

Opioid Abuse Toolkit

Resources for New Jersey Communities



PURPOSE

To raise awareness of the worsening opioid epidemic nationally and in New Jersey and to provide resources for the prevention and treatment of opioid addiction.

OVERVIEW

Prescription drug and heroin misuse and abuse is a major problem affecting millions of people in the United States. Drug overdose has become the leading cause of injury death in the United States, surpassing the number of deaths due to homicides and car accidents.¹ In 2021, 106, 699 lethal drug overdose deaths occurred nationally and in 2022 New Jersey had 2,741 overdose deaths.¹ Although the number of prescribed opioid prescriptions seems to have peaked, there are still concerns about the risks associated with opioid use, including misuse, abuse, addiction, and overdose.

What is an opioid?

Opioids are a class of drug including both prescription pain medications and illicit drugs. They can cause both physical and psychological dependence. Examples of

opioids include prescription pain medications such as morphine, codeine, oxycodone, hydrocodone, methadone, fentanyl, and tramadol, and the non-prescription drug, heroin.²

According to the Centers for Disease Control and Prevention (CDC), people who are addicted to prescription opioids are 40 times more likely to be addicted to heroin.³ Four in five new heroin users report starting by abusing prescription pain medications, and approximately three out of four new heroin users report having abused prescription opioids in the past.⁴

As awareness of opioid addiction increases, statistics show more people are seeking out treatment, with admissions to drug treatment programs rising to 33,587 admissions for heroin and 6,293 admissions for other opiates in 2021.⁵ Despite the wide availability of medications and behavioral therapies, the best treatment for opioid addiction is prevention. This toolkit is designed to provide communities with the steps to create and implement initiatives to increase awareness of the opioid epidemic and reduce opioid abuse and misuse.

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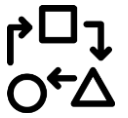
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Section 1: Event Planning Overview



Use these four general steps to guide your planning process:

Step 1. Establish Causes and Goals

Start by thinking about the purpose of your plan, what you want to accomplish, and what message you want people to walk away with. Before planning an event, it is important to have a clear vision of what population you are targeting, what setting you envision working in, and how to strategize effectively in order to make an impact. Evaluating these factors will help you decide what type of event would be the most suitable.

Step 2. Develop a Plan

Once you have clearly set out your goals, the following factors should be considered when creating a plan:



Step 3. Implement a Program

One week prior to the day of your event, confirm all reservations and designated responsibilities. Carry out your event according to your plan.

Step 4. Evaluate and Follow Up

Consider what tools are needed in order to assess the success of your program and reflect on possible improvements for future events. Gather feedback from participants through methods such as surveys, questionnaires, and discussions.

Section 2: Build Your Team- Volunteer Recruitment



Purpose

Volunteers provide valuable assistance and function as an integral component of many community organizations. Additionally, volunteers often bring many valuable assets that can contribute toward the growth of your organization, such as their passion, insights, and skills. Refer to the following tips to develop a strategy to recruit community members and help carry out your outreach initiatives.

Who Can Be Volunteers

Anyone with the willingness to make the time commitment and a passion to serve their community is an ideal volunteer candidate. Potential populations to reach out to include:

- Middle school and high school students

Many schools require their students to complete a certain amount of community service hours as a part of their curriculum. By involving middle school and high school students, you not only offer them the opportunity to get involved within their community, but also the opportunity for them to learn. School principals, counselors, and advisors for organizations such as Key Club and National Honor Society are good resources to contact.

- University organizations

Universities often have a variety of organizations and fraternities in different professional areas that are looking for opportunities to become involved in the community. Use your resources to contact these organizations and ask for collaboration.

- Religious organizations

Religious organizations have well established networks with access to a number of potential volunteers, including parents and youth, who can be recruited and trained for community outreach. Temples, churches, synagogues, mosques, and many other organizations have a vested interest in improving the health of the local community.

Consider other organizations such as community volunteer groups, parent associations, and community recreation centers or gyms.

Pre-Recruitment Planning

Having a well-thought-out plan is critical to the success of the recruitment process. Program leaders should discuss and assign a volunteer coordinator to oversee the entire operation. The responsibilities of the volunteer coordinator should include, but are not limited to:

- Communicate with program leaders to find out how many volunteers to recruit
- Identify the desired age group of the volunteers based on the event type
- Educate staff on the roles and responsibilities of volunteers
- Draft volunteer job descriptions and advertise to potential volunteers. This may include creating promotional materials such as flyers.
- Handle the application process and conduct screenings of potential volunteers (if applicable)
- Conduct volunteer orientation and training
- Facilitate routine communication between the organization and the volunteers
- Assist program coordinators with managing volunteers during individual events
- Convey volunteer feedback and ideas back to the organization

Methods for Outreach

Identify the makeup of your local community, and utilize local resources and social media to promote your program and attract volunteers. Be sure to clearly outline the responsibilities, time commitment, and any other logistic issues in your communications.

Examples of contacts include:

- Local schools, community centers, churches, or any other potential volunteer pools
- Personal contacts with current volunteers and staff
- Local newspapers, radios, or television stations to attract the public's attention
- Posting flyers at public places such as schools, libraries, supermarkets, etc.
- Interested individuals at prior outreach events

Volunteer Orientation and Training

Depending on the population of your volunteers, they may or may not be familiar with the current opioid epidemic. Therefore, it is important to provide education and training to your volunteers to make sure they are knowledgeable. This is also the opportunity for you to educate the volunteers on your organization's missions and goals. This will help volunteers stay engaged while participating in an event, and allow them to contribute as an active member of your organization. Orientation and trainings can either be in person, which may require time and resources, or by disseminating orientation materials via electronic methods such as email or through video-sharing resources.



Section 3: Community Outreach Initiatives

Purpose

Community outreach initiatives should be designed to address and raise awareness of the worsening opioid epidemic in the community. The purpose of these events is to meet the needs of the community by providing education and resources for community members to participate and act as advocates. Several outreach initiatives are described below with accompanying resources to help you get a jump start for your organization.

Local Health Fairs & Outreaches

Health fairs provide a good opportunity for organizations to reach out to the community about health and wellness topics, and can be tailored to target any population of interest. These events can be held in a variety of locations depending on your target audience; examples include supermarkets, senior centers, churches, and libraries. Utilize your local resources for opportunities to promote your organization and program. You may also utilize awareness dates and months and look for opportunities to collaborate with other local organizations to hold larger scale health fairs.

Important dates to keep in mind:

National Drug and Alcohol Facts Week	March 20 th – 26 th , 2024
National Public Health Week	April 7 th to 13 th , 2025
National Prescription Drug Take Back Day	April 27 th , 2024
International Overdose Awareness Day	August 31 st of each year
National Recovery Month	September 1 st -30 th of each year
Pain Awareness Month	September 1 st -30 th of each year
National Medicine Abuse Awareness Month	October 1 st -31 st of each year
Knock Out Opioid Abuse Day (NJ Specific)	October 6 th of each year

Below is an outline of the planning process adapted from the [Wellness and Health Fair Planning Guide](#) by Moda Health Plan, Inc. Please note that this guide is set up to help you organize a large scale health fair which may not be applicable for every occasion. Therefore, some points are summarized below for your reference. It is best to start the process early, as it will give you an ample amount of time to account for the logistics and any unexpected changes to the event. The length of the planning process varies depending on the size of the event, but in general, starting a few months in advance is ideal.

- Step 1. Assign program coordinator(s), organize a planning committee, and recruit volunteers
 - Refer to Section 1 for information on volunteer recruitment
 - Establish clear-cut deadlines and assign specific responsibilities to the individual committee members to help ensure tasks are done in a timely manner
- Step 2. Establish goals and objectives
 - What is the purpose of this event? Is it to raise awareness about the opioid crisis or to educate the community regarding opioid overdose? This will help you identify what resources you will need for the event (for example types of flyers, brochures, and trifold posters).
- Step 3. Identify your target audience and space required for the event
 - Your target audience will often direct you to a specific type of location for your event
 - Consider the size of your potential audience and the size of the space you will need and are able to acquire to accommodate your audience
 - Assess the needs and interest of your audience to account for any additional resources and accommodations needed (for example, if you are doing an outreach in a middle school, it may be a useful to implement interactive activities and prizes)
- Step 4. Create a budget, and finalize the date, time, and venue of the event
 - By doing this early, it will give you more time to advertise and promote your event (you may want to create promotional material to accompany your efforts)
 - A typical budget would include (but is not limited to) site fees, equipment or table rental, incentives (e.g. prizes), promotion (cost of printing flyers and posters), refreshments for attendees, etc.
- Step 5. Confirm space and volunteer availabilities one week prior to the event
- Step 6. The day of the event

- At least one committee member should be present to help coordinate the volunteers and the logistics of the event
- Step 7. After the event
 - Collect feedback from audiences and volunteers to help you make changes and improvements to your next event
 - Remember to send thank you notes or emails to your volunteers and hosts immediately after the event

Social Media Campaign

Clever and effective social media campaigns can be a great tool to help raise awareness on the rising issue of opioid misuse. Utilize social media platforms to spread information; all you need is an image with a clear-cut message and an easy-to-remember slogan.

