

**WHAT YOU THOUGHT
WAS MILES AWAY,
IS RIGHT IN YOUR BACKYARD**

HEROIN. PILLS. IT ALL KILLS.



Mission

To increase awareness among county residents of heroin and prescription drug abuse and the devastating effects on our community

Goals

- Help to reduce the demand for and availability of heroin and prescription drugs
- Create an awareness programs to help educate residents about programs and resources available to prevent and treat addiction
- SUPPORT the creation of additional resources to treat and prevent addition to heroin and prescription drugs

Task Force Membership Make-up

APPOINTMENTS

Youth

Parent

Business

Media/Public Relations

School

Law Enforcement

Religious/Fraternal Organizations

Civic/Volunteer Groups

Healthcare Professional

State or local government agency with expertise in the field of substance abuse

Other organizations involved in reducing substance abuse

Community member in recovery

* NOTE: County Administration employees, PAC, PACADA and local behavioral health provider/ members will serve on workgroups. Participation in work groups will be strongly encouraged and valued

Initiatives and workgroups:

Availability Reduction

Prevention Programs

Awareness Advertising Campaign

Policies

Funding/Resources

We can reach these goals through a collaborative efforts of 5 workgroups:

Availability Reduction workgroup

Prevention workgroup

Awareness/advertising workgroup

Policy workgroup

Funding/resource workgroup

Availability Reduction workgroup

Initial:

Expand the drop box and prescription take back programs

Increase the number of residents who use drop boxes to dispose of unwanted medications

Encourage area pharmacies and medical community to participate New Jersey's Prescription Monitoring Program

Support awareness programs related to improving best practices in prescribing and pain management

Reduce availability workgroup

Makeup:

Law Enforcement

Municipal Alliance Members

Local Government Representative

Local Health System/s Prescribing Policy Maker

Physician/Physician Practices/Representative

Pharmacy representative

Prevention Programs

Develop consistent evidence based awareness and prevention programs and work with the municipal alliance and other groups in each town to reach the community

Target Audience

Schools	Athletic Directors
<i>Peer to Peer Youth Groups</i>	<i>Physician Groups</i>
<i>PTA's</i>	<i>Faith Based Groups</i>
<i>Chambers, Rotaries</i>	<i>Community Colleges</i>
<i>Youth Service Organizations</i>	<i>Others _____</i>

Prevention Programs Workgroup

Makeup:

Municipal Alliance Members

Substance Abuse Prevention/Education

Local Government Representative

Education

Law Enforcement

Recovering Individuals

Awareness Advertising Campaign

Officially launch marketing campaign to identify the problem and raise awareness. Campaign will be geared to address NIMBY issue. “What you thought was miles away is right in your backyard”

- Digital marketing
- Billboards
- Brochures
- Presentations
- Events, e.g. Community Summit/s
- PSA's
- Create a tool-kit for public to utilize in spreading the message

Awareness Advertising Campaign Workgroup

Makeup:

Events & Community Outreach (County Communications and Marketing)

County Media Relations

Media Taskforce Representative

Business Community

Local Government Representative

Policies

Advocate where we can for supportive policies related to our mission and goals (community driven)

- Good Samaritan Act
- Narcan use/trainings
- Athletic Policies re: Prescription Drugs
- Systems Review
- Treatment Barriers

Policies Workgroup

Makeup

Medical Society Representative

Health System

Mental Health and Substance Abuse Treatment Professionals

Recovering Community Members

Parent

Law Enforcement

Municipal Alliance Members

Funding

Identify and apply funding and grants to help alleviate treatment waiting periods and advance awareness goals

Funding Workgroup

Make-up:

Local Government Representatives

Business Community

Task Force Organizational Structure

