



Department of Alcohol &
Drug Addiction Services



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT:

Stacey Frohnapfel-Hasson

(61) 644-8456 – office

Stacey.frohnapfel.hasson@ada.ohio.gov

**Launch of First-ever Statewide Media Campaign
Addressing Prescription Opiate Abuse Epidemic in Ohio Announced**
Campaign to feature real stories of Ohioans affected by prescription drug abuse

COLUMBUS, OH. Jan. 31, 2012 – Continuing the state’s successful efforts to address the growing problem of prescription drug addiction, today Director Orman Hall, of the Ohio Department of Alcohol and Drug Addiction Services (ODADAS), announced the launch of *Don’t Get Me Started*, a statewide public service campaign that speaks to young adults and their friends and family, in partnership with the Ohio Association of County Behavioral Health Authorities (OACBHA). In 2007, accidental drug overdose became the leading cause of injury death in Ohio, surpassing motor vehicle crashes and suicide for the first time on record.¹

Governor John R. Kasich commented on the campaign, “Prescription drug abuse has besieged communities across the state, destroying the lives of young people and adults. We’ve made tremendous strides to improve access to treatment, shut down illegal pill mills, go after doctors over-prescribing prescription painkillers and educate young adults statewide about the dangers of prescription opiate abuse. This lifesaving effort will grow even stronger through this campaign.”

Don’t Get Me Started drives Ohio residents to www.dontgetmestartedohio.org to watch videos of five Ohioans who each share a unique story about how prescription drug addiction has impacted their life. The site features an interactive map of local Alcohol, Drug Addiction and Mental Health Boards; a link to treatment options in each county; information about the opiate abuse epidemic around the state; and links to other partners in the war on drugs, including *GenerationRx*, a joint venture between Cardinal Health and The Ohio State School of Pharmacy, as well as the Ohio Department of Health *Prescription for Prevention* campaign.

The campaign will be featured on posters at hundreds of convenience stores and other organizations around the state, each with a QR code linking to an individual story; limited billboards in highly-affected counties; online banner ads on music, social media and gaming sites popular with young adults; and a dedicated Facebook page where those affected by prescription drug abuse can share their own story.

“In a little more than a decade, there’s been a 900 percent increase in the number of prescription opiates prescribed for pain per Ohio resident²,” said Cheri L. Walter, chief executive officer of OACBHA. “We applaud the ODADAS and Ohio’s Alcohol and Drug Addiction Boards and their local partners for demonstrating a strong commitment to addressing the opiate epidemic in Ohio.”

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¹ Source: Ohio Department of Health Bureau of Vital Statistics

² Source: Ohio State Board of Pharmacy

ODADAS Director Orman Hall added, “The steps we are taking to wipe out this opiate epidemic have to include less opiate prescribing and effective addiction treatment for Ohioans who need it. With support across state government and in the nonprofit and corporate sectors, we will change the course of opiate addiction, whether it’s from painkillers or heroin.”

To hear the stories of real people impacted by the prescription painkiller epidemic, and to get information about treatment options in each county, visit www.dontgetmestartedohio.org. To join in the prescription opiate conversation online, visit www.facebook.com/dontgetmestatedohio.

*Editor’s note: High res images of the campaign creative are available upon request.

About The Ohio Association of County Behavioral Health Authorities (OACBHA)

The Ohio Association of County Behavioral Health Authorities (OACBHA) is the statewide organization that represents all of Ohio’s county Alcohol, Drug Addiction and Mental Health Boards at the state level. The Association works with a variety of governmental bodies including the Ohio General Assembly, the Office of the Governor, the Ohio Department of Mental Health, the Ohio Department of Alcohol and Drug Addiction Services, the Ohio Department of Job and Family Services, and other organizations and coalitions to seek support for initiatives that will help expand and enhance mental health and substance abuse prevention, treatment and support services at the local level. Most importantly, however, OACBHA gives the Boards a forum to address statewide issues and provides Boards with the means to communicate their positions and concerns with a single voice.

The membership of the Association is made up of Alcohol, Drug Addiction and Mental Health Boards. The boards are statutorily empowered to plan develop, fund, manage, and evaluate community-based mental health & substance abuse services. The Boards are funded with federal, state and local funds, and work to ensure that alcohol, drug addiction and/or mental health services are available to those who need them.

About The Ohio Department of Alcohol and Drug Addiction Services (ODADAS)

The Ohio Department of Alcohol and Drug Addiction Services (ODADAS) is a Cabinet-level state agency that has been serving Ohio citizens with a comprehensive approach to alcohol and other drug addiction treatment and prevention since its inception in 1989. The Department coordinates a statewide network of publicly-funded prevention, treatment and recovery support services designed to help all Ohioans in need. For more information or help, call 1-800-788-7254 or visit www.odadas.ohio.gov

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