Sample images that can be used are available in the supplemental section for this document. You may also utilize other methods such as creating videos and polls to fulfill the needs of your initiative.

Online tools are available if you would like to make infographic designs of your own. These resources can be used to make business cards, posters, brochures, and social media posts.

Additional Resources

Wellness and Health Fair Planning Guide

Moda Health Plan, Inc.

https://www.modahealth.com/pdfs/wellness/health_fair_planning_guide.pdf.

National Substance Abuse Treatment Referral Services

Substance Abuse and Mental Health Services Administration

<https://findtreatment.samhsa.gov/>

Section 4: Drug Overdose Prevention & Resources for Dealing with Addiction



Purpose

Naloxone, an opioid reversal agent, is available over the counter (OTC) in all pharmacies. Naloxone is also useful for patients to carry who are chronically taking opioid pain medications in case of an accidental overdose. Please ask your local pharmacist for more information. Additional resources and training centers in NJ are available on [Get Naloxone Now](#).

A friend or a family member may acquire naloxone without a prescription from a pharmacy to keep on hand in case they will ever need it for a person they are worried about.

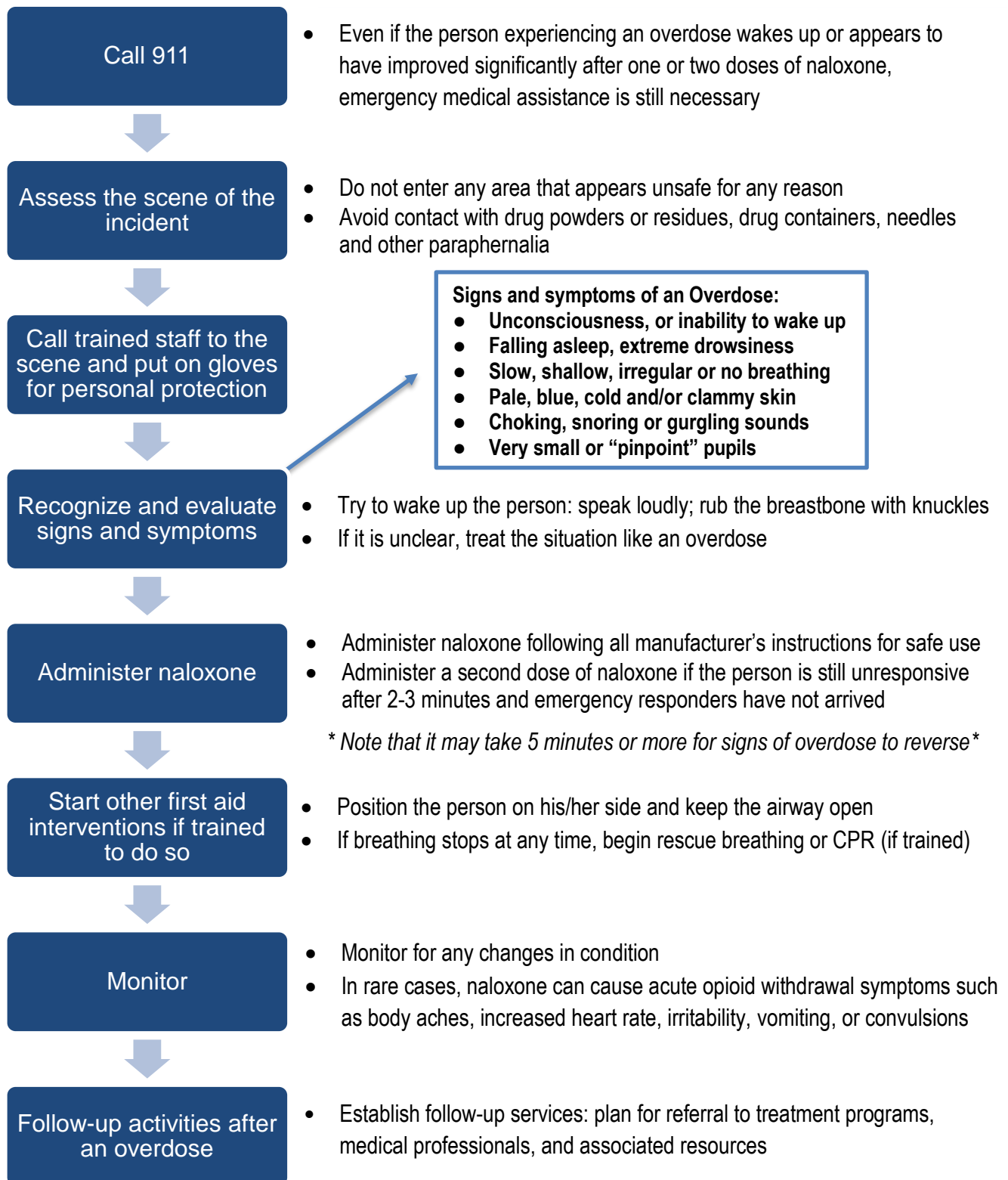
Included in this toolkit are Supplement 5 and Supplement 6. These are two posters that can be used to educate on opioid overdose situations in any community setting. These two flyers are highly adaptable and can be used in a variety of settings, such as schools, hospitals, stores, churches, community centers, etc. These flyers can also be used to generate interest in learning about opioid overdose so that people can be motivated to attend naloxone training events that are described in the next section.

Although primary prevention of opioid misuse and abuse is a main initiative, it is also vital to provide resources for those already struggling with addiction. NJ Cares reported in 2022 there were around 3.3 million opioid prescriptions dispensed, over 15,000 naloxone treatments administered, and over 3,000 overdoses that occurred in the state of NJ.⁶ These deaths are increasingly more preventable as naloxone becomes more widely available.

With Naloxone now available on a widespread basis, community members should be educated on how to recognize an opioid overdose as well as how to react in an overdose situation. Under the Overdose Prevention Act (N.J.S.A. 2C:35-30) in New Jersey passed in May of 2013, people cannot be charged for drug use or drug possession when being treated for overdose or seeking overdose treatment for someone else.⁷ It is imperative that people are aware that treatment is not something to be feared, but can save countless lives. It is also vital that those struggling with addiction have access to other resources available in New Jersey such as addiction hotlines, support groups, and treatment centers included in this toolkit and supplementary materials.

What to do in an Opioid Overdose⁸

Responding to a Suspected Opioid Overdose




Commercially available naloxone formulations:

- Nasal Spray
 - Narcan ® 4mg, Kloxxado ® 8mg, Revive® 3mg
- Intramuscular Injection
 - Generic injection solution
 - Zimhi ® (single dose prefilled syringe)

Naloxone Nasal Sprays:

Narcan®⁹

Remove NARCAN Nasal Spray from the box.
Peel back the tab with the circle to open the NARCAN Nasal Spray.




Hold the NARCAN nasal spray with your thumb on the bottom of the plunger and your first and middle fingers on either side of the nozzle.

Gently insert the tip of the nozzle into either nostril.

- Tilt the person's head back and provide support under the neck with your hand. Gently insert the tip of the nozzle into **one nostril**, until your fingers on either side of the nozzle are against the bottom of the person's nose.


Press the plunger firmly to give the dose of NARCAN Nasal Spray.

- Remove the NARCAN Nasal Spray from the nostril after giving the dose.



The diagram illustrates the four steps of using Narcan Nasal Spray: 1. Removing the spray from the box by peeling back a tab. 2. Holding the device with the thumb on the plunger and fingers on the nozzle. 3. Inserting the nozzle into one nostril while tilting the head back. 4. Pressing the plunger firmly to administer the dose.

Kloxxado®¹⁰



The diagram illustrates the four steps of using Kloxxado nasal spray: 1. Removing the spray from the box by peeling off a back tab. 2. Holding the device with the thumb on the bottom and fingers on the nozzle. 3. Inserting the nozzle into one nostril while tilting the head back. 4. Pressing the plunger firmly to administer the dose.

REMOVE

REMOVE Kloxxado® nasal spray from the box. Peel off the back tab with the triangle (p) to open the Kloxxado™ nasal spray blister.

HOLD

HOLD it with your thumb on the bottom and your first and middle fingers on either side of the nozzle.

INSERT

INSERT the tip of the nozzle into one nostril until your fingers are against the bottom of the person's nose.

PRESS

PRESS the plunger firmly to give the dose of Kloxxado® nasal spray.

