



Harbor Path

Nonprofit HarborPath partners with Ole Miss athletes to combat fentanyl crisis

Digital campaign utilizes NIL to bring crucial drug education and free Narcan access to the Ole Miss community.

OXFORD, Miss. – In response to the alarming rise of fentanyl poisonings and drug overdoses nationwide, the nonprofit [HarborPath](#) unveiled Tuesday a pioneering awareness campaign aimed at protecting college students and saving lives. Leveraging Name, Image, and Likeness (NIL), HarborPath is collaborating with student-athletes from the University of Mississippi to connect students with life-saving resources.

The digital and social media campaign directs Ole Miss students to online and on-campus resources – including free Narcan, a medicine that rapidly reverses an opioid overdose. [Video messages](#) from six student-athletes are featured on social media platforms such as TikTok, Instagram and YouTube to educate and equip students on the dangers of fentanyl, fake pills and addiction.

HarborPath, a 501(c)(3) nonprofit based in Charlotte, N.C., has spent the past decade addressing unmet needs for vulnerable populations by distributing free life-saving medication to the uninsured. To help combat the escalating drug overdose crisis, the organization has extended its mission to distribute free Narcan to state agencies, law enforcement, educational institutions and local nonprofits across the country.

“Our primary goal is simple – to save lives,” said HarborPath President Ken Trogdon. “Fentanyl is now the leading cause of death among young people in the United States. It’s imperative to have innovative solutions to enhance Narcan accessibility and drug hazard education among college students. We’re optimistic that our efforts will spark meaningful dialogue at Ole Miss and beyond.”

The initiative highlights life-saving resources available at the [William Magee Center](#) on the university’s campus. Established in memory of [William Magee](#), a former Ole Miss student-athlete who tragically lost his life to an accidental drug overdose, the center offers free Narcan, mental health resources and support services.

Mississippi Attorney General Lynn Fitch is supporting the campaign with [Fentanyl Harm Prevention Kits](#) that provide Mississippians with practical supplies and information to prevent accidental overdose. In October 2023, she launched her One Pill Can Kill initiative at the University of Mississippi, supplying thousands of the Fentanyl Harm Prevention Kits and training student leaders on how to use fentanyl test strips and administer Narcan.

“We are grateful for HarborPath’s outreach campaign,” said Fitch. “This is critical information that college students desperately need to hear and there is no better way to connect than through their peers. It’s encouraging to see these student-athletes using their platform and influence to make such a positive impact on their campus. It takes a unified front and working together to save lives from fentanyl, and by standing strong together we will make a difference.”

The NIL collaboration is facilitated by [The Grove Collective](#) and features a lineup of notable Ole Miss athletes, including Jaemyn Brakefield (men's basketball), Catelyn Riley (softball), Mason Nichols (baseball), Cammy Niesen (volleyball), Kennedy Todd-Williams (women's basketball), and Jordan Watkins (football).

Watkins, a senior wide receiver who led the Rebels in receptions in 2023, noted the tremendous impact this campaign could have on his fellow Ole Miss students: "Sharing this message with the student body is a great responsibility," said Watkins. "As student-athletes, we have a platform to help make a positive impact. This campaign has the potential to save lives and offer students a second chance."

For a closer look at the campaign videos, visit YouTube.com/HarborPath. Additional details on the campaign and the resources available to Ole Miss students can be found at HarborPath.org/OleMiss.

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About HarborPath

[HarborPath](#) is a national nonprofit that provides underinsured and vulnerable patient populations in the United States with free, life-saving specialty medications. By utilizing strategic business, nonprofit and municipal partnerships, HarborPath has distributed over \$88 million worth of free medication to the uninsured over the last decade. HarborPath's Naloxone Right Now initiative provides communities suffering from the opioid and illicit fentanyl epidemic with access to life-saving Naloxone. Naloxone Right Now utilizes efficient inventory management and distribution technology by [FFF Enterprises](#) to effectively distribute this life-saving medication where it's needed most.

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