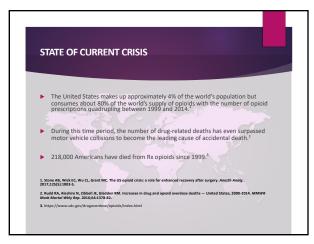


STATE OF CURRENT CRISIS Number one public health crisis nationally in 2019. • In 2017, an average of 130 Americans died every day of opioid overdose (prescription opioids, fentanyl or heroin). Two thirds of opioid overdoses involve fentanyl. 70,237 drug overdose deaths occurred in the US in 2017. On average, 3 of 4 heroin users began with Rx opioids.

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HOW DID WE GET HERE...? THE PERFECT STORM ▶ Pain revolution in 1995 – focus on pain as the 5th vital sign. Increased use of opioids as a means of treating both chronic and acute pain. Doctors evaluated on pain treatment efficacy. Conventional wisdom at the time that opioids not addictive - supported by faulty data. ► Extensive marketing by pharmaceutical companies & DTC advertising. ▶ Thanks to cell phones, Mexican cartels implement a new approach to heroin and black tar sales, bringing supplies to people's doors, much like a delivery service. Rapid growth of dark web which predominantly hosts content of a criminal nature and sells illegal products.

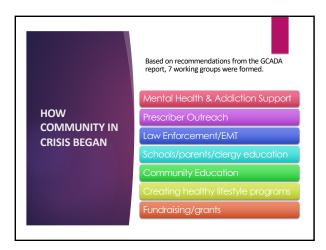
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► The NJ Governor's Council on Alcohol and Drug Abuse report published in "Confronting New Jersey's NEW Drug Problem: A Strategic Action Plan to Address a Burgeoning Heroin/Opiate Epidemic Among Adolescents and Young Adults." HOW **COMMUNITY IN** Three key premises were identified: Get a conversation started. **CRISIS BEGAN** Treat addiction like the disease it is, and stop judging and punishing victims A treatment-based organization was not what we needed to build.

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VISION STATEMENT

To be a model community for substance abuse prevention and education: changing lives and enabling futures.

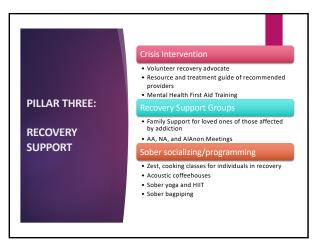
The Rutgers Ernest Mario School of Pharmacy and the Horizon BCBS-NJ partnered with Community in Crisis to create a toolkit fashioned from CIC's work, a onestop shop of resources and recommendations for any community to adopt.

Toolkit can offer a road map and inspiration to other communities eager to start this work themselves.

20 no-to-low cost initiatives adaptable to any community. Choose and implement two or three of these initiatives this year, and you will probably save at life!

Prime opportunities like SAMBA Annual Meeting to showcase work.

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"The opposite of addiction is not sobriety.
It's connection."*

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