RiVive®- OTC formulation¹¹



Step 1: CHECK if you suspect an overdose

- **CHECK** for a suspected overdose: the person will not wake up or is very sleepy or not breathing well
 - Yell "Wake up!"
 - Shake the person gently
 - If the person is not awake, go to Step 2

Step 2: GIVE 1st dose in the nose

- Hold nasal spray device with thumb on plunger and a finger on each side of the nozzle
- Insert nozzle into one nostril and press plunger firmly
- Each nasal spray device contains only one dose of naloxone

Step 3: CALL 911

- Get medical help immediately after giving the first dose
- Call 911 now

Step 4: WATCH & GIVE

- **WAIT** 2-3 minutes after the 1st dose to give the medicine time to work
- If the person wakes up: Go to Step 5
- If the person does not wake up:
 - Give a second dose of medicine using a new nasal spray device
 - It is safe to keep giving doses every 2-3 minutes until the person wakes up

Step 5: STAY

- **STAY** until ambulance arrives: even if the person wakes up
- **GIVE** another dose if the person becomes very sleepy again
- You may need to give all the doses in the pack

Naloxone Intramuscular Injections:

Generic injection solution¹²

Inject naloxone

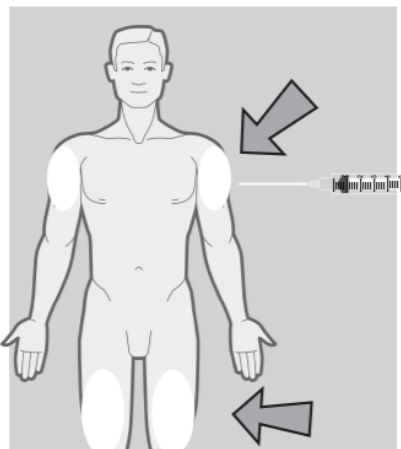
Step 1: Take the orange cap off the vial and stick the needle through the rubber stopper.



Draw all the fluid into the needle by pulling back on the plunger. Be sure the syringe fills with liquid — not air.



Step 2: Inject the needle straight into muscle in the shoulder (like a flu shot) or into the front of the thigh. Push down on the plunger to empty the syringe. It is OK to inject through clothing.



Step 3: If the person does not respond in 3-5 minutes, inject another dose of naloxone. Do not wait more than 5 minutes to give a second dose.

4 SIMPLE STEPS TO USE ZIMHI™ (naloxone HCl Injection): PRESS, PUSH, PULL, PLACE

ZIMHI IS USED FOR OPIOID EMERGENCIES (KNOWN OR SUSPECTED OVERDOSES)¹

Please read full ZIMHI Instructions For Use on ZIMHI.com before use.

As soon as possible, call for emergency medical help.
ZIMHI DOES NOT TAKE THE PLACE OF EMERGENCY MEDICAL CARE.



PRESS

PRESS needle into outer thigh after twisting off needle cap. Do not touch the plunger until this step is completed.



PUSH

PUSH plunger until it clicks and hold for 2 seconds before removing the needle. The correct dose has been given if the plunger has been pushed all the way down and blocks part of the solution window. It is normal for most of the medicine to remain in the syringe after the dose has been injected.



PULL

PULL the safety guard down using one hand with fingers behind the needle. Do this right after you give the injection.



PLACE

PLACE the used syringe into the blue case, close it, and call 911. Give the used ZIMHI syringe to the healthcare provider for inspection and for proper disposal.

If the person is unresponsive after 2 to 3 minutes, give an additional dose of ZIMHI using a new device.

After using any of the above naloxone formulations, always monitor the patient's response until help arrives. You must stay with the victim to insure that they keep breathing. It is also beneficial for you to explain to the paramedics the steps that you have taken so that they can better assist the victim.

How to Set Up a Naloxone Training Event

Supplement 7 and 8 of this toolkit are both a PowerPoint and a transcript of a naloxone training event adapted from the State of New Jersey Department of Human Services Division of Mental Health and Addiction Services.¹⁴ This can be used as a webinar or live training demonstration for recognizing opioid overdose and administering naloxone. This information is adaptable and could be geared towards a wide variety of different audiences. The following are different demographics that could be targeted for these events:

- Friends or family of a person that misuses opioids
- Friends or family of those on chronic opioid pain medications
- Pharmacists/Pharmacy Students
- Teachers
- Nurses/Nursing Students

- School Athletic Coaches and School Nurses
- Other interested community members

Ideally this kind of training event should include a live demonstration with examples of each commercially available dosage form of naloxone. These events should be led by a medical professional who is knowledgeable about opioid overdose or someone who has CPR training, such as a paramedic. Please refer to Section 1 for information on general event planning.

Information about Treatment Options

Successful treatment of addiction includes a comprehensive treatment plan of mental health counseling, behavioral therapy, participation in social support programs, and prescription medication. These medications have sometimes been stigmatized as replacing one addiction with another, but have been proven safe and effective for opioid addiction treatment and should not be overlooked for possible help with recovery. The following medications work specifically for patients with addictions to heroin or narcotic pain medication such as oxycodone. Treatment should always be closely monitored by a physician and taken exactly as prescribed. Some prescription medications available for the medical treatment of addiction include:

- Methadone¹⁵
 - Methadone lessens the painful symptoms of opioid withdrawal and blocks the euphoric effects of other opioids (i.e. heroin).
 - It is available as a tablet.
 - Methadone can safely be taken by women who are pregnant or breastfeeding.
- Buprenorphine¹⁶
 - Buprenorphine works by suppressing and reducing cravings for the opioids.
 - It is available in a variety of formulations (sublingual tablet and sublingual film) that is placed under the tongue. Buprenorphine is also available as an implant given every 6 months by a certified healthcare professional.
 - Oral formulations of buprenorphine are usually co-formulated with the opioid antagonist naloxone which reduces the likelihood of abuse by injection, which encourages the patient to take the medication as directed.
 - Buprenorphine can be prescribed from a wider range of doctors and in larger amounts than methadone, increasing patient accessibility and convenience, but also increasing the risk of diversion or abuse.

- Naltrexone¹⁷
 - Naltrexone binds and blocks opioid receptors, and is reported to reduce opioid cravings.
 - Naltrexone is available in a tablet and a long acting injectable form.
 - Patients should be completely withdrawn from opioids before naltrexone can be administered.

There is a toolkit available through SAMHSA listed under additional resources of this section. This toolkit could be used for people with addiction. This toolkit allows those struggling with addiction to see if seeking medication assisted treatment for addiction is appropriate. In the additional resources of this section, there are also resources from SAMHSA which contain search features for locating a physician who prescribes buprenorphine as well as search features for how to locate an opioid treatment program. There are also a wide variety of resources for opioid addiction in New Jersey at [Department of Human Services- Division of Mental Health and Addiction Services- Addiction Treatment Services](#) [ReachNJ.gov- New Jersey's Addiction Hotline](#)

There are multiple resources detailing treatment options for opioid abuse and misuse available on the opioid toolkit website at [Rutgers Pharmacy Opioid Misuse Toolkit](#). These can be distributed in various community settings such as schools, hospitals, stores, churches, community centers, etc. These flyers will hopefully grasp the attention of those struggling with addiction or friends and family of those struggling with addiction.

Addiction: It is also vital that those struggling with addiction have access to other resources available in New Jersey such as addiction hotlines, support groups, and treatment centers included in this toolkit and supplementary materials.

Hotlines and Existing Support Groups in NJ

- 1-844-276-2777 NJ Addiction Services Hotline
- 1-855-652-3737 NJ Connect for Recovery
- 1-844-732-2465 Reach NJ
- 1-800-662-HELP (4357) SAMHSA's National Helpline
 - This is a free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance use disorders.

- 1-855-378-4373 Partnership for Drug-Free Kids Helpline for Parents
- Attached to this toolkit as Supplement 9 and Supplement 10 are the schedules for the existing Narcotics Anonymous groups of New Jersey as well as Narcotics Anonymous groups for friends and families of those struggling with addiction. This is a widespread and established group that allows members to share their experiences and learn coping skills. There is also an opportunity to seek a mentor through this program. If there are not enough Narcotics Anonymous meetings in an area, Alcoholics Anonymous groups are another option for those struggling. There are more of these meetings and they are often daily for those that require a higher level of support.
- Another valuable resource is [New Jersey Self-Help Group Clearinghouse](#) which allows you to search for a variety of support groups that meet in New Jersey as well as how to start a support group.

How to Set Up a Local Support Group

Peer support groups are an effective and inexpensive way to connect people suffering from drug addiction to valuable resources. These groups allow people with similar issues to share their experiences and learn from each other. In support groups, those suffering with drug addiction can feel less alone in their addiction and may even find an experienced mentor to guide them in their treatment.

Steps to setting up a support group:

- 1) What is the purpose of your support group? Think about what you want to accomplish as a group as well as a mission statement.
- 2) Research if there are any established organizations that line up with your values. You may be able to start a local group stemming off of a larger one. These groups may have advice to help you start your group as well as resources that you can use for discussions.
- 3) Decide the specifics of your support group such as whether you want to meet for a few weeks or indefinitely, as well as if you want your group to only be for those addicted to opioids, the family members affected by opioid misuse, etc.
- 4) Plan the logistics of your support group such as where and when you will meet.
- 5) Find someone who is qualified to facilitate the support group such as someone with addiction counseling experience.

- 6) Recruit members for your support group. Promotion could be done through flyers, ads in local newspapers, social media, etc.

