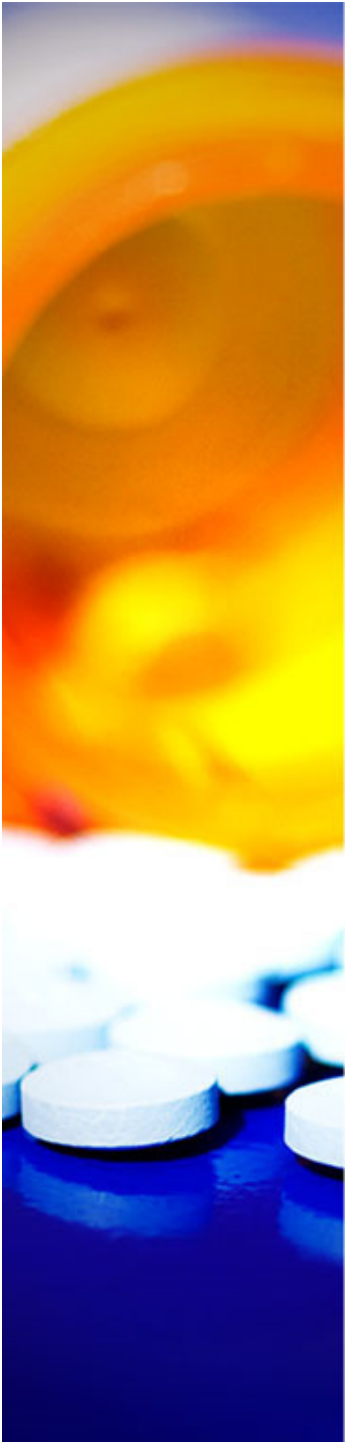


Knock Out Opioid Abuse Day

October 6, 2020





Knock Out Opioid Abuse Day

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

**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

[Governor Murphy Signs Legislation to Combat Opioid Crisis](#)
07/15/2019

TRENTON – Governor Phil Murphy today signed three pieces of legislation addressing the opioid crisis. A3292, A4744, and SJR35 will strengthen opioid prescription label requirements, ensure greater access to Medicated-Assisted Treatment (MAT) benefits for Medicaid recipients, and spread awareness of opioid abuse through the designation of October 6th as "Knock Out Opioid Abuse Day".

Building on Success
The First 5 Years

#KnockOutOpioidAbuse



What is it?

Due to the COVID-19 pandemic, all outreach this year will be completed virtually

- October 6, 2020 has been designated Knock Out Opioid Abuse Day in New Jersey.
- The statewide 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 use rates in our state, reduce stigma of addiction and shine a light on the need for recovery support.
- The mobilization focuses on educating physicians and raising awareness and educating New Jersey citizens and families.

Once again, all outreach this year will be virtual.

#KnockOutOpioidAbuse

Why We Should Continue to Address the Opioid and Addiction Crisis

Is the COVID-19 pandemic fueling a 20% rise in NJ overdose deaths?

MOST POPULAR

- 1 Fact-checking the week's lies, misinformation
Jul 11 at 5:39 AM
- 2 Play Life, Live Games column: Game prices could be going up
Jul 9 at 2:42 PM
- 3 Podcasts to Listen To: About the

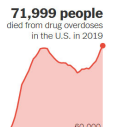


In Shadow of Pandemic, U.S. Drug Overdose Deaths Resurge to Record

By Josh Katz, Abby Goodnough and Margot Sanger-Katz July 15, 2020

Drug deaths in America, [which fell](#) for the first time in 25 years in 2018, rose to record numbers in 2019 and are continuing to climb, a resurgence that is being complicated and perhaps worsened by the coronavirus pandemic.

Nearly 72,000 Americans died from drug overdoses last year, according to preliminary data released Wednesday by the Centers for Disease Control and Prevention — an increase of 5 percent from 2018. Deaths from drug overdoses remain higher than the peak yearly death totals ever recorded for car accidents, guns or AIDS, and their acceleration in recent years has pushed down overall life expectancy in the United States.



