

The Partnership For A
Drug-Free New Jersey

PDFNJ
2015/2016
Year End
Overview

April 22, 2016



Since our last meeting...



The continued explosion of opiate abuse rates has defined the PDFNJ focus for the last half of 2015 and first half of 2016.

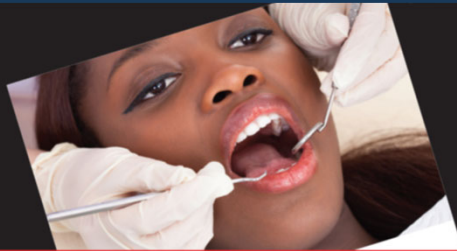


Would you give
your child
HEROIN
for a sports injury?

**Ask Your Doctor How Prescription Drugs
Can Lead to Heroin Abuse.**

BEFORE THEY PRESCRIBE - YOU DECIDE.

Before They Prescribe – You Decide campaign



Would you give
your child
HEROIN
to remove a
wisdom tooth?

Ask Your Dentist How Prescription Drugs Can Lead to Heroin Abuse.

 Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse
and the NJ Dept. of Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.

drugfreejnj.org



Would you give
your child
HEROIN
for a broken arm?

Ask Your Doctor How Prescription Drugs Can Lead to Heroin Abuse.

 Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse
and the NJ Dept. of Human Services

BEFORE THEY PRESCRIBE - YOU DECIDE.

drugfreejnj.org



Doctor prescribed opioid use
before high school graduation
increases the risk of future
opioid misuse after high school
by 33%