Additional Resources:

Guide to Developing and Managing Overdose Prevention and Take-Home Naloxone Projects
Harm Reduction Coalition

<https://harmreduction.org/wp-content/uploads/2020/08/Resource-OverdosePrevention-GuidetoDevelopingandManagingOverdosePreventionandTakeHomeNaloxoneProjects.pdf>

Opioid Overdose Prevention Toolkit
Substance Abuse and Mental Health Services Administration
<https://store.samhsa.gov/system/files/sma18-4742.pdf>

Buprenorphine Treatment Physician Locator
Substance Abuse and Mental Health Services Administration
<https://www.samhsa.gov/medication-assisted-treatment/physician-program-data/treatment-physician-locator>

Opioid Treatment Program Directory
Substance Abuse and Mental Health Services Administration
<http://dpt2.samhsa.gov/treatment/directory.aspx>

Narcotics Anonymous Home Page
Narcotics Anonymous of New Jersey
<http://www.nanj.org/>

Narcotics Anonymous of New Jersey Family Group Home Page
Narcotics Anonymous of New Jersey Family Group
<http://www.naranonofnj.org/>



Section 5: Drug Take Back Initiative

Purpose

Drug take back is a simple, safe, and anonymous way to dispose of unused and unwanted medications in an effort to prevent drug diversion.

- **The Drug Epidemic**

Unused medications can lead to drug misuse and abuse. In 2017, the majority of the 12.5 million Americans who misused and abused prescription drugs stated that they received those drugs from friends and family, including from medicine cabinets at home.¹⁸ Four out of five heroin users responded that they started their medication misuse with opioids.³ Proper disposal of medication removes unused drugs from your home and can prevent substance abuse and misuse.

- **The Environmental Impact¹⁹**

Unwanted medications can get into the environment when they are not properly disposed of. Medications are often flushed down the toilet, released directly into the water supply, harming aquatic life and the environment. More than 100 pharmaceuticals, including antibiotics, anticonvulsants, and mood stabilizers, have been detected in lakes, rivers, reservoirs, and streams across the U.S. Flushed medications can also reach our drinking water supply. In the 2016 Associated Press Investigation, medications have been found in the drinking water of 24 major cities in America and could potentially have an impact on human health.¹⁹

Medications inappropriately thrown away in the garbage are still chemically active and can further harm the environment. Garbage disposals can also expose dangerous medications to children or pets.¹⁹

DEA National Take Back Initiative

The Drug Enforcement Administration (DEA) holds National Drug Take Back Days twice a year. At the 18th Drug Take Back Day in October 2022, the public turned in more than **647,163 pounds (324 tons)** of medication at almost **4,902 collection sites** around the country. Overall, in the nine years since the program began, the DEA has collected a total of **16.6 million pounds (8,318 tons)** of unwanted and unused prescription drugs.²⁰

Contact your local law enforcement office or visit the DEA's [National Take-Back Initiative](#) for more information.

You can find more information about drug collection sites here: [Drug Disposal: Drug Take Back Locations](#)

New Jersey Project Medicine Drop²¹

Project Medicine Drop is a program created by New Jersey Division of Consumer Affairs. It allows disposal of unused or expired medications anonymously, seven days a week, 365 days a year. Each drop box is located within police department headquarters, affixed to the floor or wall and within view of law enforcement officers. The police agencies hold and dispose of the medications according to normal procedures for the destruction of controlled dangerous substances and provide a quarterly report to the Division of Consumer Affairs.

Project Medicine Drop is a great way to promote safe medication disposal in addition to drug take back events during the year. Increase awareness for local medication drop off locations by asking volunteers to place the informational posters available in this toolkit in local pharmacies, community centers, senior centers, schools, churches, and other public areas. Talk to your local pharmacies about Project Medicine Drop to emphasize that medications can be dropped off any day during the year. Pharmacy staff can educate patients who are picking up medication on where to dispose of unused drugs in their community.

Drop off locations are located in Atlantinc, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Gloucester, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Salem, Somerset, Sussex, Union, and Warren counties. For complete list of disposal locations, please visit your local law enforcement office or <http://www.njconsumeraffairs.gov/meddrop/>.

For home disposal, it is important to follow the correct procedure to dispose of medications correctly. Before flushing medications down the toilet, check the drug label or see FDA's list of medications recommended for disposal by flushing. Almost all medicines, except those on the FDA flush list (see below), can be thrown into your household trash. For drugs like fentanyl patches or inhalers, refer to FDA's [Where and How to Dispose of Unused Medicines](#) for more information.

The FDA released a list of drugs approved to be flushed in the toilet because they are especially harmful or fatal with a single dose. Flushing of these drugs should only be used if a drug take back option is not readily available. The following drugs are included on the FDA approved flush list:

benzhydrocodone/acetaminophen, buprenorphine, diazepam, fentanyl, hydrocodone, hydromorphone, meperidine, methadone, methylphenidate, morphine, oxycodone, oxymorphone, sodium oxybate, and tapentadol.²²

Additional Resources

Operation Prevention Classroom

Prevention First

<https://www.operationprevention.com/classroom>

Prevent Rx Abuse Toolkit

Community Anti-Drug Coalitions of America (CADCA)

<http://www.preventrxabuse.org/>

Communications Toolkit

Blue Cross Blue Shield Association

https://scpa.memberclicks.net/assets/SCPrescriptions/dea%20national%20drug%20take%20back%20toolkit_final.pdf

National Take-Back Initiative and Collector Locations

U.S. Drug Enforcement Administration

<https://www.dea.gov/takebackday>

DEA Partnership Toolbox for Promotional Resources

U.S. Drug Enforcement Administration

<https://takebackday.dea.gov/content/partnership-toolbox>

Project Medicine Drop

New Jersey Division of Consumer Affairs

<http://www.njconsumeraffairs.gov/meddrop/>

Disposal of Unused Medications: What You Should Know

U.S. Food and Drug Administration

<http://www.fda.gov/drugs/resourcesforyou/consumers/buyingusingmedicinesafely/ensuringsafeuseofmedicine/safedisposalofmedicines/ucm186187.htm>

How to Hold a Drug Take-Back Day

There are many ways to hold drug take back events in your community. Outlined here are steps adapted from Prevention First and other public drug take-back day toolkits. You can also refer to Section 1 of this toolkit for general planning steps.

Plan Your Event

- **Contact your local law enforcement agency**

Two to three months prior to your take-back day contact your local law enforcement office. Partnering with law enforcement is required at drug take back days. Law enforcement participation is necessary to collect, physically store, and subsequently dispose of medications gathered during disposal days, especially if controlled substances will be collected during the event. When speaking to the law enforcement about partnering for a drug take-back day, outline the responsibilities of the law enforcement officers and the resources required at the event.

Law enforcement responsibilities include:

- Providing security at medication collection sites on the day of the event
- Facilitating medications as they are dropped off by participants
- Categorizing and weighing the medications collected
- Transporting medications from collection sites to disposal sites after the event
- Disposing of medications

In addition to the DEA's National Drug Take Back Days, your community can organize a series of drug take-back events throughout the year. Organize dates, times, and locations where your local law enforcement can be present and facilitate drop off locations throughout the community. Also be sure to verify with the law enforcement office what types of medications they are able to accept at the event.

- **Choose collection sites**

Collection sites can be organized all around the community. Some areas where drug take-back events can be held include schools, senior centers, churches or religious centers, local fire departments, libraries, pharmacies, and other community facilities. The event can feature multiple medication drop-off locations and can also be held outdoors to accommodate more participants. Contact and visit local community centers to determine if space is available for a

drug take-back event. Collection sites should be accessible to all community members and large enough to accommodate collection supplies, law enforcement personnel, volunteers, and participants. Organizing take back days in the same locations each year can also increase participation.

- **Gather volunteers and partner with other coalitions**

Recruit volunteers to help organize the event by asking for volunteers within your organization or within your partnering coalitions a few weeks to one month prior to the event. While recruiting committees, talk to contacts in their marketing, community outreach, or membership departments. Provide information on opioid misuse and the importance of safe medication disposal.

Some possible coalitions include: school committees, parent associations, hospitals, local health departments, poison control centers, veterans groups, senior citizens groups, religious groups, drug-free coalitions, and other community volunteer groups. You can also contact your local pharmacies to see if they would be willing to participate in or help advertise of your drug take back event.

While partnering with other coalitions is not required to hold a successful take-back event, having partnerships can increase the amount of available volunteers and increase awareness for prescription medication misuse and abuse.

Refer to Section 2 of this toolkit for more information on volunteer recruitment.

Promote Your Event

- **Advertise with flyers and posters**

Create informational handouts to advertise your event or use the customizable flyer provided in this toolkit. Flyers will indicate the date, time, and location of your event, in addition to a list of medications to bring and not to bring on disposal day. Have volunteers post the flyers on bulletin boards and hand out copies of the flyer at schools, libraries, senior homes, and other community centers. Contact your local pharmacies to see if they will be willing to hand out flyers to patients picking up their prescriptions to inform them of the drug take back event.

An example of a list of medications to bring and not to bring to drug take-back days is provided below. This list can be modified after discussing with law enforcement what medications they

are able to accept and dispose of.

