



Communities That HEAL Campaign

You can make a difference combating the opioid epidemic in your hometown and save lives!

» Background

Communities across the United States are dealing with the catastrophic consequences of excessive availability and use of prescription opioids and illicit opioids such as heroin and illicitly manufactured fentanyl. Millions of Americans are struggling with inappropriate use of opioids and opioid use disorder (OUD) with tens of thousands dying each year from opioid overdose.

The National Survey on Drug Use and Health estimates that 2.1 million Americans have OUD, yet fewer than 20% of those individuals receive specialty care in a given year. A menu of evidence-based practices (EBPs) exists, including opioid overdose education and naloxone distribution programs, prescription drug monitoring programs, reducing inappropriate opioid prescribing, FDA-approved medications for opioid use disorder (MOUD), and recovery support services.



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Unfortunately, these EBPs have largely failed to penetrate community settings. This failure is in part due to a lack of evidence-based approaches for assisting communities in the development and deployment of a data-driven, customized response strategy to adopt, deliver and use comprehensive integrated EBPs.

» About the Study

Our community, in partnership with The Ohio State University, is participating in the HEALing Communities Study (HCS) to investigate how tools for preventing and treating opioid misuse and opioid use disorder (OUD) are most effective at the local level. The goal of the study is to reduce opioid-related overdose deaths by 40 percent over the course of three years.

» About the Campaign

A core component of the HCS intervention is a series of community-based health communication campaigns. The first campaign is focused on naloxone, MOUD, and stigma. We will kick-off the campaign by distributing materials about naloxone beginning in April 2020.

» Campaign Objectives



Increase demand for MOUD and naloxone through education



Increase MOUD prescribing



Increase access to, and availability of, naloxone



Reduce high-risk prescribing of opioids

» How You Can Help

With your support, we can amplify our reach to ensure people with OUD receive the best medical care possible and reduce opioid-related deaths. You can support the campaign by:

- Sharing campaign materials with your patients at increased risk for opioid over dose* and their loved ones.
- Offering educational information about naloxone to patients with increased risk for opioid over dose* and their loved ones.

* Increased risk for opioid overdose includes, history of overdose, history of substance use disorder, higher opioid dosages (≥ 50 MME/day), or concurrent benzodiazepine use.¹

Together we can HEAL our communities.

All healthcare providers—doctors, nurses, pharmacists, first responders, and dentists—have a role to play in combating the opioid crisis.

Learn more about the campaign at:

healingcommunitiesstudy.org/sites/ohio.html

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HEALing Communities Study
Ohio

¹ SAMHSA (2019), <https://www.samhsa.gov/medication-assisted-treatment/treatment/naloxone>.