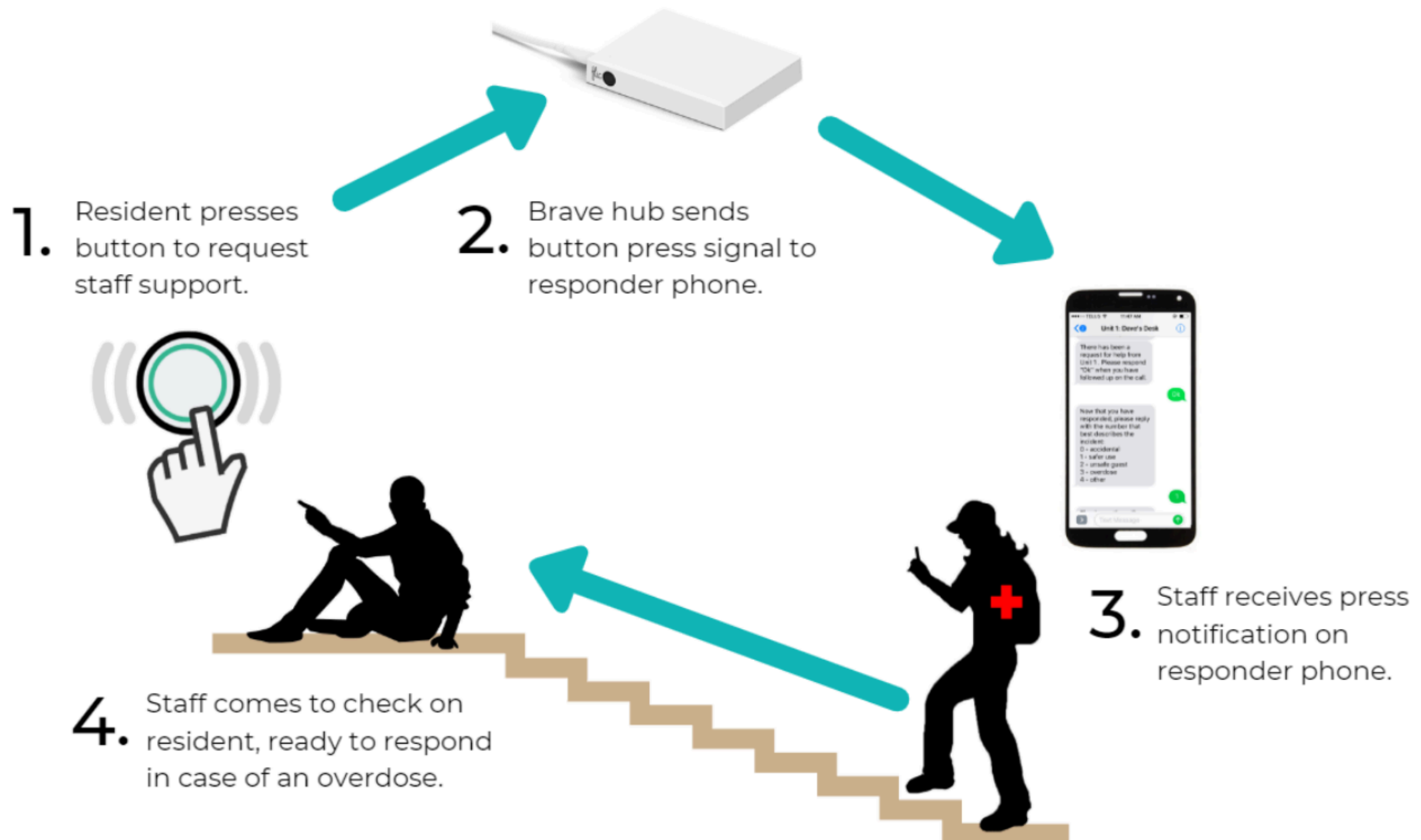
Smart buttons for buildings that connect people at risk of overdose to staff support

HOW IT WORKS:

- 1) Housing residents request support by pushing their Brave Button
- 2) Peer workers and/or building staff receive a text alert requesting an in-person check-in
- 3) After 2 minutes, a reminder text is sent to confirm the resident is safe



BUTTON OVERVIEW



BUTTON IMPACT

90 buttons installed, 680 pending across 10 buildings



2226

BUTTON PRESSES
& CONNECTIONS
TO CARE



169

SUPERVISED
USES



50

OVERDOSES
REVERSED



149

VIOLENT
INCIDENTS
DE-ESCALATED



BRAVE SENSOR

WASHROOM SENSOR THAT DETECTS OVERDOSE

A sensor that passively monitors a space, such as washrooms, for occupancy, absence of movement, or depressed breathing.