What to Bring:

- Prescription medications
- Over-the-counter medications
- Vitamins
- Patches
- Creams/ointments
- Vials
- Inhalers
- Pet medications

What Not to Bring:

- Illegal drugs
- Needles
- Syringes
- Aerosol cans
- Bio-hazardous material
- Personal care products
- Thermometers

The DEA has also provided a [Partnership Toolbox](#) with additional flyers, posters, and banners of different sizes to promote drug take back days. Start advertising with flyers and posters one month in advance to ensure that members of the community are aware of the drug take back event.

- **Contact your local media**

Get in contact with the local newspapers, television channels, and radio stations to promote your event. Send a media notice a week or two in advance of your drug take back day with a brief description, date, time, and location of the event. Sample media advisories and press releases can be found in the Community Anti-Drug Coalitions of America's [Rx Abuse Prevention Toolkit](#). If media stations plan to attend your event, designate a spokesperson who can answer any interview questions about drug take back and opioid misuse.

Also consider using social media (such as Facebook, Twitter, Instagram, etc.) to advertise. Post electronic versions of your take back day flyers on local law enforcement or community center pages and encourage community members to share the information. Social media posts and flyers can be easily made on [Canva](#) for free. Consider holding a raffle, awarding a prize to a randomly selected community member who has shared the post. Prizes could include gift cards to local shops or restaurants, or gift baskets donated from a local business.

Implement Your Event

- **Organize volunteers**

On the day of the event, volunteers should be easily identifiable, for example, wearing name tags, matching shirts, and/or safety vests. Remind volunteers about drug diversion laws and stress the importance of safety while handling medications. Volunteers and law enforcement should always wear disposable gloves when collecting medications and avoid opening prescription bottles.

Volunteer responsibilities can include:

- Setting up tables, collection bins, and supplies
- Directing traffic
- Collecting medications
- Answering questions

- **Set up your event**

On the day of the event arrive early to the drop off location(s) to set up. Make sure volunteers and law enforcement personnel are aware of their responsibilities for the day.

Supplies you may need for each collection location include:

- Tables and chairs
 - Cover for shade and rain protection if event is held outside
 - Disposable medical gloves
 - Permanent markers to cross off any personal identifiers on prescription labels
 - Storage containers for medications
 - Labels for containers
 - Sharps collection containers if needed
 - Trash bags
 - Scale for weighing the medications collected
 - Water for volunteers, law enforcement officers, and/or participants
- At least one law enforcement officer should be present at the disposal tables at all times to monitor medication drop off and medications should never be left unattended. Be sure that volunteers do not touch or remove medications from disposal containers. Law enforcement personnel should be the only ones permitted to handle controlled medications.

- **Opioid Education**

Use this opportunity to talk to the community about opioid misuse, prescription abuse, and the importance of safe disposal of medications. Consider providing informational pamphlets and resources to increase public awareness of opioids and prescription drug misuse and abuse. Educational materials are available in this toolkit with information on how to recognize opioid misuse and abuse, steps to seek treatment, and how to administer naloxone in situations of opioid overdose. Hand out these resources as participants are dropping off their medications.

You can also educate participants on permanent medication drop off bins located in law enforcement offices. Have a list of nearby locations to help community members locate disposal boxes nearest to their homes. If possible, also provide dates of future take back events.

Evaluate Your Event

- **Count collected medications**

One way to evaluate your event is to measure how much medication was collected during the event. The DEA will weigh medications and announce the total amount collected at each National Drug Take Back Day. If you are planning to keep track of how much you collect, make sure you have a scale prepared at the event.

- **Conduct surveys**

Surveys can be a good way to evaluate the success of your event. Surveys should be quick, simple, and accessible to participants as they drop off their medications. A good length would be no more than five questions with either multiple choice or write-in answers.

Possible questions can include:

- How did you hear about the event?
- How do you usually dispose of medications?
- Would you attend a future drug take back event?
- How can we improve future events?

Consider creating a Google Form and linking a QR code to the form. Print out the QR code and have every participant scan the QR code with their smartphone to fill out the survey. Responses are automatically organized into an Excel sheet for ease of analysis.

- **Follow up**

Be certain to thank your volunteers and the law enforcement teams you partnered up with. You may also consider taking photos of the drug take back event and advertise for future events.

Secure Prescription Medication Storage- Real Estate Open Houses

Drug diversion through open house visits continues to be a problem that contributes toward the opioid epidemic due to the easy access of medications. Home owners often do not consider their prescription medications as valuable items, which present the opportunity for these medications to get into the wrong hands. People can easily search through cabinets during an open house, and steal medications with street value including opioids/pain medications, ADHD medications, antianxiety medications, and many others.

Interventions can be made with the help of realtors to educate the home owners on the importance of securing their medications by implementing methods such as medication lock boxes and medication deactivation systems. Involve realtors by providing realtor education and resources (such as flyers) for them to distribute to home owners.

Sample educational material for realtors is available as a supplement to this toolkit (titled Securing Prescription Medications), and can be presented to realtors during their routine training sessions. A sample brochure for realtors to hand out to homeowners has also been created and is available as a supplement (you may customize the brochure to include local drug disposal locations).

Senior Facility Outreach

Seniors often have a variety of health conditions and may take many medications that could be of street value. There is the potential risk for these medications to get into the wrong hands; therefore, outreach can be done to educate the seniors and the staff regarding the safekeeping of their medications. Storage methods such as medication lock boxes are great tools to implement (for details, see the previous section on Medication Lock Boxes).

Another useful tool is a guide named [The Power of Grandparents](#) created by Drug-Free Kids. This guide is geared toward grandparents and what role they can play to help combat the issue of drug and alcohol abuse in teenagers.

Additional Resources

Wellness and Health Fair Planning Guide

Moda Health Plan, Inc.

https://www.modahealth.com/pdfs/wellness/health_fair_planning_guide.pdf.

National Substance Abuse Treatment Referral Services

Substance Abuse and Mental Health Services Administration

<https://findtreatment.samhsa.gov/>

Section 6: Middle School/High School Outreach Initiatives

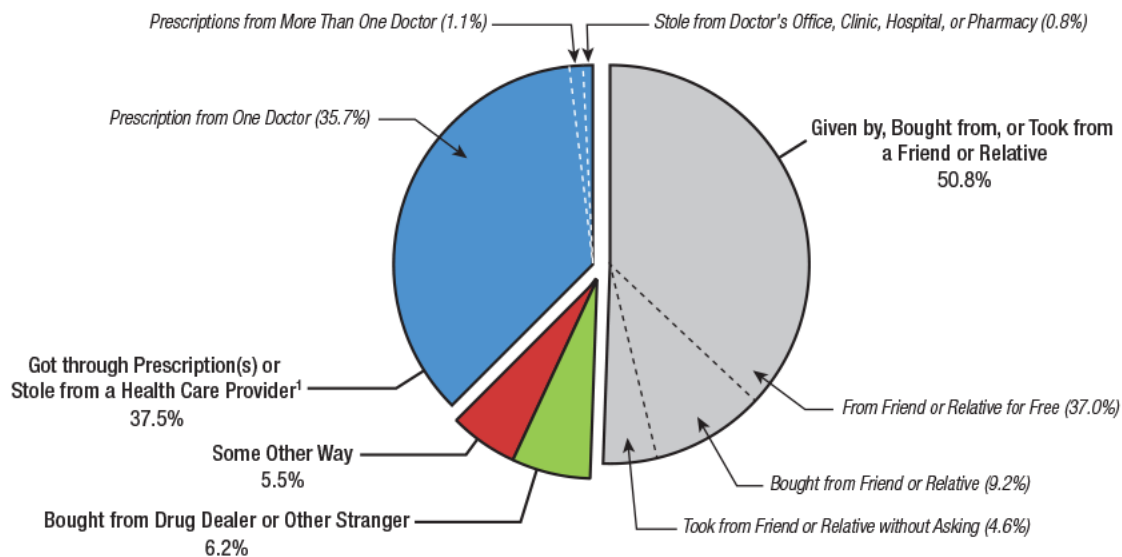


Purpose

Prescription drugs, specifically opioids, are one of the most commonly abused substances by teens 14 years and older in the United States. Approximately **9.2 million** people aged 12 or older in 2021 misused opioids in the past year which corresponds to **3.3 percent** of the population. Among adolescents aged 12 to 17 in 2018, 1.9 percent misused opioids, corresponding to **497,000 adolescents**.^{23, 24}

The percentage of adolescents who misused opioids in 2021 were lower than percentages in previous years, but percentages among young adults aged 18 to 25 are similar as reported by the Substance Abuse and Mental Health Services Administration. This trend has been on the rise throughout the years and only will increase unless we act now. Therefore, it is important to intervene in the drug abuse process as early as possible.

Source Where Pain Relievers Were Obtained for Most Recent Misuse among People Aged 12 or Older Who Misused Pain Relievers in the Past Year: 2019



9.7 Million People Aged 12 or Older Who Misused Pain Relievers in the Past Year

Note: Respondents with unknown data for the Source for Most Recent Misuse or who reported Some Other Way but did not specify a valid way were excluded.

