Knock out opioid abuse

Game day program

Optional Introduction narrative

In 2017, nearly 5 million prescriptions for highly addictive opioids were dispensed in New Jersey. It is vital that New Jersey residents are aware of the addictive qualities of opioid painkillers.

***Ask your doctors, dentists and pharmacists how prescription drugs can***

***lead to heroin abuse.***

BEFORE THEY PRESCRIBE – YOU DECIDE – KNOCK OUT OPIOID ABUSE

 Quarterly/Half-Time Announcement or Posts:

* Legitimate opioid use before high school graduation is independently associated with a 33% increase in the risk of future opioid misuse after high school. Let your friends and family know you’re here today by using the hashtag #KnockOutOpioidAbuse to spread the word.
* After a tooth extraction, 60% of 14-17 year olds are prescribed opioids. Let your friends and family know you’re here today by using the hashtag #KnockOutOpioidAbuse to spread the word.
* Male youth athletes are more likely to be prescribed opioid painkillers and are four times more likely to misuse them than males who don’t play organized sports. Let your friends and family know you’re here today by using the hashtag #KnockOutOpioidAbuse to spread the word.
* Nearly one-half of young people who inject heroin reported abusing prescription opioids before starting to use heroin. Let your friends and family know you’re here today by using the hashtag #KnockOutOpioidAbuse to spread the word.

**DO WE HAVE YOUR ATTENTION YET?**

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YOU DECIDE BEFORE THEY PRESCRIBE – DRUGFREENJ.ORG

If you would like more information or need help for your friends or family,

contact: NJ ADDICTION SERVICES HOTLINE at 1-844-276-2777

Suggestions to Customize Your Event

* Reach out to Town/County Police to attend game with information on prescription drop-off locations.
* Contact Town Officials (Mayors, Police Chiefs, etc.) to be present with School Principal and/or Athletic Directors show support Knock Out Opioid Abuse Day for the Students in their community.
* Inform PTO Presidents, PDFNJ can be posted on the Parents’ website along with School Principal messages that are sent home in Friday folders/, monthly announcements.
* Set up a small tented area where PDFNJ materials can be distributed by Student Volunteer Organizations and Municipal/Drug Alliance community members, School Nurses, and Social Workers.
* Invite Pharmacists and Health Care Providers/Health Officers to attend to answer questions.