

# BuddyUp – the lifesaving app

*Cranstoun's new digital offer for people who use drugs*

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# What is BuddyUp?

- BuddyUp is a new, **app-based service** available on Google Play and the App Store
- It is a nationwide service and **anyone in the UK and Republic of Ireland can use the app**
- It has been created so that people who are using drugs alone can download the app and be connected to a **Supporter**, with whom they can build a rescue plan, detailing where they are and how to access them in event they require emergency help after using a drug/drugs
- BuddyUp is a low threshold, harm reduction service, **aiming to ensure that an episode of drug use does not result in fatal overdose**



# How does it work?

1. People can download The BuddyUp App on their Android or Apple device. It will work anywhere they have cellular signal or Wi-Fi access.
2. They then set up a rescue plan that details where (and any specific details around access) emergency services help can be sent in the event they overdose.
3. Anonymously and privately connect to a BuddyUp supporter through the app before they use drugs alone.
4. Their supporter will ask them for some basic details about the type of drugs they're using and ask them about their rescue plan. They will stay on the line with them until they feel that they are safe.
5. If they become unresponsive, their supporter will send emergency services help according to the instructions they provided in their rescue plan.

# Why is this important?

- Concern around changes to the UK drug supply
- In short, this will cause a higher volume of synthetic drugs being passed off as/mixed with heroin, something which has already led to an increase in drug poisoning and deaths across the country
- We think this is a really crucial time to spread the word on BuddyUp as it has huge potential to prevent avoidable fatal overdose, particularly for those using drugs alone

# Pilot

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## BuddyUp Opening hours

Mon	Tues	Wed	Thu	Fri	Sat	Sun
5pm to 10pm	6pm to 10pm	5pm to 10pm	5pm to 10pm	5pm to 10pm	11am to 5pm	Closed



*These hours are subject to change as detailed in the app.*

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“I’ve just tried your app now and it was amazing. I love the fact there was no switchboard to navigate and the supporter was knowledgeable and well-informed. The call connected right away. I couldn’t believe how easy it was. It was fantastic”  
- BuddyUp Caller

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# Case study (call from person who uses drugs)

- BuddyUp received a call from a gentleman who wanted some harm reduction advice re oxycodone
- Our supporter advised him of the 'low and slow' general rule of thumb to remember, and more specifically that an 80mg tablet is a considerable amount so our advice would be not to take it in one go
- Caller agreed they would take it in quarter doses due to the risks
- Our supporter was also able to advise of the risks that it could potentially contain synthetic opioids that he might not be expecting
- Following the call, our supporter was able to gather additional information that may support when he calls back
  
- **Wider scope of BuddyUp benefits - beyond it's primary aim to get people emergency help should they overdose on the line with us, BuddyUp is also able to provide harm reduction advice that is otherwise often difficult to obtain**

# Addressing barriers to accessing the service

- Access to a smartphone as a requirement to use the service – *0800 free phoneline*
- Phone a friend option
- Expansion of opening hours to support people using drugs at any time of the day or night
- Translation services

# Marketing materials - Leaflet

# CRANSTOUN

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**Do you want to stay safe while injecting drugs alone?**

Our BuddyUp app offers remote, confidential support and will send help in a crisis.

It could save your life.



[cranstoun.org/buddyup](http://cranstoun.org/buddyup)



## Download the BuddyUp app today...

### What is BuddyUp?

BuddyUp is an app-based service available on Google Play and the App Store.

Call BuddyUp when you're about to use drugs, especially if you intend to use drugs alone. Our supporters will stay on the line with you until you're safe or will send help if you're not.

BuddyUp is a nationwide service and anyone in the UK and Republic of Ireland can use the app.

### How does BuddyUp work?

- Download The BuddyUp app on your Android or Apple device. It will work anywhere you have a cellular signal or Wi-Fi access.
- Set up a rescue plan that details how emergency services can access you to help if you overdose.
- Anonymously and privately connect to a BuddyUp supporter through the app before you use drugs alone.
- Your supporter will ask you for some basic details about the type of drugs you're using and ask you about your rescue plan. They will stay on the line with you until you feel that you are safe.
- If you become unresponsive, your supporter will send help according to the instructions you provided in your rescue plan.

