

Working  
Together for  
a Drug-Free  
New Jersey

Annual Meeting  
April 26, 2018

# Together with businesses, students, government leaders and concerned neighbors

## Second Annual Knock Out Opioid Abuse Day: October 6, 2017

### What is it?

- October 6<sup>th</sup> was designated Knock Out Opioid Abuse Day in New Jersey.
- The statewide single-day initiative will mobilize the prevention and treatment communities, community leaders, and concerned citizens to raise awareness of the potential for dependency on prescribed pain medicine and its link to heroin abuse rates in our state.
- The mobilization will have a dual focus: educating physicians and raising awareness among New Jersey citizens and families.






# Together with businesses, students, government leaders and concerned neighbors

## Outreach to Prescribers and Families

- Resource Guides
- Turn The Tide Pocket Cards

**New CDC Opioid Prescribing Guidelines**  
Improving the Way Opioids are Prescribed for Safer Chronic Pain Treatment



**The problem:**  
Existing guidelines vary in recommendations, and primary care providers say they receive insufficient training in prescribing opioid pain relievers. It is important that patients receive appropriate pain treatment, and that the benefits and risks of treatment options are carefully considered.

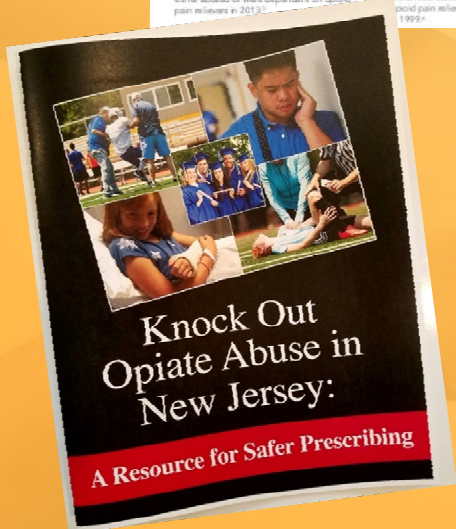
**259 million**  
In 2012, health care providers wrote 259 million prescriptions for opioid pain relievers – enough for every American adult to have a bottle of pills!

**300% increase**  
Prescription opioid sales in the United States have increased by 300% since 1997. But there has not been an overall change in the amount of pain Americans report!

**2 million**  
Almost 2 million Americans, age 12 or older, either abused or were dependent on opioid pain relievers in 2013.

**16 thousand**  
In 2012, more than 16,000 people died in the United States from overdoses related to opioid pain relievers, four times the number in 1999.

An estimated **1 out of 5** patients with non-cancer pain or pain-related diagnoses are prescribed opioids.



**Knock Out Opiate Abuse in New Jersey:**  
A Resource for Safer Prescribing

**TURN THE TIDE**

**PRESCRIBING OPIOIDS FOR CHRONIC PAIN**

ADAPTED FROM CDC GUIDELINE

Before you prescribe, consider benefits to relieve to compare. Benefits include relief from pain, improved function, and improved quality of life.

**BEFORE PRESCRIBING**

**1. ASSESS PAIN & FUNCTION**  
Use validated pain scale. Consider PEG scale when the patient is on a regular opioid course (PEG score from baseline is clinically meaningful).  
 • What is your goal? (e.g., "I want to be able to walk to the store.")  
 • If "No pain," "10" = "best possible function"  
 • What is your goal? (e.g., "I want to be able to walk to the store.")  
 • What is your goal? (e.g., "I want to be able to walk to the store.")

**2. CONSIDER IF NON-OPIOID THERAPIES ARE APPROPRIATE**  
Such as NSAIDs, TCAs, SNRIs, anti-emetics, muscle relaxants, cognitive behavioral therapy, acupuncture, and physical therapy.

**3. TALK TO PATIENTS ABOUT TREATMENT PLAN**  
• Set realistic goals for pain and function.  
• Set realistic goals for opioid use (e.g., "I want to be able to walk to the store.")  
• Discuss benefits, side effects, and risks.  
• Check a patient's understanding about treatment plan.


