

Because of
YOU

**A YEAR OF MILESTONES
AND ACHIEVEMENT**

**PARTNERSHIP FOR A DRUG-FREE
NEW JERSEY**

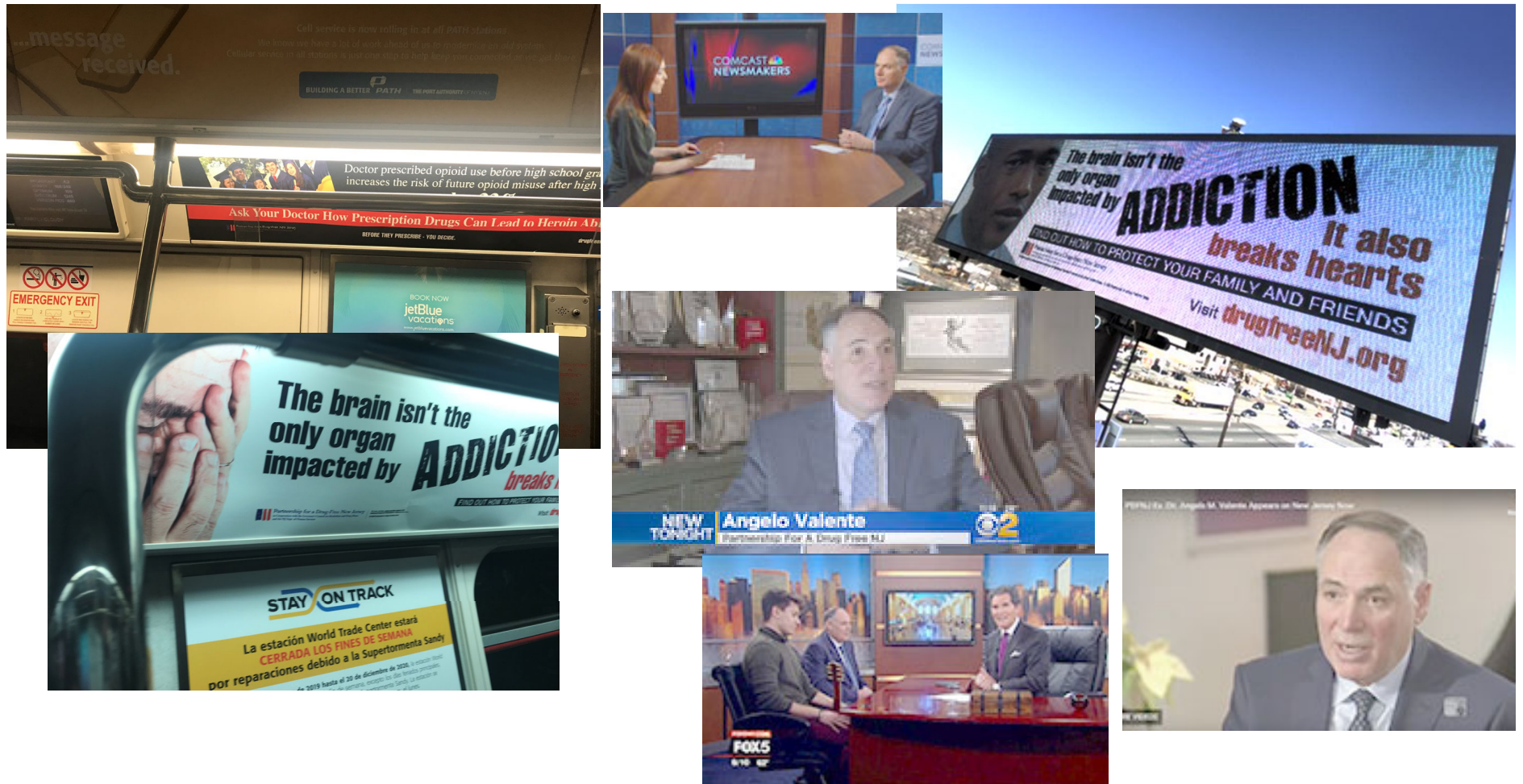
**ANNUAL MEETING
APRIL 17, 2019**

Because of

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PSA CAMPAIGN

Over \$34 Million In Media Value Generated in 2018



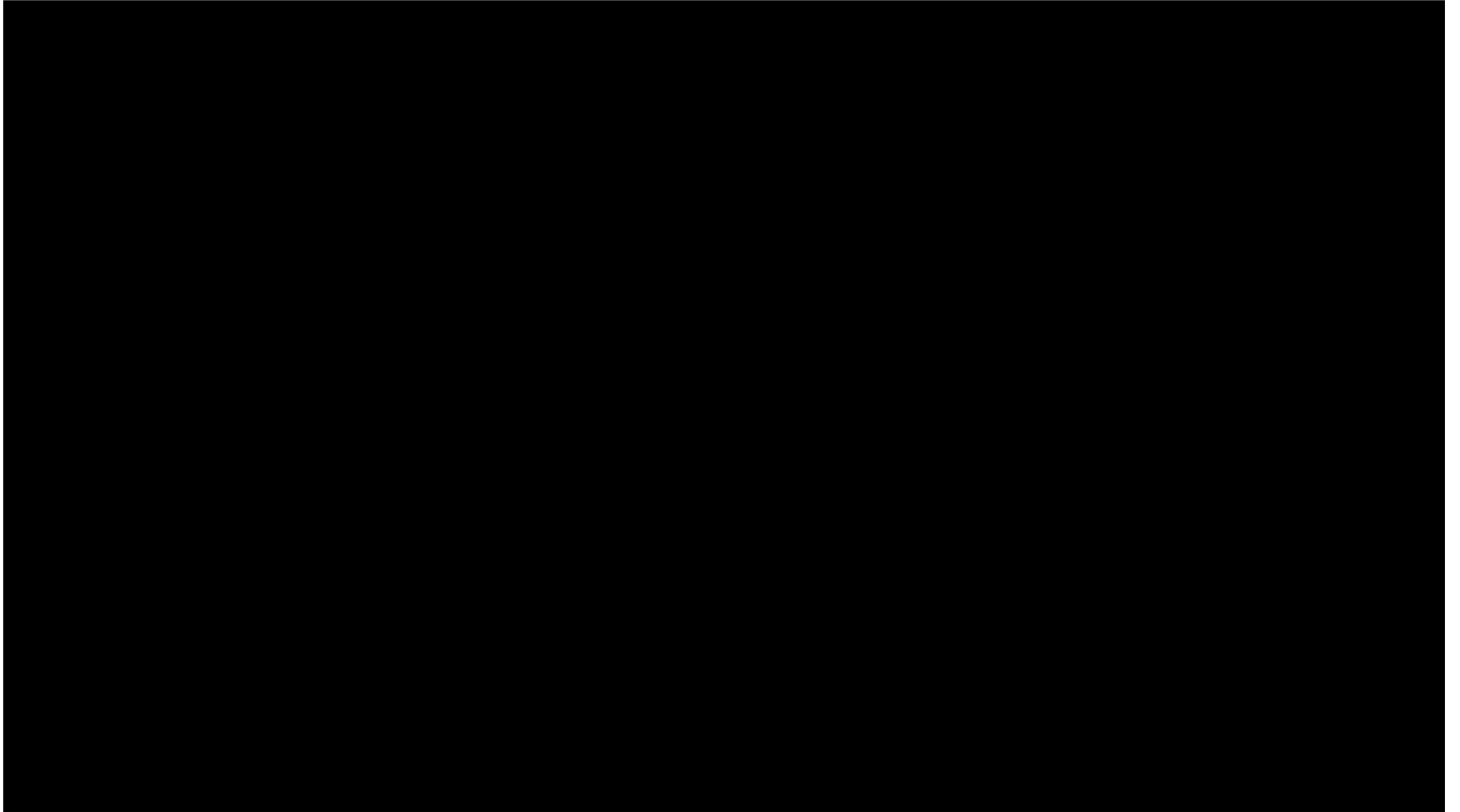
Because of
YOU

KN**CK OUT
OPIOID ABUSE**



#KnockOutOpioidAbuse

Because of
YOU



- Town hall meetings held in all 21 NJ counties.
- 2,331 attended in person; 11,919 viewed online.
- Top reasons for attending:
 - Learn more about the opioid addiction problem in the community (40%);
 - Connect with other people or organizations in the community to do something about the problem (20%); and
 - Show support for victims and their families (18%).