¹ The percentages from the subcategories do not add to the total percentage for the category due to rounding.

Source: [Key Substance Use and Mental Health Indicators in the United States: Results from the 2019 National Survey on Drug Use and Health](#)

Teaching methods, such as hosting school assemblies and intimate classroom sessions, can help to strengthen student knowledge about the dangers of prescription medication. There are many educational documentaries that can be shown and local speakers with experience in drug abuse and/or misuse can be featured to influence students. Teachers can also lead classroom discussions on the topic in a more personal classroom setting so that every student may be heard. Anonymous questions can be submitted beforehand to supplement classroom discussions and help to encourage open and active participation.

In addition, middle school and high school is a great time for parents to reach out to their children as well. Schools can help to play a part to teach parents on how to approach this topic and stay updated on the tools they can utilize to ensure the best for their children.

Student Education

- **Presentations^{23,24}**

There is a huge fear that children in middle and high school will turn to illicit drugs but more commonly today, teens are first turning to prescription medications that have become very easy to access. Abuse of prescription medications happens when a person takes a medication that does not belong to them or takes a medication for reasons other than the intended purpose. This practice is not only unsafe, but also illegal. An average of 2,000 teens will use a prescription drug for unintended purposes every day, and in a national survey, among 12th graders, 7.7 percent used Adderall non-medically in 2015. However, with school-wide assemblies, local speakers, educational screenings, in-classroom presentations and breakout discussions, adults in the education system can impact the student mindset and intervene in the drug abuse process.

- **School wide assemblies/In classroom presentations**

Many students are not thoroughly familiar with the facts of prescription medications including opioids. This is a great opportunity for the school to share correct information and debunk the myths of prescription drug misuse and abuse. Students can also be taught in depth as to why drugs have the power to influence them the way they do. These conversations can be held in large school settings such as an auditorium for a school wide assembly or smaller intimate setting such as health classrooms. Please refer to Section 1 for the Event Planning Process and the tools you would need to gather for such an event. The following provides tools available for use by the general public:

Elementary School

- Consideration can be given to target students as early as elementary school in high risk areas.

Middle school

- [Digital Lesson Educator Guide for Middle School](#) from Operation Prevention: A PowerPoint presentation is available for use in the additional resources section.

High School

- [Digital Lesson Educator Guide for High School](#) from Operation Prevention: Provides a PowerPoint presentation that can be adapted to fit the needs of your program. Has a more involved explanation of the health effects of opioids, how they affect bodily functions, and cause addiction.
- [Rx for Understanding: Educator's Resource Guide for High School](#) from National Education Association Health Information Network: Background information for teachers to learn about the opioid epidemic. 10 lessons are included that have step by step instructions for educators to teach students about opioids. Resources for students such as templates, activity pages and reproducible parent letters.

Educators

- [“Pop positivity, not Pills” A Presentation by PEERx:](#) Presentation for educators to learn about the opioid addiction epidemic and contains resources available for use.

Local speakers in NJ

Schools can invite a speaker to raise community awareness on opioid misuse and abuse. Speakers can be a person recovering from addiction, preferably within the same age range, who teens can readily relate to. This offers great firsthand perspective on the topic and generates more interest within the younger generation. The school would have to contact detox and recovery centers to retrieve willing persons to speak.

Another option is featuring the parent of a recovering child or a parent who has experienced

loss. It offers a different perspective and the student can think more about the community of people they would be affecting with drug misuse and abuse. Lastly, a local professional speaker, such as a law officer, government worker, or healthcare professional including pharmacists, physicians, psychologists, and counselors for addiction can also make an impact. These face-to-face conversations will involve students in a communal thinking process. Refer to the event planning process in Section 1 on how to start this initiative.

Educational screening

Below are some examples of documentaries that feature interviews with younger people who are either currently suffering from an opioid addiction or are in recovery.

- **Middle school:**

- [Opioids in Our Community:](#)

“Rhode Island PBS has produced two documentaries on this topic: *THE FIX: Examining Rhode Island’s Opioid Epidemic*, in 2018 and *No Hero in Heroin: A Hard Look at the Rhode Island Epidemic*, in 2014.

Videos and lessons in this gallery are appropriate for introducing middle school students to the opioid epidemic and its effects on a community.”

- **High school:**

- [Chasing the Dragon: The Life of an Opiate Addict:](#)

“Documentary put forth by the FBI and DEA that is a 45-minute film, whose title refers to the never-ending pursuit of the original or ultimate high. It features stark first-person accounts told by individuals who have abused opioids or whose children have abused opioids, with tragic consequences.”

- [BBC’s Addicted: America’s Opioid Crisis](#)

- BBC documentary that gives a compelling insight into the growth of America’s devastating relationship with opioids that has destroyed millions of lives. A 45-minute documentary that explores the depths of America’s opioid crisis and the role played by pharmaceutical giants.

- [Teen Health: Substance Use and Abuse \(Penn State PRO Wellness\)](#)

- Animated video that discusses substance use and abuse in teens and young adults

- **Breakout Classroom Discussions**

Breakout discussions can be utilized by teachers to continue the conversation in a personal setting. This can take place after any presentation such as the school assembly or speakers. This can be done in one classroom period. Resources utilized may include activities associated with the presentation or a question and answer session addressing the key messages from the movies. Below are sample discussion guides that can be used as templates.

[Chasing the Dragon Discussion Guide](#) from FBI website

- Thorough discussion guide for “Chasing the Dragon” that includes pertinent terms, discussion questions, how to develop existing knowledge, and other classroom activities. This guide can be adapted to be used with other documentaries as the discussion questions cover very broad but common topics within opioid misuse.

- **Evaluating the impact**

Teachers can administer a pre-test to assess student knowledge and follow-up with a post test to see the impact of school interventions. The pre-test provided will test the preexisting knowledge of students and what the views of prescription drug misuse are amongst your student body. The post-test is to see the results of your impact. Administer both tests and compare the differences in grades. See the supplement sample test which can be changed to cater to your school’s curriculum.

- **Year-Round Impact**

There are many ways schools can make a difference year-round. Posters can be a reminder for students at any time of the year about the impact of drug misuse and abuse. They can be hung in approved locations in the school such as display boards, nurse’s offices, health education classrooms and hallways. There are posters available for use in the supplemental section. All are geared to different audiences but can be modified to your school’s needs.

In addition, students can be given stickers as a souvenir during school events such as assemblies or other discussions. They can be encouraged to post them in their lockers if allowed by the school or on their notebooks. The focus is on the topic: “Drug abuse is PREVENTABLE. Drug addiction is TREATABLE.” This can be found in the supplemental section.

- **How to prepare for events**

- Coordinate event logistics
- Identify a host or facilitator for the event
 - This can include the principal, health teacher, school nurse, guidance counselor or any interested educator
 - If your school is hosting a speaker, be sure to contact the speaker to confirm date, time, length and supplies they might need
- Consider the size of the audience and choose a room
- Consider the length of the presentation, time needed and add extra time for Q & A
- If you are hosting an educational screening, consider how the discussion will take place: audience discussion or classroom discussion
- Refer to important dates provided in this packet
- Consider the time to administer pre-test and post-test
- Refer to the Event Planning Process for more detailed information

Parental Education^{23,24}

The opioid epidemic is at an all-time high in New Jersey. Opioids are often prescribed due to an injury or short term pain and are sometimes perceived as harmless. Because of this, they are also easy to access and can be passed along to a friend. However, the effects of these medications are very powerful and often change the way the body and brain processes. This can lead to abuse and addiction. The addiction to legal opioids can sometimes lead to use of heroin, a cheap and illegal opioid. Almost 23% of those who use heroin were first addicted to opioids. In 2021, 497,000 adolescents aged 12-17 misused opioids. This rate is lower than that of previous years but for young adults aged 18 to 25, the rates are similar. Although rates are beginning to decrease, it is important to be vigilant now more than ever.

○ Parent Teacher Meeting

For schools, educating parents is an excellent opportunity to enrich the community. Prescription drug misuse or abuse does not stop after school. In fact, many teens state it is easy to obtain prescription drugs from friends or family. Therefore, similar education methods can be used to educate parents. The topics should be more focused on how parents can start discussions with their children. The school can hold presentations for parents during parent-teacher meetings. During health courses or physical education sessions, the teachers can utilize the provided resources.

- **PowerPoint presentation from Partnership for Drug-Free Kids** (See Supplement 15): PowerPoint equipped with statistics, videos, resources and templates to insert local information and stories that teachers can use to educate parents

about the epidemic. Discussions can focus on misuse and abuse in the community by kids, what actions can be taken by parents and resources available to them from Partnership for Drug-Free America and other organizations. It also includes notes sections with complete dialogue and explanation for each slide.

- **Parent Flyers/Pamphlets**

Parents can be sent home flyers during parent teacher meetings or with students. For elementary school students, flyer can be sent home in the “Friday folder.” The information will cover basic facts about the opioid epidemic and what parents can do to intervene in the process. See supplement flyer. It can be customized to the school’s choice.

