

STARTS WITH **one**

Washington State
Health Care Authority

Washington State Health Care Authority has launched an opioid abuse prevention campaign. The campaign is designed to inform and educate Washingtonians about the dangers of prescription drug misuse and abuse as well as promote safe storage and safe disposal practices.

Articles Share these articles in newsletters, blog posts or on websites.

Article for Young Adult Audience

What is An Opioid and Why Are They Addictive?

If you're wondering what an opioid is, you're not alone. They can be a confusing class of drugs. Opioids are most commonly used to reduce pain. Heroin, a commonly known illegal drug, is considered an opioid, as are many of the legal prescription pain relievers prescribed by doctors such as oxycodone (OxyContin®), hydrocodone (Vicodin®), codeine, morphine, and many others. Opioid pain relievers are generally safe when taken for a short time and as prescribed by a doctor. However, they can be misused.

Opioids can negatively affect the reward center in the brain and over time, a user needs more and more. This makes opioids highly addictive.

When it comes to preventing opioid misuse, you can make a difference.

- If you are prescribed an opioid, talk with your doctor about other options.
- Never share an opioid prescription with someone else.
- Treatment works. If you think you need help, call Washington Recovery Help Line at 1 (866) 789-1511.
- Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Your choices matter. Stop opioid abuse.

GetTheFactsRx.com

** Sources: Substance Abuse and Mental Health Services Administration, National Institute on Drug Abuse, National Institute on Drug Abuse for Teens*

Article for Young Adult Audience

One Act of Courage.

Opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes. This is a statewide crisis. But we're all part of the solution. It begins with just one step. One act of courage. One honest conversation.

Your choices matter. Some of the steps you can take to stop opioid abuse include:

- If you have a friend or loved one who has an opioid misuse problem, share the facts about opioid misuse and abuse.
- If a friend has asked for help, encourage them to see a doctor for an evaluation or call the Washington Recovery Help Line at 1 (866) 789-1511. You can also consider locating an appropriate physician or health professional and give their information to your friend.
- Offer your support and remind them it takes courage to seek help. Remind them that treatment works.
- Visit GetTheFactsRx.com for more information.
- Never share an opioid prescription with someone else.
- If you are prescribed an opioid, talk with your doctor about other options for managing pain.
- Dispose of unused medications safely at a take-back program near you. Find one at TakeBackYourMeds.org.

Your choices matter. When it comes to preventing opioid misuse, you can make a difference.

GetTheFactsRx.com

**Sources: starttalkingnow.org, Washington State Department of Health*

Article for Parent / Older Adult Audience

What is An Opioid and How Can You Prevent Misuse?

If you're wondering what an opioid is, you're not alone. They can be a confusing class of drugs. Opioids are most commonly used to reduce pain. Heroin, a commonly known illegal drug, is considered an opioid, as are many of the legal prescription pain relievers prescribed by doctors. Opioid pain relievers are generally safe when taken for a short time and as prescribed by a doctor.

However, opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes. Even more alarming, 75 percent of people who misused prescription painkillers took them from a friend or family member. This crisis is in our own backyard. But, you can be part of the solution with a few simple steps.

Locking up medications can stop them from being misused. Safely dispose of unused medications at a take-back program near you. You can find one at TakeBackYourMeds.org.

Your influence matters. Be the one to help keep your family safe.

GetTheFactsRx.com

**Sources: Substance Abuse and Mental Health Services Administration, National Institute on Drug Abuse, Washington State Department of Health*

Article for Parent / Older Adult Audience

One Honest Conversation.

Opioids are now one of the leading causes of injury-related deaths in Washington State. More people die from overdose than from car crashes. One honest conversation can help make a difference.

- A conversation with loved ones.
 - Kids are 50 percent less likely to use drugs when parents tell them about the risks associated with opioid misuse and abuse. Talk with your kids and share the facts.
 - You can also encourage your loved ones to talk with their doctor about other ways to treat pain.
- A conversation with your doctor.
 - Prescription pain medication can be highly addictive. Talk with your doctor about other ways to manage pain. Other pain relief options might include.
 - Try a milder option first, such as Tylenol or Advil.
 - Talk with a behavioral health provider about strategies that can help manage stress.
 - Try physical therapy or other therapies such as acupuncture or massage.

When it comes to preventing opioid misuse, you can be the one to help keep your family safe. Talk with your loved ones and share the facts. It begins with one step. One act of courage. One honest conversation.

GetTheFactsRx.com

** Sources: Washington Healthy Youth Coalition, Center for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, Washington State Department of Health*