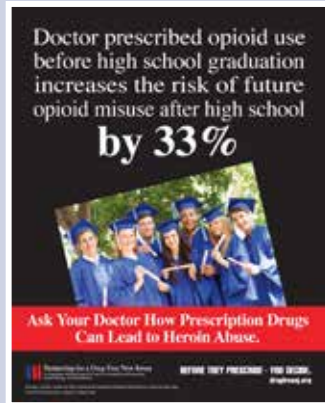


Dear Partners,

In New Jersey alone, over 2.75 million prescriptions for highly addictive opioids were potentially prescribed- to children, friends, and family members, and unfortunately, many times without the benefit of any information of their addictive qualities being shared by their prescriber.



The Partnership for a Drug-Free New Jersey set out to address this issue with one key player in the fight against opiate abuse – **PARENTS**. PDFNJ is making available to you, free of charge, the “Before They Prescribe - You Decide™” campaign. This campaign is geared at educating parents on the link between prescribed prescription pain medicine and heroin abuse and encouraging and empowering them to speak to their doctor or dentist about the potential addictive qualities of pain medicine prescribed, as well as possible alternatives to opioids that are appropriate.

Please access this campaign at drugfreenj.org/BeforeTheyPrescribe, and utilize in your community. The materials and all content (including photos and artwork) should not be altered or used in any manner not authorized by us. **We encourage you to bring this life saving message to your community.**

Best Regards,

Angelo Valente
Executive Director
973.467.2100

www.drugfreenj.org

Partnership for a
Drug-Free New Jersey



155 Millburn Avenue
Millburn, NJ 07041



BEFORE THEY PRESCRIBE - YOU DECIDE.



**BEFORE THEY
PRESCRIBE
YOU DECIDE.**

“More than 40 Americans die each day from prescription opioid overdoses; we must act now,”

according to CDC Director Tom Friedman.

**Bring this lifesaving message
to your community!**



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

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The United States is in the midst of an opioid abuse epidemic

- from small towns, to big cities no community has remained untouched by the rapid spread of addiction to prescription opioids and heroin. Parents must take heed, prescription drug abuse is happening in our homes and in many cases leading to heroin abuse—unfortunately no family is immune from this epidemic.

In New Jersey, the battle to reduce opioid abuse rates and deaths continues. The **Partnership for a Drug-Free New Jersey** has focused on raising awareness of this epidemic among its citizens, on educating physicians about safer prescribing strategies and the scope of the prescription drug abuse epidemic, educating families about the epidemic and the steps they can take to safe-guard their families and their communities.

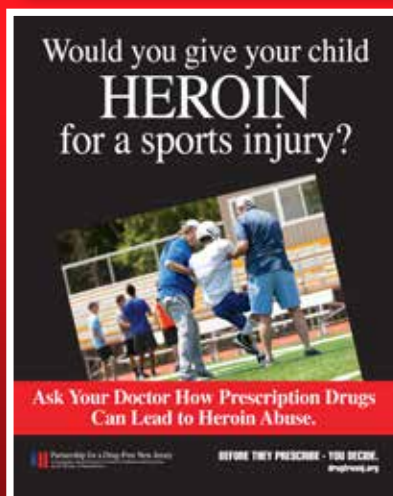
The efforts to raise awareness and share a prevention message continues.

A 2016 Partnership for a Drug-Free New Jersey study of parents of middle school students found that nearly one in three parents of New Jersey middle school students still do not believe there is a link between pain killers prescribed for things like sports injuries and wisdom tooth removal and the rising use of heroin in New Jersey.

The study also found that less than 50 percent of parents feel they are knowledgeable about heroin.

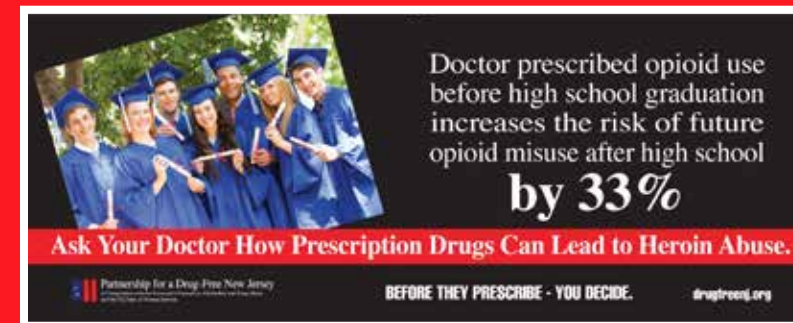
How Can You Display These Messages in Your Community?

- Websites
- Posters
- Flyers
- School Resources
- Municipal Bill Inserts
- Movie Theatre Previews
- Local Pharmacies
- Local Physician Offices
- Newspaper Ads
- Church Bulletins
- Electronic Billboards



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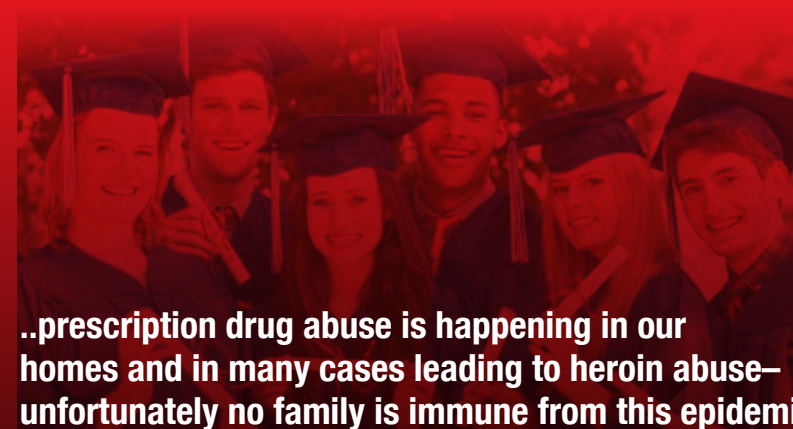


Campaign Materials are available at the link: DrugfreeNJ.org/BeforeTheyPrescribe

There is no cost to access the campaign toolkit.

The toolkit contains artwork for WebBanners, Posters, Flyers, and Billboards, among others and can be personalized to your community.

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..prescription drug abuse is happening in our homes and in many cases leading to heroin abuse—unfortunately no family is immune from this epidemic.