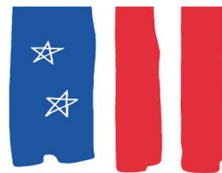




The Right Prescription for New Jersey  
2014/2015 Year End Overview  
June 17, 2015



The Partnership For A  
Drug-Free New Jersey

# Since our last meeting...

The continued explosion of opiate abuse rates and the introduction of the historic 21 Bill Package to tackle opiate abuse has defined the PDFNJ focus for the last half of 2014 and first half of 2015.

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NORTHJERSEY.COM : NEWS

## N.J. lawmakers unveil package of bills aimed at curbing heroin, pill abuse

SEPTEMBER 17, 2014, 2:43 PM LAST UPDATED: THURSDAY, SEPTEMBER 18, 2014, 12:48 AM  
BY REBECCA D. O'BRIEN AND MELISSA HAYES  
STAFF WRITERS | THE RECORD



REBECCA D. O'BRIEN/STAFF

Sen. Joseph Vitale speaks Wednesday at the announcement of a package of bills focused on the state's heroin crisis.

A package of bills aimed at stemming heroin and opioid painkiller addiction in New Jersey was announced on Wednesday by lawmakers, the first coordinated legislative response to a crisis that has overwhelmed the health care system, confounded law enforcement and caused hundreds of deaths.

The 21 bills, which have bipartisan support and several of which have already been introduced in the state Senate or Assembly, focus on education, prevention and access to treatment.

# Safe Prescribing focus...

- Senate Bill 1998 and 2366
- Research
- Do No Harm Symposium Series
- NJTV Series
- Rx Summit

# Senate Bill 1998

## Prescription Drug Monitoring Program

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**68** comments

### To reduce prescription drug abuse, start with the doctors | Editorial



A bill (S-1998) on Gov. Christie's desk would mandate that all doctors consult a database before prescribing opiates to determine if their patients has received the same prescription elsewhere. (Robert Sciammo/NJ Advance Media)

By Star-Ledger Editorial Board  
on April 30, 2015 at 7:50 AM, updated April 30, 2015 at 5:18 PM

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Here's a tragic reality that addicts know too well: The portal to heroin addiction is usually the family medicine cabinet.

That's where you usually find bottles of oxycodone, Percocet, and other prescription medications – opioids with highly addictive qualities – and that is how 81 percent of addictions begin.

Maybe you recognize what the starting gate looks like. The high school jock that **needs a narcotic after shoulder surgery**. The college woman whose only relief from migraines is hydrocodone. The middle aged man who pops Vicodin to ease his back pain.

Doctors love to prescribe pills, just ask them: A

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#### Most Read

-  Beimar mayor temporarily closed town to incoming traffic, said it reached capacity
-  Heroin buyers in Camden came from the suburbs, police say; 41 arrested in one-day sting
-  New tick-borne disease found in N.J. flourishes in late summer
-  Two people dead in at least four shootings in one day in Jersey City
-  Boy shot in head, man shot in arm at Newark cookout

#### Active Discussions



# Senate Bill 2366 Patient Notification

philly.com

## Pill popping is pervasive

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Inquirer

Editorial Board

POSTED: Friday, June 5, 2014, 1:08 AM

By: **Benjamin**

*It's far more important to know what person the disease has than what disease the person has.*

- Hippocrates

That quote attributed to the ancient Greek healer considered the father of Western medicine is at the heart of the doctor-patient relationship, a relationship too frequently strained

these days by government and insurance mandates.

The Medical Society of New Jersey's objection to legislation requiring physicians to discuss the potential for prescription drug addiction with their patients is understandable in that context, but underwhelming considering the good that would result from the law.

Since October, the Assembly version of Senate Bill 2366 has been sitting in the health committee, chaired by Assemblyman Herb Conway (D - Burlington), a family doctor who has been critical of mandates affecting doctors' interactions with patients. Conway's office said Wednesday that he was still trying to resolve concerns about the bill.

The Medical Society also objected to companion legislation mandating doctors' participation in New Jersey's Prescription Monitoring Program, which includes a database that allows physicians to see if patients might be "doctor shopping" to obtain narcotics. The Legislature passed that bill; now Gov. Christie needs to sign it.

Pennsylvania lawmakers passed a bill last year to establish a similar database, but the state didn't provide enough money to get it running by its designated June 30 start date. Gov. Wolf has funding for the database in his proposed budget. Meanwhile, Department of Health spokeswoman Amy Worden said building the database from the ground up has been a challenge.

