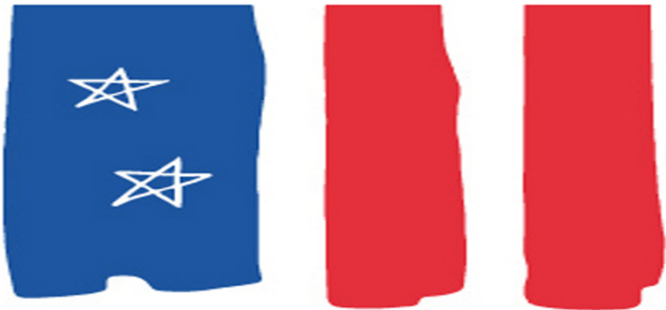


2017 Annual Report

A Year of



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



Success!



[A3/S3](#)

[A3424/S2156](#)

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

GROWTH



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.



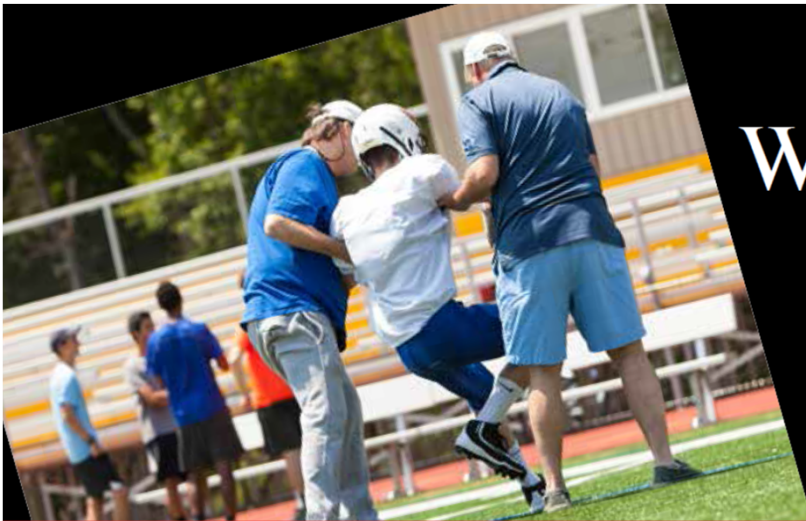
Partnership for a Drug-Free New Jersey
in Cooperation with the Governor's Council on Alcoholism and Drug Abuse
and the NJ Dept. of Human Services

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BEFORE THEY PRESCRIBE - YOU DECIDE.™

drugfreenj.org

GROWTH



Would you give your child
HEROIN
for a sports injury?

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

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GROWTH



Would you give your child
HEROIN
for a broken arm?

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

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GROWTH



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

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

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GROWTH

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



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

GROWTH

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



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and the NJ Dept. of Human Services

GROWTH

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



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and the NJ Dept. of Human Services

GROWTH

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



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



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





Chasing the Dragon...



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.

BRING THIS LIFESAVING MESSAGE TO YOUR COMMUNITY!

On October 6, 2016
be a part of New Jersey's
Knock Out Opioid Abuse Day!

Volunteer today to spread the word to prescribers and families in your community.
For additional information and to sign-up visit
www.DrugFreeNJ.org/KnockOutVolunteers

BEFORE THEY PRESCRIBE - YOU DECIDE.

GROWTH

Outreach to Prescribers and Families

New CDC Opioid Prescribing Guidelines
Improving the Way Opioids are Prescribed
for Safer Chronic Pain Treatment



- Resource Guides
- Turn The Tide Pocket Cards

The problem:

Existing guidelines vary in recommendations, and primary care providers say they receive insufficient training in prescribing opioid pain relievers. It is important that patients receive appropriate pain treatment, and that the benefits and risks of treatment options are carefully considered.



259 million

In 2012, health care providers wrote 259 million prescriptions for opioid pain relievers – enough for every American adult to have a bottle of pills!



300% increase

Prescription opioid sales in the United States have increased by 300% since 1997, but there has never been an overall change in the amount of pain Americans report!



