

May 13, 2016



Pictured (l-r) Sen. John Eklund (R-Munson Township), Ohio Board of Pharmacy President Kilee Yarosh, Briana, Lake County ADAMHS Board Executive Director Kim Fraser and Governor's Cabinet Opiate Action Team Deputy Director Andrea Boxill participated in a media roll-out of Ohio's Opiate MBR bill today in Painesville.

>>> Lake County ADAMHS Board, State Senator John Eklund Host Press Event to Highlight Ohio's "Opiate Mid-Biennium Review" Proposals

State Senator [John Eklund](#) (R-Munson Township) joined with state and local leaders in Painesville this morning to announce [Senate Bill 319](#) (the Opiate MBR) -- legislation aimed at strengthening efforts to combat prescription drug abuse in Ohio. Sen. Eklund, who introduced the bill on April 25, provided [sponsor testimony](#) on May 11. The bill proposes additional reforms to strengthen oversight by the Ohio Board of Pharmacy, encourage responsible treatment and prevent overdoses. Click [HERE](#) to view a backgrounder.

>>> State Launches Public Awareness Campaign to Promote Life-Saving Drug Naloxone in Counties at Highest Risk for Fentanyl Overdoses

A targeted campaign launches Monday to raise awareness about the signs of a drug overdose and to urge family members and friends of people who use drugs to obtain the opiate overdose reversal drug naloxone to administer during an overdose while waiting on first-responders to arrive. The campaign is focused on 15 counties that accounted for 80 percent of Ohio's

fentanyl-related overdose deaths in 2014. Those counties are Butler, Clark, Clermont, Cuyahoga, Franklin, Hamilton, Lorain, Lucas, Marion, Montgomery, Ross, Scioto, Stark, Summit and Warren. Ohio has seen a major increase in overdose deaths involving [fentanyl](#), a synthetic narcotic used to treat severe pain that in its prescription form is estimated to be 30 to 50 times more potent than heroin. Ohio had 503 fentanyl-related overdose deaths in 2014 compared to 84 in 2013. This campaign is a collaboration between the Ohio Department of Health (ODH) and the Ohio Department of Mental Health and Addiction Services (OhioMHAS). The public awareness campaign includes two billboards; [carry naloxone](#) and [know the signs](#), a [radio spot](#), and mobile and digital ads. They direct people to a website at stopoverdoses.ohio.gov for more information, including how to obtain a naloxone kit without a prescription at participating pharmacies, or through Project DAWN (Deaths Avoided with Naloxone) community programs supported by ODH. Read the full [media release](#).

>>> Ohio Educators Encouraged to Incorporate *Generation Rx* Program Resources into School-Based Drug Prevention Efforts

Ohio is looking to strengthen its fight against prescription opioid abuse by encouraging educators to incorporate free, age-appropriate resources available through [Generation Rx](#) into their school-based prevention curriculum. State law now requires all public schools to educate students about the proper use of opiate prescriptions (see [House Bill 367](#)). Many schools have already adopted Ohio's youth drug prevention program, [Start Talking!](#), which encourages students, peer groups and adults to engage in conversation about the dangers of drug abuse before it begins. Generation Rx, which was developed by The Ohio State University College of Pharmacy in partnership with the Cardinal Health Foundation, provides additional resources to help prevent the misuse of prescription medications among young people. Learn more at <http://www.generationrx.org>.

In the News

- 5.13.16 | *Cincinnati Enquirer* [Naloxone billboards going up in Ohio](#)
- 5.12.16 | *WKBN-TV* [Call-a-Counselor: Advice from mental health experts](#)
- 5.12.16 | *Cincinnati Enquirer* [Ohio to push awareness of life-saving OD antidote](#)
- 5.12.16 | *Chillicothe Gazette* [Ross targeted in overdose awareness effort](#)
- 5.12.16 | *WCPO-TV* [Ohio starts campaign to promote OD-reversal drug](#)

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