HOW IT WORKS:

- 1) Brave Sensors detect a lack of movement, duration of occupancy, and breathing rate in the washroom
- 2) Sensor data is analyzed in the cloud and an alert is triggered and sent to a responder phone
- 3) A designated responder physically checks on the washroom to ensure occupant safety



SENSOR OVERVIEW

1. The sensor detects a lack of movement or breathing



2. Sensor data is analyzed in the cloud

3. The generated alert is sent to a responder phone

4. A designated responder physically checks on the bathroom



SENSOR IMPACT



3 people are dying in public washrooms per day on average, based on Brave's research



ODetect is currently in 8 locations, 18 bathrooms



Won development funding from the National Research Council – IRAP to develop a multi-stall solution

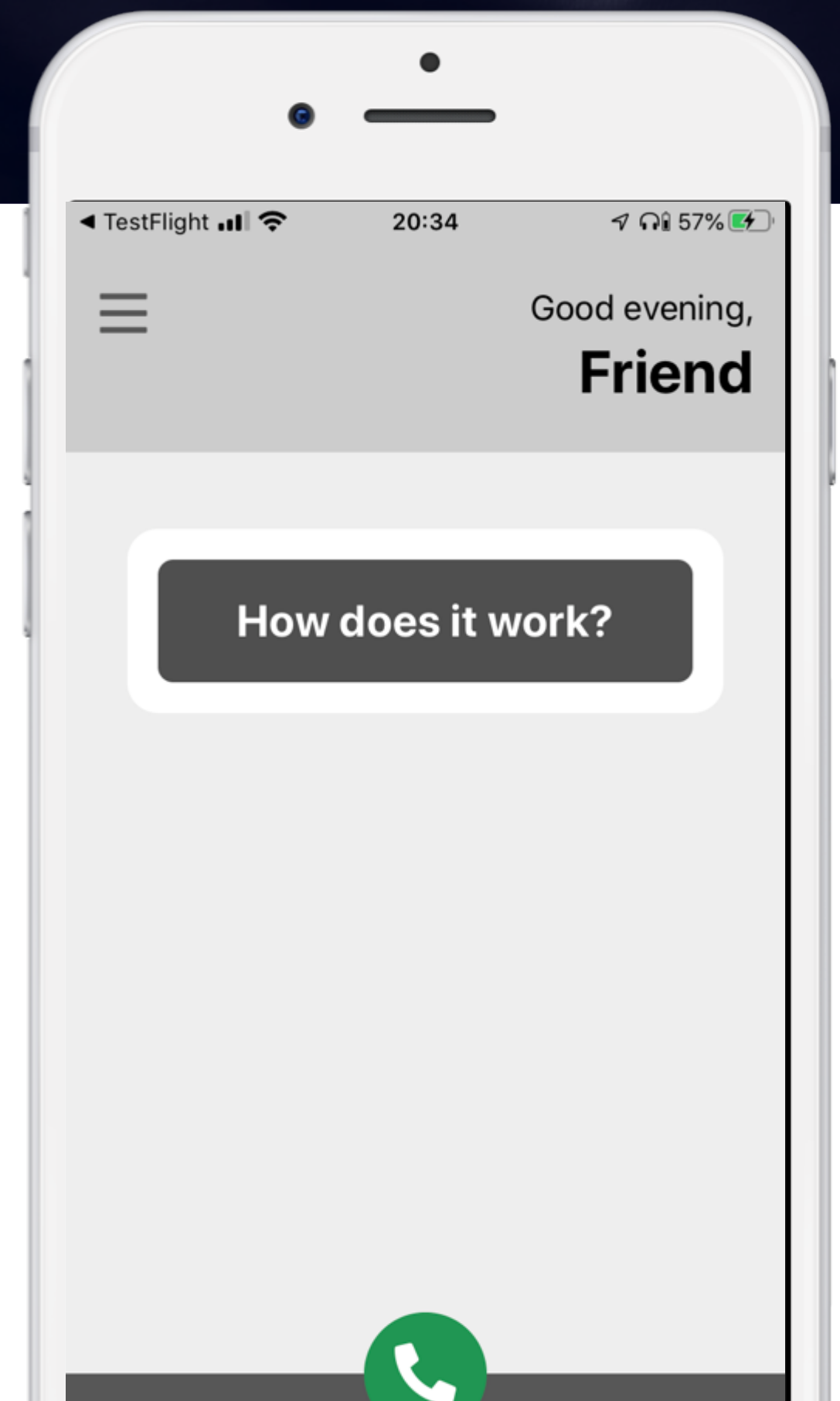
BRAVE APP

A MOBILE APP ENABLING REMOTE SUPERVISED CONSUMPTION

An app for people who use drugs alone to request remote supervision and anonymous overdose support.

HOW IT WORKS:

- 1) A person can anonymously and privately use Be Safe to call for support when they are at risk of overdosing
- 2) A supporter on the other end of the app chats with them until they are safe.
- 3) If the caller becomes unresponsive, the supporter will initiate an emergency response agreed upon by both parties

