



# Your Pain is Real So Are the Risks

**CONTACT:**[Name]

[Phone Number]

[Date]

**What:** During a [teleconference/event/presentation], [organization/agency] will share information about the impact of opioid addiction and overdose in [county/city] and the launch of a new opioid prevention public education campaign, “Your Pain is Real. So Are the Risks.”

[organization/agency] is committed to preventing opioid addiction and overdose in [county/city] [through treatment, safe prescribing, naloxone distribution programs]. To support local community-based interventions, the California Department of Public Health will launch the “Your Pain is Real. So Are the Risks.” campaign in January 2019.

The objective of the “Your Pain is Real. So Are the Risks.” is to increase awareness about the dangers of prescription medications that contain opioids and encourage patients to talk to doctors about safer pain management options. To learn more about the public education campaign visit: [TheRisksAreReal.cdph.ca.gov](http://TheRisksAreReal.cdph.ca.gov).

The misuse of prescription pain medications that contain opioids (such as hydrocodone, oxycodone, morphine and codeine) is a rapidly changing, multi-faceted public health crisis that can lead to addiction, over dose, and death.

In 2017, [number] residents of [county/city] visited an emergency department and [number] were hospitalized because of an opioid-related overdose. [Number] of [county/city] residents died from an opioid-related overdose in 2017. More opioid overdose data is available on the [California Opioid Overdose Surveillance Dashboard](http://CaliforniaOpioidOverdoseSurveillanceDashboard).

**When:** [Date] [Time]

**Where:** [City]

[Phone number or address] **Media only please**

[Login or password]

**Who:** [Name] [Title] [Organization or agency]

[Name] [Title] [Organization or agency]



**TheRisksAreReal.cdph.ca.gov**  
For treatment information: (800) 662-4357

