



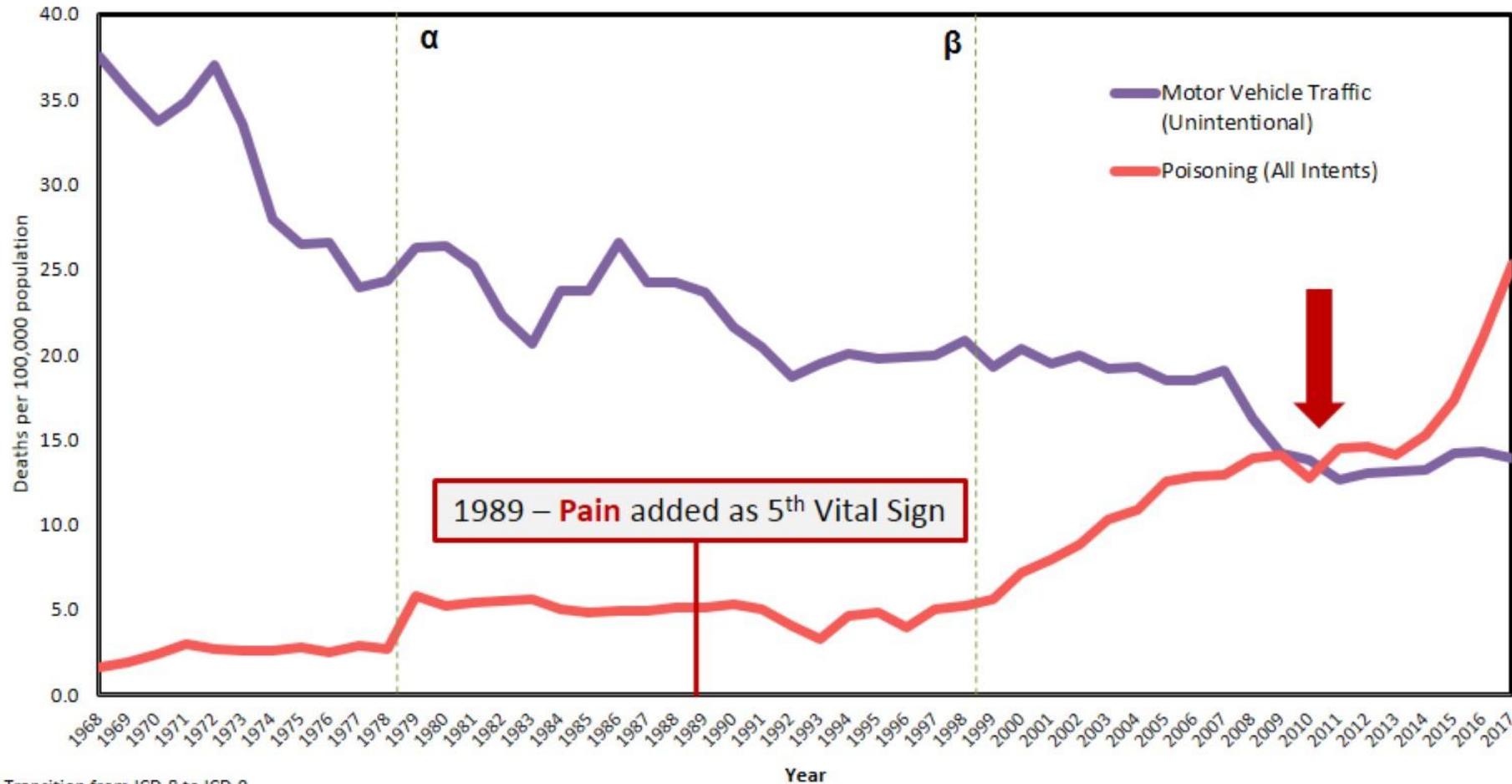
**THE MORE POWERFUL NC
OPIOID AWARENESS CAMPAIGN
SEPTEMBER 10, 2019
JACKSON COUNTY BOARD OF COMMISSIONERS**

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Community Partnership & Outreach Coordinator

North Carolina Department of Justice

Poisoning death rates are higher than traffic crash death rates in N.C.