**4. EVALUATE RISK OF HARM OR MISUSE. CHECK:**  
• Know the signs and symptoms of opioid use disorder.  
• Know the signs and symptoms of opioid overdose.  
• Know the signs and symptoms of opioid withdrawal.  
• Know the signs and symptoms of opioid addiction.  
• Know the signs and symptoms of opioid dependence.  
• Know the signs and symptoms of opioid tolerance.  
• Know the signs and symptoms of opioid withdrawal.

**PRESCRIBE RESPONSIBLY. REDUCE OVERDOSE.**

[www.cdc.gov](http://www.cdc.gov) **GUIDELINE FOR PRESCRIBING OPIOIDS FOR CHRONIC PAIN**



**KNOCK OUT OPIOID MISUSE**



**Doctor prescribed opioid use before high school graduation increases the risk of future opioid misuse after high school by 33%.**

Partnership for a Drug-Free New Jersey  
In partnership with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services  
[drugfreenj.org](http://drugfreenj.org)

**Would you give your child HEROIN for a sports injury?**



**ASK YOUR DOCTOR HOW PRESCRIPTION DRUGS CAN LEAD TO HEROIN ABUSE. BEFORE THEY PRESCRIBE - YOU DECIDE.**

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**Together** with businesses, students, government leaders and concerned neighbors

# Over 6,000 Volunteers Across NJ

Thousands go door to door for opioid addiction awareness

NICOLE LEONARD Staff Writer Oct 6, 2016



Dale Gerhard

Ashleigh Huff of the Cumberland Division of Human Services, distributes flyers in the Holly Village neighborhood of Millville. More than 2,000 advocates across New Jersey, went door to door in neighborhoods to raise awareness and share the CDC Guidelines opiate abuse. Knock Out Opiate Abuse Day, is a statewide single day initiative, mobilizing the community to raise awareness of dangers of dependency on prescribed opiates and its link to heroin abuse. Thursday Oct. 6, 2016. (Dale Gerhard/Press of Atlantic

**'Friday Night Lights Out to Knock Out Opioid Abuse'**

**The Record**  
Date: Friday, October 06, 2017  
Location: HICKENSACK, NJ  
Type (Frequency): 127,887 (1) Newspaper (D)  
Page: Sports  
Section: Sports  
Keyword: Angelo M. Valente

### HIGH SCHOOL ATHLETICS

#### Athletes being warned about opiate dangers

**LOCAL SPORTS**  
DARREN COOPER

A sprained ankle. A broken finger. A separated shoulder. A twisted knee.

These injuries are all relatively common for high school athletes in 2017. Treatment often begins with a visit to the school's athletic trainer, maybe X-rays and a visit to a doctor.

What the Partnership for Drug Free New Jersey hopes is that these injuries never lead to opioid addiction.

"We have a statistic that shows that male athletes are twice as likely as non-athletes to become addicted to opiates and heroin," said Angelo Valente, the Executive Director at the Partnership for a Drug Free New Jersey. "Children prescribed opiates before the age of 18 are 33 percent more likely to get hooked."

Seeing the link between pain relieving medication and high school athletics, there is a push to raise awareness about the severe issues that can result. Northern Highlands is one of almost 30 schools in North Jersey bringing the issue directly to its student population, starting with announcements in school, and culminating with an information table at the home football game next Friday against Mahwah.

"We have all been touched by issues of addiction both personally and professionally," said Northern Highlands athletic director Bob Williams. "We want to do whatever we can to educate people."

Williams said the aim among Bergen County athletic directors is to have this initiative go statewide.

"We want to focus on athletes and prescription drugs and get that out to people to maybe think twice before having their kids take a strong medication, because there's a direct correlation to long-term prescription drug use

Male youth athletes are twice as likely to be prescribed opioid painkillers and four times more likely to abuse them.

**Do we have your attention yet?**

Ask your doctor how prescription drugs can lead to heroin abuse.

Part of the promotional materials from a Partnership for a Drug Free New Jersey.

SPECIAL TO NORTHERSIE.COM

and addiction," said Williams.

That's exactly the message that Valente is hoping to get across. He said the goal is to try to change the entire culture of how pain and injuries are treated in athletics.

"I think in many cases, up until recently, both the prescriber and the patient and families weren't aware at how dangerous these drugs can be," said Valente. "I think that's changing."

