



THE HEROIN EPIDEMIC IS REAL.

4,329 people died in 2017 from opioid overdose in the State of Ohio.

It's impacting families, communities, schools and places of employment.
People are looking for solutions – ways they can get involved – ways to help.

We've collaborated with local groups, churches, ministries and organizations
to combine efforts and work together to begin to address this crisis.

GreaterThanHeroin.com is a resource center and place you can educate yourself, and find the tools
and resources to get involved. This packet has some simple and easy ways for you to get involved.

WHO WE ARE

Greater Than Heroin is a group of civic and faith leaders from Northeast Ohio committed
to addressing the heroin epidemic through understanding, collaboration and awareness.

- **Understanding** through care, compassion and prayerful support
- **Collaboration** through community engagement and coalition building
- **Awareness** through community education and resources

JOIN THE COALITION! Learn more at www.GreaterThanHeroin.com

929 Pearl Road, Brunswick, OH 44212 • feedback@GreaterThanHeroin.com • 330.460.7393

HOW YOU CAN HELP

ALL OF US

In 2017, the State of Ohio lost 4,329 people to a heroin/opiate related overdose. A dramatic increase from the prior year when 3,945 died. It's a clear and painful reminder that we have a crisis raging out of control which is ravaging every corner of our State and impacting every community and neighborhood. It's going to take all of us working together to create the awareness and understanding to put an end to these senseless deaths and the pain and suffering they bring to family, friends, co-workers and loved ones. Together we are GREATER than heroin... but it really is going to take all of us working together.

THERE ARE A FEW EASY, HELPFUL WAYS THAT YOU CAN GET INVOLVED:

1. **Please encourage your members to participate in Drug Take Back Day on April 28, 2018.** This packet contains all the information you need to educate and promote this event. It's a safe and meaningful way to educate and call the entire community to action.
2. **There are a series of announcements that can be used in your bulletin, website, newsletter, etc.** They offer good information and resources to help your community. Please include them in your communications and publications.
3. **We are blessed to partner with CrimeStoppers.** In response to this crisis, they have created an anonymous tip line for people to report drug related activity in their neighborhood/community. Please promote this resource to your community.
4. **Greaterthanheroin.com is an online resource -- a one-stop shop -- of resources and programs to offer information, help and hope.** If you offer an educational program, or offer support programs/resources, please send them our way so we can keep the website up-to-date and include your program information.
5. **Join us on Thursday, April 19 from 11 am to 2 pm at Landerhaven** as we develop a collaborative plan to bring awareness to this crisis and an end to senseless deaths.

Thank you for your help and great efforts to address this crisis. Together we are GREATER than Heroin, Opiates and this Crisis.



understanding  **HEROIN**
GreaterThanHeroin.com

PUBLICATION ANNOUNCEMENTS

April 14/15

SPRING CLEANING!

As the weather turns warm and we begin to spring clean, this year, take some time to clean out all your unneeded and unwanted prescription drugs. Drug Take Back Day is Saturday, April 28. Take your 'spring cleaning' to your local police department for proper disposal. It's healthier for you and better for our environment. To find out more, go to: www.GreaterthanHeroin.com.

April 21/22

EVERYONE CAN DO SOMETHING!

As our region grapples with the heroin epidemic, there are a few things that each of us can do. Next weekend is Drug Take-Back Day. Take a few minutes to bring all your unused and unwanted prescription drugs to your local police or sheriff's department. It will keep your home and our environment safe. All of us can also learn more about the epidemic. Go to: www.GreaterthanHeroin.com. Please remember in prayer all those who are suffering from this terrible addiction and for their families and loved ones.

April 28/29

LET'S TALK ABOUT IT

One of the most difficult struggles for those who have family members using and/or addicted to drugs, especially heroin, is shame and silence. They often have no one to talk to about their pain and the heavy burden on their hearts. We can change that together. There is a crisis raging in our state. The heroin epidemic is wreaking havoc on hundreds and thousands of individuals and families across our region. Learn more so that you can be that person others can turn to in their time of need. Go to: www.GreaterthanHeroin.com. Understanding is greater than this crisis. Together, we are greater than heroin. Each of us can be a source of hope, help and healing to someone in need.

Anytime

SEE SOMETHING...SAY SOMETHING

Many eyes can help make our community safer, healthier and holier. As the heroin epidemic rages on in our community, Crime Stoppers has set up an anonymous tip line. If you see something that you know is not good for your neighborhood or community, please give them a call at 216-252-7463. See something... say something. Together we are: GreaterthanHeroin.com.

Anytime

UNDERSTANDING MAKES THE DIFFERENCE!

Understanding is key to addressing the heroin crisis that is crippling our region and our state. Take some time to learn the facts about this crisis. Go to: www.GreaterthanHeroin.com. Understanding is greater than heroin. Together, we are greater than this crisis.

Anytime

UNDERSTANDING IS THE KEY!