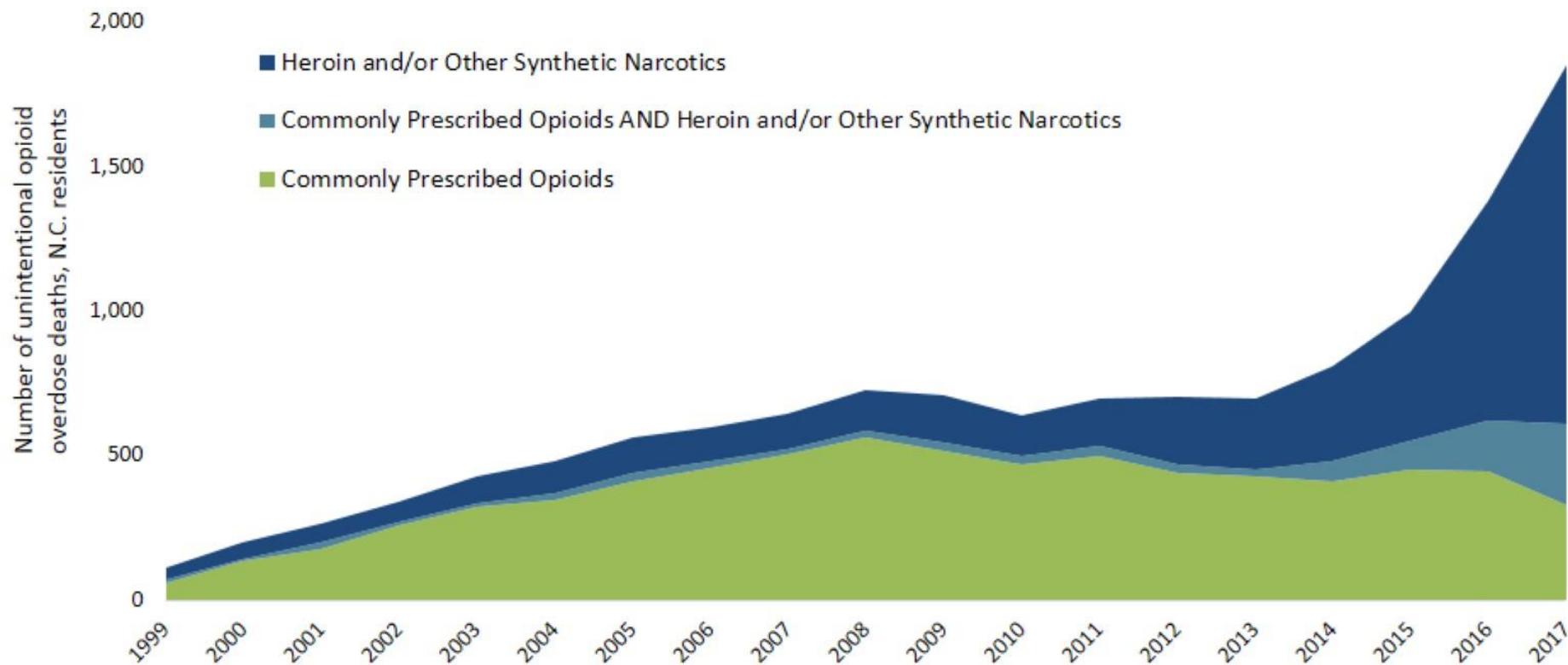
α - Transition from ICD-8 to ICD-9
 β - Transition from ICD-9 to ICD-10

Technical Notes: Rates are per 100,000 residents, age-adjusted to the 2000 U.S. Standard Population

Source: Death files, 1968-2016, CDC WONDER

Analysis by Injury Epidemiology and Surveillance Unit

Illicit opioids* were involved in approximately 80% of unintentional opioid overdose deaths in 2017



*Heroin and/or Other Synthetic Narcotics (mainly illicitly manufactured fentanyl and fentanyl analogues)

Technical Notes: Cases with only an Opium (T40.0) or only Other and Unspecified Narcotics (T40.6) code are excluded; Unintentional medication and drug poisoning: X40-X44 and any mention of T40.2 (Other Opioids), T40.3 (Methadone), T40.4 (Other synthetic opioid) and/or T40.6 (Other/unspecified narcotics); Limited to N.C. residents

Source: Deaths-N.C. State Center for Health Statistics, Vital Statistics, 1999-2017