It all seems to start innocently enough. A player gets hurt. He/she wants to still play. One way to make that possible is by taking an opiate drug. That drug, like Oxycotin or a Percocet, reduces the pain and provides a strong feeling—a high, let's just say—to the athlete.

It becomes a vicious cycle. First the athlete takes the drug so he/she can play. Then the athlete turns to the drug for the high alone.

"Unless there is pain that was unbearable and no other way to remedy it, you should always opt out [of opiates] for a child," said Valente. "If so, one or two days maximum."

Valente said studies have shown, especially in young people, an opiate can change brain chemistry in less than a week. He said in extreme cases, further down the road, the athlete becomes addicted to heroin, which provides the same kind of high.

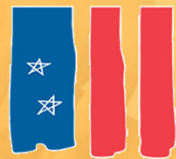
"What we have learned is that over the last several years, we need to look at alternatives to opioids, and if they are prescribed, it should be on a limited ba-



**Together** with the Horizon Foundation for New Jersey

A TOWN HALL SERIES

# KN**OCK** OUT OPIOID ABUSE



Partnership for a  
Drug-Free New Jersey



Horizon  
Foundation for New Jersey

[Knock Out Opioid Town Hall Launch Link](http://knockoutopioidabuse.drugfreenj.org/)  
<http://knockoutopioidabuse.drugfreenj.org/>

# Together with the Horizon Foundation for New Jersey

A TOWN HALL SERIES

## KNOCK OUT OPIOID ABUSE



Dec. 12, 2017  
Jo Ann Magistro  
Performing Arts Center  
Hammarskjold Middle School  
7 p.m. to 9 p.m.

**Moderator:** Bert Baron, WCTC AM - New Jersey Broadcasters' Association Radio Hall Of Fame  
**Welcome:** Dr. Paul Alexander, VP and Chief Medical Officer, Government Programs, Horizon BCBSNJ  
East Brunswick Mayor Brad J. Cohen

### Middlesex County Knock Out Opioid Abuse Town Hall Panel



#### Middlesex Prosecutor Andrew Carey

Prosecutor Andrew Carey has served as Middlesex County Prosecutor since May 2013. Prior to his appointment, Carey was an Assistant United States Attorney in New Jersey. While at the U.S. Attorney's Office, Carey served as Chief of the Narcotics/Organized Crime Drug Enforcement Task Force Unit and served as the lead task force attorney. Previously, Carey served as an assistant district attorney in New York County and was assigned to the Office of Special Narcotics. He earned his law degree from the Dickinson School of Law in 1996.



#### NJ State Senator Joseph Vitale

Senator Joseph Vitale has served in the New Jersey State Senate since 1998 and is currently Chairman of the Health, Human Services, and Senior Citizens Committee and Vice Chairman of the Labor Committee. Senator Vitale has focused on the opioid epidemic, introducing nearly three dozen bills targeted at combating the crisis, with more than a dozen currently signed into law. One of the most notable pieces of legislation, the Overdose Prevention Act, allows law enforcement to save lives by using naloxone to reverse the effects of an overdose.



#### Dr. Shuvendu Sen

Dr. Shuvendu Sen is Associate Program Director of the Internal Residency Program and Director of Medical Student Education at Raritan Bay Medical Center, where he also serves as chairman of the Opioid Task Force Committee. A Diplomat from the American Board of Internal Medicine, Dr. Sen holds double Master of Science research degrees in medical microbiology and pharmacology/toxicology from Long Island University. Dr. Sen is the recipient of multiple awards for his contributions to education and the community, and he has authored and co-authored many research papers and projects.



#### Assemblywoman Nancy Pinkin

Assemblywoman Nancy Pinkin, a resident of East Brunswick, was first elected to the General Assembly in November 2013 and twice re-elected in 2015 and 2017. She served on the East Brunswick Township Council from 2005-2014, including a two year term as Council President. Assemblywoman Pinkin represents the 18th Legislative District which includes East Brunswick, Edison, Helmetta, Highland Park, Metuchen, South Plainfield and South River. She received her undergraduate degree from Rutgers while working full time. She holds a Master of Public Administration with a specialization in health administration from New York University, and completed a postgraduate fellowship in Health Policy and Research at UMDNJ -- where she also served as health policy advisor to the late Senator Jack Sinagra. Assemblywoman Pinkin serves on the Assembly Health and Senior Services Committee, the Assembly Law and Public Safety Committee and as Vice Chair of the Assembly Homeland Security and State Preparedness Committee.