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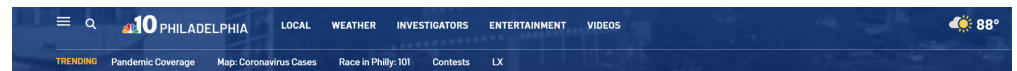
Coronavirus Crisis Disrupts Treatment For Another Epidemic: Addiction

By Giles Bruce

JULY 6, 2020

REPUBLIC THIS STORY

#KnockOutOpioidAbuse



CORONAVIRUS

Opioid Epidemic in New Jersey Takes Backseat to Coronavirus Pandemic

When an opioid epidemic collides with a viral pandemic, those suffering from addiction lose vital services.

By Stephanía Jiménez • Published April 8, 2020 • Updated on April 9, 2020 at 7:26 am





How We Can Continue to Address the Opioid and Addiction Crisis



The Challenges of a Virtual KOOA Day

- Door-to-door delivery of materials not possible
- Face-to-face interactions limited or eliminated altogether
- Visibility diminished by lack of large events at which to share the message



The Opportunities of a Virtual KOOA Day

- Social media-focused campaigns can and have had a major impact
- Energy focused solely on social media, email and web communication can increase reach
- Increased importance of expanding network of participants prior to October 6



Engaging New Partners

- Because KOOAD will rely on word of mouth more than ever, it's vital to gain the support of local government, community groups and businesses to spread the word to their residents, members and customers.



Promote Educational Opportunities

KOOAD Learning Series

- Webinars and virtual presentations on various aspects of the opioid crisis
 - GCADA
 - Rutgers Interdisciplinary Opioid Trainers (RIOT)
 - Town Hall Webinar Meetings
 - Healing a Beautiful Broken Mind

AN INSPIRING DOCUMENTARY ABOUT ADDICTION, RECOVERY AND MUSIC
HEALING A BEAUTIFUL BROKEN MIND
FEATURING MICHAEL CAVALLO

PREMIERES OCTOBER 2020





Building on Success Virtually

Building on Success: Virtually With Prescribers



Digital Information for Doctors, Nurses and Dentists

- Resource Guide
- Turn The Tide Information
- Resources and Education Opportunities for Prescribers

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 1999, 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 2013, more than 16,000 people died in the United States from injuries related to opioid pain relievers, four times the number in 1999!

TURN THE TIDE PRESCRIBING OPIOIDS FOR CHRONIC PAIN

ADAPTED FROM CDC GUIDELINE
Opioids can provide short-term benefits for moderate to severe pain. Scientific evidence is lacking for the benefits to long-term pain.

IN GENERAL, DO NOT PRESCRIBE OPIOIDS AS THE FIRST-LINE TREATMENT FOR CHRONIC PAIN. (For adults 18+ with chronic pain > 3 months including active cancer, palliation, or end of life care.)

BEFORE PRESCRIBING

- 1. ASSESS PAIN & FUNCTION**
Use a validated pain scale. Example: PG-Scale where the score = average of 2 individual question scores (37% improvement from baseline to clinically meaningful).
Q1: What number from 0 – 10 best describes your PAIN in the past week?
(0 = "no pain", 10 = "worst you can imagine")
Q2: What number from 0 – 10 describes how during the past week, pain has interfered with your ENJOYMENT OF LIFE? (0 = "not at all", 10 = "completely interfered")
Q3: What number from 0 – 10 describes how during the past week, pain has interfered with your GENERAL ACTIVITY? (0 = "not at all", 10 = "completely interfered")

CONSIDER IF NON-OPIOD THERAPIES ARE APPROPRIATE

Such as: NSAIDs, TCAs, SNRIs, anti-convulsants, exercise or physical therapy, cognitive behavioral therapy.