Information for parents: What parents can do right now

- **Discussion with children**

Keep an open mind by engaging in one-on-one about the use of opioids in your child’s school. You may not always get the response you would like but be patient and have a continuing conversation. Teens who have better communication and bond with their family are less likely to misuse or abuse drugs.

Provide your children with resources for dealing with uncomfortable social situations involving drugs. Discuss with them what the best approach is to say no and refuse the situation.

Monitor your children for any changes in behavior. Growing up is a critical time and they will naturally go through changes. However, if there are any extraordinary changes, it is important to note them.

- **Manage your children’s medication**

Prevention is key in opioid misuse and abuse. Make sure to check your medication cabinet for outdated and unfinished medications to properly dispose of.

Alert school nurses and coaches if your child is on prescription painkillers.

- **Stay alert for common signs of misuse and abuse**

- A change in peer group or dropping longtime friends
- Carelessness with grooming or change in appearance

- Negative decline in academic performance
- Missing classes or skipping school
- Loss of interest in usual activities
- Trouble in school or with the law
- Changes in eating or sleeping habits
- Deteriorating relationships with family members and friends

Additional Resources

Educators for Middle/High School Toolkit

Smart Moves Smart Choices

http://www.smartmovesmartchoices.org/pdfs/SmartMoves_SchoolToolKit_Web.pdf

Prescription Drug Event Toolkit

National Institute on Drug Abuse for Teachers

<https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events/prescription-drug-event-toolkit>

Parents360 Rx Action Toolkit

Police and Communities Together 360

<https://starttalking.ohio.gov/Portals/0/Documents/Parents360/Parents360-Toolkit.pdf>

Student Athletes Packets

MassTAPP

<http://masstapp.edc.org/rx-student-athlete>

Parent Toolkit

Operation Prevention

https://www.prevention.org/Resources/f278a775-2fb6-450b-89fd-76b776b772f1/Operation_Prevention_ParentToolkit_Final.pdf

Section 7: University Outreach Initiatives



Purpose

A university is a great setting to raise awareness and provide resources to prevent opioid misuse and abuse since it is where a large number of students gather and reside. It is important to consider how to attract the student population as much as it is to deliver the right message about the opioid epidemic. Additionally, it is helpful to consider the available resources as well as preexisting events and organizations that are relevant to the cause. The following events will both raise awareness and promote prevention of opioid misuse and abuse, and provide a checklist in order to plan, implement, and evaluate the program in a university setting.

Media Discussion

Many universities hold outdoor movie events in the beginning of the school year when the weather is mild and suitable. To raise awareness about the widespread opioid epidemic and its detrimental impacts to college students, the university's programming association or related clubs (example: pharmacy organizations, health promotion organizations, drug misuse/abuse support groups) can carry out this event, either indoors or outdoors, according to their target number of students and budget.

- **How to Plan and Implement**

Two to three months prior to your event, contact the appropriate department in charge of renting out the audiovisual equipment and book the room / outdoor space where the event will take place. A month in advance, decide on a movie, finish recruiting volunteers, create and place the online and offline advertisements, and finalize the list of discussion questions, topics, as well as the post-event survey. A week in advance, count the number of attendees and finalize any supplies that would be used such as snacks, popcorn machine, and audiovisual equipment. Finally, carry out the event and either hand out a sheet of paper with survey questions or email an online survey to collect feedback on your program.

Checklist:

- Media projector (if not installed in the room or if the event is outdoors)
- Screen/ inflatable movie screen/ room with a screen/ movie theater – according to the organization's preference and weather at the time of the event
- Speaker and microphone
- Technical support crew
- Popcorn machine and other snacks

- Volunteers to set up and clean up after the event
- Moderator to carry out the discussion
- Online, offline PR crew and materials
- Sign-in sheet and survey via Google Form (set up QR code for attendees to scan)

Sample Template to Refer to for Film Discussion:

- [FBI's Chasing the Dragon](#)

- **Program Discussion**

Refer to Google Form responses for program evaluation.

- **Expand & Apply**

Take feedback from initial movie screening and apply changes to future events. For any future media screening events, you may use similar methods and refer to logistics of your previous media discussion event. In this step, you may also take suggestions from the attendees or affiliated members for suggestions for any other documentaries/interviews.

- **Sample List of Opioid Documentaries**

- Heroin: Cape Cod, USA
- Chasing the Dragon
- Prescription for Change: Ending America's Opioid Crisis
- What Happened Here: The Untold Story of Addiction on Cape Cod
- [Painkiller](#)

Survey / Message Board

Students and community members can actively participate to express their thoughts and share their experiences about the impact of opioid misuse and abuse by participating in a sticker poll or posting their own post-its. Emphasizing autonomy is one of the great motivational interviewing techniques.

Displaying survey boards or post-it note message board visuals at a high-traffic area will bring the issue of opioid epidemic to attention to bystanders who may not necessarily be actively involved in the event. Participating in a poll yourself or creating your own post-it adds a personalized touch to a fun and easy-to-approach activity. It is appropriate for student organizations who are interested in holding

this event to approach students and community members at a high-traffic area such as bus stops, student centers, health fairs, involvement fairs, and orientation.

- **How to Plan and Implement**

One to two months ahead of time, identify and contact the appropriate department of the location where your organization will hold the event and gain permission to place post-it notes if you plan to cover a wall. One month before the event, finalize necessary materials, assign volunteer time-slots for shifts, and create online and offline advertisements.

Checklist:

- Permission to display the poster board
 - Volunteers to engage with the public
 - Tripod / poster stand
 - Poster board
 - Wall for the post-its / bulletin board for the sticker survey
 - Writing material for post-its
 - Post-it notes
 - List of local resources or information on how to get involved with current initiatives
- **Sample questions for the Sticker Survey**
 - Do you know anyone who has taken prescription or illegal opioids?
 - How old were you when you first took prescription pain killer / opioid?
 - Never
 - 0 - 10 years old
 - 10 - 20 years old
 - 20 - 30 years old
 - 30 - 40 years old
 - Do you know anyone who has overdosed on heroin?
 - Do you know how to administer naloxone?
 - **Sample Questions for the Post-It**
 - Opioid misuse/abuse affected my : _____
 - I will not misuse/abuse opioids because: _____

- **Program Discussion**

Retrieve any feedbacks from the participants and volunteers to see what worked out for the

event and what can be improved via Google Form (have participants and volunteers scan QR code to fill it out)

- **Expand & Apply**

Apply some of the opinions and experiences from the launch of the program to any following posters / surveys. This event could be further developed into a longitudinal survey where data could be collected for an extended period of time for analysis or formal presentation.

Stress Management Events

At a university setting, there are multiple ways to relieve stress other than turning to opioids. Especially around exam time, many organizations such as the university programming association, residence hall association, pharmacy organizations, and individual schools will hold a number of stress relief events involving arts and crafts, cooking, pinatas, rock-climbing, board games, and much more. It will be helpful to gather information about these programs and refer to them as an option for stress management. Furthermore, any of the posters or flyers may be handed out during these events to inform any students who may need help with current addiction or for those who know someone struggling with opioid addiction.

- **How to plan and implement:**

- Select target student population
- Select stress management activity
- Reserve room and stock supplies
- Post advertisements online and offline (bulletin boards, bus stops)
- Gather information on any upcoming stress management events
- Select flyers / information packets to be handed out

University Transit / Sticker Awareness Campaign

“Drug abuse is PREVENTABLE, drug addiction is TREATABLE.” (see Supplement 2 for flyer)

This slogan will be displayed along with a toll-free phone number of SAMHSA’s free and confidential National Helpline that is available 365 days a year for treatment and referral information service both in English and Spanish for individuals and families facing mental and/or substance use disorders. For example, placing this banner in buses, where many students as well as community members use, would raise awareness and provide information for those struggling with substance misuse and abuse as well as families or friends affected by it.

Another strategy to circulate this information is posting this picture on social media, such as Instagram, Facebook, and Twitter, which many students utilize. This could be a full-blown campaign where the use of hashtags and sharing the picture would incentivize those who share through a raffle to win a prize (example: gift card). Through sharing this picture through an online campaign, students could freely share their experiences and thoughts on substance misuse and abuse and open up discussions with their peers.

Additionally, this information could be displayed at sporting events that many college students attend. For instance, it could be featured on the display board where advertisements are present for football games, basketball games, etc. There are other high-traffic areas such as display boards in the student centers and plazas in each dormitory. This could be adjusted according to each university's specifications.

Flyer for Parents

Please refer to supplements section for reference. This flyer can be printed out for parents at the beginning of school year as well as placed in dorms of freshmen. A quick checklist containing information signs regarding the drug use will both raise awareness of drug misuse and abuse and would inform parents and students on how to identify those struggling with substance use disorder.

School-wide Activity Days

Most universities host an annual event for local residents and students to experience free hands-on learning activities in arts, sciences, and humanities.

Professional student organization chapters may hold community health outreach events on stress management, healthy eating, and diabetes education. Groups of students may engage with visitors of various ages and backgrounds to educate them on health topics through fun games with prizes. The topic of opioid misuse and abuse could be implemented into many existing programs and activities.

