



August 24, 2025

City of Camden National OPIOID Settlement Strategic Plan

Executive Summary

The City of Camden (“City”), along with the people of the State of New Jersey have been harmed by the opioid epidemic (the “epidemic”). This harm was caused, in part, by entities within the pharmaceutical supply chain. Addressing and reducing the harm caused by the Opioid epidemic is a top-level priority for the City’s government. As such, the City has determined it is in the best interest of the City of Camden (the “City”) to “opt into” one or more of the *National Opioid Litigation Resolutions*. As of August 24, 2025, the City has received approximately \$3.4M in settlement funds. To remedy the harm caused, the City intends to utilize the allocated funds across three of lines of effort (LOEs) to achieve the best possible outcome for affected City residents. These LOEs are **(1) Treatment, (2) Prevention, and (3) Institutional Development**. These LOEs align directly with approved uses delineated in the settlement guidance. To efficiently expend funds and achieve the best possible outcomes, the City will utilize the professional expertise of the City staff, procure the services of various non-profit service providers and businesses, enter into shared services agreements with other local government entities, and purchase various items as necessary.

Program Governing Guidance

The distribution of funds is governed by the terms of the *Memorandum of Agreement between the State of New Jersey and Local Governments on Opioid Litigation Recoveries* and the approved uses in *Schedule B of Exhibit E* to the national settlements with the Settling Distributors and Johnson and Johnson). In selecting service providers, the City will utilize the competitive bidding process and solicit requests for proposals (“RFPs”) to ensure the best value for money is achieved.

In addition, the City will utilize a variety of available tools to assist the City Staff, Service Providers, and Partners in identifying, modifying, and implementing strategies. This includes but is not limited to the Johns Hopkins Bloomberg School of Public Health Bloomberg Prevention Initiative. The City will also

direct respondents to RFPs to identify and use established, research based tools to develop affective programming.

Goals & Principals

The City's will adopt the principals and goals will be informed by and nest with initiatives from other Federal, State, and Local Government agencies and borrow heavily from the Bloomberg Prevention Initiative. Therefore, the City's will adopt the following principles:

1. Spend the Money to Save Lives
2. Use Evidence to Guide Spending
3. Invest in Youth Prevention
4. Focus on Racial Equity
5. Balance expenditure of OSF with fiscal responsibility
6. Leverage existing resources where possible
7. Develop a Fair and Transparent Process for Deciding Where to Spend the Funding

Building on the principles above, the City's goals for expending OSF are the following:

1. Maximize the availability of Naloxone.
2. Reduce deaths from opioids.
3. Improve quality of life for persons impacted by OPIOID
4. Maximize at-risk youth contact rate.
5. Train 100 percent of City employees with job titles that have a high likelihood of contact with affected persons.
6. Mitigate High Risk areas of the city by 50% per year.

Implementation

The city will utilize a variety of tools to implement its OSF expenditure strategy. The city will utilize the competitive procurement process to vet and select proven and effective community service providers. The City will independently evaluate potential government agency partners and leverage those resources where appropriate. The following will briefly discuss the initial funding allocation among LOEs and describe examples of programming under each.

Funding allocation:

In developing priorities between LOEs, the City will take a pragmatic approach designed to utilize locally accessible resources focused on Camden residents. To that end, the initial plan is to allocate between 30-40% of available OSF to Treatment, 40-50% of OSF to Prevention, and 10-20% towards institution development.

Treatment LOE:

Examples of Programs	Execution Strategies	Goals
Direct Treatment	RFP/SSA Procure Naloxone	Maximize Naloxone Reduce Deaths
Criminal Justice Intervention Programs	RFP/SSA	Improve Quality of Life Mitigate High Risk Areas
Connect People to Care	RFP/SSA Media Outreach Social Media Train Staff	Maximize Naloxone Reduce Deaths Improve Quality of Life
Mental Health Treatment	RFP/SSA	Reduce Deaths Improve Quality of Life
Wrap Around Services	RFP/SSA	Reduce Deaths Improve Quality of Life
Support County Multi-Agency Center (MAC) or other similar locations	SSA	Reduce Homelessness

Prevention LOE:

Examples of Programs	Execution Strategies	Goals
Local Media Campaigns	RFP/SSA Media Outreach Social Media Outreach Billboards (Procurement) Direct Mail	Youth Outreach Reduce Deaths Improve Quality of Life
Support Community Health Providers	RFP/SSA	Improve Quality of Life
Increase availability of Naloxone for 1 st Responders	Procure Naloxone	Maximize Naloxone
Training City Staff on Naloxone	RFP/SSA	Train City Staff
Expand access to testing and treatment of blood born pathogens	RFP/SSA	Reduce Deaths Improve Quality of Life
Community Based Programming—Support Groups for Families	RFP/SSA Media Outreach	Improve Quality of Life

Community Based Programming—Youth and Family Counseling	RFP/SSA Media Outreach	Improve Quality of Life Youth Outreach
Community Based Support Programs—Peer Support Programs	RFP/SSA Media Outreach	Improve Quality of Life
Youth Engagement and After-School Programs—Extra Curricular Activities, Youth Mentorship	RFP/SSA	Improve Quality of Life Youth Outreach
Job Training and Employment Support—Workforce Development Programs	RFP/SSA	Improve Quality of Life
Housing and Stabilization Programs—Transitional Housing & Emergency Shelter Services	RFP/SSA	Improve Quality of Life

Institution Development LOE:

Examples of Programs	Execution Strategies	Goals
Training & Education of City Fire Department	RFP/SSA Procure Naloxone	Maximize Naloxone Reduce Deaths
City Leadership Participation in planning efforts	RFP/SSA	Fiscal Responsibility
Develop Dash Boards and tracking	RFP/SSA City Staff	Fiscal Responsibility Leverage Resources
Participate in research	RFP/SSA	Reduce Deaths Improve Quality of Life

Conclusion

Moving forward, the City will continue to advance the priorities outlined in this strategy. This plan is intended to evolve over time as the City learns more about the effectiveness of various programs and optimizes the use of its resources. The City will ensure that every possible tool and resource available to address the opioid epidemic is working towards the goals outlined above.

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