

Knock Out Opioid Abuse Day Training Webinar



**The Partnership For A
Drug-Free New Jersey**
In Cooperation with the Governor's Council on Alcoholism
& Drug Abuse and the NJ Dept. of Human Services

Featured Presenters



Matt Birchenough
Director of Community Events
Partnership for a Drug-Free New Jersey



Rebecca Alfaro, MSW
Deputy Executive Director
Governor's Council on Alcoholism
and Drug Abuse



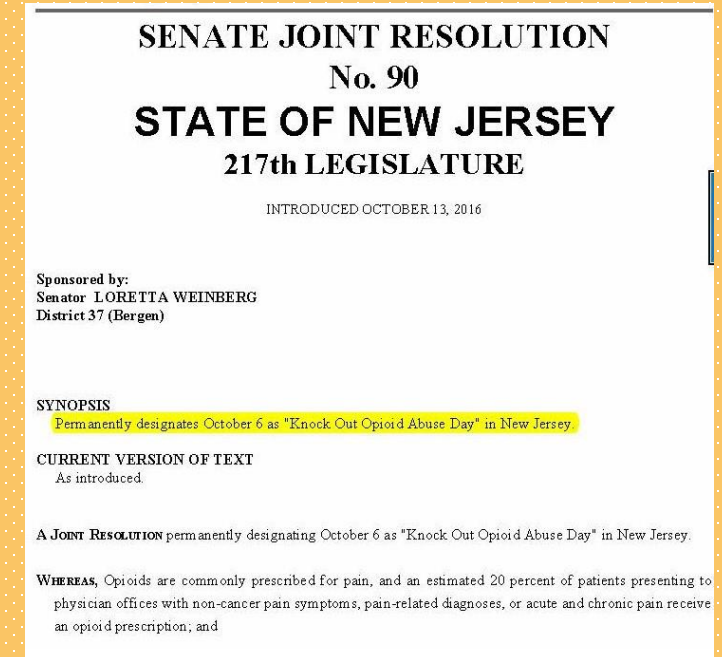
Barbara Kauffman
Director of Prevention Services
Morris County Prevention Is Key



Patrice Reilly
Manager of Prevention Services
Morris County Prevention Is Key

What is Knock Out Opioid Abuse Day?

- October 6, 2023, has been designated Knock Out Opioid Abuse Day in New Jersey.
- A project of the Partnership for a Drug-Free New in cooperation with the New Jersey Department of Human Services, Governor's Council on Alcoholism and Drug Abuse Jersey and The Community Coalition for a Safe and Healthy Morris
- The statewide initiative mobilizes 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 and fentanyl use in our state, reduce stigma of addiction and shine a light on the need for recovery support.
- The mobilization focuses on educating healthcare professionals and raising awareness and educating New Jersey residents and families.



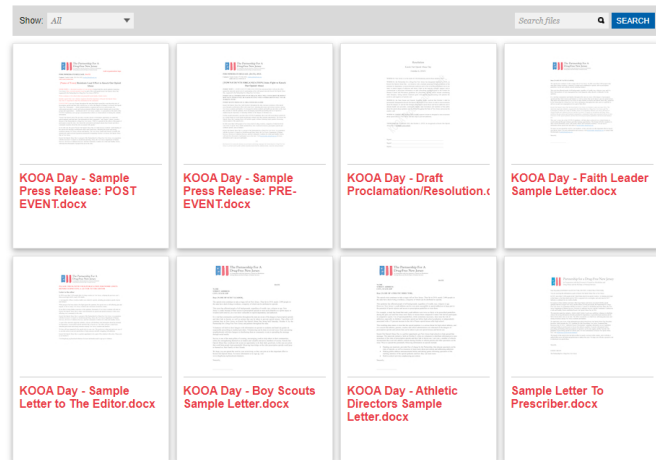
[Governor Murphy Signs Legislation to Combat Opioid Crisis](#)
07/15/2019

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”.

Outreach: Website

KnockOutDay.DrugFreeNJ.org

Knock Out Opioid Abuse Day Press Kit



Knock Out Opioid Abuse Day

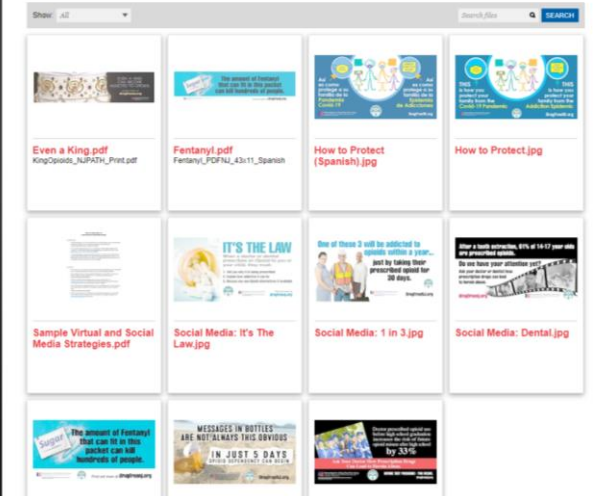
[|About|](#) [|Webinars|](#) [|Prescriber Education|](#) [|Resources|](#)

What can you do to Knock Out Opioid Abuse?