Analysis by Injury Epidemiology and Surveillance Unit

Prevention, Treatment and Enforcement

- Reduce over-prescribing of opioids
 - STOP Act
- Law Enforcement Task Force
 - Synthetic Opioid Control Act
 - HOPE Act
- Raise public awareness and encourage action
 - More Powerful NC campaign

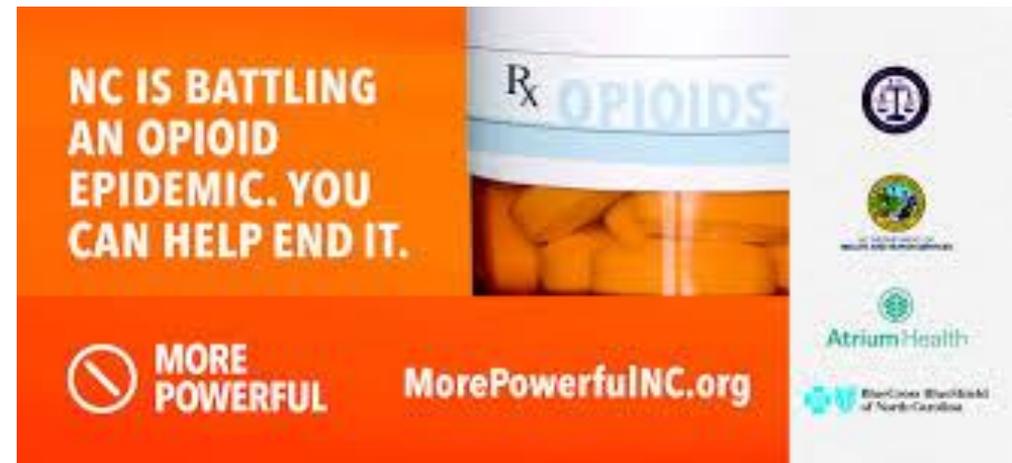
More Powerful NC: The Need

- Wide variation in awareness & understanding
- Little guidance on how to take action to address the challenge