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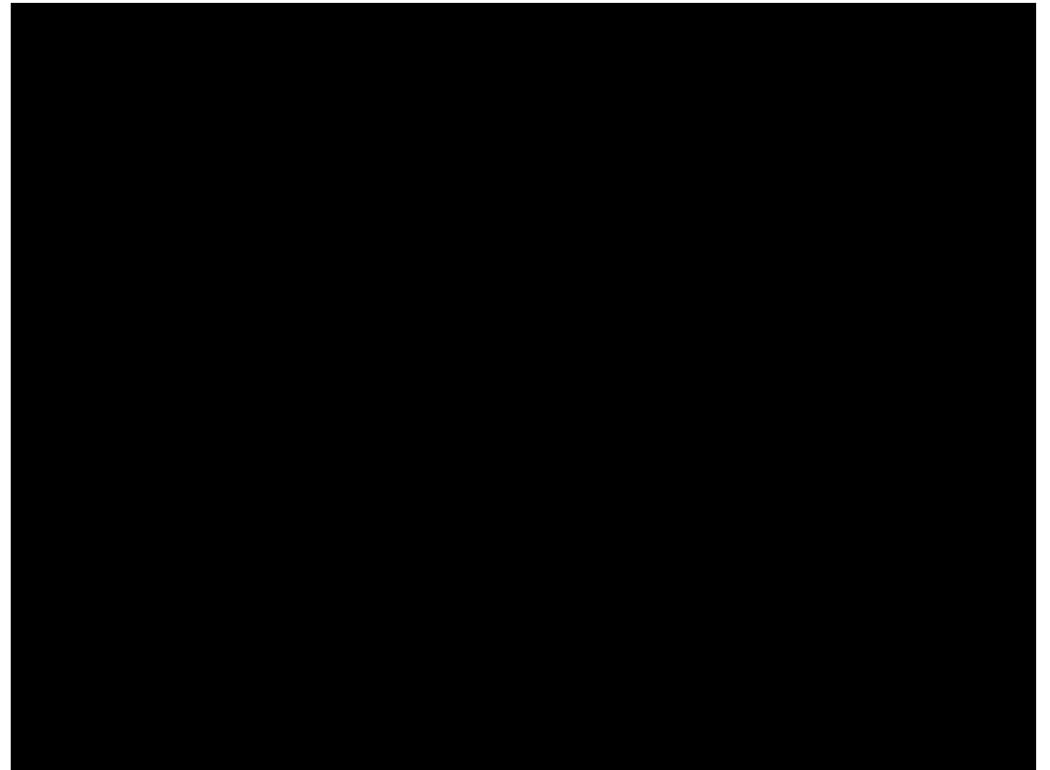
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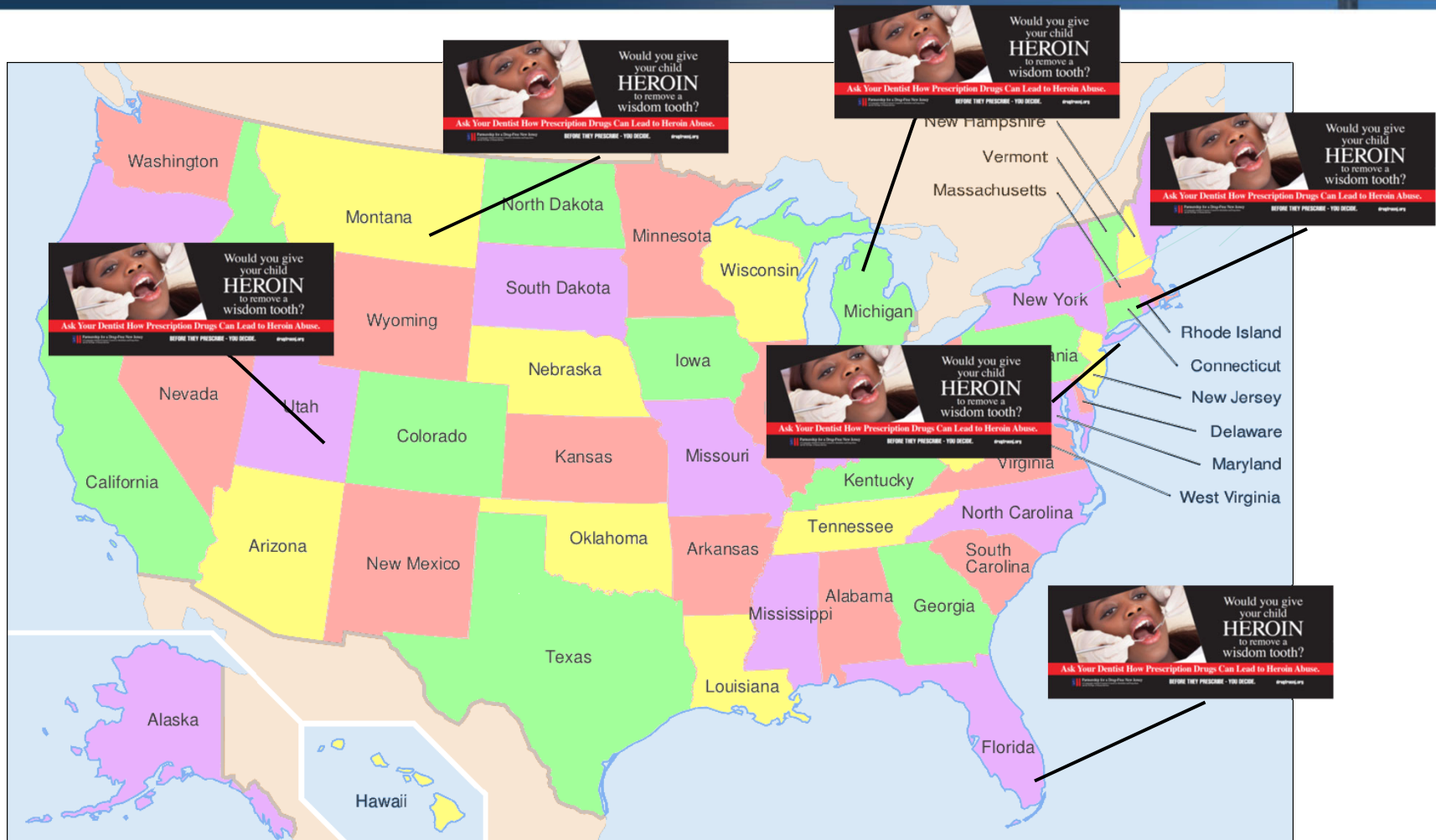
BEFORE THEY PRESCRIBE - YOU DECIDE.

drugfreejnj.org

Times Square Unveiling.



Sharing the message across the nation



Safe Prescribing focus...



- Mandated Prescription Monitoring Program (11/15)
- Senate Bill 2366/A 3424
- Research
- Do No Harm Symposium Series
- Family Breakfast
- Rx Forum

Senate Bill 1998 Prescription Drug Monitoring Program



nj.com
True
Jersey.

Pinnacle Home Improvement Loans | Banking is always rewarding at Pinnacle Federal Credit Union. [READ MORE](#)

68
comments

To reduce prescription drug abuse, start with the doctors | Editorial



A bill (S-1998) on Gov. Christie's desk would mandate that all doctors consult a database before prescribing opiates to determine if their patients has received the same prescription elsewhere. (Robert Sciarino/NJ Advance Media)

By **Star-Ledger Editorial Board**
on April 30, 2015 at 7:50 AM, updated April 30, 2015 at 5:16 PM

Print
Email

Here's a tragic reality that addicts know too well: The portal to heroin addiction is usually the family medicine cabinet.

That's where you usually find bottles of oxycodone, Percocet, and other prescription medications – opioids with highly addictive qualities – and that is how 81 percent of addictions begin.