Educate Yourself

- [Attend a Learning Series Webinar](#)
- [Read the fact sheet](#) (also available in the [toolkit](#)) about the impact of the opioid crisis on New Jersey and the nation. Share what you learned with family, friends and community members.
- [Watch past Learning Series webinars](#) on the website.
- Take inventory of the medications in your medicine cabinet and properly dispose of expired medications. Find a disposal drop box near you by visiting americanmedicinechest.com.

Knock Out Opioid Abuse Day Social Media



The Partnership For A
Drug-Free New Jersey

In Cooperation with the Governor's Council on Alcoholism
& Drug Abuse and the NJ Dept. of Human Services

Outreach: Neighbors and Community



Eva's Village
@EvasVillageNJ

Oct. 6 is Knock Out Opioid Abuse Day in NJ. Eva's Treatment and Recovery Programs are welcoming, safe places that help those with substance use disorders move toward recovery. If you or someone you love is struggling, call Eva's at 973-523-6220.
[#KnockOutOpioidAbuseDay](#)



Oct. 6 is Knock Out Opioid Abuse Day in New Jersey.

11:59 AM · Oct 6, 2022



One Voice Hunterdon County
@OneVoiceHC

Tomorrow across New Jersey, thousands of residents have committed to [#KnockOutOpioidAbuse](#) -- From Camden to Atlantic City, from Lebanon to Point Pleasant -- students, residents, families, and business owners are spreading the word!

[...hipforadrug-free@newjersey.com](mailto:hipforadrug-free@newjersey.com)



2:44 PM · Oct 5, 2022



The Partnership For A Drug-Free New Jersey

In Cooperation with the Governor's Council on Alcoholism & Drug Abuse and the NJ Dept. of Human Services

Outreach: Government



Outreach: Schools/Youth



**The Partnership For A
Drug-Free New Jersey**
In Cooperation with the Governor's Council on Alcoholism
& Drug Abuse and the NJ Dept. of Human Services

Outreach: Local Businesses



Knock Out Opioid Abuse Day Learning Series



Save the Date: 11 a.m. Friday, October 6

Knock Out Opioid Abuse Day: An Update from NIDA

**Featuring Dr. Wilson M. Compton, Deputy Director, National Institute on Drug Abuse (NIDA),
National Institutes of Health**

The Value of Prevention and the Municipal Alliance Program




Rebecca Alfaro, MSW

Deputy Executive Director



COST BENEFIT VALUE IN PREVENTION PROGRAMMING



Cost-benefit studies regarding prevention indicate that for every \$1 spent on substance use prevention can result in \$10 in long-term savings.

Intangible Benefits to Prevention

Although financial gains exist in investing in prevention, intangible benefits also exist that increase the overall worth of prevention. Research findings of these benefits include:

- lower crime rates;
- increase in productivity;
- decrease in motor vehicle accident rates;
- increase in overall life expectancy;
- and higher employment rates.

PREVENTION COST BENEFIT: Environmental Strategies

- For every dollar spent on prevention on nationally implemented environmental strategies*, the cost savings is between \$2.60 - \$63 depending on the intervention.

*Environmental strategies: laws, policies and practices that prevent misuse or limit access.

- This supports the idea that widespread efforts taking place around a global issues have a better cost benefit ratio.
- As you are informing the public of the issues with opioid misuse and the need for harm reduction, you are contributing to a greater capacity of influence throughout NJ.

Municipal Alliance Program

- With 320 Municipal Alliances covering 419 municipalities, NJ is well-suited to carry forward prevention messaging that will impact our families, communities and ultimately our entire state.
- Alliances are the most unique and highly competent model for reaching our communities through the scope of influence of the Alliance members and other programmatic stakeholders.





Knock Out Opioid Abuse Day

Barb Kauffman, Director of Prevention
Patrice Reilly, Manager of Prevention



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Every Person, Every Day



***“Opioids don’t just destroy the lives of those who use them ...
but destroy the lives of everyone in their orbit”***

- Painkiller

Why Knock Out Opioid Abuse Day?

- 71,000 Americans died from overdose tied to synthetic opioids,
- In 2021, the number of reported deaths involving prescription opioids totaled 16,706.