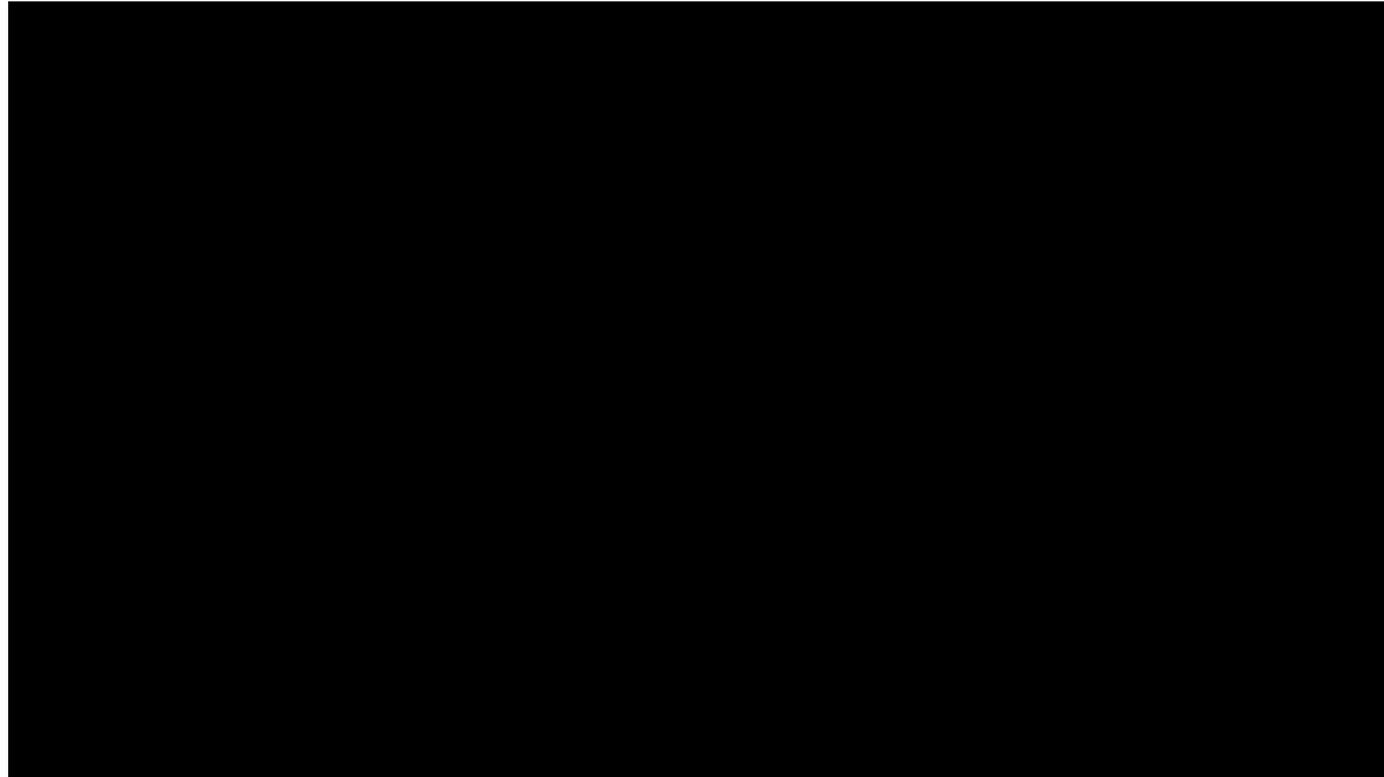


More Powerful NC: Coalition Partners

- DOJ, DHHS, DPI, DOI
- Atrium Health, BCBS-NC
- UNC Health Care Labcorp, Carolina Hurricanes and others



More Powerful NC: Anthem Video



More Powerful NC: Website Content

- Get Help
- Get Involved
- Get the Facts

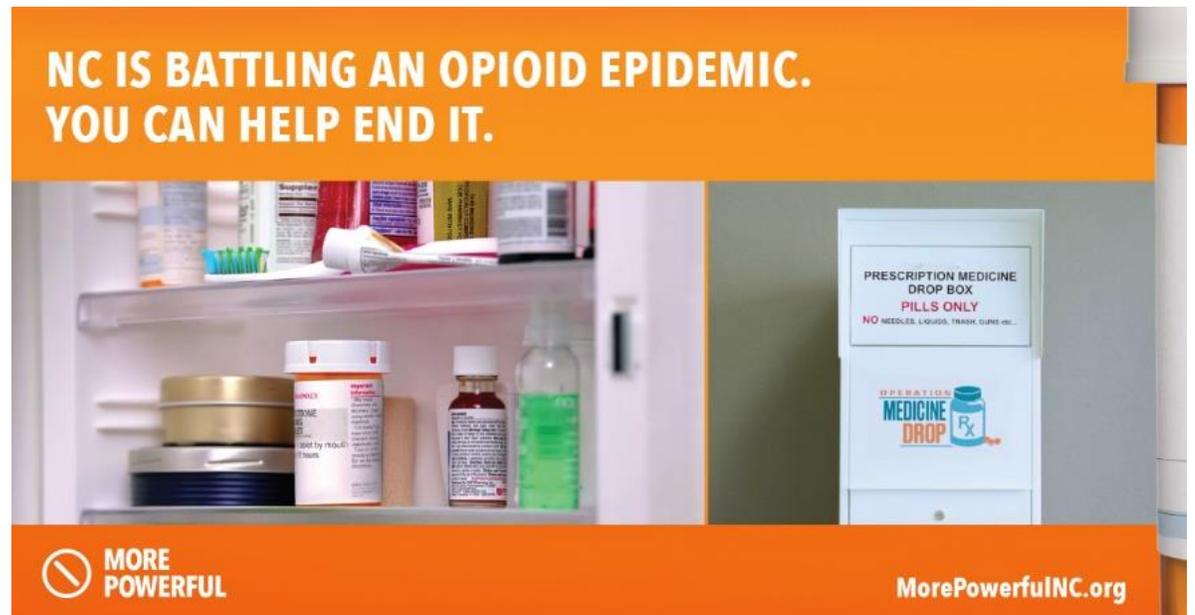
MORE POWERFUL GET HELP + GET INVOLVED + GET THE FACTS + ABOUT +

OVERPOWERING NC'S OPIOID EPIDEMIC

Misuse. Addiction. Double the overdoses in the past ten years alone. Opioids—including prescription pain medication, heroin, and fentanyl—are devastating lives in North Carolina. It's time for all of us to take the first step in solving the problem, because together, we are more powerful than opioids—and together, we can take back our communities.

