



Your Pain is Real So Are the Risks

Talking Points

[Agency Name], in collaboration with the California Department of Public Health (CDPH), announces the release of the “Your Pain is Real. So Are the Risks.” public education campaign.

- The “Your Pain is Real. So Are The Risk.” campaign targets adults who obtain prescription pain medications from licensed prescribers and live in: [1] northern California counties with high rates of opioid-related addiction and overdose, or 2) selected urban areas with large populations].
- The first phase of the public education campaign provides information about the dangers of pain medications on Terraboosts, hand-sanitizing dispensers located in local pharmacies and grocery stores where patients get their prescriptions filled. [You can list which pharmacies/stores in your community].
- The campaign encourages patients to talk to their health care providers about safe pain management options and provides a website that provides additional information about opioid addiction.
- The “Your Pain is Real. So Are The Risk.” campaign website, provides information about safe pain management and a toll-free help-line (1-800-662-4357) for referrals to addiction treatment in our communities.
- In addition to the Terraboosts, the campaign will include radio, digital advertising, social media messaging, as well as videos about opioid addiction.
- In one of the campaign videos, Dr. Mark Satterfield, Plumas County Public Health Officer, discusses opioid addiction. Other videos features California residents who have struggled with opioid addiction and their personal stories.
- The objectives of the campaign are to 1) increase awareness about the dangers of prescription pain medications that contain opioids, 2) encourage patients to talk to their doctors and pharmacists about safe pain management options, 3) provide information about treatment resources for addiction, 4) reduce stigma associated with opioid addiction and overdose, and 5) promote safe storage and disposal of medications.



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





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Highlight Your Local Efforts

[*Organization or agency*] is supporting efforts to address the opioid epidemic through community-based programs and interventions, including [local partnerships, coalitions, town hall meetings, outreach, etc.].

Background Information

- 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 result in addiction, overdose, and death.
- The opioid crisis impacts Californians of all ages, ethnicities, and socio-economic backgrounds. However, residents of rural northern counties experience some of the highest rates of opioid addiction and overdose in the state.
- Prescription opioid medications can be an effective option for the treatment of short-term pain; however, recent evidence from the Centers for Disease Control and Prevention (CDC) indicates taking prescription opioids for long periods of time or at high doses can result in addiction, overdose, and death.
- For patients suffering from chronic conditions such as back injuries and osteoarthritis, evidence indicates pain management treatment that does not include opioids can be effective and less risky in the long-term.

Opioid Addiction Data for California and Local Communities

- In 2017, over 21.7 million opioid pain medication prescriptions were dispensed in California, which equates to more than one prescription for every two Californians.
- In 2017, nearly 2,200 California residents died from an opioid-related overdose and over 70% of these involved a prescription opioid pain medication.
- [Insert Your Local Data Here] County Level Data Available on the California Opioid Overdose Surveillance Dashboard.
- Additional data can be found on the California Opioid Overdose Surveillance Dashboard. The dashboard provides state and local data about opioid overdoses, deaths, and prescriptions as well as data tools to help communities visualize the impact of the opioid crisis.

Information on the California Department of Public Health

The California Department of Public Health convened the Statewide Opioid Safety (SOS) Workgroup to encourage collaboration across health, social service, and legal sectors. The SOS Workgroup brings together over forty state and non-government stakeholder organizations to address opioid misuse, addiction, and overdose deaths in the state of California. In addition, the SOS Workgroup has four supporting task forces that include local and non-government entities.



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