2 million

Almost 2 million Americans, age 12 or older, either abused or were dependent on opioid pain relievers in 2013.



16 thousand

In 2012, more than 16,000 people died in the United States from overdoses related to opioid pain relievers, four times the number in 1999.

An estimated **1 out of 5** patients with non-cancer pain or pain-related diagnoses are prescribed opioids.

Knock Out Opiate Abuse in New Jersey:
A Resource for Safer Prescribing

TURN THE TIDE
PRESCRIBING OPIOIDS FOR CHRONIC PAIN

ADAPTED FROM CDC GUIDELINE
Opioids can provide short-term benefits to relieve moderate to severe pain. However, reliance is likely to be limited to short-term use.

REASONS TO PRESCRIBE OPIOIDS FOR CHRONIC PAIN:
• CHRONIC PAIN: 10% of adults live with chronic pain; 20 million including cancer, arthritis, and fibromyalgia.

BEFORE PRESCRIBING

- ASSESS PAIN & FUNCTION**
Use validated pain scales. Consider FIM scale when the patient is aged 12 and/or has cognitive impairment. Consider functional status (e.g., ability to perform activities of daily living) and patient goals. Consider patient history of substance use, mental health, and social support.
- CONSIDER IF NON-OPIOID TREATMENTS ARE APPROPRIATE**
Such as NSAIDs, TCAs, SNRIs, and combination, non-opioid or physical therapy, cognitive behavioral therapy.
- TALK TO PATIENTS ABOUT TREATMENT PLAN**
• Set realistic goals for pain and function.
• Discuss benefits, use of opioids, and risks (e.g., addiction, overdose).
• Check a patient's understanding about treatment plan.
- EVALUATE RISK OF HARM OR MISUSE. CHECK:**
• Know the signs and symptoms of opioid use disorder.
• Know the signs and symptoms of opioid overdose.
• Know the signs and symptoms of opioid withdrawal.
• Know the signs and symptoms of opioid dependence.
• Know the signs and symptoms of opioid addiction.
• Know the signs and symptoms of opioid misuse.
• Know the signs and symptoms of opioid abuse.

PRESCRIBE RESPONSIBLY. REDUCE OVERDOSE.

www.cdc.gov GUIDELINE FOR PRESCRIBING OPIOIDS FOR CHRONIC PAIN



KNOCK OUT OPIOID MISUSE

Doctor prescribed opioid use before high school graduation increases the risk of future opioid misuse after high school by 33%.

Partnership for a Drug-Free New Jersey
In partnership with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services
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.

Partnership for a Drug-Free New Jersey
In partnership with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services
drugfreenj.org



Over 2,000 Volunteers Across NJ

Thousands go door to door for opioid addiction awareness

NICOLE LEONARD Staff Writer Oct 6, 2016



Dale Gerhard

Ashleigh Huff of the Cumberland Division of Human Services, distributes flyers in the Holly Village neighborhood of Millville. More than 2,000 advocates across New Jersey, went door to door in neighborhoods to raise awareness and share the CDC Guidelines on opiate abuse. Knock Out Opiate Abuse Day, is a statewide single day initiative, mobilizing the community to raise awareness of dangers of dependency on prescribed opiates and its link to heroin abuse. Thursday Oct. 6, 2016. (Dale Gerhard/Press of Atlantic City)

EDITORIAL: It's time to knock it out

Oct 5, 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.

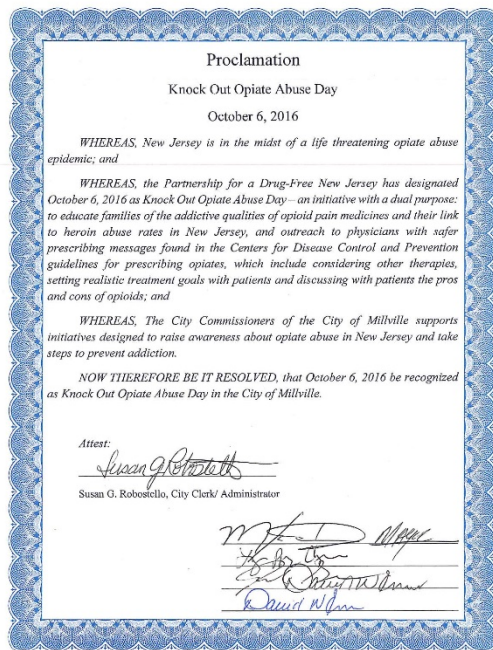
Do you see something wrong here?