If you are not ready to call, you can download BuddyUp, find out how the app works, and follow the useful links to Drug Science and Release.



Scan the QR code for more information.

BuddyUp can be used anonymously. We don't need your name, and we don't collect your phone number. The only information we need is your location/address to send emergency help should you become unresponsive.

We keep your personal data safe by collecting as little as possible. Your personal data from your rescue plan stays on your phone and we only gain temporary access during an emergency.



If you have any questions, please get in touch:  
E: [buddyup@cranstoun.org.uk](mailto:buddyup@cranstoun.org.uk)



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# Marketing materials – Poster & Wallet Cards



## CRANSTOUN

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**Do you want to stay safe while injecting drugs alone?**

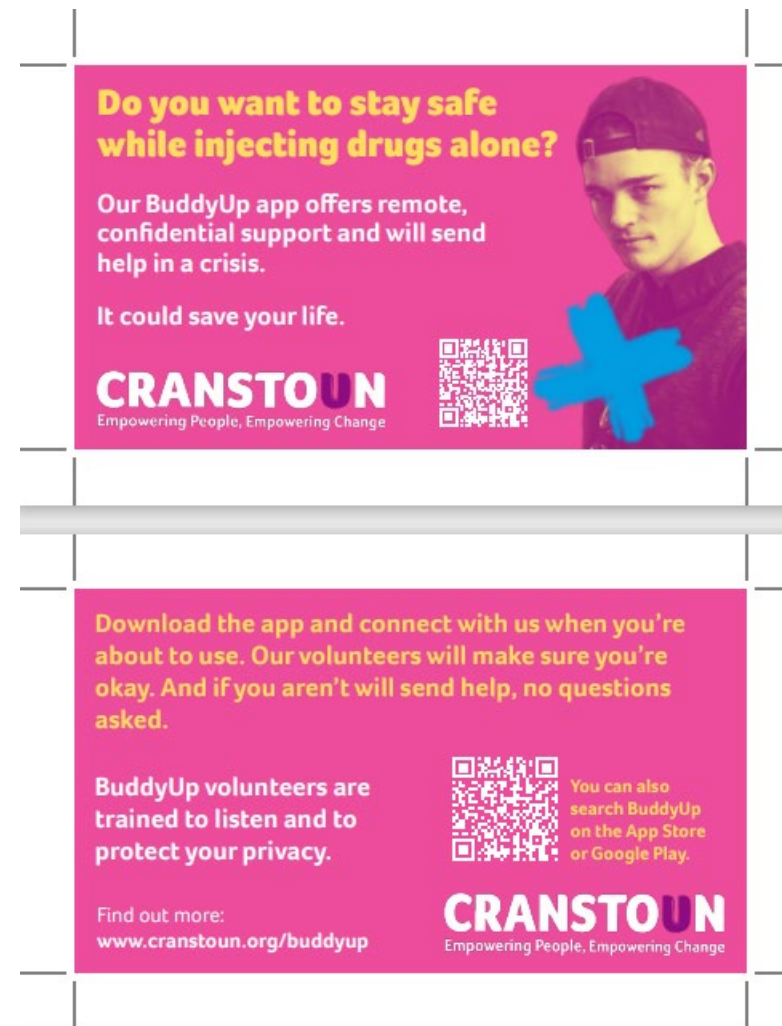
Our BuddyUp app offers remote, confidential support and will send help in a crisis.

It could save your life.

Download the app from the QR code below, and connect with us every time you use.




[cranstoun.org/buddyup](http://cranstoun.org/buddyup)



**Do you want to stay safe while injecting drugs alone?**


Our BuddyUp app offers remote, confidential support and will send help in a crisis.

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**Download the app and connect with us when you're about to use. Our volunteers will make sure you're okay. And if you aren't will send help, no questions asked.**



BuddyUp volunteers are trained to listen and to protect your privacy.

You can also search BuddyUp on the App Store or Google Play.

Find out more:  
[www.cranstoun.org/buddyup](http://www.cranstoun.org/buddyup)

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# Any questions?

Please email Cranstoun's  
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