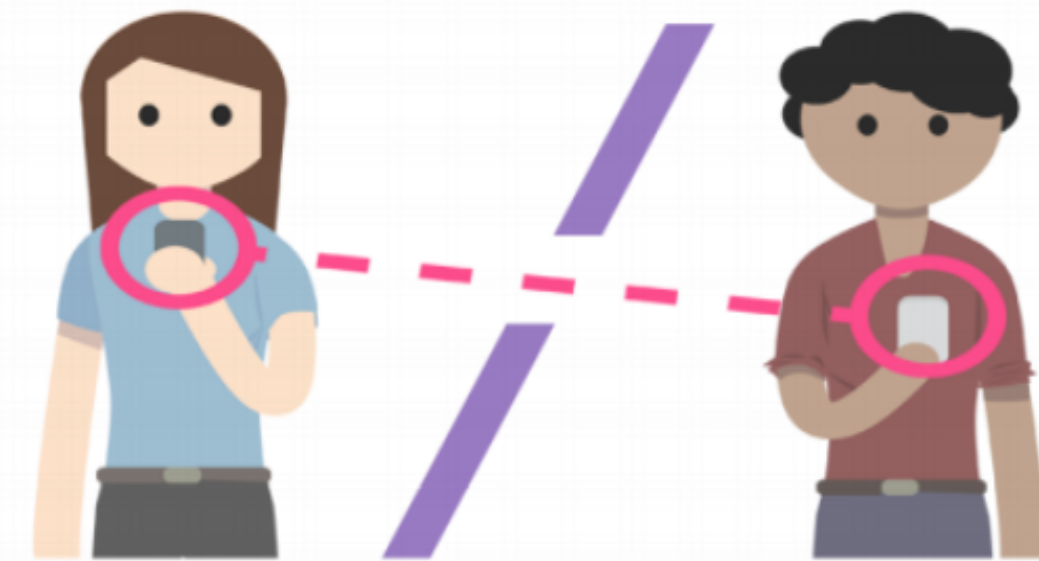


BRAVE APP OVERVIEW

An at risk User seeks support



the User is connected to a Supporter



They establish a relationship



they mutually conclude the session



or

the Supporter alerts relevant parties in the exceptional case of an overdose



BE SAFE IMPACT

Links at end of document

iOS

Android

 **2,500+**

individuals using Be Safe across North America

 **163**

people signed up as Supporters

 **~10**

Average number of daily calls.



Brave App: what have we learned?



[the app] is great. It helps me stay in touch with my community when I'm using and helps me feel supported. I've been using alone during Covid and this app is keeping me connected.

- Anoo Geirk, Android review

I am happy to say I am jumping right in on being a supporter I have never felt a cause in my whole life I felt more deeply for as someone with lived experience I knew right away I needed to do my part.

- bcookson, Apple review

Engagement,

participation, invitation – these are at least as important as the safety on offer.

Anonymity first has been a driving principle, and is fundamental to user adoption.

Flexibility – in all things – is what it means for technology to ‘meet you where you are at’.



COVID CONTEXT

1716 people died in 2020, the highest number of overdose deaths ever in BC, Canada. This is shocking, but not surprising.

It is more important than ever to offer people a **safe supply** of substances, and options for how they can stay safe.

Using alone is the preferred method of consumption for many, and is now nearly obligatory for many more.

An app is a poor substitute for human connection; the app helps people to feel valued and seen in their experience as drug users; and because supervision is person-to-person it provides human connection at a critical moment.



JOIN US

Brave is actively integrating with other digital and analog harm reduction and safety programs in each community where we are invited to engage.

Combining digital integration with grassroots community connection is both how we deliver impact and learn what is possible for the future.

We welcome additional opportunities for collaboration and co-creation.

NEW...

RapidSOS 

Brave is integrated with 96% of US 911 systems, enabling efficient, rapid response.

We launched a phone line in Canada for people who don't have internet access.



...wearables, naloxone distribution, drug testing data, overdose mapping, MAT access...

BRAVE IN OHIO

From April 2019 to April 2020, Franklin County, OH experienced a 24.5% increase in overdose deaths.

To combat this increase, Brave is consulting and engaging with Ohio communities and the following organizations: **Recovery OH, ShelterPlus, Community Housing Network, Caracole Housing Society, YMCA, Alvis, Franklin County Board of Commissioners, Equitas Health, OSU Center for Excellence in Public Health, and SafePoint among others.**





HOW CAN BRAVE BE A PARTNER IN YOUR WORK?

GET IN TOUCH:

Oona Krieg, COO

oonak@brave.coop

[Be Safe](#)

[FAQs](#)

[iOS](#)

[Android](#)

[Callers](#)

[Supporters](#)

Click on the buttons to learn more.

Q U E S T I O N S ?



BRAVE TECHNOLOGY COOPERATIVE

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RESOURCE LINKS

iOS Download:

<https://apps.apple.com/us/app/id1435653628>

Android Download:

<https://play.google.com/store/apps/details?id=coop.brave.besafe>

Brave App :

<https://www.theBraveApp.com>

Brave Sensors:

<https://www.bravesensor.com>

Brave Buttons:

<https://www.bravebuttons.com>

Publicly available documents:

<https://drive.google.com/drive/folders/1XWSJzoU4tMvv1odom6E81YUYwYuS4QMH?usp=sharing>



RESOURCE LINKS

Never Use Alone:

<https://neverusealone.com>

NORS (Canadian phone line):

<https://www.nors.ca>

Brave App Supporter resources:

<https://www.bebrave.io/supporter>

YouTube Channel:

<https://www.youtube.com/channel/UCgxxqw-K-4ncd6T-tIcxYIYA>