The expected results will be worth the effort. The Partnership for a Drug-Free New Jersey cites federal statistics showing the number of prescriptions for opiate-based painkillers in this country has tripled over the last 20 years. According to the Centers for Disease Control and Prevention, an average of 44 Americans die every day from abuse of prescription painkillers such as Vicodin and oxycodone.

Family members who find drugs in medicine cabinets are susceptible, a factor evident in studies showing one in four teens admits to having abused a prescription painkiller. Prescription drug abuse affects all demographics, and addicts often turn to cheaper street drugs like heroin when it becomes too difficult to obtain a prescription or too expensive to get one filled.

Doctors should want to discuss such realities with patients before prescribing painkillers, but too often, that conversation never occurs. It's understandable that physicians don't want to be told how to interact with patients, but the extent of painkiller addiction in this country means it can no longer be left to chance. Doctors must talk to their patients about the risks of becoming addicted to prescribed drugs.



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## SENATE, No. 2366 STATE OF NEW JERSEY 216th LEGISLATURE

INTRODUCED SEPTEMBER 22, 2014

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Senator **JOSEPH F. VITALE**

District 19 (Middlesex)

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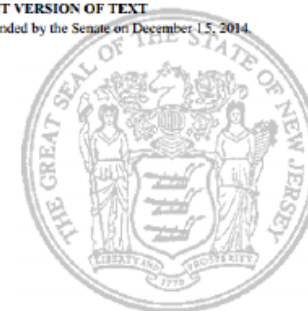
Senators **Lesniak, Addiego, Allen, Codey, Gordon, Madden, Rice, Singer, Whelan and Greenstein**

### SYNOPSIS

Requires health care practitioners to inform patients of addiction potential of controlled dangerous substances prior to issuing prescription.

### CURRENT VERSION OF TEXT

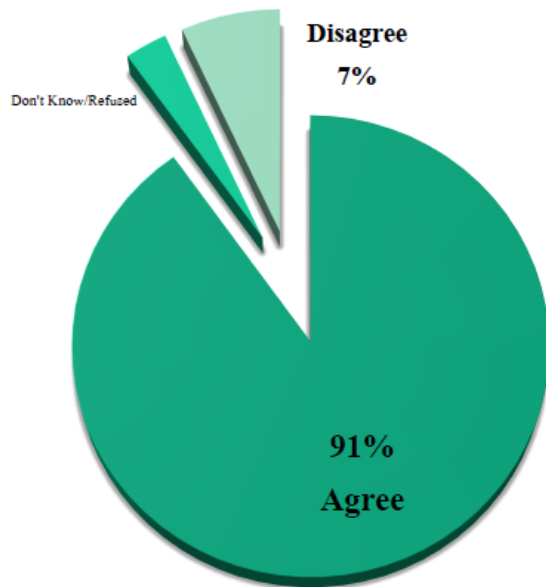
As amended by the Senate on December 15, 2014



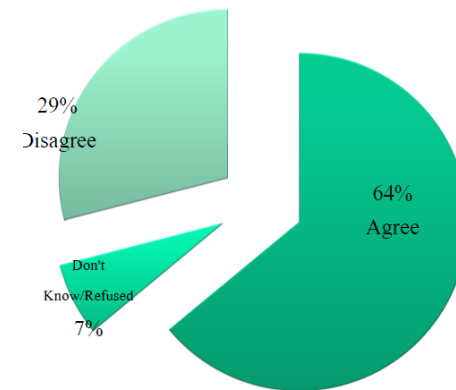
(Sponsorship Updated As Of: 12/19/2014)

# NJ Prescribing Research

91% of New Jersey Residents Agree that that physicians should be legally required to discuss the risk of developing either a physical or psychological dependency on the prescription pain medication with patients prior to prescribing it.