Maybe you recognize what the starting gate looks like. The high school jock that **needs a narcotic after shoulder surgery**. The college woman whose only relief from migraines is hydrocodone. The middle aged man who pops Vicodin to ease his back pain.

Doctors love to prescribe pills, just ask them: A

Star-Ledger EDITORIALS

Christie's Jersey style: The makings of WWII? | Editorial

Like it or not, Sanders' socialism is mainstream | Editorial

Clinton champions voter rights. Christie gets defensive. | Editorial

Keep those inhumane leghold traps illegal in N.J. | Editorial

It's the governor who should answer for gun law snafu | Editorial

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Most Read



Belmar mayor temporarily closed town to incoming traffic; said it reached capacity



Heroin buyers in Camden came from the suburbs, police say; 41 arrested in one-day sting



New tick-borne disease found in N.J. flourishes in late summer



Two people dead in at least four shootings in one day in Jersey City



Boy shot in head, man shot in arm at Newark cookout

Active Discussions

Mandated PMP
went into effect in
November 2015.



Senate Bill 2366 Patient Notification



philly.com

Pill popping is pervasive

Insider External Score
POSTED: Friday, June 5, 2014, 1:08 PM

Dr. Bravos
It's far more important to know what person the disease has than what disease the person has.

— Hippocrates

That quote attributed to the ancient Greek healer considered the father of Western medicine is at the heart of the doctor-patient relationship, a relationship too frequently strained these days by government and insurance mandates.

The Medical Society of New Jersey's objection to legislation requiring physicians to discuss the potential for prescription drug addiction with their patients is understandable in that context, but unconvincing considering the good that would result from the bill.

Since October, the Assembly version of Senate Bill 2366 has been sitting in the health committee, chaired by Assemblyman Herb Conaway (D, Burlington), a family doctor who has been critical of mandates affecting doctors' interactions with patients. Conaway's office said Wednesday that he was still trying to resolve concerns about the bill.

The Medical Society also objected to companion legislation mandating doctors' participation in New Jersey's prescription monitoring program, which includes a database that allows physicians to see if patients might be "doctor shopping" to obtain narcotics. The Legislature passed that bill, now Gov. Christie needs to sign it.

Pennsylvania lawmakers passed a bill last year to establish a similar database, but the state didn't provide enough money to get it running by its designated June 30 start date. Gov. Wolf has funding for the database in his proposed budget. Meanwhile, Pennsylvania's Department of Health spokeswoman Amy Worland said building the database from the ground up has been a challenge.

The expected results will be worth the effort. The Partnership for a Drug-Free New Jersey cites federal statistics showing the number of prescriptions for controlled substances in this country has tripled over the last 20 years. According to the Centers for Disease Control and Prevention, an average of 44 Americans die every day from abuse of prescription painkillers such as Vicodin and oxycodone.

Family members who find drugs in medicine cabinets are susceptible, a trend evident in studies showing one in four teens admits to having abused a prescription painkiller. Prescription drug abuse among all demographics and ages is often more than doubled if drugs are hidden when it becomes too difficult to obtain a prescription or too expensive to get one filled.

Doctors should want to discuss such realities with patients before prescribing painkillers, but too often that conversation never occurs. It's understandable that physicians don't want to be told how to interact with patients, but the extent of painkiller addiction in this country means it can no longer be left to chance. Doctors must talk to their patients about the risks of becoming addicted to prescribed drugs.

ASSEMBLY, No. 3424 STATE OF NEW JERSEY 217th LEGISLATURE

INTRODUCED MARCH 7, 2016

Press Conference

SENATE, No. 2366 STATE OF NEW JERSEY 216th LEGISLATURE

INTRODUCED SEPTEMBER 22, 2014

Sponsored by:
Senator **LORETTA WEINBERG**
District 37 (Bergen)
Senator **JOSEPH F. VITALE**
District 19 (Middlesex)

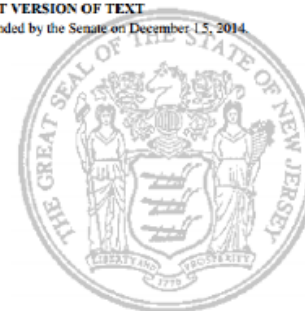
Co-Sponsored by:
Senators Lesniak, Addiego, Allen, Codey, Gordon, Madden, Rice, Singer, Whelan and Greenstein

SYNOPSIS

Requires health care practitioners to inform patients of addiction potential of controlled dangerous substances prior to issuing prescription.