TALK TO PATIENTS ABOUT TREATMENT PLAN

- 3. Set realistic goals for pain and function based on diagnosis.**
- 4. Discuss benefits, risks, effects, and risks (e.g., addiction, overdose).**
- 5. Set criteria for stopping or continuing opioid. Set criteria for regular progress assessment.**
- 6. Check patient understanding about treatment plan.**

EVALUATE RISK OF HARM ON MISUSE, CHECK:

- Known risk factors: illegal drug use, prescription drug use for nonmedical reasons, history of substance use disorder or overdose, mental health conditions, sleep-disordered breathing.
- Prescription drug monitoring program data if available for opioids or benzodiazepines from other sources.
- Use drug screen to confirm presence of prescribed substances and for unauthorized prescription drug or illicit substance use.
- Medication reconciliation, AVOID CONCURRENT OPIOID AND BENZODIAZEPINE USE WHENEVER POSSIBLE.

**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.

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

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.

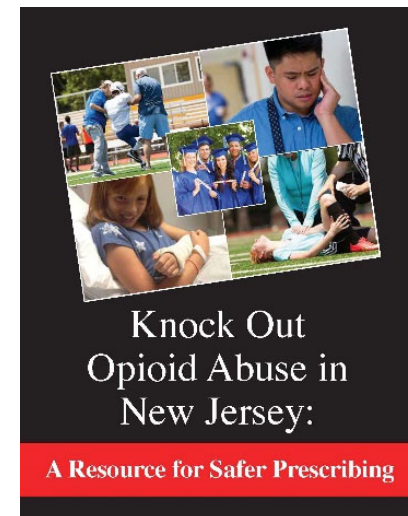
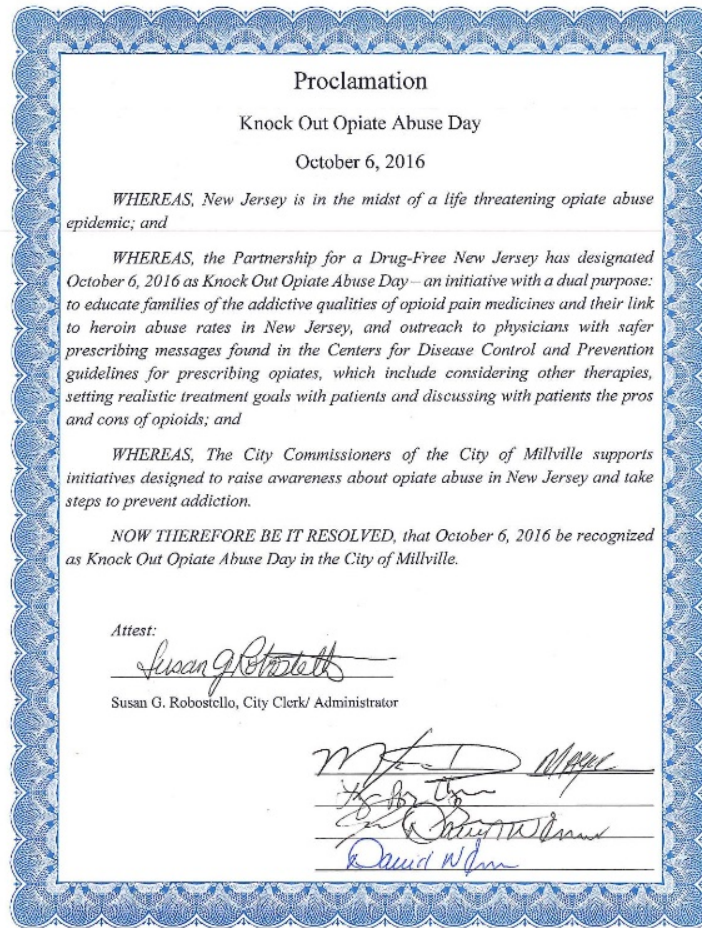
BEFORE THEY PRESCRIBE - YOU DECIDE.

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
drugfree.org

#KnockOutOpioidAbuse

Building on Success With Local Government



#KnockOutOpioidAbuse

Virtual Outreach to Neighbors and Community

The Press
OF ATLANTIC CITY

Knock knock. Who's there? DON'T DO DRUGS

Volunteers comb state on 2nd Knock Out Opioid Abuse Day

LAUREN CARROLL
Staff Writer

Two thousand volunteers across New Jersey walked local neighborhoods Friday talking to residents during the second annual Knock Out Opioid Abuse Day organized by the Partnership for a Drug Free New Jersey.

