



## Key Messages

**Purpose:** A grassroots call to action to unify the community and reduce substance-related deaths and overdoses.

**Key Message 1:** Frederick County supports those who struggle with addiction and their loved ones.

- Supporting Message 1: We care for those who are in active addiction and people in recovery.
- Supporting Message 2: We care for the families, friends, and communities that are affected by addiction.
- Supporting Message 3: We support our first responders and providers who witness the realities of addiction every day.

**Key Message 2:** The Frederick County community offers hope and resources.

- Supporting Message 1: Treatment is effective. Visit [findtreatment.samhsa.gov](https://www.samhsa.gov/finding-treatment) or call 2-1-1.
- Supporting Message 2: People recover. [bridgesconnected.org/substance-abuse-links](https://bridgesconnected.org/substance-abuse-links)
- Supporting Message 3: Narcan saves lives. Learn how you can get trained in overdose response. <https://bha.health.maryland.gov/NALOXONE/Pages/Home.aspx>

**Key Message 3:** We invest in the youth of Frederick County through prevention education.

- Supporting Message 1: Addiction changes the brain. [youtube.com/watch?v=v6rEiMq7mV8](https://www.youtube.com/watch?v=v6rEiMq7mV8)
- Supporting Message 2: Prevention works. Take advantage of teachable moments. Find out how to talk to youth about substance use no matter their age. [drugfree.org](https://www.drugfree.org)
- Supporting Message 3: Prevent substance misuse. Lock up prescriptions and dispose of unused medicine. Learn more prevention tips at [stayintheknow.org](https://www.stayintheknow.org)

## Additional Information to Share

1. Four out of five people who use heroin started with recreational use of prescription painkillers. (NIDA)
2. Sixty-five percent of people misusing prescription painkillers get them from friends or family. (DEA)
3. Prescription painkillers are killing more people than car accidents and homicides combined. (CDC)
4. About 75 percent of teens say they can easily get prescription painkillers from a parent's medicine cabinet. (Partnership for Drug-Free America)
5. On average, over 130 people die from an opioid overdose each day. (CDC)
6. Alcohol continues to be a primary concern in Frederick as well as opioid/heroin use. (Frederick's Community Health Needs Assessment.)
7. There were 279 non-fatal and 88 fatal overdoses that occurred in Frederick County in 2018.
8. More than 1,000 people each day are treated in emergency rooms for misusing prescription painkillers. (CDC)
9. If you have any questions about how to access prevention, treatment, recovery, and harm reduction services, call the Health Department's Behavioral Health Services Division at 301-600-1755. Each day more than 650,000 painkiller prescriptions are dispensed. (DEA)
10. Fentanyl, a powerful synthetic opioid, is 50 to 100 times more potent than heroin.
11. More than 20 percent of people prescribed opioids for chronic pain misuse them. (NIDA)
12. After marijuana and alcohol, prescription drugs are the most commonly misused substance by Americans ages 14 and older. (NIDA)
13. The Good Samaritan Law protects people who help with an overdose from arrest and prosecution for certain crimes.
14. Opioids include prescription painkillers like Vicodin, synthetics like Fentanyl and heroin.
15. Opioid misuse disorder is a chronic, relapsing brain disease.
16. Narcan (naloxone) is FDA-approved for the emergency treatment of a known or suspected opioid overdose.
17. Anyone can get Narcan at a Maryland pharmacy without a prescription.
18. If you suspect an overdose, call 911 before administering Narcan AND stay with the person.
19. There are FDA-approved medications to treat opioid use disorder; talk to your treatment provider. For more information visit <https://store.samhsa.gov/system/files/pep18-treatment-loc.pdf>