CURRENT VERSION OF TEXT

As amended by the Senate on December 15, 2014



(Sponsorship Updated As Of: 12/19/2014)

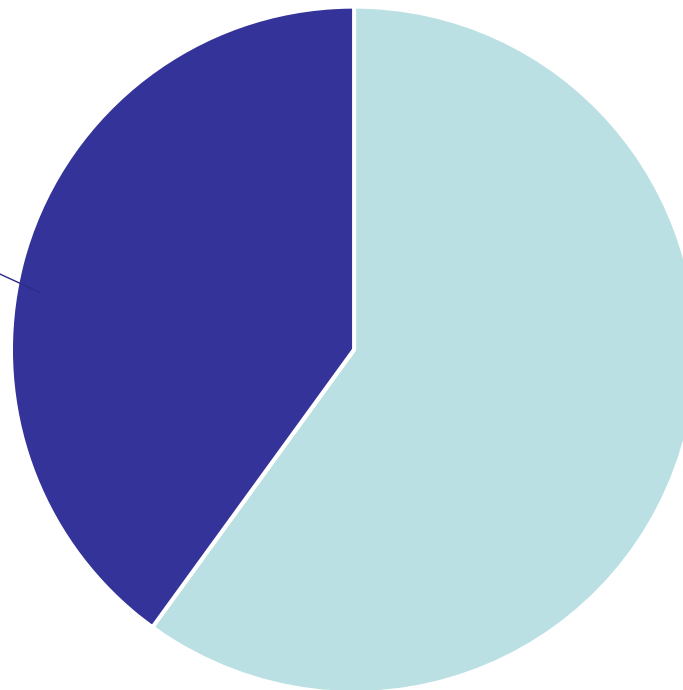


Research



Parents Who Understand the Link Between Prescribed Opiates and Heroin

40% of New Jersey Parents Do Not Understand the link between Prescribed Pain Medicine and Heroin, according to the PDFNJ 2016 Parent Tracking Study.



■ Understand the Link ■ Do Not Understand the link ■

Do No Harm Symposium Series



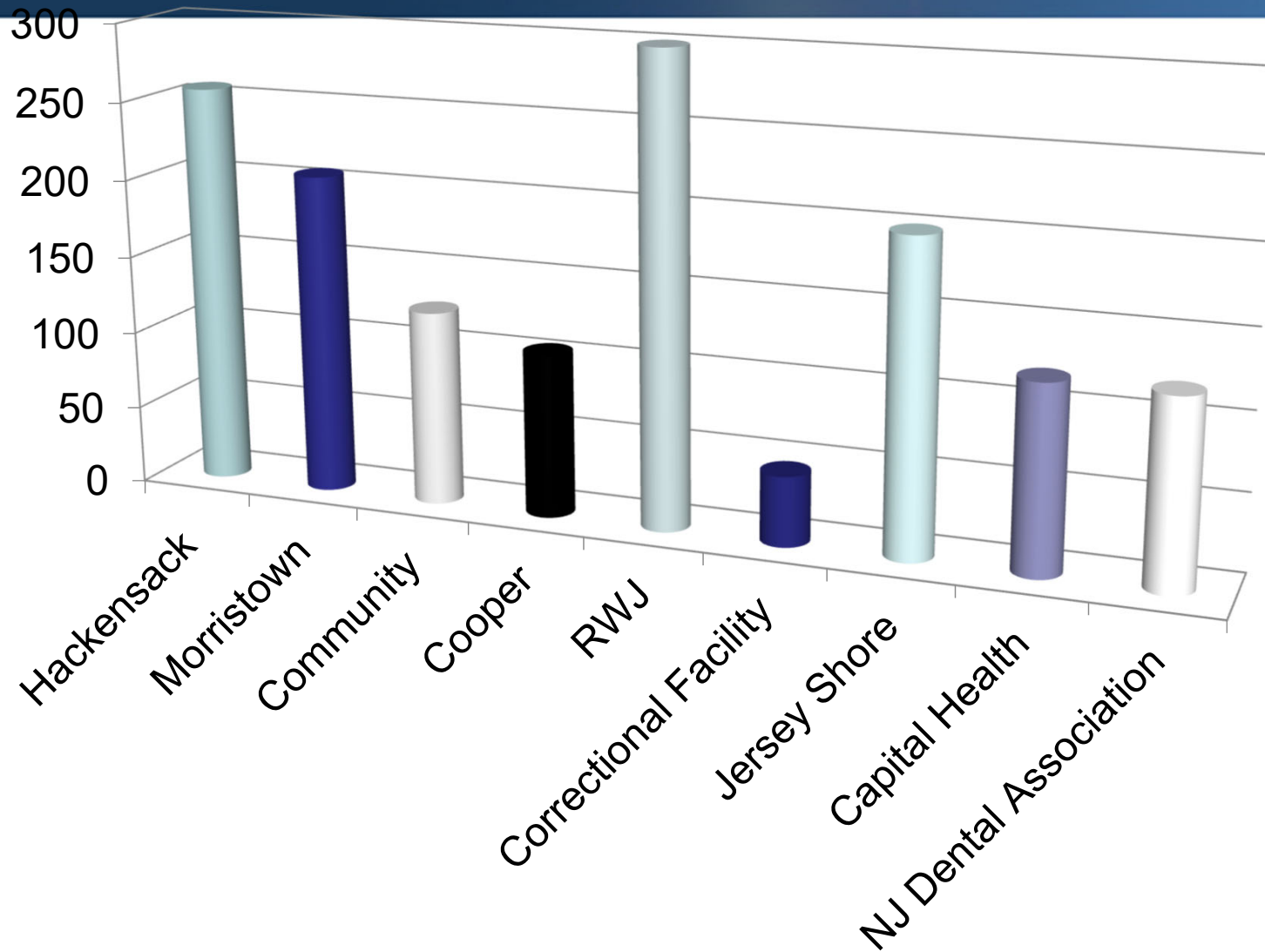
- Jersey Shore University Medical Center, Neptune City
- Bethel AME Church, Morristown
- Capital Health, Pennington
- NJ Dental Association, Livingston



