

## Overview

### **Drug overdose deaths between 2017–2018 decreased for the first time since 1999.**

While this decrease may be reason for hope that the opioid epidemic may have peaked, we still have an unacceptably high rate of overdose death in the United States. In 2018, there were more than 67,000 deaths, 185 per day, nearly 70 percent of which were linked to opioids. Clearly, there is still much work to be done.

Through the Medicine Abuse Project, the Partnership, which recently merged with Center on Addiction, continues to address the opioid epidemic from every angle—public awareness, advocacy, prescriber education and providing direct services to families. We are grateful for our partners who make this work possible and help us to reach millions of families each year through our public service announcements, educational campaigns, community education programs, digital resources and helpline.

**The heart of all of our work at the Partnership is helping families.** Parents and other caregivers who reach out to us are often desperate for help and frantic that their child might become the next statistic. Our helpline staff and parent coaches assure families that

there is hope of recovery and that they are not alone in their journey to find help for their child. Our trained and caring specialists listen and offer one-on-one help, assist in developing an action plan and connect families to science-based tools and resources.

These support services for families are a central component of the Medicine Abuse Project. Our families' experiences inform our messaging, advocacy work and educational activities. **Working hand in hand with them—as well as all of our Medicine Abuse Project partners—we continue to advocate, educate, change perceptions and connect people to the help they need.** We are proud of the work that we did in 2019 and look forward to doing even more in 2020.

## Leadership Through Partnership

### Prescription Take Back Day

We partnered with the Drug Enforcement Administration to promote [National Prescription Drug Take Back Day](#), where collection sites across the country will take back unused medications – no questions asked. Safely disposing of unneeded medications is a simple, concrete step Americans can take to do their part in **helping curb the nation's addiction epidemic, while helping keep their households and communities safe.**

Again this year, we partnered with Google to help raise awareness about the national crisis by making it easier for people to find nearby Take Back Day events in their local areas by using [Google Maps technology](#). Google also created a new video, [“Life of a Pill,”](#) to help parents and families understand the importance of properly disposing of unused or expired prescription medication safely. The Partnership was honored to have our own Chief Policy

Officer, Marcia Lee Taylor, narrate the [video](#), where Google included our website, directing viewers to access more resources.





## Voices for Non-Opioid Choices Coalition

With 23 million Americans in recovery from addiction, **options for pain management that are non-addictive and reduce the oversupply of opioids are imperative.** In addition, the vast majority of patients report having leftover opioids following surgery, making them available for misuse or diversion. We began collaborating with various corporate and nonprofit partners on a new initiative, Voices for Non-Opioid Choices, to educate patients and consumers on available options and to reduce the regulatory barriers to accessing opioid alternatives. Reducing the supply of opioids and providing alternative options for those requiring surgery is of critical importance to ending the opioid epidemic.



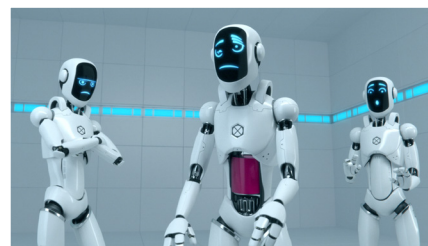
## FDA Search and Rescue Initiative

In collaboration with the U.S. Food and Drug Administration (FDA), we continue to educate physicians and other health care providers on how to properly identify and treat opioid misuse and addiction through our digital initiative “Search and Rescue.” In 2019, we developed a new tool created for physicians to give to their patients when prescribed an opioid. **Patients can opt-in to receive text messages reminding them how to properly use, store, and dispose of their medication. They also can receive risk information and resources on alternatives to opioids that may be available to them.** Working with our partner Razorfish Health, we saw a 148% increase in engagement and interactions on the Search and Rescue website last year. Additionally, we were able to continue our relationship with pro-bono partner ConnectiveRx who allowed us to reach physicians through multiple prescriber-targeted emails.

## Uncovering Changing Trends in Teen Abuse of Cough Medicine

Continuing our work with Consumer Healthcare Products Association (CHPA) and Tribal Worldwide on our ongoing teen prevention campaign, **we have seen a significant decline in abuse of over-the-counter (OTC) cough medicine containing dextromethorphan (DXM) since we began our efforts.** While teen abuse of OTC cough medicine has remained at historically low levels, less than 3% in 2019 according to Monitoring the Future, the National Institute on Drug Abuse and University of Michigan’s annual drug abuse survey, it’s critical we stay ahead of the constantly evolving trends in teen attitudes and behaviors.