- Possible List of Activities:
 - Opioid facts Jeopardy
 - Sticker Survey
 - Post-It Wall
 - Parent Flyers

Collaborate With On-Campus Organizations

On campus clubs, organizations, and especially Greek life all have a wide student out-reach potential. Certain topics that come from collaborations with organizations often are seen by a larger group of people, and are held to a higher regard by students.

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Supplemental Materials

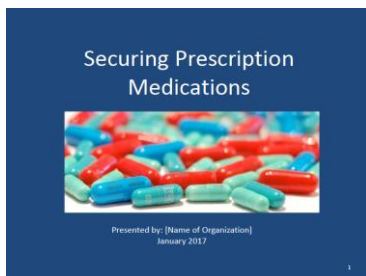
1. [Template] Orientation PowerPoint for Volunteers



2. Social Media Outreach Poster



3. [Template] Securing Prescription Medications PowerPoint for Realtors



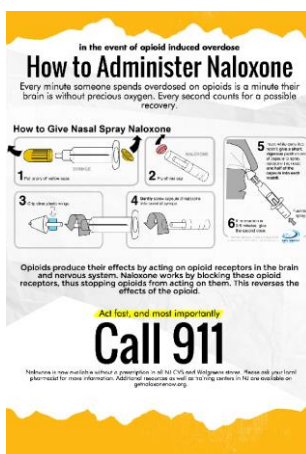
4. Community in Crisis Realtor Trifold



5. Opioid Overdose Poster



6. Naloxone Administration Poster



7. Opioid Overdose Responder Training and Naloxone Administration Training PowerPoint



8. Transcript for Naloxone Training

Transcript for Overdose Response Training: Adapted from NJ Department of Human Services/Division of Mental Health and Addiction Services

#1 TITLE SLIDE

#2 INTRODUCTION AND PURPOSE

Welcome to this Overdose Response Training presented by [event organization name].

This class is intended to train community members in responding to opioid overdose emergencies and in administering the opioid antidote naloxone, also known as Narcan.

This training will help raise awareness about using naloxone and about how to respond to an overdose emergency involving a family member, friend, or associate. This training will ensure a greater likelihood that someone will be there to assist victims and prevent their death from overdose. This training will particularly assist those who may want to talk to their community pharmacist about purchasing naloxone. Rules for purchasing naloxone have recently been changed in NJ and anyone can walk into a pharmacy to purchase naloxone without a prescription.

This training will allow you to recognize when an opioid overdose is occurring, assist victims, call for and provide them with emergency assistance, including rescue breathing, and to administer intranasal Narcan (naloxone).

#3 WHAT IS AN OPIOID?

Opioids are a class of drugs that contain chemicals that bind to specific receptors in the brain, spinal cord, and gastrointestinal tract. These opioid receptors control a number of vital brain and body functions, such as breathing.

Opioid medications are now being manufactured, and a large number of synthetic and semi-synthetic opioid drugs are now available.

There are many prescription opioid drugs that are used to treat pain. Despite their many benefits, the drugs are used illegally because these have euphoric effects, and continued use of these medications can cause physical and psychological dependence. The examples given are just a few of the dozens of the opioid drugs now in the market.

When prescription opioid drugs are crushed, dissolved in liquid to be injected, or are snorted or smoked, there are much more potent than if these were injected or in their original pill or tablet form. This increases the likelihood of their being involved in an overdose.

Narcan can also be mixed or "cut" with these illicitly obtained opioid medications, such as in the case with fentanyl (and fentanyl, which can increase its potency).

#4 HOW DOES OPIOID USE RESULT IN AN OVERDOSE?

9. Narcotics Anonymous NJ Statewide Meeting Directory

NARCOTICS ANONYMOUS NEW JERSEY STATEWIDE MEETING DIRECTORY APRIL 2024

24 HOUR HELPLINE
732-933-0462
800-992-0401 (NJ only)



www.nanj.org

SUGGESTIONS FOR EVERYONE
Avoid People, Places and Things You Used With/At
Come Early and Stay Late
Don't Use and Go to meetings
Get and Use a Sponsor
Get a Home Group
90 Meetings in 90 Days
Use the Phone
Get involved in Service
KEEP COMING BACK. IT WORKS

10. Nar-Anon of NJ for Family Members

NAR-AN-TEEN
For those 13 to 17 years old affected by the behavior of addition in a family member or friend.
Find a New NJ Teen Group
Join Today!
Click Here

NAR-ANON LOSS OF A LOVED ONE
For those who have lost a loved one to addiction.
FREEDOLLA
New Jersey Chapter
freedolla@gmail.com
21-21-100
Nar-Anon NJ Statewide

LEGEND
N = New Jersey
C = Closed
O = Open
C/O = Open meetings are for people affected by a problem of addiction in a family member or friend.
O/P/O = Open meetings are for people affected by a problem of addiction in a family member or friend who wish to learn how the disease of addiction affects the family.
A = Anonymous and Total Discussion format unless otherwise noted.
* All meetings also held at this location.
* If you see the FACE icon, it is a FACE meeting.
* If you see the MHA icon, it is a MHA meeting.
* If you see the MHA icon, it is a MHA meeting.
* If you see the MHA icon, it is a MHA meeting.

SUNDAY
FREEDOLLA
New Jersey Chapter
freedolla@gmail.com
21-21-100
Nar-Anon NJ Statewide

MONDAY
BOONTON
New Jersey Chapter
boonton@njna.org
21-21-100
Nar-Anon NJ Statewide

TUESDAY
BRIDGEWATER
New Jersey Chapter
bridgewater@njna.org
21-21-100
Nar-Anon NJ Statewide

WEDNESDAY
BLACKWOOD
New Jersey Chapter
blackwood@njna.org
21-21-100
Nar-Anon NJ Statewide

THURSDAY
BUENA VISTA
New Jersey Chapter
buena@njna.org
21-21-100
Nar-Anon NJ Statewide

FRIDAY
LANING
New Jersey Chapter
laning@njna.org
21-21-100
Nar-Anon NJ Statewide

SATURDAY
LANING
New Jersey Chapter
laning@njna.org
21-21-100
Nar-Anon NJ Statewide

11. Drug Take-Back Poster



12. Student Opioid Evaluation

Student Opioid Evaluation	
T	F
	Prescriptions medications are safe because you can get them at the pharmacy.
	Opioid addiction is a chronic brain disease.
	Opioid medication is most effective when taken for a short time.
	1 in 5 high schools will abuse prescription drugs at least once.
	Since 1999, opioid related overdoses have doubled.
	Drug overdoses kill more people in the US than car accidents.
	First thing you should do to help someone who has overdosed is wake them up.
	Only those with a history of drug abuse can get addicted to prescription drugs.
	Most people with addiction will turn to heroin looking for a stronger effect.
	Those who use marijuana are 3 times more likely to be addicted to heroin than those who do not. Those who use prescription drugs are 40 times more likely to be addicted to heroin.

13. High School Poster Drug Abuse Signs



14. Drug Abuse Awareness Horizontal Banner



15. PEERx Partner PowerPoint



16. Drug Free Parent Presentation



drugfree.org/timetoact

17. Parent Flyer Drug Abuse Awareness



18. PSA Sticker Drug Abuse



19. Say No Logo



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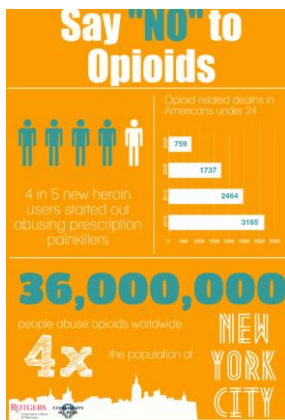
20. High School Outreach Presentation



21. Middle School Outreach Presentation



22. Say No to Opioids Flyer



23. Substance Use Overview for Middle/High School – Spanish



24. Student Overview-Vaping and E Cig Slides

E-CIGS AND VAPING



25. Student Overview – Cocaine Abuse Education Slides

Cocaine



26. Sharing is Not Caring



27. Taking the Pledge to Prevent Opioid Misuse

Taking the Pledge to Prevent OPIOID MISUSE

OPERATION PREVENTION

This NO-COST, standards-aligned program for young people ages 8–18 is available in every school, home, and state in the nation to kick-start life-saving actions TODAY.

Created in collaboration with the Drug Enforcement Administration (DEA) and Discovery Education, Operation Prevention is an award-winning educational program dedicated to preventing opioid misuse among elementary, middle, and high school students nationwide.

Resources available on both English and Spanish websites

Classroom Resources
Use the suite of digital classroom lesson plans, classroom activities, and three Virtual Field Trips to jump-start the conversation surrounding opioid misuse. Students will learn the importance of staying safe, making healthy decisions, and the devastating effects opioids can have on lives and communities.

Parent Toolkit
Parents can join the conversation with a family discussion guide that provides information on the warning signs of opioid misuse and a guide to prevention and intervention to empower families to take action NOW, available in English and Spanish.