Overall, two-thirds (64%) of New Jersey residents believe that physicians discussing the potential of dependencies with patients will help reduce the number of individuals who ultimately become addicted to the pain medications



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



Partnership for a Drug-Free New Jersey  
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# Do No Harm Symposium Series

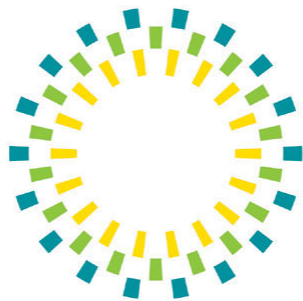
- Robert Wood Johnson University Medical Center
- Faith Based Community
- Morris County Correctional Facility
- Jersey Shore University Medical Center

# Do No Harm



# Upcoming Do No Harm Plans

- Bethel Church of Morristown (September 2015)
- Capital Health (November 2015)
- NJ Dental Association (November 2015)
- Isperia Hospital System (October 2015)



capitahealth



## Do No Harm



A symposium addressing the role of *faith based* leaders in preventing substance abuse and supporting families in crisis

Topics to be explored:

- Current trends in substance abuse afflicting New Jersey families
- The dynamic of addiction and how to prevent substance abuse in your congregation
- Resources and information to assist those suffering from addiction
- Key steps in supporting long term recovery

**September 16, 2015**  
Bethel Church of Morristown  
59 Spring Street  
Morristown, NJ

Registration & Breakfast: 8:00am-9:30am  
Symposium: 9:30am-1:30pm  
Networking and Lunch will follow.



In order to register for this FREE symposium, visit:

[www.drugfreenj.org/faithbaseddonoharm](http://www.drugfreenj.org/faithbaseddonoharm)

This symposium is part of the Partnership for a Drug-Free New Jersey's Do No Harm Symposium Series. There is no cost to attend. This symposium is designed to empower the faith based community with resources and information to help prevent and address substance abuse in their congregation. For more information, please call: 973-467-2100



**HEALTHCARE**

**DOCTORS HEAR OF HORRORS OF EPIDEMIC OF PRESCRIPTION-DRUG ADDICTION**

ANDREW KITCHENMAN | OCTOBER 31, 2013  
Assistant state medical examiner reports more than 700 deaths yearly due to misuse of medicines



New Jersey doctors had already been forewarned that prescription-drug addiction has been ravaging the state - yesterday, they learned the grim details. Prescription drugs were implicated in the deaths of more than 700 state residents in both 2011 and 2012, according to statistics released by Dr. Roger Mitchell, the New Jersey assistant state medical examiner.

He contrasted that number with the 79 deaths caused by Hurricane Sandy last year. "The question is, are we stronger than this storm?" Mitchell said at an event for healthcare professionals held at Hackensack University Medical Center.

The number of drug deaths in the state rose from 843 in 2010 to 1,227 in 2011 and 1,188 in 2012. The number of deaths caused by prescription drug alone over the three years varied from 420 in 2010 to 470 in 2011 and 460 in 2012, while the instances in which deaths were caused by a combination of prescription and illicit drug rose from 180 in 2010 to 231 in 2011 and 262 in 2012.

The opioid pain reliever oxycodone trails only heroin in the number of deaths it factors into in New Jersey, with 337 of the drug deaths in 2011 involving oxycodone either alone or in combination with other prescription or illicit drugs, according to Mitchell.

"How mixed drug use is the norm," Mitchell said, noting that the percentage of drug deaths involving prescriptions reached 69 percent in 2011 before dropping to 62 percent in 2012. However, the preliminary figures for 2013 show that percentage appears to have risen again, he said.

Oxycodone is a bigger problem in New Jersey than what Mitchell saw in Houston, where he served as a medical examiner from 2007 to 2011.

"Being in Houston, I saw Soma (a dangerous muscle relaxant), I saw hydrocodone, but I didn't see oxyc," said Mitchell, who has performed more than 1,200 autopsies in his career.

He noted that the prescription drug deaths are more geographically dispersed across the state than illicit drug overdoses, which are more concentrated in dense



Andrew Carey, Middlesex County Prosecutor, speaking at a podium during a discussion about opiate use.

**Medical community seeks ways to battle addiction**

By ADAM C. UZIALKO  
Staff Writer

Medical professionals and law enforcement officials acknowledged a correlation between an increase in the prescription of opioid painkillers and the upward trends in statewide heroin use and addiction at the "Do No Harm" symposium at Robert Wood Johnson University Hospital.

The symposium was designed to find solutions and alternate ways of treating patients in a bid to reduce dependence on legally prescribed opioids, according to

nership between doctors and law enforcement together to combat the problem."

Dr. Iqbal Jafri, director of a pain-medicine program at JFK Johnson Rehabilitation Institute and a clinical professor at Rutgers Robert Wood Johnson Medical School, offered potential alternatives to the prescription of opioid painkillers, stating that the medical costs associated with prescription drug abuse can reach up to \$635 billion per year.