Christina Smith was one of them. At 10 a.m. she stood in a Ventnor neighborhood, flyers in hand.

Smith, a substance abuse awareness advocate and an outreach manager with Elements Behavioral Health in Somerset Point, walked through her former neighborhood, where she knew many of the residents and business owners. Her plan was to walk through the Doozbeach community, placing flyers on windshields, as well as talking to local business owners about ways they can help the community.

The Absecon resident said she would be stopping at dentist and chiropractor offices, places where pain medication may be prescribed, but also at realty offices to alert real estate agents of recent scams and dangers that can occur when homeowners let people in their houses.

"When you're doing open houses, you don't really think to take your medications with you," said Smith. "People may think to put their jewelry away, but when you're letting

neighbors into your house, there's always a chance someone could get them."

Smith mentioned several ways addicts get access to prescription medications and wants to help educate her community on ways to prevent it. She said part of her advocacy is just being an ear for people who may be struggling with addiction in their families, social circles or themselves.

"Every single walk of life is being affected by addiction," Smith said. After losing a friend to opioid abuse, Smith became active in the addiction and recovery field.

"It's my life now," she said.

Previously, Smith worked for a dental office. Elements Behavioral Health offers addiction treatment programs. Smith also volunteers with Join Together Atlantic County, a partnership coalition to prevent and reduce substance abuse.

"This is my community," said Smith, who pointed out her old house and the beach block where she got married. "I know a lot of people here, and I just want

to make sure that we're not forgotten about and people don't think just because it's a small, nice shore town that there isn't a problem."

New Jersey on Thursday filed a lawsuit against a drug company that makes a powerful fentanyl painkiller spray. The state alleges Insys Therapeutics Inc. directed its sales force to have doctors prescribe the drug Subsys for any type of chronic pain even though it was only approved for cancer patients who couldn't benefit from other opioids.

Insys has previously said the marketing of Subsys was appropriate.

The Associated Press contributed to this report.

Contact: 609-272-7286
carroll@pressofac.com
Twitter: @Press_AC

VIDEO
Christina Smith talks about her drug-abuse prevention efforts at PressofAC.com.

FACES OF AN EPIDEMIC
Comb through our photo gallery of people lost to opioid abuse.



Christina Smith, of Absecon, delivers information on the dangers of opioid addiction in Ventnor on Friday during the second annual statewide Knock Out Opioid Abuse Day.



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Community Partners Raise Awareness to Knock Out Opioid Abuse

By Erin Ledwon Oct 10, 2017



Bella Maschla, 12, left, and Alex Maschla, center, talk to Natalia Wilner, coordinator for Cape May County Health Community.

The Courier-News

Aiming a punch at opioid abuse

Communities, churches,
hospitals plan programs

SUZANNE RUSSELL

COMMUNITY

IN NEW JERSEY, efforts are being made throughout Central Jersey to knock out the opioid abuse problem with more than just a one-two punch.

As part of the statewide Knock Out Opioid Abuse campaign, communities, churches and hospitals have planned activities and programs aimed at attacking the problem. Several are planned for Friday, but other events will be held throughout the month.

Statewide, as of May 2017, there were 76,809 substance abuse treatment admissions and 74,291 discharges in 2016 reported to the New Jersey Department of Human Services.

An estimated 2,800 people in New Jersey died from an opioid overdose in 2016, and an average of 144 people in the U.S. die daily from opioid overdoses, according to the *Quarterly for a Drug-Free New Jersey*.

THE NEW JERSEY Drug and Alcohol Abuse Treatment Substance Abuse Overviews 2016 published in June 2017.

See OPIOIDS, Page 10A

and deliver information about opioid abuse.

At noon Friday in New Brunswick, the Saint Peter's Healthcare System will host "The Opioid Epidemic: A Perspective on Addiction" in the Saint Peter's Plaza Conference Center on the ground floor of Saint Peter's University Hospital, 251 Lamm Ave.

The program is part of the Saint Peter's Healthcare System's multifaceted effort to reverse the epidemic of opioid drug abuse and deaths through education, community engagement, non-narcotic alternatives to pain management and resources.