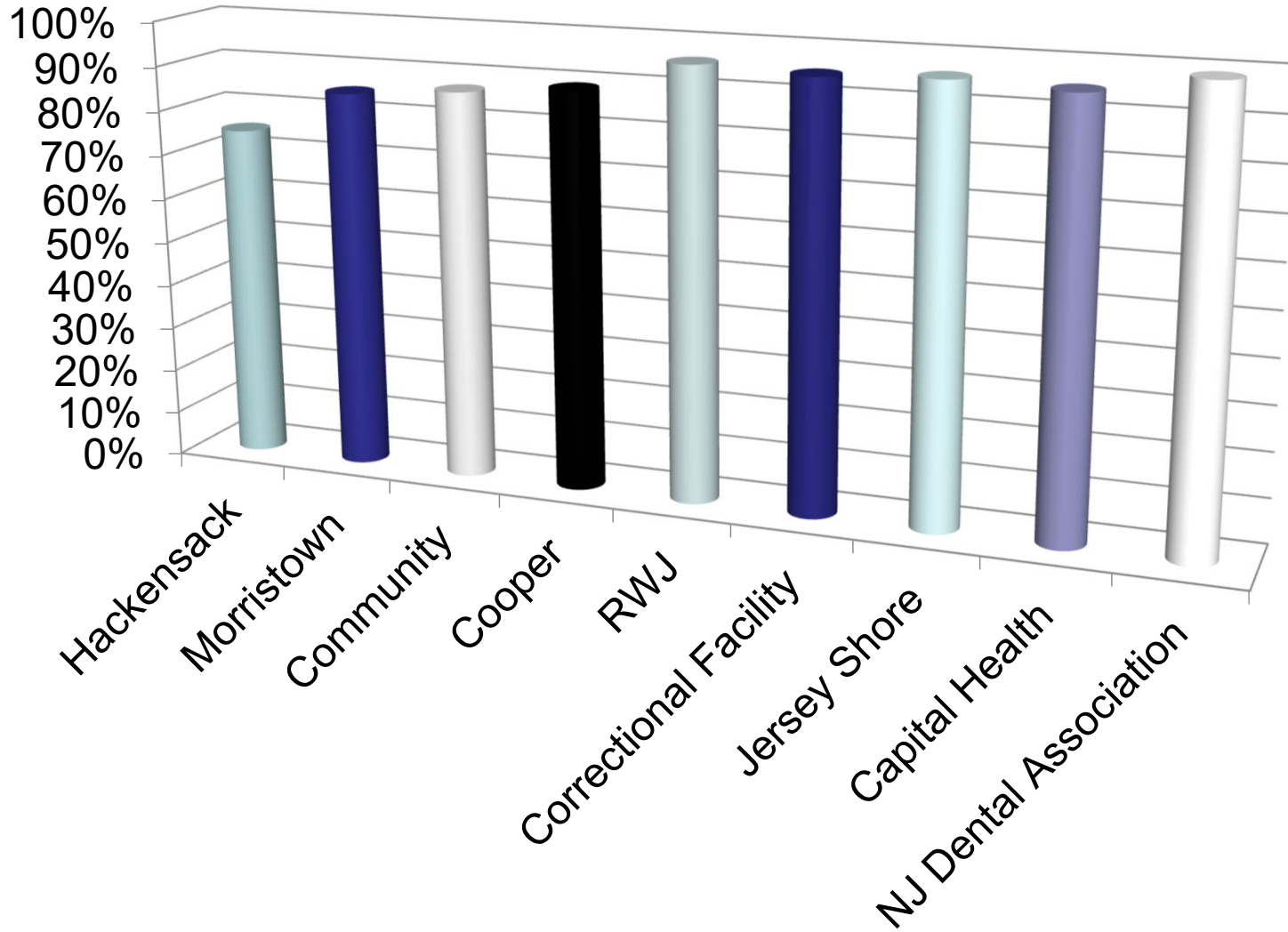
Do No Harm



Total Do No Harm Medical/Dental Attendance: 1,578



Percentages of prescribers who intend to make opioid prescribing changes or apply learnings to their practice as a result of attending the Do No Harm Symposium



National Recognition



The Do No Harm Symposium Series was recognized by the White House Office of National Drug Control Policy and featured at the National Rx and Heroin Abuse Summit.

— Atlanta, GA • March 28-31, 2016 —
NATIONAL
Rx DRUG ABUSE & HEROIN
SUMMIT

NATIONAL DRUG CONTROL STRATEGY

2015



NATIONAL DRUG CONTROL STRATEGY

Developing Solutions to New Jersey's Opioid Epidemic

DEA New Jersey Division, HIDTA New York and New Jersey, and the Partnership for a Drug-Free New Jersey organized the Do No Harm symposiums to address New Jersey's opioid epidemic. These symposia brought together healthcare practitioners from across the state to discuss and develop solutions to this public health crisis.

In 2014, a total of five symposia were held based on the goals set forth in the Administration's *Epidemic: Responding to America's Prescription Drug Abuse Crisis*. This plan focused on educating healthcare providers; the link between overprescribing and development of a substance use disorder; appropriately prescribing controlled medications; the importance of safe and legal prescription drug disposal; and the value of participating in the New Jersey prescription drug monitoring program (PDMP).

Several physicians in attendance said that they learned the benefits of PDMPs and would use the system more. Throughout the series, hundreds of physicians registered for the New Jersey PDMP at a mobile PDMP registration table.

Perhaps most importantly, many of the 1,000 healthcare providers who attended a Do No Harm symposium reported that they would change the way they work with their patients. Specifically, healthcare providers reported learning important tips on how to identify patients who might be diverting drugs or who have a substance use disorder. Healthcare providers also mentioned the importance of educating their co-workers and staff about the scope of this issue; and reported plans to revise their prescribing protocols and expand the use of non-pharmaceutical methods of pain management.¹²²