According to Jafri, by employing a multidisciplinary approach and including the input of other professionals like psy-



**Daily Record**  
DAILYRECORD.COM

TARGETING ADDICTION  
**MEDICINE CABINET MENACE**



Panelists at a discussion about opiate use held at Morristown Medical Center Tuesday.

**Doctors, legal experts discuss danger of opioid prescriptions**

By William Westerman

MEMORISTOWN — The dangers of drug addiction, especially when associated, are well-documented but no longer represent the most common cause of accidental death in New Jersey. The seven life-threatening danger we face, say local, state and federal law-enforcement authorities, is not behind the wheel, and may be etched in a bottle in your medicine cabinet at least. "In 2010, enough prescription painkillers were prescribed in the United States to medicate every adult American, every four hours, for a month," Paul Fritzman, U.S. attorney for the District of New Jersey, said Tuesday at Morristown Medical Center. "Think about that. In the year 2000, just 14 years ago, retail pharmacies dispensed 1.9 billion opioid prescriptions, in 2009, 257 million, an increase of almost 30 percent." In between, in 2007, drug overdoses became the No. 3 cause of accidental death in New Jersey. Fritzman was speaking at Morristown.



Audience members at Morristown Medical Center listen Tuesday during the first of three "Do No Harm" symposia on the danger of prescription painkillers.

Medical Center, the site of the first of three "Do No Harm" symposia coordinated by the Partnership for a Drug-Free New Jersey with the New Jersey Division of the Drug Enforcement Administration, the High Intensity Drug Trafficking Area program of New York

**Priest may be indicted in fight**

50-year-old accused of threatening colleague

By Peggy Wright

CRIMINAL charges that allege the Rev. Frank P. Hines threatened to kill a fellow Catholic priest in Florham Park during a fight over a case in April will be presented to a Morris County grand jury, authorities said Tuesday. Hines was the director of the Florham Park-based Vocational Father's Retreat and Conference Center when...

**Judge rules candidates' votes count**

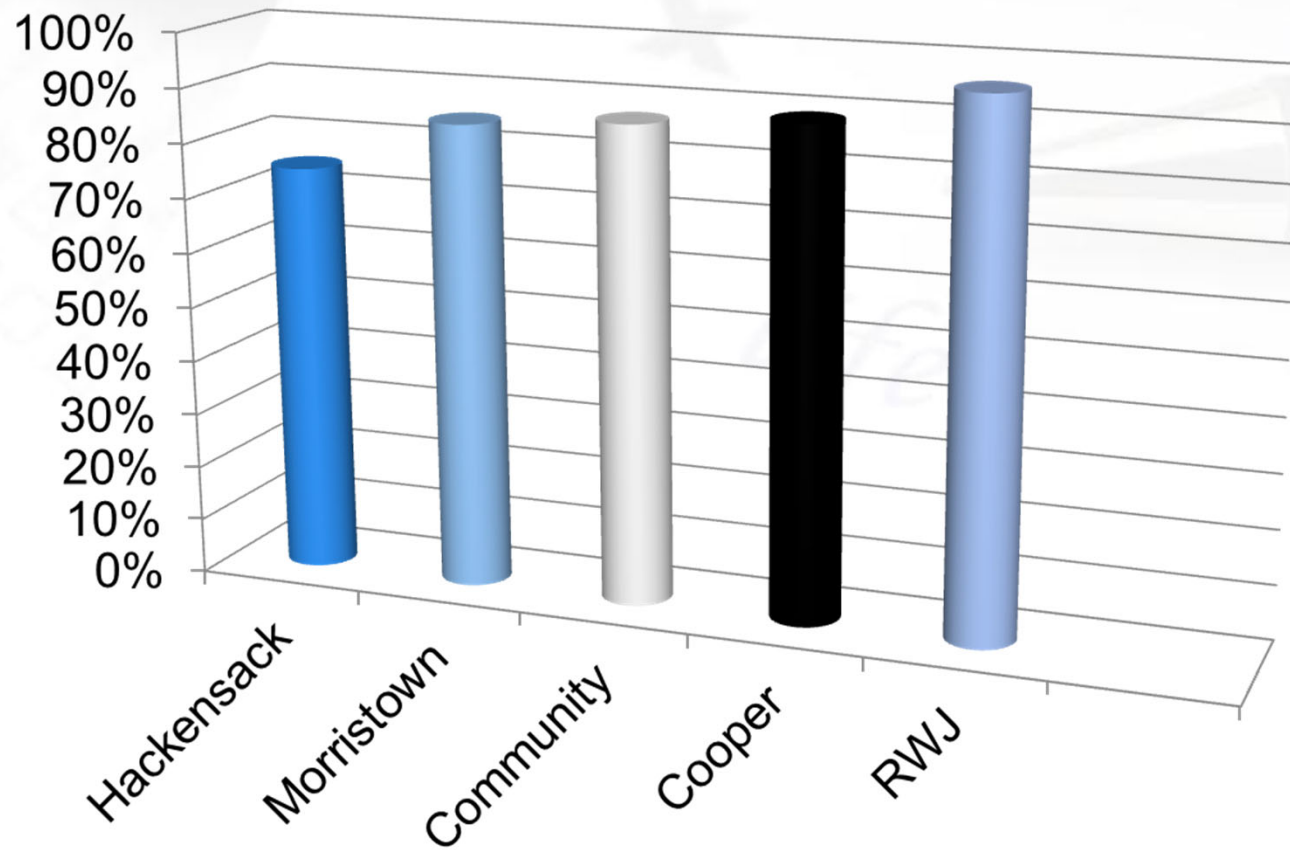
Suit arises from battle for control of Morris Democrats