There is a crisis in our region. Hundreds are dying and thousands are impacted by the heroin epidemic. In 2017, 4,329 people died of a heroin/opiate related death. It's not something we want to talk about, but we need to. Take a few minutes to learn more by watching some helpful (and hopeful) videos. Go to: www.GreaterThanHeroin.com/videos. Understanding the crisis is key to making our community stronger, healthier and holier.

RECOVERY PRAYERS

SERENITY PRAYER

God grant me the serenity
to accept the things I cannot change;
courage to change the things I can;
and wisdom to know the difference.

PRAYER FOR MY RECOVERY

Today, I heal my body, my mind, my spirit, my life.
Drugs are a part of my past; they are not part of my
now, they are not part of my future. Today, I am clean.
Today, I am clean and free.

Today, I am becoming strong one second at a time,
one thought at a time, one action at a time. I am
learning how to live and to be the best parts of me
today. Today, I am clean and free.

THE SET ASIDE PRAYER

Dear God, please help me to set aside everything I
think I know about [people, place or thing] so I may
have an open mind and a new experience. Please
help me to see the truth about [people, place or thing].
AMEN.

**SEE SOMETHING,
SAY SOMETHING!**

Crime Stoppers utilizes modern
technology to acquire anonymous
online crime tips. You do not have
to identify yourself.



www.25crime.com



**CATHOLIC
CHARITIES**
Diocese of Cleveland

**Catholic Charities has recently
completed a project to bring all
of their resources to address this
crisis to one accessible place.**

Check out their resources by going
to [www.GreaterThanHeroin.com/
CatholicCharities](http://www.GreaterThanHeroin.com/CatholicCharities)

START TALKING!

**DO YOU WORK WITH
KIDS AND TEENS?**

**It's not too early to start talking
about the serious danger of drug
use. Let's build a drug-free future!**

www.starttalking.ohio.gov

Start Talking! 
Building a Drug-Free Future

VISIT GREATERTHANHEROIN.COM

**On our website you can find meaningful videos and access to download tools to
help you spread the word and allow others to learn more about this epidemic.**

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INFORMATION FROM CDC

Centers for Disease Control and Prevention

Rx Awareness: Sharing real stories about the devastation of opioid use disorder and overdose

Prescription opioids can be addictive and dangerous. It only takes a little to lose a lot. HHS CDC cdc.gov/RxAwarenessOverdoses from opioids are on the rise and killing Americans of all races and ages. From 1999 to 2015, more than 183,000 people died in the U.S. from overdoses related to prescription opioids. Families and communities across the country are coping with the health, emotional, and economic effects of this epidemic.

To address this public health crisis, the Centers for Disease Control and Prevention (CDC) launched the Rx Awareness communications campaign, its latest effort, to fight against opioid overdose.

The Rx Awareness campaign tells the real stories of people whose lives were torn apart by opioid use and abuse. The campaign aims to increase awareness and knowledge among Americans about the risks of opioids and deter inappropriate use.

With the tagline, “It only takes a little to lose a lot,” the Rx Awareness campaign uses testimonials to educate the public, focusing on the dangers of prescription opioids whether used for medical or non-medical purposes.

The cornerstone of the campaign is a series of videos that feature individuals who are living in recovery from opioid use disorder, or who are family members who lost someone to a prescription opioid overdose. Other campaign materials include audio advertisements, social media advertisements, internet banners, web graphics, billboards, and posters all highlighting the importance of knowing the risks associated with prescription opioids in order to prevent overdoses.

Spread the Word

Everyone can help stop prescription opioid overdose. The success of the Rx Awareness campaign relies on individuals, plus partnerships with state and local agencies and organizations across the country to share the messages and resources.

We need your support to spread the word! You can share and promote the Rx Awareness campaign on your social media channels, including Facebook, Instagram and Twitter. Download shareable images and the Rx Awareness Social Media Kit from the Social Media web page.

- **Take part in our #RxAwareness Thunderclap:** Support the Rx Awareness Thunderclap to Help Prevent Prescription Opioid Overdose. Join today and share on your social media channels to help us gain more support: www.thunderclap.it/projects/62514-raise-rxawareness
- **Twitter: It only takes a little to lose a lot.** Raise awareness about Rx opioids and prevent Rx opioid overdose. #RxAwareness cdc.gov/RxAwareness
- **Facebook and Instagram: #RxAwareness starts with you.** Tell others how prescription #opioids have affected you. Learn more at cdc.gov/RxAwareness.

Learn More about Rx Awareness

For more information about the campaign or for additional materials, visit the website www.cdc.gov/RxAwareness.



Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

TALKING POINTS

- The heroin epidemic **has reached crisis levels** in our country and our state.
- **Ohio is at the epicenter** of this crisis.
- They estimate that **4,329 people will die** in Ohio this year because of heroin overdose.
- In 2017, **Ohio had the most deaths related to heroin** in the country: one in nine heroin deaths across the U.S. happened in Ohio. (Source: www.dispatch.com).
- A March 16th *The Washington Post* story reported that Ohio is resorting to using cold-storage trailers as morgues because **they can't keep up** with the number of drug deaths. (Source: www.washingtonpost.com).
- **Most people know someone who is addicted**, or has a family member or co-worker who has suffered as the result of this crisis.
- Most heroin addicts begin their path to addiction because of **pain medication**.
- **We need to break the silence**. So many hold their struggle and/or their pain to themselves out of fear or shame.
- Understanding both the crisis and pain of addiction are the **first steps to breaking the grip** of this epidemic.
- Many **recovery resources and opportunities** are available to help in our region and state.
- **We can all do a few things:**
 - Make certain that all opiates prescribed by physicians are kept in a secure location away from children and the public.
 - Safely dispose of opiates at your local county sheriff's office.
 - Pray for those who struggle.
 - Pray for those who are working to protect us.
 - Learn more by going to www.GreaterThanHeroin.com
 - Reach out to your minister/pastor/religious leader for guidance.
- **Saturday, April 28 is Drug Take-Back Day**. Take a few minutes to clean out your old/unused pain medications and drop them off to the local police or sheriff's department.
- All faith leaders in our region are being asked to **bring attention and awareness** to this painful and difficult issue.
- **Together, we are stronger than this epidemic**. We can make a difference, and bring help and hope to all in need.

FIND THESE TOOLS ON THE WEBSITE

HELP US SPREAD
THE MESSAGE.

Find logos, ads, flyers,
posters, videos and more at
www.GreaterThanHeroin.com/Tools

We have great marketing tools available
for use to print or include on your own
websites with a link back to
www.GreaterThanHeroin.com.



The graphic features a green background. At the top right, an orange pill bottle is tipped over, spilling white and green capsules. The text 'Spring' is in a large, grey, cursive font, and 'CLEANING' is in a bold, green, sans-serif font. To the right of 'CLEANING' is the date '4.28.18'. Below this, 'National Rx Drug Take-Back Day' is written in a smaller, black, sans-serif font. A white box with a green border contains the text 'FACT: 3 out of 4 heroin addicts started with prescription opioids.' Below this box, the text 'Find a dropoff location.' is written in a cursive font, followed by a green arrow pointing right. At the bottom, 'GreaterThanHeroin.com' is written in a bold, black, sans-serif font.

Many do not UNDERSTAND why or how other people become addicted to drugs. It is often mistakenly assumed that drug abusers lack moral principles or willpower and that they could stop using drugs simply by choosing to change their behavior.

In reality, drug addiction is a complex disease, and quitting takes more than good intentions or a strong will. In fact, because drugs change the brain in ways that foster compulsive drug abuse, quitting is difficult, even for those who are ready to do so.

– National Institute on Drug Abuse

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BE THE CHANGE.

**Each of us knows someone impacted by heroin:
a friend, family member or colleague.**

**Visit the website for more information and resources on
how you can help, get help or learn more.**

Understanding. Collaboration. Awareness.

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FIND THESE ADS ON THE WEBSITE

Use this ½ or ¼ page ad in
your bulletin or other
publications to your members.

Visit the website
for downloadable files.

www.GreaterThanHeroin.com/Tools



National Rx Drug Take-Back Day

GREATER THAN HEROIN LUNCHEON

THURSDAY, APRIL 19

11:00AM – 2:00PM

The crisis rages on.

Working together we can bring help and hope to our region.

Over the past several months, a leadership team for Greater than Heroin has been working to identify and outline a collaborative plan to move our efforts forward to put an end to this epidemic. We believe we have developed a great plan – we just need you! We need you to join us as we take action steps to spread awareness and fight back against the heroin epidemic in our region. Please join us and also bring all the key stakeholders in your program's community efforts.

LANDERHAVEN

6111 Landerhaven Drive
Mayfield Heights, Ohio

RSVP

by April 4 to Jake Bihari

Jake@TheFEST.us or 216.215.5015

understanding  **HEROIN**
GreaterThanHeroin.com

www.GreaterThanHeroin.com

 **CRIME
STOPPERS**
OF CUYAHOGA COUNTY

**SEE SOMETHING,
SAY SOMETHING!**

Crime Stoppers encourages members of the community to assist local law enforcement agencies in the fight against crime by overcoming the two key elements that inhibit community involvement: fear and apathy.

Crime Stoppers provides a telephone number, Text Tips and Web Tips to encourage citizens in the community to volunteer vital information helpful to law enforcement agencies to fight against crime.

Callers can remain anonymous and are eligible to receive a cash reward if the information given leads to an arrest or grand jury indictment of a felony offender.

www.25crime.com

 **CRIME
STOPPERS**
OF CUYAHOGA COUNTY

216-252-7463

Many hands make for light work.

**Many sets of eyes makes for a
healthier and safe community.**

As the Heroin/Opiate epidemic continues throughout the State of Ohio, if you see something in your neighborhood then you need to say something.

Submit suspect activity anonymously to Crime Stoppers.

They are partnering in our community to help keep everyone safe and healthy.