Action Item: Coordinate Interagency Response to Emerging Drug Related Criminal Activity in Locations with Limited Law Enforcement Resources (5.3.J)

The economic boom associated with the oil and gas development in the Bakken Region of North Dakota and Montana continues to place a strain on the area's infrastructure and security. In conjunction with the Domestic Policy Council, ONDCP has worked with our Federal, state, tribal, and local partners to address emerging threats in the Bakken region. In August 2014, ONDCP released its updated and expanded *Northern Border Strategy*, which includes a section dedicated to drug trafficking in the Bakken region and our efforts to address this threat. Also, in late 2013, ONDCP designated Williams County, ND, which lies at the heart of the Bakken region, as part of the HIDTA program. In addition, Federal agencies jointly launched "Project Safe Bakken," an initiative that will address crime and target drug trafficking organizations and criminal enterprises operating in the Bakken region and surrounding communities.

Upcoming Do No Harm Plans



- Mercer County Pastoral Council (May 2016)
- CarePoint Hospital System, Hudson County (June 2016)
- Saint Clare's Hospital at Sussex (September 2016)
- AtlanticCare, Atlantic County (October 2016)
- Isperia Hospital System (November 2016)

Clergy become first responders in drug war

LORRAINE ASH, @LorraineVAsh 3:52 a.m. EDT September 21, 2015



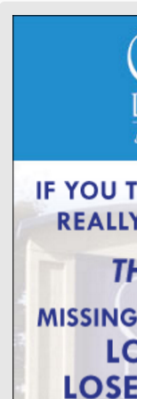
(Photo: Bob Karp/Staff Photographer)

CONNECT TWEET LINKEDIN 4 COMMENT EMAIL MORE

MORRISTOWN For decades, churches have allowed Alcoholics and Narcotics Anonymous groups to meet in their basements, but that's not enough anymore, the Rev. Sidney Williams told some 60 clergy people from across the state who gathered Wednesday in the pews of his Bethel AME Church.

Not with the state drug overdose rate, driven mostly by opiates, up 71 percent since 2007, a statistic compiled by the U.S. Drug Enforcement Administration (DEA).