(National Center for Health Statistics, 2021)

What Can We Do?

- Community Outreach
- Prescriber Education
- Parent Education
- Multi-Media Campaign

Community Education



Harm Reduction ...
What is it? How does it help?

WEDNESDAY, OCTOBER 12TH, 2022

9AM - 10AM registration & breakfast. 10AM - 11:30 AM program

**WESTIN GOVERNOR MORRIS HOTEL
2 WHIPPANY ROAD, MORRISTOWN, NJ**

Join us for breakfast and discussion about the value of harm reduction strategies throughout the state. Featured speakers include: NJ Senator Joseph Vitale; Dr. Stephanie Sarabia, Ramapo College of New Jersey; Dr. Natasha Patterson, The College of New Jersey; and Dr. James Monks, Prevention is Key.

"The principles of harm reduction are simple. We must accept that there is drug use in our communities. Some ways of using drugs are more dangerous than other ways. We need to meet people where they are, rather than forcing on them some preconceived notion of what their life should look like," - Senator Joe Vitale



Register by October 5th
Virtual Option available

REGISTER

**FOR MORE INFORMATION CONTACT:
Barb Kauffman at BKAUFFMAN@MCPIK.ORG**



Facing Fentanyl Head On

**MARCH 14TH, 2023 AT 10:00AM
FREE VIRTUAL WEBINAR**



We will be joined by DEA Supervisory Special Agent Officer Tim McMahon and Morris County Chief Assistant Prosecutor Brad Seabury as they share national and local stories from the field and delve into the dangers of Fentanyl. They will explain why as parents we should be concerned about Fentanyl and how we should communicate these concerns to our teens so that they can be protected.

Please join us to learn more about "Substance Use in the Fentanyl Era".

REGISTER

**FOR MORE INFORMATION CONTACT
BARBARA KAUFFMAN BKAUFFMAN@MCPIK.ORG**



**Community Coalition
FOR A SAFE & HEALTHY MORRIS**



Xylazine

Zie-Luh-Zeen

"Tranq Dope"

a **POTENT** non-opioid
sedative used in
veterinary medicine

Important to know Xylazine is...

- Showing up in the US drug supply & has gained attention for its role in increasing overdoses nationwide.
- Often added to drugs like fentanyl and heroin to lengthen the effects.
- NOT an opioid like fentanyl and heroin. Narcan cannot reverse the effects of Xylazine.
- Known to cause severe skin wounds that spread quickly and are difficult to treat.

- Carry Narcan

- Call the Never Use Alone Hotline at:

English (800) 484-3731

Spanish (800) 928-5330

- This National hotline connects an individual with Peer Support Specialist while actively using a substance in an effort to reduce the risk of fatal overdose.
- Being connected helps establish a safety plan and send medical help if needed.
- Download and use the "Brave" App
 - Virtual overdose prevention mobile app
- Seek medical attention for wound care

In the event of a suspected overdose

Call 911

Administer Narcan

Since Xylazine is frequently
added as an additive in
fentanyl/heroin

Begin rescue breaths

Xylazine depresses the central
nervous system, which causes
slowed breathing, heart rate and
blood pressure.

Do not leave

Stay until medical help arrives



MORRIS COUNTY
OFRT
Overdose Fatality
Review Team

DURING THE PANDEMIC, LIFE GOT EVEN MORE DANGEROUS FOR PEOPLE ADDICTED TO OPIOIDS.

For more information,
visit safehealthymorris.org



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PREVENTION IS KEY
Every Person, Every Day

How to
Stay Safe

By the time they're in 12th grade,
46.6% of teens
have tried illicit drugs.



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Join the fight for prevention
PreventionIsKey.org

Mini Ads

In the U.S., 13% of the entire population is older adults (55+), but they account for more than double of total outpatient spending on prescription medications.

MONITOR—SECURE—DISPOSE



safehealthymorris.org

Educate ■ Engage ■ Empower

Sharing your prescription medication or using someone else's prescription is not only **UNSAFE**, it's **ILLEGAL**.

MONITOR—SECURE—DISPOSE



safehealthymorris.org

Educate ■ Engage ■ Empower

20% of college students abuse prescription stimulants, i.e. Adderall and Ritalin.

**Partnership for Drug-Free Kids, 2015*



safehealthymorris.org

Educate ■ Engage ■ Empower

12th graders who reported non-medical use of a prescription drug said they were given the drug by a friend or relative.