#### Dr. Bonnie Nolan

Dr. Bonnie Nolan serves as the Addiction Services Coordinator for Woodbridge Township, leading several initiatives including the municipality's Peer Recovery Coach Program. She received her doctorate in neuroscience from Rutgers University and University of Medicine and Dentistry and has worked at Rutgers University as a researcher in many areas, including addiction. Bonnie also has lectured on topics in psychology, pharmacology and alcohol/drug dependence and has published a number of articles on substance abuse.

#KnockOutOpioidAbuse

### Collaborating Organizations:



### Upcoming county town hall meetings:

- [Passaic County – Hawthorne Gospel Church – May 3, 2018](#)
- [Hunterdon County – Route 12 County Complex: Assembly Room – May 9, 2018](#)
- [Ocean County – Calvary Baptist Church – May 17, 2018](#)
- [Essex County – Bloomfield Library – May 22, 2018](#)
- [Mercer County – The College of New Jersey – May 23, 2018](#)

Check back soon for more information about upcoming Knock Out Opioid Town Hall series.

### Previously held county town hall meetings:

- [Atlantic County – Stockton University – April 10, 2017](#)
- [Morris County – Morris County Public Safety Training Academy – May 17, 2017](#)
- [Monmouth County – Middletown High School South – May 23, 2017](#)
- [Bergen County – Bergen Community College – May 31, 2017](#)
- [Sussex County – The Center for Prevention & Counseling – September 22, 2017](#)
- [Cumberland, Gloucester, Salem Counties – Rowan College at Gloucester County – September 27, 2017](#)
- [Warren County – Warren County Community College – September 29, 2017](#)
- [Camden County – Cherry Hill Public Library – October 3, 2017](#)
- [Somerset County – Bernards High School, Performing Arts Center – October 10, 2017](#)
- [Burlington County – Rowan College at Burlington County – Mount Laurel Campus – October 26, 2017](#)
- [A Knock Out Opioid Abuse Town Hall for Seniors In Ocean County – Greenbriar 1 Residential Complex – November 2, 2017](#)
- [Union County – Kean University STEM Building auditorium – December 5, 2017](#)
- [Middlesex County – Jo Ann Magistro Performing Arts Center, Hammarskjold Middle School – December 12, 2017](#)
- [Cape May County – Dennis Township Senior Center – April 19, 2018](#)
- [Hudson County – Saint Peter's University: Mac Mahon Student Center – April 24, 2018](#)





# KNOCK OUT OPIOID ABUSE

Partnership for a Drug-Free New Jersey

Approximate opioid use before high school graduation is independently associated with a 33% increase in risk of future opioid misuse after high school.

# KNOCK OUT OPIOID ABUSE

Partnership for a Drug-Free New Jersey

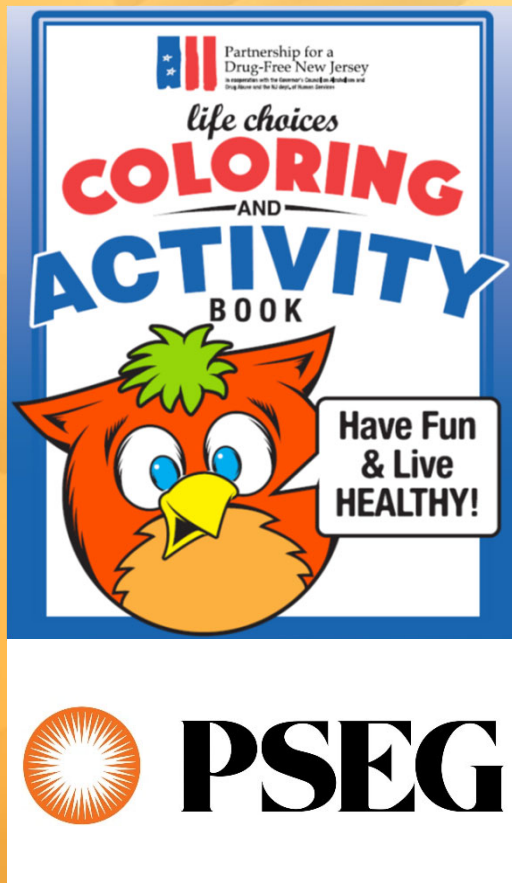
4 out of 5 new heroin users abused Rx pain relievers before turning to heroin.

