2017 Annual Report

A Year of

GROWTH

The Partnership For A Drug-Free New Jersey
Success!

New Jersey: First in the Nation to Require Physicians to Discuss Addictive Qualities of Opiates Prior to Prescribing
2016 and 2017 Expansion and Revitalization of Programs and Partnerships
Public Health and Awareness Messages
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.

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.

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.

BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreenj.org
Would you give your child HEROIN for a broken arm?

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

BEFORE THEY PRESCRIBE - YOU DECIDE.

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

Ask Your Dentist How Prescription Drugs Can Lead to Heroin Abuse.

Before they prescribe - you decide.

drugfreenj.org
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.

drugfreenj.org
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.

drugfreenj.org
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
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 and Collaboration
Senators Menendez and Booker

Expanding the role of the PDFNJ and AMCC in the take-back efforts across New Jersey.
Turn The Tide

United States Surgeon General
Dr. Vivek Murthy

Town Hall Meeting
the United States
Surgeon General
Dr. Vivek Murthy
August 8, 2016
Barnabas Medical Center, Livingston
Collaboration with the FBI and the Office of the New Jersey Attorney for New Jersey
• Hudson County
• Ocean County
Knock Out Opiate Abuse Day: October 6

What is it?

- October 6th was designated Knock Out Opiate 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.
Outreach to Prescribers and Families

- Resource Guides
- Turn The Tide Pocket Cards

An estimated 1 out of 5 patients with non-cancer pain or pain-related diagnoses are prescribed opioids.
Over 2,000 Volunteers Across NJ

Thousands go door to door for opioid addiction awareness

NICOLE LEONARD Staff Writer  Oct 6, 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. Their 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://studio.ndnmediaservices.com/pressofatlanticcity?ndn.trackingGroup=91757&ndn.siteSection=91757_dynamic_mlt&ndn.videoid=31481638

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

Proclamation
Knock Out Opiate Abuse Day
October 6, 2016

WHEREAS, New Jersey is in the midst of a life threatening opioid abuse epidemic; and

WHEREAS, the Partnership for a Drug-Free New Jersey has designated October 6, 2016 as Knock Out Opiate Abuse Day – an initiative with a dual purpose; to educate families of the addictive qualities of opioid pain medications and their link to heroin abuse rates in New Jersey, and outreach to physicians with safer prescribing measures found in the Centers for Disease Control and Prevention guidelines for preventing opioid, which include considering other therapies, setting realistic treatment goals with patients and discussing with patients the pros and cons of opioids; and

WHEREAS, The City Commission of the City of Middletown supports initiatives designed to raise awareness about opioid abuse in New Jersey and take steps to prevent addiction.

NOW THEREFORE BE IT RESOLVED, that October 6, 2016 be recognized as Knock Out Opiate Abuse Day in the City of Middletown.

Attest:

[Signature]
City Clerk & Administrator

BASKING RIDGE, NJ — Congressman Leonard Lance, Bernards Township Police Chief Brian Bobowicz and Basking Ridge Mayor Carol Bianchi, took to the streets to knock out opioid 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 of the opioid abuse epidemic facing New Jersey and the steps they can take to stem the epidemic.
Collaboration with NJDA to Create Safe Guidelines
Getting the Message Out to Athletes and their Families

Male youth athletes are twice as likely to be prescribed opioid painkillers and four times more likely to abuse the pills than non-athletes.

Do we have your attention yet?

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

drugfreenj.org

NSIAA
A TOWN HALL SERIES

KNOCK OUT OPIOID ABUSE

Knock Out Opioid Town Hall Launch Link
http://knockoutopioidabuse.drugfreenj.org/
May 17 – Morris County
May 23 – Monmouth County
May 31 – Bergen County

Statewide Take-Back Awareness
Prescriber Education
Do No Harm Symposium Series

- NJ Dental Association
- Inspira
- AtlantiCare
- Trinitas
- Newton Hospital
- Morristown Medical Center
- Summit Medical Center
- Saint Luke’s Medical Center
- Hackettstown Hospital
School Based Programs
In the Schools:
Educating New Jersey children about the dangers of Substance Abuse

New Jersey Shouts Down Drugs

3rd Grade Contract for a Healthy Life

4th Grade Folder Initiative

Middle School PSA Challenge

5th Grade Parent Alert

New Jersey
3rd Grade Contract
4th Grade Folder Initiative
5th Grade Parent Alert
Overall Increase in Participation

School Based Programs

- 3rd Grade: 100% Increase since 2016
- 4th Grade: 15% Increase since 2016
- 5th Grade: 25% Increase since 2016

2015  2016  2017
Middle School PSA Challenge

http://drugfreenj.org/school/MSPSA/
New Jersey Shout Down Drugs

https://www.youtube.com/watch?v=IDtE4WULXiY
15 Minute Child Break

• Outreach to Senior Groups
• 25 additional presentations in 2016
Drugs Don’t Work In New Jersey

• Participation continues to rise with over 900,000 New Jersey Employees

• Member training scheduled June 2017
Recognition
NJ Heroes Award

NJ Ad Club

PDFNJ is a Finalist for 10 NJ Ad Club Awards that will be announced on June 6th

On The Horizon...
• 17 Knock Out Opioid Abuse Town Hall Meetings
• Marijuana Conference
• NJ Hospital Association Collaboration
• Fentanyl Awareness Campaign
• Garden State Pharmacist Association Collaboration