A TOWN HALL SERIES

KNOCK OUT OPIOID ABUSE



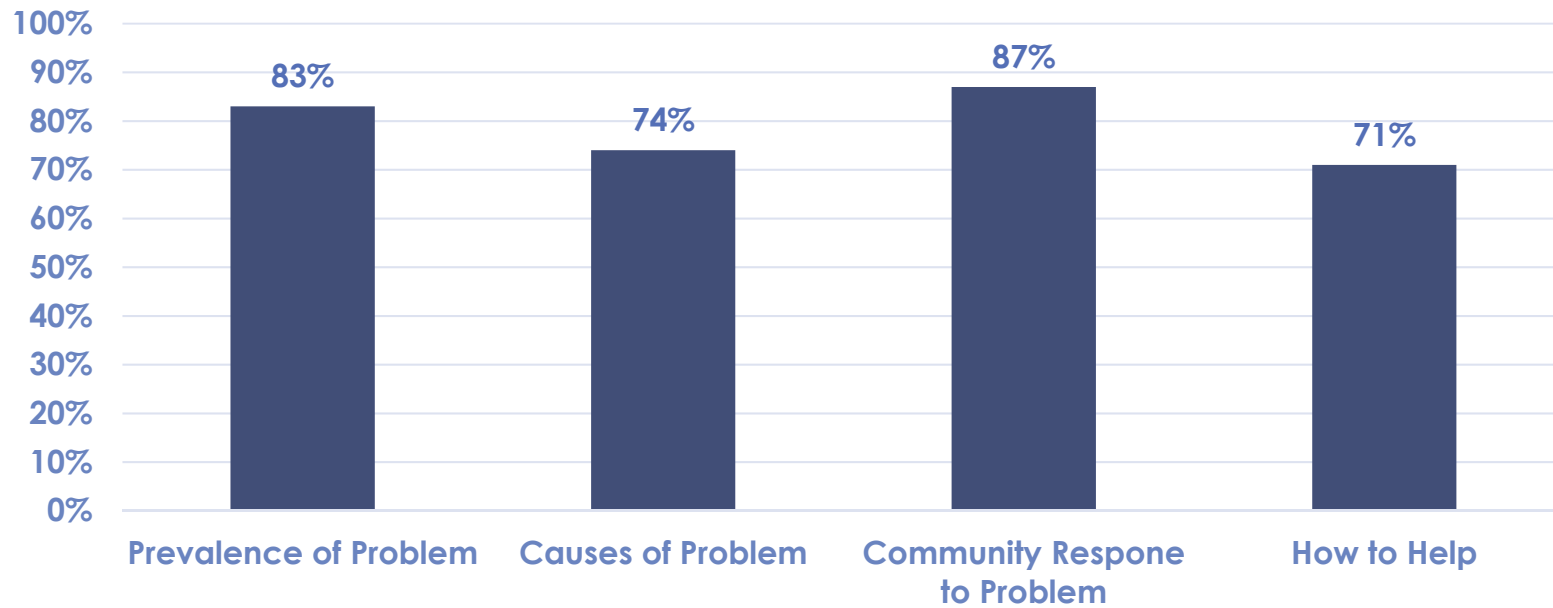
Partnership for a
Drug-Free New Jersey



Horizon
Foundation for New Jersey

What Attendees Learned From the Event

% saying they learned a great deal about the following

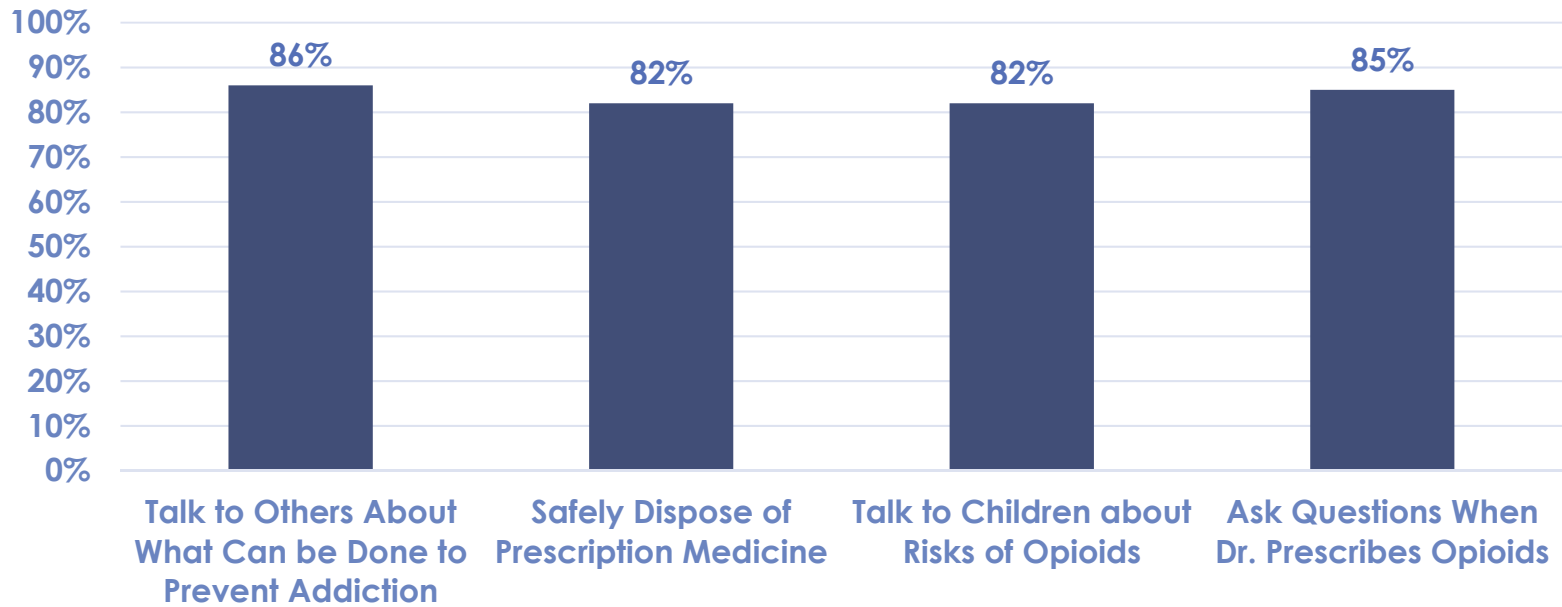


A TOWN HALL SERIES
**KNOCK OUT
OPIOID ABUSE**



What Attendees Intend to Do After the Event

% saying they are likely or very likely to do the following



A TOWN HALL SERIES
**KNOCK OUT
OPIOID ABUSE**



Because of **YOU**

NEXT STEPS

Awareness Campaign

The opioid crisis impacts every
community in New Jersey.

Learn how to be part
of the solution.

**KNOCK OUT
OPIOID ABUSE**



KnockOutOpioidAbuse.DrugFreeNJ.org

2019 Town Hall Series

The town hall series will focus on tackling the opioid crisis at the community level by educating residents and gaining a more detailed understanding of how this issue is affecting towns and their residents

Prescriber Education

An online safer prescribing course for Continuing Medical Education credit in compliance with New Jersey law will be available for all prescribers – doctors, nurses, dentists and nurse practitioners – to provide guidance essential for safe and effective opioid prescribing.

Parent Education

