

Knock Out Opioid Abuse Day

A project of the Partnership for a Drug-Free New Jersey and The Community Coalition for a Safe & Healthy Morris, in cooperation with the New Jersey Department of Human Services, and Governor's Council on Alcoholism and Drug Abuse

What is it?

- October 6, 2017 has been 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.



Addressing the Issue

A warning to parents of student-athletes: Steroids aren't the only problem

By David Wallace July 26, 2017 1:00 AM



A new law in New Jersey is designed to educate students participating in athletics, and their parents, about the dangers of steroid use and other risks.

Opioid crisis: 'We are very much at war here,' NJ attorney general says



By Elizabeth Lorente • Published July 03, 2017 • Fox News

Autos • Real Estate • Jobs • Classifieds

New Jersey, NJ 67°

New Jersey Herald

NEWS SPORTS OPINION OBITUARIES YOUR LIFE PHOTOS & VIDEOS WEATHER

Health

Countywide heroin and opiate treatment admissions doubled in last decade

By David Daniels New Jersey Herald

Posted July 26, 2017 12:01 PM

The number of people admitted to treatment for heroin or opiate abuse in Sussex County has more than doubled in the last decade, according to statistics in a state report released last month. Of the 1,323 total admissions for drug or alcohol treatment in 2016, 760 identified heroin as their primary drug of choice and 16 reported other opiates. There were 642 admissions to Sussex County.

NJ kids starting drugs as young as 10 — Demand grows for youth treatment

By David Wallace July 26, 2017 9:40 PM

Share on Facebook Share on Twitter

As the opioid painkiller and heroin abuse epidemic continues to swirl in New Jersey, a growing number of youth drug programs are being offered. But experts say supply is not keeping up with demand.

"Unfortunately, money is always the issue. It takes funding to have effective programs being implemented," said Diane Litterer, the CEO of the New Jersey Prevention Network.

She said there are simply not enough drug treatment programs that are specifically designed for kids and teens. "And that's frustrating because we know that prevention works if it's done to the level that kids really need."

Pat Campbell, director of the group Families Matter, says part of the problem is adolescents are starting to use drugs at an earlier age.

"It used to be maybe 13 or 14, guys and girls beginning to smoke marijuana, but now sometimes we get clients as young as 10," she said.

"We do have some younger people getting into the medicine cabinets and taking some of the pain medication and starting with that."

Building on Success..

Building on Success...

Outreach to Prescribers and Families

From CDC Opioid Prescribing Guidelines:
Improving the Way Opioids are Prescribed for Safe Chronic Pain Treatment

Resource Guides
Turn The Tide Pocket Cards

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

Statistics:
 • 259 million prescriptions for opioids in 2014
 • 300% increase in opioid prescriptions from 2006 to 2014
 • 2 million people taking opioids daily
 • 16 thousand deaths from opioid overdose in 2014

Prescribe Responsibly. Reduce Overdose.
www.cdc.gov

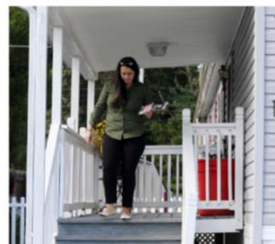
Knock Out Opioid Misuse
Would you give your child **HEROIN** for a sports injury?
ASK YOUR DOCTOR HOW PRESCRIPTION DRUGS CAN LEAD TO HEROIN ABUSE.
BEFORE THEY PRESCRIBE - YOU DECIDE.

Prescribing for a Drug-Free New Jersey
www.nj.gov

Building on Success... Over 2,000 Volunteers Across NJ

Thousands go door to door for opioid addiction awareness

NICOLE LEONARD Staff Writer Oct 6, 2016



Daria Gerhart

Ashleigh Huff of the Cumberland Division of Human Services, distributes flyers in the Holly Village neighborhood of Hoboken. Over 2,000 volunteers across New Jersey went door to door in neighborhoods to raise awareness and share the CDC Guideline about Knock Out Opiate Abuse Day, a statewide effort to engage, mobilize the community to raise awareness of the dangers of dependency on prescription opiates and to knock out heroin abuse Thursday Oct. 6, 2016. (State Department of Health)

EDITORIAL: It's time to knock it out

Oct 5, 2016

Opiate abuse may be the most under publicized health epidemic facing our state and country.

The prevalence of addiction to pain-killers hits close to home, affecting many of your neighbors, friends and even family members across the Watchung Hills region, just look at all the people lined up at the local Walgreens, CVS and other pharmacies.

So a group of concerned stakeholders is doing something about it. And they will have their voices heard loud and clear this week.

On Thursday in Long Hill Township, a team of volunteers will canvas local neighborhoods in a concerted effort to "Knock Out Opiate Abuse."