The Partnership for a Drug-Free New Jersey's Do No Harm Symposium was geared for faith-based leaders who want to learn more about the opiate epidemic and how



Breakfast for Families Impacted by Rx Abuse



You are cordially invited to attend

A BREAKFAST FOR
FAMILIES WHOSE LIVES
HAVE BEEN TOUCHED BY OPIATE ABUSE.



Friday, November 20, 2015

9:30 A.M. – 11:30 A.M.

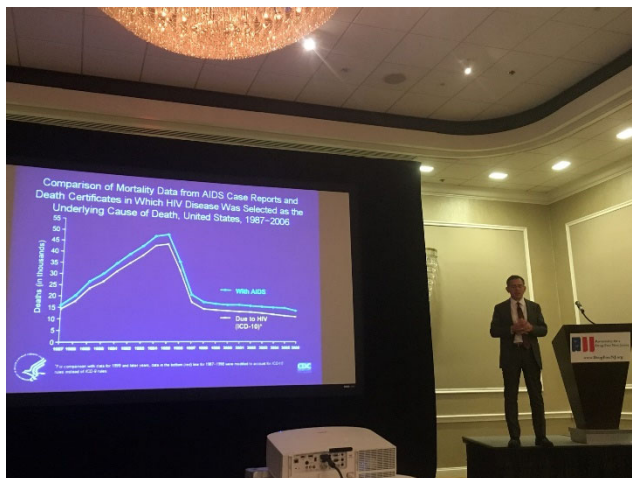
MARRIOTT TEANECK AT GLENPOINTE
100 FRANK W. BURR BOULEVARD
TEANECK, NEW JERSEY

Keynote Speaker

Andrew Kolodny, M.D.
Chief Medical Officer, Phoenix House



Andrew Kolodny, M.D., Phoenix House's chief medical officer, started his career with a keen interest in public health and a passion for helping those who are suffering from addiction. Andrew received his medical degree from Temple University School of Medicine. After completing his residency in psychiatry at Mount Sinai School of Medicine, he pursued his interest in public health with a public psychiatry fellowship at Columbia University and a Congressional Health Policy fellowship in the United States Senate. Andrew realized a new drug epidemic was emerging. People were dying in greater numbers every day, and no one seemed to be paying attention. To combat this crisis, Andrew co-founded Physicians for Responsible Opioid Prescribing, now a program of Phoenix House. Through his advocacy, he met and worked with people who have lost loved ones to prescription opioids—people he considers heroes because they have the courage to speak out despite stigma and work to make something meaningful come from their loss.



FIOS Coverage

Rx Forum: Where We Were, Where We Are and Where We Are Going



APRIL 15, 2016

FORUM ON RX AND HEROIN ABUSE



Featured Speakers:

KEYNOTE
Christopher M. Jones, Pharm.D., MPH
Director, Division of Science Policy,
U.S. Department of Health
and Human Services (HHS)

Victor M. Almeida, D.O.
Director of Emergency Medicine
at Barnabas Health

Andrew Kolodny, M.D.
Chief Medical Officer, Phoenix House Foundation,
Inc., and Executive Director, Physicians for
Responsible Opioid Prescribing (PROPP)

Joseph D. Coronato
Prosecutor, Ocean County, New Jersey

Mollie Greene
Director of Clinical Services,
Department of Children and Families,
State of New Jersey

April 15, 2016

FORUM IS FREE. Seating is limited to the first 150 registrants.

Register now at:
drugfreenj.org/RxForum

LOCATION:

**Monmouth University
Pozycki Hall**

400 Cedar Ave.
West Long Branch, NJ 07764

Registration 8am - 9am

FORUM
9am - 3pm

Be a part of

New Jersey's first comprehensive

FORUM ON RX AND HEROIN ABUSE

Examining the epidemic's past, present and future.

FEATURING National and State Experts in the field of Prevention, Law Enforcement, Treatment and the Medical Community will address issues such as:

- Safer Prescribing and Patient Notification
- Neo-Natal Abstinence Syndrome
- Scientific Advancements in Treatment
- Impact of the Epidemic on Foster Care and Other Social Services
- Naloxone: Next Steps



**Partnership for a
Drug-Free New Jersey**
in Cooperation with the Governor's Council on Alcoholism
and Drug Abuse and the NJ Dept. of Human Services

NJTV

Focus on Families



Don't Get Hooked on Drugs!