By Peggy Wright

MEMORISTOWN — Fearing that the election for chairmanship of the Morris County Democrats Committee could be tainted by fraud, candidate Mary Dougherty successfully sued the party to force which Democrats are eligible to vote. State Superior Court Judge Stephen Handberg, sitting in Morristown, ruled Tuesday that candidates who were elected to the June 3 primary in 2013 Democratic county committee seats in their voting districts, as well as Democrats who were selected to fill county



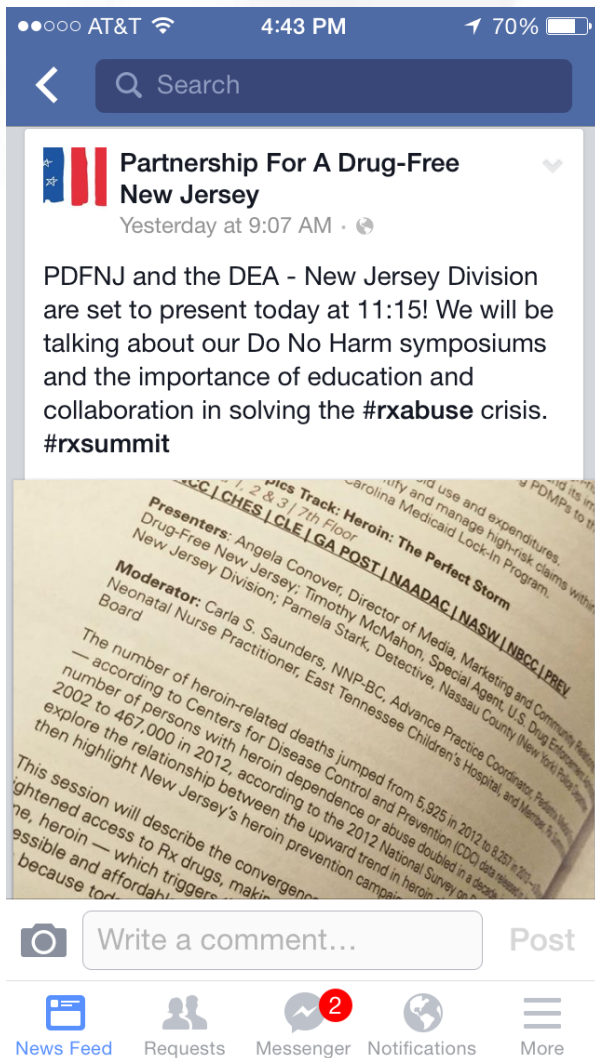
**Percentages of Doctors who intend to make opioid prescribing changes or apply learnings to their practice as a result of attending the Do No Harm Symposium**