Horizon Foundation for New Jersey  
SIGNIFICANT SYMPTOMS OF OPIOID ABUSE  
KNOCK OUT OPIOID ABUSE  
Partnership for a Drug-Free New Jersey

Would you give your child HEROIN for a broken arm?

# Together with PSE&G

40,000 3<sup>rd</sup> Grade Students in New Jersey Received a 3<sup>rd</sup> Grade Coloring and Activity Book





Together with DEA-NJ

# Do No Harm

## Symposium Series

- NJ Dental Association @JFK
- Capital Health
- Newton Hospital
- Morristown Medical Center
- Summit Medical Center
- Saint Luke's Medical Center
- Hackettstown Hospital
- Bergen Dental Association
- Salem Nurses Association



# Do No Harm



# Together with the Horizon Foundation for New Jersey

25,000 New Jersey Parents of Received a 5<sup>th</sup> Grade Parent Alert to help them speak with their children about the risks opioids and become aware of the signs and symptoms of misuse and abuse.





# Together with 454 New Jersey Schools

40,000 Folders Were Distributed with Prevention Messages to New Jersey Fourth Grade Students



**Together** with close to 100 High School Students  
The New Jersey Shout Down Drugs  
Statewide Prevention Concert was held





**Together** with 125 Hosts from Schools, PTAs,  
Churches, Senior Groups and Businesses  
**130 15 Minute Child Break  
Presentations took place in  
2017**



The Partnership for a Drug-Free New Jersey's

## 15 Minute Child Break

**A FREE Substance Abuse Prevention  
Education Program**

A recent study has estimated that 2.6 million grandparents in the U.S. are now responsible for raising their grandchildren.

Grandparents can play a powerful role in steering their grandchildren away from the use of alcohol and misuse of other drugs.

The "15 Minute Child Break" is a free one-hour, interactive, multimedia presentation that informs, encourages and empowers grandparents, parents, caregivers and educators to effectively communicate with children about the dangers of drugs and alcohol.



The Partnership for a Drug-Free New Jersey's  
**15** Minute  
Child  
Break

# Together with NJ's Business Community

- 150 New Members
- Updated Workplace Kit
- Creation of Online Portal for Information
- Quarterly Updates on trends





# Together with the support of our Gala Chair

## 2017 Angel of Hope Gala



# Together with our media partners



The brain isn't the  
only organ impacted by  
**ADDICTION**  
It also breaks hearts.

FIND OUT HOW TO PROTECT YOUR FAMILY AND FRIENDS.

 Partnership for a Drug-Free New Jersey  
in Cooperation with the Governor's Council on Alcoholism and Drug Abuse  
and the NJ Dept. of Human Services

Visit [drugfreej.org](http://drugfreej.org)



## IT'S THE LAW


When a doctor or dentist  
prescribes an opioid to you or  
your children, they must:

1. Tell you only an opioid is being prescribed
2. Explain how opioids can easily become addictive
3. Provide non-opioid alternatives when appropriate

 Partnership for a  
Drug-Free New Jersey  
in Cooperation with the Governor's Council on Alcoholism and Drug Abuse  
and the NJ Dept. of Human Services

Find out more at  
[drugfreej.org](http://drugfreej.org)