A Partnership for a Drug-Free New Jersey study found that nearly one in three parents of New Jersey middle school students do not believe there is a link between prescribed opioids and heroin use. The 5th Grade Parent Alert is a resource guide for parents of New Jersey's fifth grade students to educate and raise awareness of the current opioid crisis, the signs and symptoms of opioid dependency and abuse, and prevention and intervention strategies.

Because of

YOU

WHITE HOUSE SPORTS AND FITNESS DAY

AND FITNESS DAY



Because of **YOU**

The Partnership for a Drug-Free New Jersey (PDFNJ) and The Horizon Foundation for New Jersey received accolades for their Knock Out Opioid Abuse Town Hall Series at the June 8 NJ Ad Club's 50th Annual Jersey Awards, earning the Best of Public Relations award for the statewide effort to address the opioid epidemic.

2018 AWARDS AND RECOGNITION

NAGGC

National Association of
Government Communicators



2019 Finalists!

Because of
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2018 AWARDS AND RECOGNITION

NJ SENATE HONORS ELAINE



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2018 AWARDS AND RECOGNITION

Angelo Inducted Into the 2018 NJ Ad Club Hall of Fame



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THIRD ANNUAL KNOCK OUT OPIOID ABUSE DAY: OCTOBER 6, 2018



What is it?

- October 6th 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.