Surveillance Police Chief John Zarewsky, Jean Steveson — mother of a young woman who died of an opioid overdose — and Margie Trend, Saint Peter's director of community health services, are scheduled to speak.

Saint Peter's and partners also will address opioid abuse starting 9 a.m. Oct. 25 during a day-long series of talks for students, parents and faculty in South Plainfield public schools.

Community in Crisis and PAUSIS ministries will benefit from a 5K run and 1-mile run at 10:30 a.m. Sunday at the Liberty Corner Presbyterian Church in the Liberty Corner section of Morristown. Check in begins at 8 a.m. and the race start is scheduled for 10:30.

At 7 p.m. Tuesday, Somerset County residents are invited to join a conversation on the national opioid epidemic at a Knock Out Opioid Abuse Town Hall at the Barnhart High School Performing Arts Center, 25 Quaker Ave., Bernardsville. Doors open at 6:30 p.m.

Somerset County Prosecutor Michael Robertson, Judge of the Superior Court, Community in Crisis founder and chair, Gregg Rioson of Clinical, Consultation and Training Services, Michael Pittman, Handle Beginnings Recovery Community outreach coordinator, Dr. Michael Cervelli of Emergency Medical Associates, and Assemblyman Jack Ciattarelli (D-6th District) are the scheduled speakers.

The partnership for a Drug-Free New Jersey event, organized with the Horizon Foundation for New Jersey, will focus on the link between prescription drug dependency and heroin abuse.

On Oct. 18, St. Mark's Episcopal Church in Basking Ridge will celebrate Recovery Sunday by recognizing, supporting and praying for those in recovery from substance abuse. Michael Pittman of Barnards will share his journey of recovery at 9 a.m.

On Oct. 28, communities will be asked to safely dispose of any unused medicines and use a MedDrop box as part of the Drug Enforcement Agency's Take Back Day to help reduce access and availability of

#KnockOutOpioidAbuse

Virtual Outreach to Friends And Family



What are opioids?

Opioids are medications that relieve pain.

New Jersey has the sixth highest rate of visits to the emergency room due to opioid overdoses and is 19th in the nation in opioid overdose deaths.



If you would like additional information or need help for your family, please visit:

- CaresNJ.org
- DrugFreeNJ.org
- KnowAddiction.NJ.gov
- NJHelps.org

Or contact
NJ Addiction Services
Hotline:
1-844-276-2777



#KnockOutOpioidAbuse

Engaging Youth and Providing Service Opportunities



High School Sports: Engaging Virtual Resources

The Record

Date: Friday, October 06, 2017
Location: HACKENSACK, NJ
Circulation (DMA): 127,987 (1)
Type (Frequency): Newspaper (D)
Page: 88
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



Part of the promotional materials from a Partnership for a Drug Free New Jersey. SPECIAL TO NORTHERJERSEY.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 Oxycontin 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-

Knock Out Opioid Abuse Webinar "Athletes and Opioids: The Impact and Risks"

11 a.m. September 24

Register at

knockoutopioidabuse.drugfreenj.org



Continuing To Engage Committed Partners



Contact PDFNJ directly if you have a community partner committed to distributing information for Knock Out Opioid Abuse Day.



Maximize Web Presence

- Post information on Knock Out Opioid Abuse Day on your organization's website
- Contact municipal officials and other community groups/entities about sharing information on town and other community websites
 - Municipal Organizations (police, library, health department, schools)
 - Community Groups (volunteers, youth organizations, churches)
 - Local Businesses



Email Campaigns

- Share messages via email
 - General information about opioid crisis
 - NJ/National opioid statistics
 - Facts about addictive qualities of prescription opioids
 - Links between prescription opioids and heroin
 - Tips on how to spread the news to neighbors and friends
 - List of prevention and addiction resources available in the community



Social Media

- Sample posts and images will be available in toolkit
- Spread the word before/during/after the event
 - Tag @DrugFreeNJ on Facebook, Twitter and Instagram.
 - Use the hashtags #KnockOutOpioidAbuse and #KOOAD.
- Post your own photos, videos and other examples of how you helped spread the word