http://studio.ndnmediaservices.com/pressofatlanticcity?ndn.trackingGroup=91757&ndn.siteSection=91757_dynamic_mt&ndn.videoId=31481638

<https://snjtoday.com/video-cumberland-county-joins-new-jersey-in-knocking-out-opioid-abuse1232/>

GROWTH

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



Knock Out Opiate Abuse in New Jersey:

A Resource for Safer Prescribing



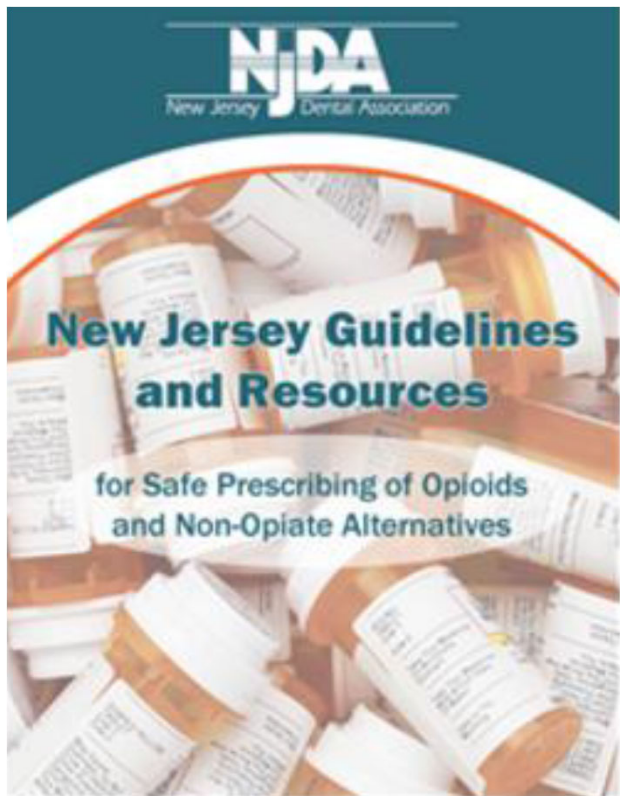
BASKING RIDGE, NJ — Congressman Leonard Lance, Bernard's Township Police Chief Brian Bobowicz and Basking Ridge Mayor Carol Bianchi, took to the streets to knock out opiate abuse.

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?



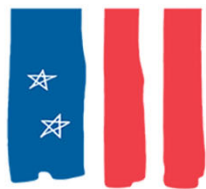
Ask your doctor how prescription drugs can lead to heroin abuse.





A TOWN HALL SERIES

KN**✊**CK OUT OPIOID ABUSE



Partnership for a
Drug-Free New Jersey



Foundation for New Jersey

[Knock Out Opioid Town Hall Launch Link](http://knockoutopioidabuse.drugfreenj.org/)
<http://knockoutopioidabuse.drugfreenj.org/>

GROWTH

A TOWN HALL SERIES

Knock Out Opioid Abuse

TOWN HALL DETAILS

Attend a Knock Out Opioid Abuse Town Hall.

Have your voice heard, and be part of the solution to end opioid abuse in Atlantic County your community.

Join us at Stockton University!