Because of
YOU

Do No Harm Symposium Series

- NJ Dental Association
- Valley Hospital
- Holy Name Medical Center
- Monmouth Dental Association
- Inspira Medical Center
- NJ Pediatric Dental Association
- NJ Independent Physicians

Do No Harm

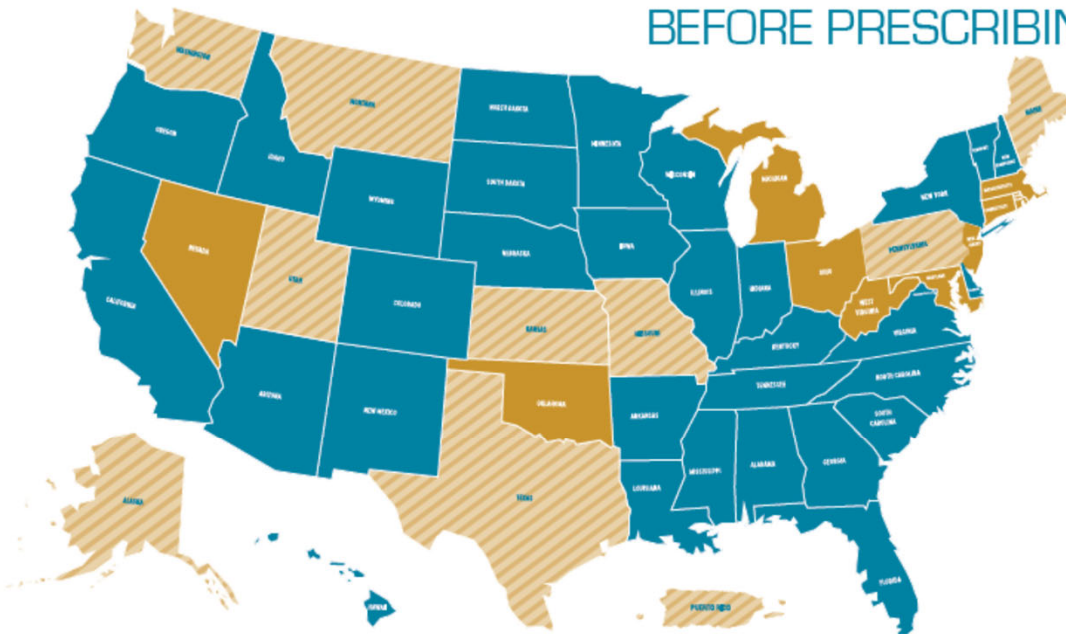


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NOTIFICATION LEGISLATION NJ Leading the Way

PATIENT OPIOID NOTIFICATION LAW

requires physicians to discuss the addictive potential of opioid based drugs with their patients
BEFORE PRESCRIBING THEM.



-  Patient Notification Law **PASSED**
-  Patient Notification Law **INTRODUCED**

**10 States Have Passed
Legislation
9 States Have Introduced
Legislation**

Because of **YOU**

2019 PSA CAMPAIGNS



**One of these 7 will be addicted to opioids within a year...
just by taking a prescribed opioid for seven days.**

**Americans are now
more likely to die
of an opioid overdose
than in a car crash**



**It's Time to Consider
Opioid Alternatives**

Find out more at
DrugFreeNJ.org



**There is enough
Fentanyl
in this package
to instantly kill
hundreds of people.**

**One of these 3 will be
addicted to
opioids within a year...
just by taking their
prescribed opioid for
30 days.**



Find out more at
drugfreeNJ.org

Find out more at
DrugFreeNJ.org

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2019 PSA CAMPAIGNS
11 Times Square



Because of
YOU

AWARENESS OPPORTUNITIES



Because of
YOU

AWARENESS OPPORTUNITIES



Oh my gosh, my face.

Because of
YOU

2019 PSA CAMPAIGNS Teen Marijuana Response In Development

**Regular teen marijuana use
affects the ability to
process new information
and to "stop and think."**

Now that's something
to think about — if you can.



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

DrugFreeNJ.Org

Because of
YOU

2019 Angel of Hope Gala



Because of
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THIRD GRADE

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



Because of
YOU

FOURTH GRADE

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



Because of
YOU

FIFTH GRADE

35,000 New Jersey Parents of Received a 5th 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.



Because of
YOU

NJSDD



@Daytop

Because of
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CHILD BREAK

**EXPANDED
AUDIENCE**

- Senior Centers
- Online/Social
Media

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

Because of
YOU

Drugs Don't Work In NJ



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



Because of

YOU

Coming Up...

- Town Hall
- CME
- Expanded and Updated Child Break
- Additional Workplace Training
- National NJSDD