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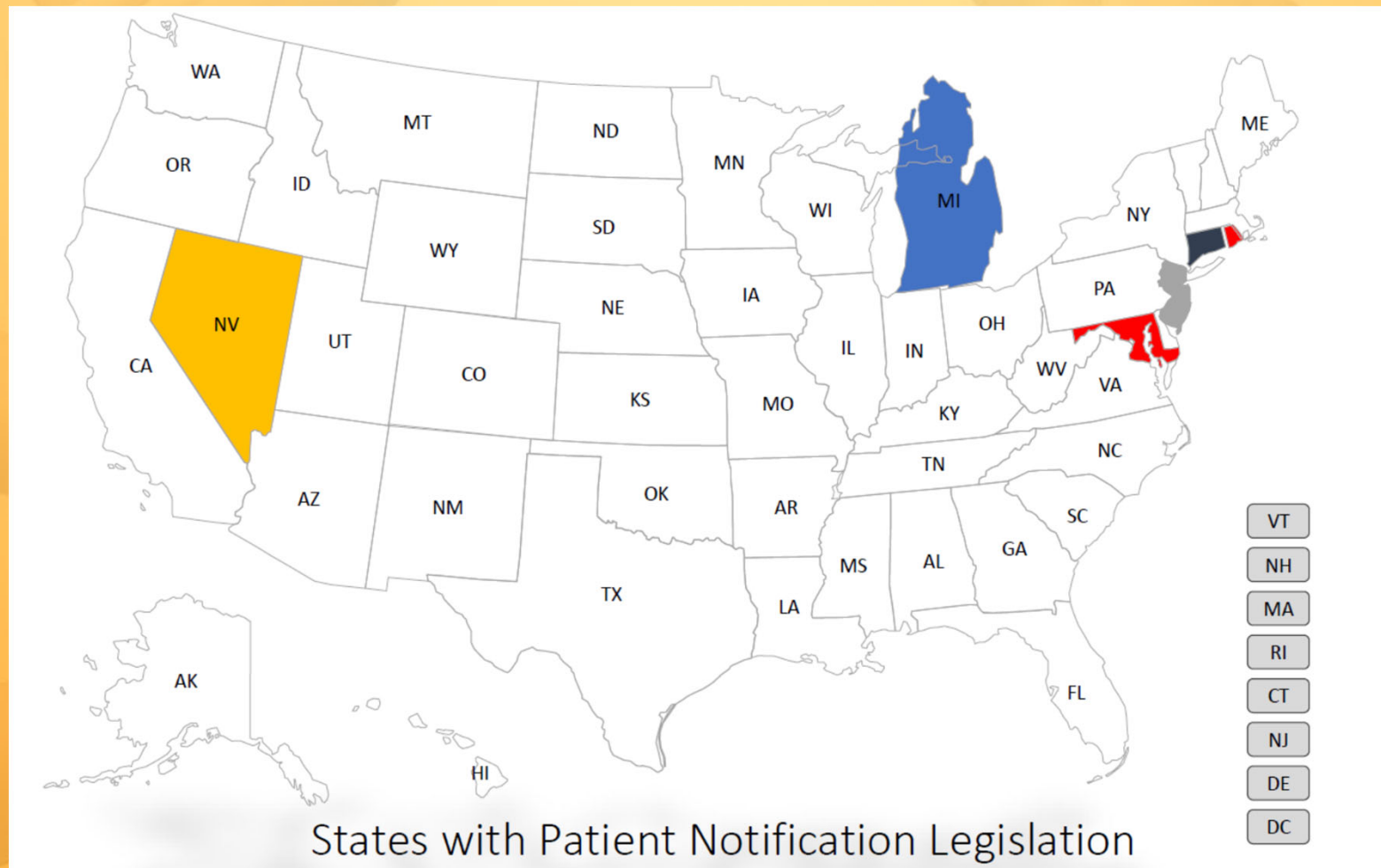


# Together with our media partners



# Together with Prevent Opioid Abuse

New Jersey's Patient Notification Legislation has been passed in  
Rhode Island, Connecticut, Nevada, Maryland & Michigan





# Together with Prevention Leaders Across the USA



Doctor prescribed opioid use before high school graduation increases the risk of future opioid misuse after high school **by 33%**

**Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.**

Partnership for a Drug-Free New Jersey  
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse  
and the NJ Dept. of Health Services

**BEFORE THEY PRESCRIBE - YOU DECIDE.™**

[drugfreejnj.org](http://drugfreejnj.org)

Would you give your child **HEROIN** for a broken arm?

**Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.**

Would you give your child **HEROIN** for a sports injury?