# NJTV Series



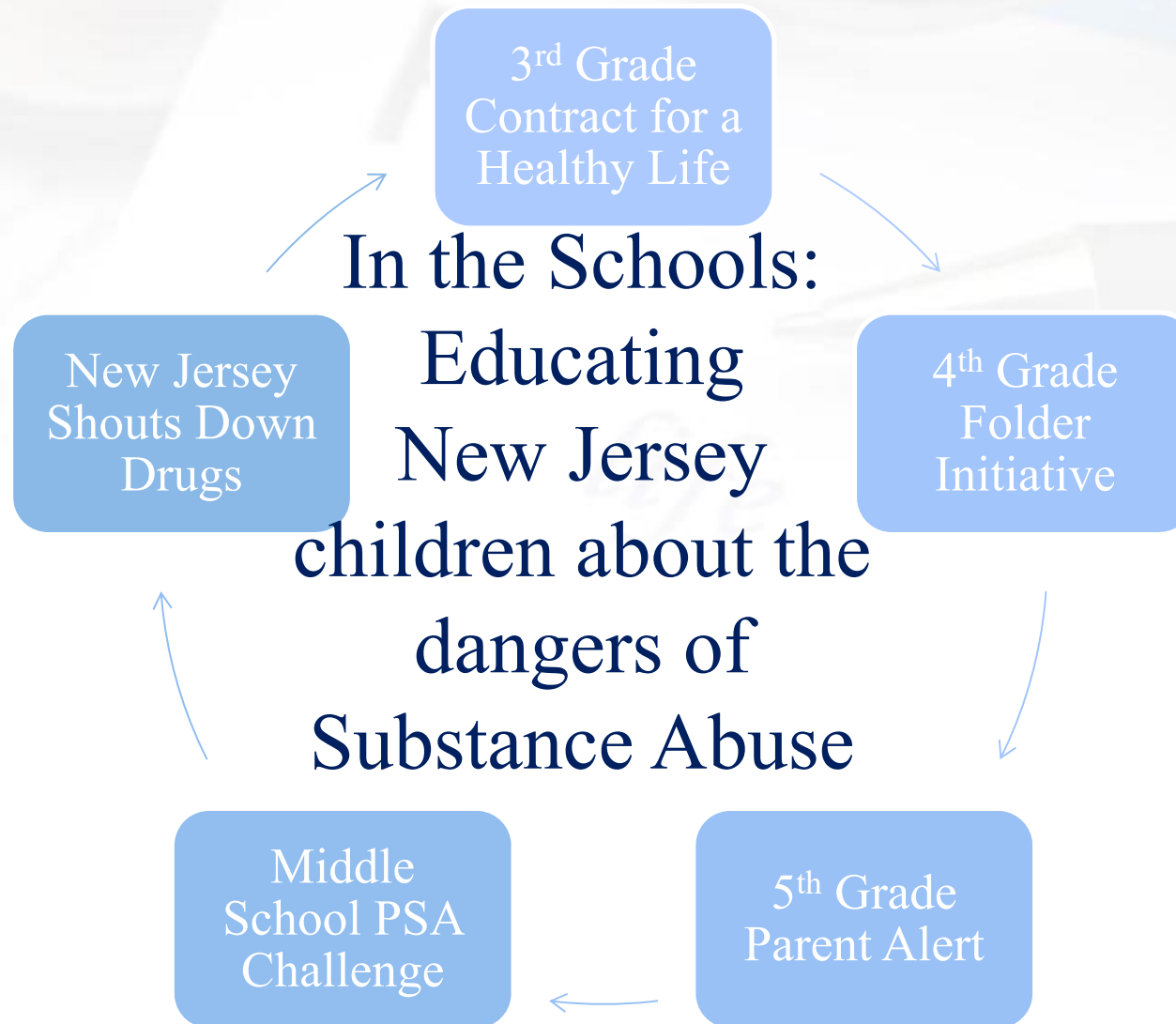
# National RX Summit



— Atlanta, GA • April 6-9, 2015 —  
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NationalRxDrugAbuseSummit.org



# School Based Programs



# 3<sup>rd</sup> Grade Contract

## 4<sup>th</sup> Grade Folder Initiative

### 5<sup>th</sup> Grade Parent Alert



**Partnership For A Drug-Free New Jersey**

**New Jersey Governor's Council on Alcoholism and Drug Abuse**

### CONTRACT FOR A HEALTHY LIFE

This is a contract for family and friends of third graders. Because our family and friends are precious, we can all work together to learn how to be substance-free. By promising to follow this contract, we can educate a generation, one third grade class at a time.