In 2019, digital media support behind our award-winning gaming application, DXM Labworks, was optimized to also include highly engaging, documentary-style ad units which drove at-risk teens to [whatisdxm.com](http://whatisdxm.com). Primary research conducted last year as well as social listening and other online monitoring revealed a significant change in teen’s consumption practices. Based on analysis of the research and identification of these new insights, future work will focus on new strategic approaches and development of reimagined creative assets within the campaign that will increase the relevancy of our messaging with this dynamic target audience.



Screenshots from DXM Labworks video game app

# Leadership Through Communication

## Answering “Impossible Questions” Through Public Service Advertising

**We launched two campaigns that examine the impact of opioid addiction on families, while offering hope and support.** Both campaigns, created pro-bono by New York-based independent agency Terri & Sandy, feature TV, print and out-of-home executions and draw on raw, true-to-life scenarios, many of which have no easy answers. Each ad encourages parents and loved ones to get the support and resources they need at [drugfree.org](https://drugfree.org).



“Marriage” TV PSA

**I CAN'T BELIEVE HOW HAPPY  
MY SON IS AFTER FINALLY  
TAKING CONTROL OF HIS  
HEROIN ADDICTION**

FIND HELP. FIND HOPE.  
[DRUGFREE.ORG](https://drugfree.org)

**Partnership**  
for Drug-Free Kids  
Where families find answers

© Center on Addiction | Partnership for Drug-Free Kids

“Hope Lives” Print PSA

## Our Supporters Donated Over \$67mm in Pro-Bono Media

**The Partnership is grateful to our media supporters for their continued generosity.** Our Medicine Abuse Project-specific PSAs were featured on television, radio, magazines and newspapers, as well as digital properties and mobile media, in 2018.

### TELEVISION



### RADIO



### PRINT



### DIGITAL



### SCREENVISION





## Stop Opioid Silence Campaign

In 2019, the Partnership joined with Facebook to launch a **new public awareness campaign aimed at reducing the stigma that surrounds opioid addiction**. The Stop Opioid Silence (SOS) campaign is built on the notion that one in two people knows someone affected by the opioid epidemic—and only about one quarter of those with opioid addiction get the treatment they need. The campaign incorporates “SOS,” the Morse code distress signal and a universal alarm indicating a clear and present danger, as every 11 minutes someone in the U.S. dies of an opioid overdose.

By collaborating with Facebook—the largest social media platform in the world—we encouraged people to break the silence and feel empowered to share their stories with each other, a medical professional, family member or friend—whether they themselves struggled with opioid addiction or if a loved one has. The SOS campaign has been seen by more than 40 million people.



SOS kick-off event in Washington, DC.