An over reliance on prescription medications to remedy even the mildest physical (and even emotional) malady has led to this epidemic. Unfortunately, it has become far too easy for physicians, dentists and therapists to write out prescriptions when their patients complain about how they are feeling. With growing frequency, they become hooked and keep "coming back for more."

An estimated one in five patients with non-cancer pain or pain-related diagnoses is prescribed opioids, according to the Centers for Disease Control. These statistics indicate prescription opioid sales in the U.S. have increased by 300 percent since 1999. Yet there has not been an overall change in the amount of pain Americans report.

Do you see something wrong here?

http://www.studio.ndnmediaservices.com/pressofatlanticcity?ndn.trackingGroup=91757&ndn.siteSection=91757_dynamic_mf&ndn.videoId=31481638

<http://www.njtoday.com/video-cumberland-county-joins-new-jersey-in-knocking-out-opioid-abuse1232/>

Building on Success...



Knock Out
Opiate Abuse in
New Jersey:

A Resource for Safer Prescribing



BASKING RIDGE, NJ -- Congressman Leonard Lance, Basking Ridge Mayor Carol Bianchi, took to the streets to knock out opiate abuse.

Their outreach efforts are a result of the Oct. 6 Knock Out Opiate Abuse Day, an awareness mobilization effort with a dual focus: educating physicians and raising awareness among New Jersey citizens and families.

It is designed to bring attention to the opioid abuse epidemic facing New Jersey and the steps they can take to stem the epidemic.

Senate designation
of Annual Knock Out
Opioid Abuse Day
on October 6th

Building on Success...

SENATE JOINT RESOLUTION No. 90 STATE OF NEW JERSEY 217th LEGISLATURE

INTRODUCED OCTOBER 13, 2016

Sponsored by:
Senator LORETTA WEINBERG
District 37 (Bergen)

SYNOPSIS

Permanently designates October 6 as "Knock Out Opioid Abuse Day" in New Jersey.

CURRENT VERSION OF TEXT

As introduced.

A JOINT RESOLUTION permanently designating October 6 as "Knock Out Opioid Abuse Day" in New Jersey.

WHEREAS, Opioids are commonly prescribed for pain, and an estimated 20 percent of patients presenting to physician offices with non-cancer pain symptoms, pain-related diagnoses, or acute and chronic pain receive an opioid prescription; and

Collaborating for Success

- GCADA
- DMHAS







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 partnership with the Governor's Council on Alcoholism and Drug Abuse
and the NJ State Office of Drug Abuse


BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreenj.org



Would you give your child
HEROIN
for a sports injury?


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 Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreej.org

All names, logos, marks and other content are the intellectual property of Partnership for a Drug-Free New Jersey.
© 2015 Partnership for a Drug-Free New Jersey



Would you give your child
HEROIN
for a sports injury?


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 Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreej.org

All names, logos, marks and other content are the intellectual property of Partnership for a Drug-Free New Jersey.
© 2015 Partnership for a Drug-Free New Jersey



Would you give your child
HEROIN
for a broken arm?

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 Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreenj.org

All names, logos, symbols and other content are the Intellectual Property of Partnership for a Drug-Free New Jersey.
© 2015 Partnership for a Drug-Free New Jersey



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

Ask Your Dentist 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 Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreenj.org

All names, logos, symbols and other content are the Intellectual Property of Partnership for a Drug-Free New Jersey.
© 2015 Partnership for a Drug-Free New Jersey



Enough prescription painkillers are prescribed to medicate every American adult around-the-clock for a month.

Do we have your attention yet?

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

drugfreej.org

Partnership for a Drug-Free New Jersey®
in partnership with the Governor's Council on Alcoholism and Drug Abuse
© 2015 NJ State Office of Alcoholism and Drug Abuse




Nearly half of young people who inject heroin reported abusing prescription opioids before starting to use heroin.

Do we have your attention yet?

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

drugfreej.org

Partnership for a Drug-Free New Jersey®
in partnership with the Governor's Council on Alcoholism and Drug Abuse
© 2015 NJ State Office of Alcoholism and Drug Abuse




After a tooth extraction, 61% of 14-17 year olds are prescribed opioids.

Do we have your attention yet?

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

drugfreenj.org

 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



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.

drugfreenj.org

 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

2017 Door Hangers

Nearly half of young people who inject heroin, reported abusing prescription opioids before starting to use heroin.



Do we have your attention yet?

Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.

Enough painkillers are prescribed to medicate every American around-the-clock for a month.



Do we have your attention yet?

Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.

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?

Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.


After a tooth extraction, 61% of 14-17 year olds are prescribed opioids



Do we have your attention yet?

Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.

Outreach to Residents and Families



KNOCK OUT OPIOID MISUSE

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


After a tooth extraction, 61% of 14-17 year olds are prescribed opioids



Do we have your attention yet?


Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.

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?

Visit TalkNowNJ.com to find out how prescription drugs can lead to heroin abuse.





From 1999 to 2014, more than 165,000 people died from overdose related to prescription opioids.