Monday, April 10, 2017
3:30pm to 6:00 pm
Alton Auditorium

Additional information & registration:
KnockOutOpioidAbuse.DrugFreeNJ.org

GUEST SPEAKERS

Local experts from the Atlantic County community

LOCATION

STOCKTON UNIVERSITY
101 Vera King Farris Dr.
Galloway, NJ 08205

THANKS TO OUR SPONSORS

Partnership for a Drug-Free New Jersey

Horizon Foundation for New Jersey

STOCKTON UNIVERSITY | CAMPUS POLICE
Atlantic County Opiate Task Force



[KNOCKOUTOPIOIDABUSE.DRUGFREE.NJ.ORG](http://KnockOutOpioidAbuse.DrugFreeNJ.org)
#KNOCKOUTOPIOIDABUSE



April
10
2017



May 17 – Morris County
May 23 – Monmouth County
May 31 – Bergen County

<http://drugfreenj.org/news/pressofatlanticcitcom-atlantic-county-residents-explore-how-tackle-opioid-epidemic/>



Statewide Take-Back Awareness





Prescriber Education



- NJ Dental Association
- Inspira
- AtlantiCare
- Trinitas
- Newton Hospital
- Morristown Medical Center
- Summit Medical Center
- Saint Luke's Medical Center
- Hackettstown Hospital

Do No Harm Symposium Series

Do No Harm





School Based Programs



3rd Grade
Contract for a
Healthy Life

In the Schools:

New Jersey
Shouts Down
Drugs

Educating
New Jersey

4th Grade
Folder
Initiative

children about the
dangers of
Substance Abuse

Middle
School PSA
Challenge

5th Grade
Parent Alert

GROWTH

3rd Grade Contract

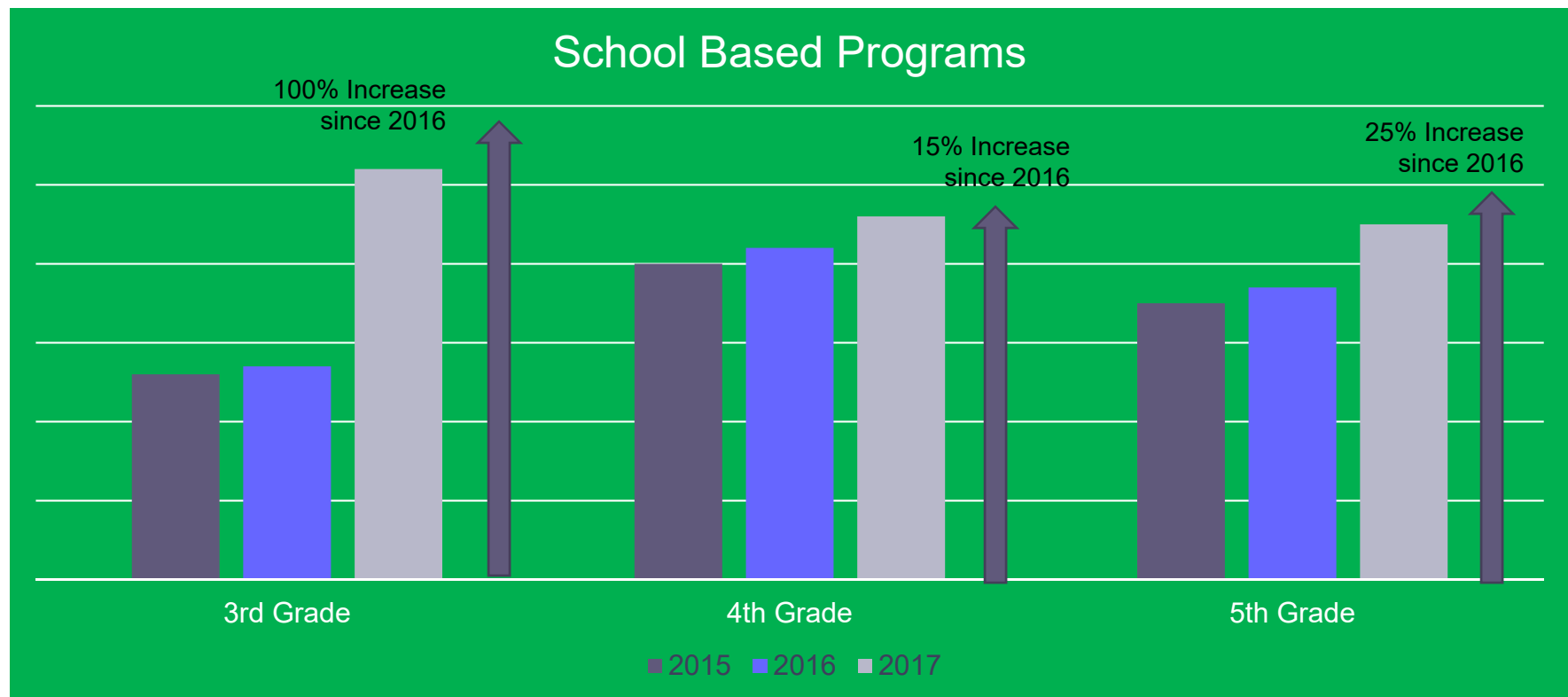
4th Grade Folder Initiative

5th Grade Parent Alert





Overall Increase in Participation





Middle School PSA Challenge

<http://drugfreenj.org/school/MSPSA/>



GROWTH

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

The flyer features a photograph of an elderly woman with glasses and a patterned orange and red top. The text on the flyer is as follows:

The Partnership for a Drug-Free New Jersey's

15 Minute Child Break

A FREE Substance Abuse Prevention Education Program

A recent study has estimated that 2.6 million grandparents in the U.S. are now responsible for raising their grandchildren.

Grandparents can play a powerful role in steering their grandchildren away from the use of alcohol and misuse of other drugs.

The "15 Minute Child Break" is a free one-hour, interactive, multimedia presentation that informs, encourages and empowers grandparents, parents, caregivers and educators to effectively communicate with children about the dangers of drugs and alcohol.

The logo for the 15 Minute Child Break program, featuring a large number 15 and the text "15 Minute Child Break" and "The Partnership for a Drug-Free New Jersey".



Drugs Don't Work In New Jersey

- Participation continues to rise with over 900,000 New Jersey Employees
- Member training scheduled June 2017

Drug-Free Workplace Kit

DRUGS DON'T WORK IN NJ!

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
100 Milltown Avenue, Milltown, NJ 07041 • 973-862-2500 • www.drugfree.org

We are a member of
Drugs Don't Work in NJ!
and committed to a drug-free
workplace environment.

DRUGS DON'T WORK IN NJ!

Partnership for a Drug-Free New Jersey

The image shows two overlapping promotional materials. The top one is a "Drug-Free Workplace Kit" featuring a collage of photos of diverse workers in various settings. The bottom one is a flyer for a member training session, also featuring a collage of workers and the "Drugs Don't Work in NJ!" logo. Both materials include the logo for the Partnership for a Drug-Free New Jersey.



Recognition



NJ Heroes Award



cordially invites you to the

HEALTHY NJ: NEW JERSEY'S DRUG ADDICTION CRISIS EVERYDAY HEROES AWARD CELEBRATION

Join us in recognizing the achievements of individuals working on the frontlines in the fight against drug addiction across New Jersey.

Honorees:

Angelo M. Valente, Partnership for Drug-Free New Jersey
Christopher Johnston, M.D., Endeavor House
Joseph Coronato, Ocean County Prosecutor
Patty DiRenzo, Parent Advocate
Paul Ressler, TOPAC
Stephen Stirling, NJ Advance Media

Wednesday, January 18th, 2017
5:00 PM – 7:00 PM
New Jersey State Museum
205 W State St, Trenton, NJ
Mocktail Reception
Program will start at 5:30 p.m.

Master of Ceremonies: Michael Hill, *NJTV News*

Readings from NJTV's Poetry Initiative on Addiction

Dress – Business Casual

This invitation is valid for one person and a guest.

Please RSVP by Friday, January 13, 2017

on [Eventbrite](#) or send an email to

Selma Betancourt, MS at betancourts@njtvonline.org

For more information call 973-233-8398.

NJTV's Healthy NJ: New Jersey's Drug Addiction Crisis initiative is a multi-platform project made possible by major funding from The Robert Wood Johnson Foundation. Additional support from The Healthcare Foundation of New Jersey and the Geraldine R. Dodge Foundation.



NJ Ad Club

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



<http://drugfreenj.org/news/njtvonlineorg-honoring-those-fighting-njs-heroin-epidemic>



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