## Ongoing Community Activity with DEA360

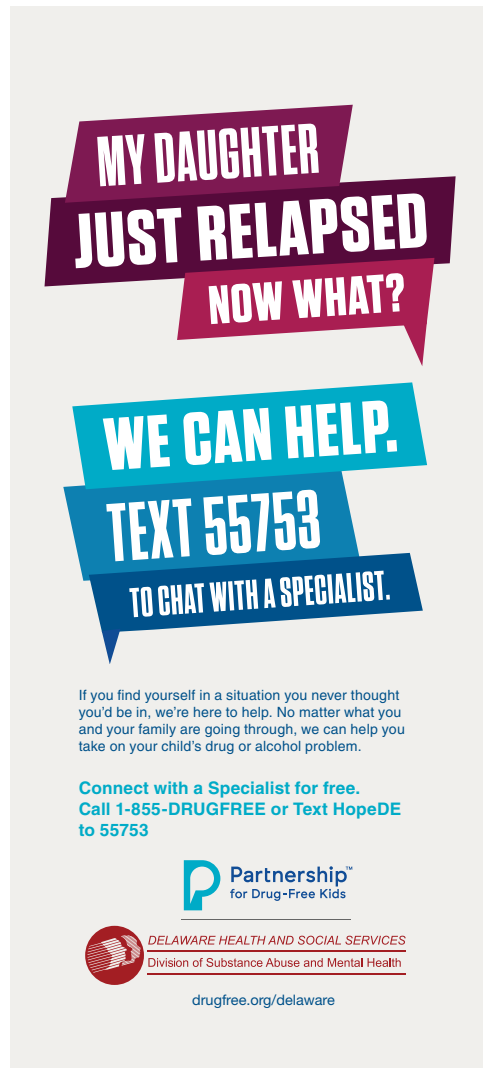


We continued our work with the Drug Enforcement Administration (DEA) on their DEA360 initiative, which focuses resources on selected communities across the nation. In 2019, the Partnership bolstered DEA360 efforts in Los Angeles, California; Tampa, Florida; and New Bedford, Massachusetts. DEA's 360 Strategy responds to the heroin and prescription opioid pill crisis. The 360 Strategy **takes an innovative three-pronged approach to combating heroin and misuse and abuse of opioids** through: coordinated law enforcement actions, diversion control enforcement actions and community outreach through local partnerships that empower communities to take back affected neighborhoods after enforcement actions and prevent the same problems from cropping up again. The Partnership supports this strategy by engaging media partners, training community leaders to deliver community education presentations and training parent coaches in each DEA360 city.

## “Don’t Live in Denial, Ohio”

We are proud to work with Nationwide, Nationwide Foundation and the Ohio Education Alliance to provide resources for their **“Don’t Live in Denial, Ohio”** prevention campaign. Ohio is at the heart of the addiction crisis and continues to have one of the highest drug overdose death rates in the nation. The mission of the campaign is to **raise awareness and help prevent the next generation from misusing prescription opioids**. It encourages parents to talk to their kids about opioids and urges them to properly dispose of expired or leftover prescriptions.







**MY DAUGHTER  
JUST RELAPSED  
NOW WHAT?**

**WE CAN HELP.  
TEXT 55753  
TO CHAT WITH A SPECIALIST.**

If you find yourself in a situation you never thought you'd be in, we're here to help. No matter what you and your family are going through, we can help you take on your child's drug or alcohol problem.

Connect with a Specialist for free.  
Call 1-855-DRUGFREE or Text HopeDE to 55753

 Partnership  
for Drug-Free Kids

 DELAWARE HEALTH AND SOCIAL SERVICES  
Division of Substance Abuse and Mental Health

[drugfree.org/delaware](http://drugfree.org/delaware)

## Helping Delaware Families

In 2019, the Partnership began work with the Delaware Department of Health and Social Services (DHSS) to bring dedicated, [science-based resources](#) to the state and support to Delaware families. The collaboration entails **providing innovative, digital resources and one-on-one support to parents and caregivers as they help a loved one struggling with opioids or other substances.**

Co-branded public service announcements, run in donated pro-bono space thanks to the generosity of the Delaware media, drive consumers to [drugfree.org/delaware](http://drugfree.org/delaware), a landing page with curated resources for Delaware families, as well 855-DRUGFREE, a dedicated helpline for Delaware families where they can connect with helpline specialists. Our specialists listen to families' challenges and help them develop an action plan that will help their child work toward recovery. Specialists will also be able to speak to state-specific issues like getting their loved one connected to treatment services through the START Initiative, finding needed clinical support through the Division of Substance Abuse and Mental Health's Bridge Clinic, exploring treatment and recovery services at [HelpsHereDE.com](http://HelpsHereDE.com), learning where naloxone is available and finding out how Delaware's Good Samaritan Law works.

Thank you to the following media companies for your participation:

TELEVISION: **WMDT 47 ABC, Salisbury, MD; Comcast**

PRINT: **Cape Gazette, Coastal Point, Delaware State News, Delaware Today, Dover Post, Hockessin Community News, Laurel Star, Middleton Transcript, Milford Beacon, Seaford Star, Smyrna/Clayton Sun-Times, Sussex Living, Sussex Post and Wilmington News Journal**

MOBILE: **Gamut, AdColony, MobileFuse**

RADIO: **WRDX-FM, WWTX-AM, WSTW-FM, WDEL-FM, WVJJ-FM, WXCX-FM**

OUT OF HOME: **Light Box, NCM, Captivate, Zoom**

Continued thanks to **Google** and **Facebook** for their support of our work in Delaware and across the country.

## Many Thanks to Our Partners

Through the Medicine Abuse Project, we are working to drive down overdose deaths, support families and ensure that treatment for opioid use disorders is available, affordable and rooted in science. **On behalf of the Partnership for Drug-Free Kids + Center on Addiction and the families we serve, thank you for your support**, which enables us to reach and help millions of families struggling with substance use.

### GOLD SPONSORS



### SILVER SPONSORS



**The Milbank Foundation**

### BRONZE SPONSOR



### CHAMPION SPONSORS