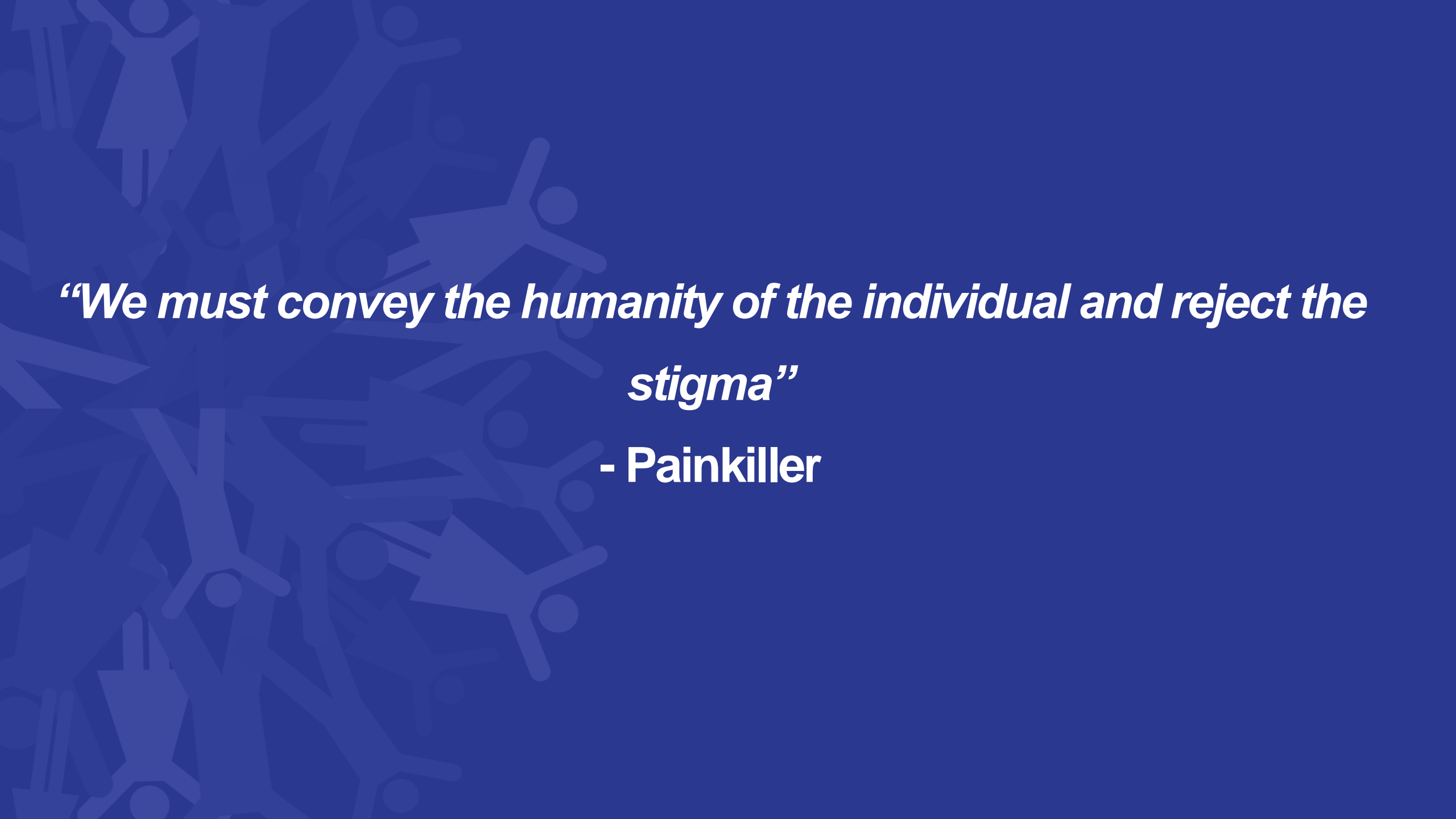
**Partnership for Drug-Free Kids, 2015*



safehealthymorris.org

Educate ■ Engage ■ Empower



The background of the slide is a solid dark blue. On the left side, there is a faint, repeating pattern of stylized human figures in a lighter shade of blue. These figures are depicted in various poses, some with arms raised, suggesting a crowd or a group of people. The figures are semi-transparent, allowing the dark blue background to show through.

“We must convey the humanity of the individual and reject the stigma”

- Painkiller



Thank you!

Barb Kauffman, Director of Prevention
bkauffman@mcpik.org

Patrice Reilly, Manager of Prevention
preilly@mcpik.org



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Knock Out Opioid Abuse Day

Join us on October 6!

Visit KnockOutDay.DrugFreeNJ.org for resources
and more information



Knock Out Opioid Abuse Day Learning Series

UPCOMING WEBINAR

The Road to Recovery

11 a.m. Thursday, September 14, 2023

Register at KnockOutDay.DrugFreeNJ.org/events