**STUDENT**

As a third grade student I promise to stay alcohol, tobacco and drug free. I will choose my friends very carefully. I will let other boys and girls know that I won't be friends with people who abuse drugs. I will ask grown-ups to help me stay healthy and to discuss alcohol and drugs with me and to teach me how to say no. If someone comes up to me and tries to get me to use drugs, or if I have any questions about drugs, I will go to a grown-up I can trust. This grown-up could be my parent, grandparent, relative or teacher. I will be a leader in my school, neighborhood and home in the fight against drugs.

Signature \_\_\_\_\_ School Name \_\_\_\_\_  
Town/City \_\_\_\_\_

**PARENT/RELATIVE**

I will encourage my third grader to come to me with any questions or concerns they may have about drugs. I will keep household drugs which are capable of being abused as inhalants and prescription drugs, in secured cabinets. I will help my third grader learn strategies to be able to say no to alcohol, tobacco, and other drugs. Every third grader wants to feel safe; I won't drive if I've been drinking. I will not smoke in the same room as my third grader due to the potential health problems caused by second-hand smoke.

Signature \_\_\_\_\_ Signature \_\_\_\_\_

**SCHOOL REPRESENTATIVE**

I will take the time to educate third graders about the dangers of substance abuse. I will encourage students to come to me with questions and concerns about substance use. I will respect the privacy of my third graders.

Signature \_\_\_\_\_ Signature \_\_\_\_\_



# Middle School PSA Challenge



*Life*

# New Jersey Shout Down Drugs



# Community Based Programs

## 15 Minute Child Break

**PARENTS:**

**WE ARE LOSING KIDS!**



### FAQs:

- A PDFNJ Parent Educator will present at the location of your choice
- The presentation is for Adults only
- This FREE presentation is offered to Schools, Community Organizations, Businesses and Religious Organizations
- The presentation can be open to the entire community
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• No 28 (377)

### NJ BREAKING NEWS:

**Prescription drug abuse and heroin abuse have reached epidemic levels in New Jersey!**



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## 15 MINUTE CHILDBREAK

**A FREE SUBSTANCE ABUSE PREVENTION PROGRAM**

**FOCUSING ON THE EPIDEMIC OF PRESCRIPTION AND HEROIN DRUG ABUSE IN NEW JERSEY.**

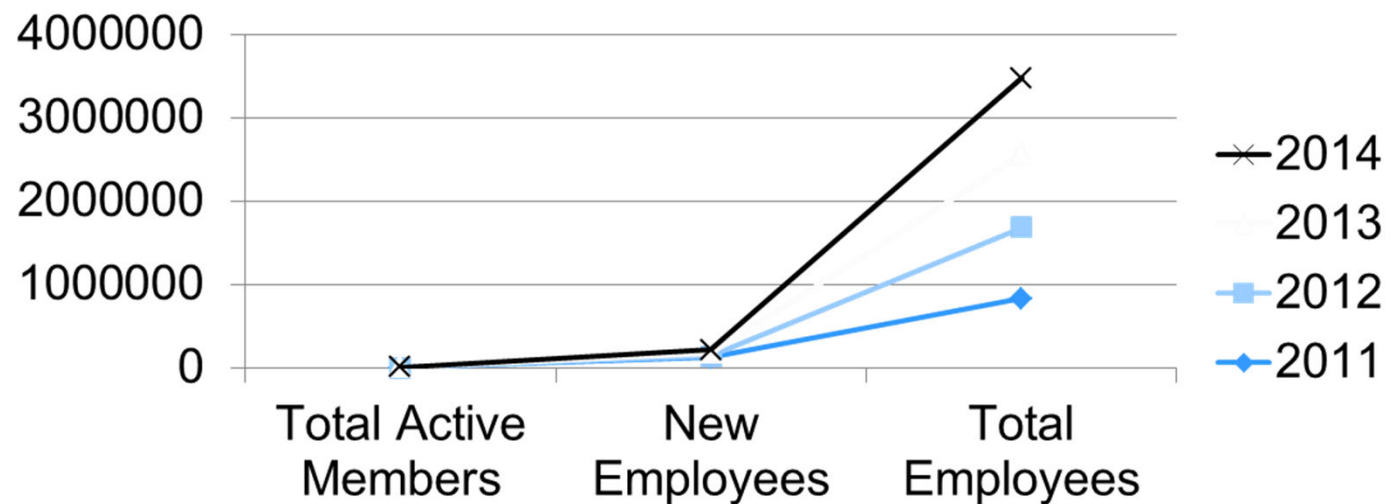




# Drugs Don't Work In New Jersey



- Participation continues to rise with over 900,000 New Jersey Employees
- Member training to be held July 15, 2015



# In the Media

## Focus on Patient Education of Signs and Symptoms of Opiate Abuse

Visit this website if your child is depressed.