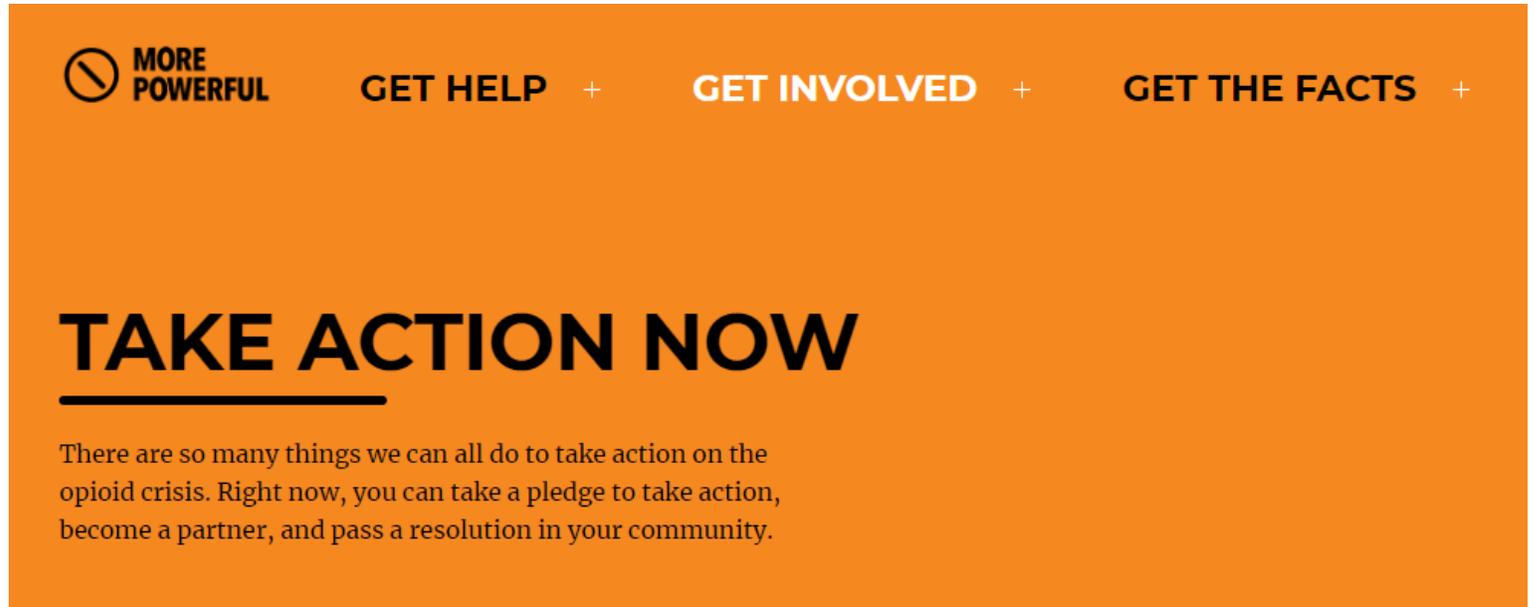
More Powerful NC: Key messages

- Take back unneeded drugs
- Talk to your health care provider
- Talk to your family



More Powerful NC: Take Action Now

- Take the pledge
- Become a partner
- Pass a resolution
- Link to site



The image shows a screenshot of the 'More Powerful NC' website. The top navigation bar is orange and contains the following elements from left to right: a circular logo with a diagonal slash, the text 'MORE POWERFUL', and three menu items: 'GET HELP +', 'GET INVOLVED +', and 'GET THE FACTS +'. Below the navigation bar, the main content area is also orange. It features the heading 'TAKE ACTION NOW' in large, bold, black letters, underlined. Below the heading, there is a paragraph of text: 'There are so many things we can all do to take action on the opioid crisis. Right now, you can take a pledge to take action, become a partner, and pass a resolution in your community.'

Other County Partnerships

- Pretrial Release
- Upcoming Regional Summits
 - December 6, Southwestern Community College, Sylva

QUESTIONS?