Outreach to Prescribers: Physicians/Dentists



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

PRESCRIBE RESPONSIBLY. REDUCE OVERDOSE.
www.cdc.gov GUIDELINE FOR PRESCRIBING OPIOIDS FOR CHRONIC PAIN

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



New Jersey's New Prescribing Law

On February 15, 2017, P.L. 2017, c. 28, was signed into law, imposing certain restrictions on how opioids and other Schedule II controlled dangerous substances may be prescribed. The law went into effect on May 16, 2017 and applies to physicians, dentists, optometrists, podiatrists, physician assistants, certified nurse midwives and advance practice nurses authorized to prescribe controlled substances.

With regard to prescriptions for opioid drugs, practitioners are not permitted to issue an initial prescription for an opioid drug for treatment of acute pain in a quantity exceeding a 5 day supply. The amendments also require the prescribing practitioner to discuss with the patient or the patient's parent or guardian the reasons why the medication is being prescribed, the possible alternative treatments, and the risks associated with the medication.

Physicians, physician assistants, dentists and optometrists must complete one CME credit on topics that include responsible prescribing practices, alternatives to opioids for managing and treating pain and the risks and signs of opioid abuse, addiction and diversion.

Information about those rules, as well as guidance for prescribers and patients on safe pain medication prescribing practices is available at www.njconsumeraffairs.gov/prescribing-for-pain.

PRESCRIBING OPIOIDS FOR CHRONIC PAIN

ADDITIONAL RESOURCES

JOIN THE MOVEMENT

ADDITIONAL RESOURCES

JOIN THE MOVEMENT

Additional Resources..

Ask Questions



Before Taking Opioids

When your prescriber recommends treating your pain with a prescription opioid such as hydrocodone, oxycodone, codeine, or morphine, **ask if it is right for you and about alternatives.** Additionally you may ask:

How long should I take this medication?
Ask that your prescriber provide you with the lowest dose and the smallest quantity needed to treat your pain. Ask about a plan for the gradual reduction of opioid use during your prescription.

How can I reduce the risk of potential side effects from this medication?

Take your medicine exactly as prescribed. Learn about side effects (such as excessive sleepiness or a feeling of craving more of the medication) and when to call your prescriber or go to the hospital.

What if I have a history of addiction?

Tell your prescriber about any history you or a family member may have had with substance misuse or addiction to drugs or alcohol.

Can I share this medication?

No. What's safe for you might lead to an overdose for someone else.

more...



Ask Questions Before Taking Opioids

What about the other medications I'm taking?

Tell your prescriber about all of the medicines you are taking, especially those prescribed to treat anxiety, sleeping problems, or seizure and ask about possible interactions.

How should I store my opioid medicine?

If you have children at home – from a toddler to a teenager – consider a lockbox to secure your medications. Even one accidental dose of opioid medicine meant for an adult can cause a fatal overdose in a child. And people who you'd never expect may look for a chance to steal these medicines.

What should I do with unused medicine?

Safely dispose of unused medications – especially opioids – by taking advantage of **Project Medicine Drop** or other take-back programs.

New Jersey's **Project Medicine Drop** makes it easy to safely and securely dispose of your unused medications and is available 24/7/365. Call 973-504-6263 or visit www.njconsumeraffairs.gov/meddrop.

Ask Questions Before Taking Opioids



www.njconsumeraffairs.gov/prescribing-for-pain

Coordination and Trainings

- County Teams
- Outreach: Media and Prescriber List
- In Person Trainings:
 - August 15th: Morris County
 - August 30th: Gloucester County



Success Strategies

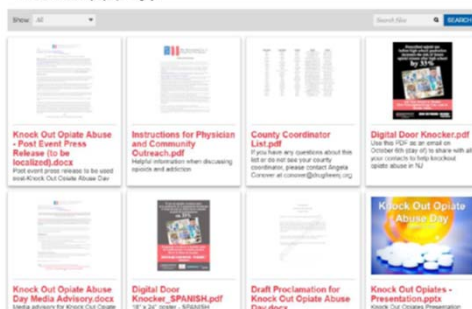


Media Outreach and Social Media

- Media Toolkit:
- <http://drugfreenj.org/knockoutvolunteers/>

Suggestions for Information Distribution

- Having a pizza party put the handouts on pizza boxes
- Putting door hangers on cars in the train station
- Hanging information on doors
- Not physically able to go out? You can take a picture of the door hangers and share on social media with #KnockOutOpioidAbuse
- Hand them out to people passing by





Media Outreach and Social Media

- Sample advisories/press releases
<http://drugfreenj.org/knockoutvolunteers/>
- Social media: Spread the word before/during/after the event
 - Tag PartnershipForADrugFreeNewJersey (Facebook); Mention @DrugFreeNJ (Twitter and Instagram)
- Questions? media@drugfreenj.org



Questions?