[TalkNowNJ.com](http://TalkNowNJ.com)

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



Visit this website if your child is nodding off.



[TalkNowNJ.com](http://TalkNowNJ.com)

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



Every day, two families in New Jersey lose a child to opioid abuse.



Are you talking to your kids yet?

Visit [drugfreenj.org](http://drugfreenj.org)



Visit this website if your child is very itchy.



[TalkNowNJ.com](http://TalkNowNJ.com)

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Only watch this video if you love your children



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# An Award Winning Year..



Resolution from Senate President Sweeney



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# On the Horizon..

- Focus on rise in Synthetics

## Synthetic marijuana sending dozens to ERs in NJ

Ken Serrano, @KenSerranoAPP 9:18 p.m. EDT April 23, 2015



(Photo: Press File Photo)

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What's being sold as synthetic marijuana has sent about 30 people to emergency rooms around New Jersey, including one person in Monmouth County, health authorities said.

The [New Jersey Poison Information and Education System](#) has issued an alert to warn people about the dangerous, man-made drug and anything going by the street names "spice" or "K2."



THE ASBURY PARK PRESS NJ  
Heroin epidemic at the Jersey Shore

Dr. Steven Marcus, the executive director and medical director of the poison information system, said the reactions have puzzled medical professionals because they have included both extreme agitation and the extreme opposite — coma.

"The bottom line is it's very, very dangerous. It's dangerous stuff that could kill," Marcus said. "This is not just a strong version of marijuana."

The same drug may be linked to as many as eight overdose deaths in Lehigh County, Pennsylvania, officials said. Toxicology tests are pending. Adding to the public health crisis, some of the people treated there became "very combative and did not appear to feel any pain, making restraint extremely difficult," according to a statement from the [Lehigh County District Attorney's office](#) and [Allentown Health Bureau](#).

Victims in Lehigh County range from 13 to 60, according to the statement.

No one in New Jersey is reported to have died from the drug.



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# On the Horizon..

- Updated DrugFreeNJ.org

Welcome to [www.DrugFreeNJ.Org](http://www.DrugFreeNJ.Org)



# On the Horizon..

- Continue Safe Prescribing Efforts and Opiate Abuse Prevention Efforts

**75** **Deaths from fentanyl, 50 times more powerful than heroin, nearly triple in N.J.**



A collection of different brand and dosages of the Fentanyl patch, clearly marked with warnings about non-prescribed uses. (AP Photo/Tom Gannan)

By Stephen Stirling | NJ Advance Media for NJ.com  
Email the author | Follow on Twitter  
on June 14, 2015 at 8:11 AM, updated June 15, 2015 at 7:40 AM

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Overdose deaths attributed to fentanyl, a prescription opioid up to 50 times more powerful than heroin, tripled in New Jersey in 2014, new data show, adding a destructive new wrinkle to the state's heroin and opioid crisis.

State data show that 142 overdose deaths were attributed to fentanyl in 2014, up from 49 in 2013. **It's a growing worry for law enforcement officials** who know a single use of the drug, often unknowingly used to lace heroin, can lead to death.

"Fentanyl is just so damn powerful that it is extremely difficult to control. You can't just control the dose with heroin, because you just get

## NEW JERSEY'S HEROIN CRISIS

Deaths from fentanyl, 50 times more powerful than heroin, nearly triple in N.J.  
N.J. heroin-related deaths rise for 4th straight year, up 166% since 2010  
N.J. strikes deal for discounted doses of heroin antidote  
Heroin treatment demand soaring in N.J., new data shows  
Want heroin treatment in N.J.? Get arrested

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### Most Read

- New tick-borne disease found in N.J. flourishes in late summer
- N.J. teachers protest pension payments with county-wide 'blackout'
- Heroin treatment demand soaring in N.J., new data shows
- Michael Vick to former Eagles teammate LeSean McCoy: 'Don't talk things so personally'