Social Media

- Encourage other friends/organizations to share on their social media pages.
 - Municipal Organizations (police, library, health department, schools)
 - Community Groups (volunteers, youth organizations, churches)
 - Local Businesses
 - Involved Residents

Social Media Post Examples

Participation-

- We are excited to be participating in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th! Join us in spreading the word and helping to combat this terrible disease. #KOOAD
- We are ready to knock out opioid abuse with @DrugFreeNJ on October 6th. It is important to spread the word and raise awareness to help in the fight against opioid addiction. #KnockOutOpioidAbuseDay #KOOAD
- @DrugFreeNJ's #KnockOutOpioidAbuseDay is coming up October 6th! Go to knockoutday.drugfreenj.org to utilize the media toolkit and help advocate and educate your community to help beat this terrible disease of addiction. #KOOAD
- October 6th is #KnockOutOpioidAbuseDay! We will be joining @DrugFreeNJ to raise awareness about opioid abuse and its effects. Get involved and spread the word to combat the opioid crisis.
#KnockOutOpioidAbuseDay #KOOAD
- We are planning to take part in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th! Help to spread the word throughout your community about the dangers of opioids. If you want to get involved and haven't already registered, go to knockoutday.drugfreenj.org

Slide 23

MB1

These look good. I think we might want to consider organizing them with different slides for each category of Tweet/post. For example, one slide includes the "this is how to get involved"-type tweet. Another slide shows examples of tweets with stats like the two at the bottom here. And a third slide gives examples of tweets with information on how opioids affect the brain or other ill effects. I think it might be helpful to break down clearly the different types of messages people can share.

Matt Birchenough, 8/7/2020



Social Media Post Examples

Facts & Statistics -

- Every day 130 people in the United States die from a opioid overdose. Help to raise awareness and spread the word to combat substance use disorder. Join @DrugFreeNJ's #KnockOutOpioidAbuse Day on October 6th. #KOOAD
- Of the 67,367 drug overdose deaths in the United States in 2018, 46,802, or 68%, involved opioids. Join in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th and help to raise awareness and put an end to opioid abuse. #KOOAD
- The [New Jersey Office of the Attorney General](#) reported that nearly 4 million prescriptions for opioid painkillers were dispensed in NJ in 2019. #KnockOutOpioidAbuseDay is coming up on October 6. Join @DrugFreeNJ and educate your community about the risks associated with opioid use and the link between prescription painkillers and heroin. #KOOAD



Sharing A Virtual Message

For Local Press:

- Media Advisories
- Press Releases
- Letters to the Editor

For Social Media:

- Sample Posts
- Photos
- Statistics

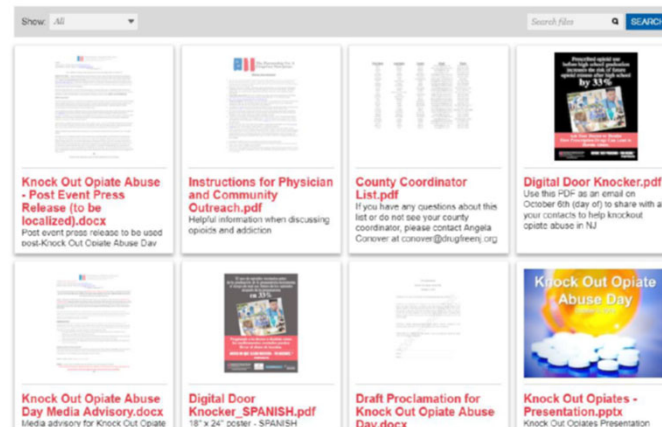
#KnockOutOpioidAbuse

Questions about
media outreach
or social media?
Email Natalie
Golub at
[Natalie@
drugfreenj.org](mailto:Natalie@drugfreenj.org)

All Information and Resources Will Be Available Digitally at **KnockOutDay.DrugFreeNJ.Org**

Suggestions for Information Distribution

- Having a pizzeria 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 #KnockOutOpiateAbuse
- Hand them out to people passing by





Questions?

#KnockOutOpioidAbuse