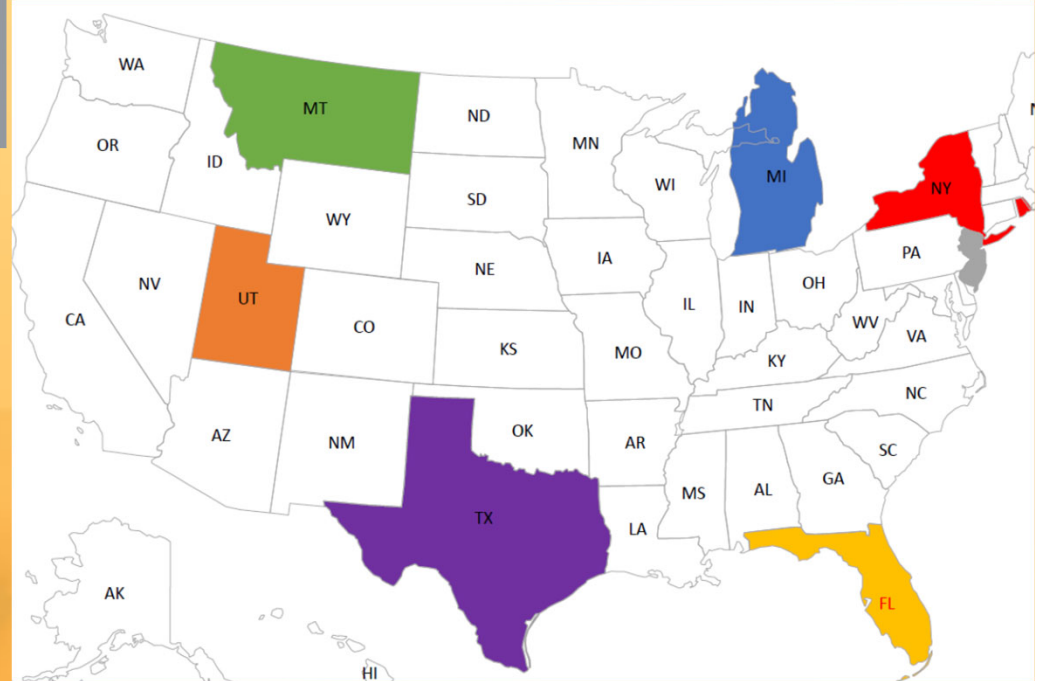
**Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.**

Would you give your child **HEROIN** to remove a wisdom tooth?

**Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.**

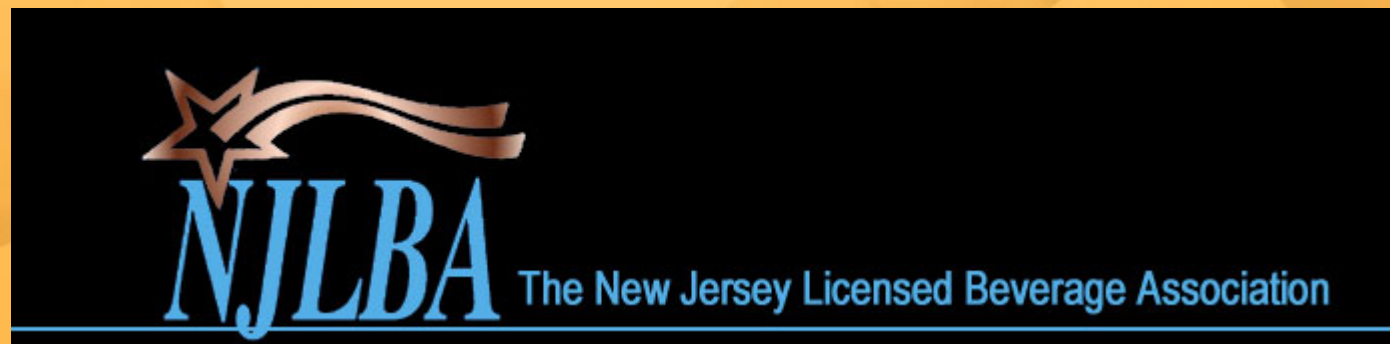
Would you give your child **HEROIN** for a sports injury?

**Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.**



# Together with organizations across the state

PDFNJ was able to educate and raise awareness of the need for prevention!





# On the Horizon..



- Online CME
- Second Round of Town Hall Series
- Marijuana Response
- Additional Media Opportunities