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Client Research

The Matt Adams Foundation

“Founded in memory of our precious Matt, we seek to aid others on their road to recovery.”
(Matt Adams Foundation, 2019)

Located in Northwest Arkansas, the foundation came to life after the passing of Matt Adams in 2017 due to an accidental overdose. The mission is simple: provide community members with lifesaving knowledge and materials to prevent overdosing. The website alone offers several resources, such as a naloxone hotline, fentanyl testing information and signs of an overdose.

Besides sharing knowledge about opioid safety, the Matt Adams Foundation offers free naloxone kits. These kits include the lifesaving drug naloxone, an opioid overdose reversal drug. The foundation has distributed a reported 6,000+ naloxone kits free of charge.

In 2021, there were 496 drug overdoses in Arkansas, 56% of those were fentanyl-related. Recorded in 2021, 98% of the recorded fentanyl deaths were accidental due to people not knowing they were consuming the deadly drug.

As a student at the University of Arkansas involved in the bar scene, I know the fear of a drink being laced with fentanyl is real. The Matt Adams foundation was quick to report an incident of fentanyl lacing that occurred on Dickson Street. The woman was slipped fentanyl in her drink as a date rape drug. The foundation reported the incident on its Instagram, @mattadamsfoundation, and students quickly shared the post on their Instagram stories. The post accumulated over 1,970 likes and is still the most-liked on the foundation's Instagram page.

The incident introduced a new threat to many students and community members. With fentanyl on the rise, it is important to share the dangers and safety procedures surrounding the drug. The Matt Adams Foundation should learn from the “viral” post and reach a more specific target audience, students.

I suggest that the foundation introduce itself to the University of Arkansas campus in a much larger way. While they are slowly tapping into Greek life on campus, creating content that shows this can spread its presence even more. Taking on a photographer and content creator can do a lot of good for the foundation.

Tabling could also do a lot of good for the foundation. Tabling would include setting up a table out front of the Arkansas Union, interacting with students walking by, handing out flyers and informing the student population. Handing out flyers and even fentanyl test strips could communicate the message of opioid safety. The impact may be slow initially, but forcing the student on campus to hear the important messages is a step in the right direction.