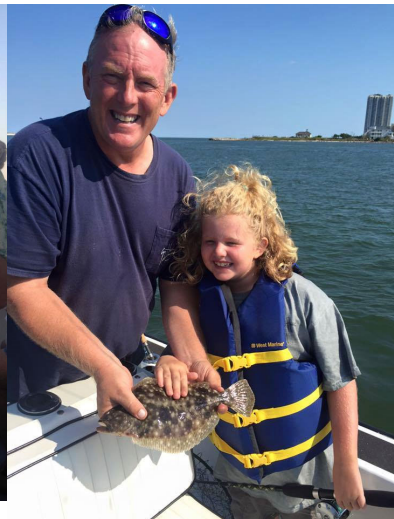
Online
NJ Family Fishing Tournament
Over \$600 in Cash Prizes!
August 21-August 30

Go fishing with your family in NJ.
Everytime you catch a fish, take a photo of it and enter to win.
Like us on Facebook at Drug-Free NJ or follow us on Twitter and Instagram then post the picture to our page along with **#dontgethooked.**
See rules & regulations below.

Spending time with your children is the most successful way to keep them off drugs.

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services

CONTEST RULES & REGULATIONS



In the Media



Fox 5/Good Day Street Talk



CADCA 2016



PDFNJ Ex. Dir Angelo M. Valente Testifies Before NJ Senate Committee About NJ's Opioid Abuse Epidemic

AUGUST 20, 2015 - 6:30-8:30PM
AT THE GATEWAY PROJECT
2 GATEWAY CENTER - NEWARK, NJ 07102

HEROIN ADDICTION ART EXHIBITION

The Drug Enforcement Administration, New Jersey Division, and the New York / New Jersey High Intensity Drug Trafficking Area in conjunction with the Partnership for a Drug Free New Jersey and the Governor's Council on Alcoholism & Drug Abuse are pleased to invite you to attend an exhibition highlighting heroin abuse and addiction. The purpose of this exhibit is to shine a light on the scope of the issue through the use of creativity and artistic expression, and raise awareness of the personal and community tolls caused by heroin abuse and addiction in New Jersey.

To attend this exhibition event, please register at:
www.drugfreenj.org/heroinexhibitregistration/

School Based Programs



3rd Grade
Contract for a
Healthy Life

In the Schools:

Educating
New Jersey

children about the
dangers of
Substance Abuse

New Jersey
Shouts Down
Drugs

4th Grade
Folder
Initiative

Middle
School PSA
Challenge


5th Grade
Parent Alert



3rd Grade Contract

4th Grade Folder Initiative

5th Grade Parent Alert




Partnership For A Drug-Free New Jersey

CONTRACT FOR A HEALTHY LIFE

This is a contract for family and friends of third graders. Because our family and friends are precious, we can all work together to learn how to be substance-free. By promising to follow this contract, we can educate a generation, one third grade class at a time.

STUDENT

As a third grade student I promise to stay alcohol, tobacco and drug free. I will choose my friends very carefully. I will let other boys and girls know that I won't be friends with people who abuse drugs. I will ask grown-ups to help me stay healthy and to discuss alcohol and drugs with me and to teach me how to say no. If someone comes up to me and tries to get me to use drugs, or if I have any questions about drugs, I will go to a grown-up I can trust. This grown-up could be my parent, grandparent, relative or teacher. I will be a leader in my school, neighborhood and home in the fight against drugs.

Signature _____ School Name _____
 Town/City _____

PARENT/RELATIVE

I will encourage my third grader to come to me with any questions or concerns they may have about drugs. I will keep household drugs which are capable of being abused as inhalants and prescription drugs, in secured cabinets. I will help my third grader learn strategies to be able to say no to alcohol, tobacco, and other drugs. Every third grader wants to feel safe. I won't drive if I've been drinking. I will not smoke in the same room as my third grader due to the potential health problems caused by second-hand smoke.

Signature _____ Signature _____

SCHOOL REPRESENTATIVE

I will take the time to educate third graders about the dangers of substance abuse. I will encourage students to come to me with questions and concerns about substance use. I will respect the privacy of my third graders.

Signature _____ Signature _____



Middle School PSA Challenge



New Jersey Shout Down Drugs



2016

Concert at Rutgers University on May 25th

Community Based Programs



15 Minute Child Break

PARENTS:
WE ARE LOSING KIDS!

FAQs:

- A PDFNJ Parent Educator will present at the location of your choice
- The presentation is for Adults only
- This FREE presentation is offered to Schools, Community Organizations, Businesses and Religious Organizations
- The presentation can be open to the entire community
- Online promotional materials provided to promote/advertise

15 MINUTE CHILDBREAK
A FREE SUBSTANCE ABUSE PREVENTION PROGRAM
FOCUSING ON THE EPIDEMIC OF PRESCRIPTION AND HEROIN DRUG ABUSE IN NEW JERSEY.

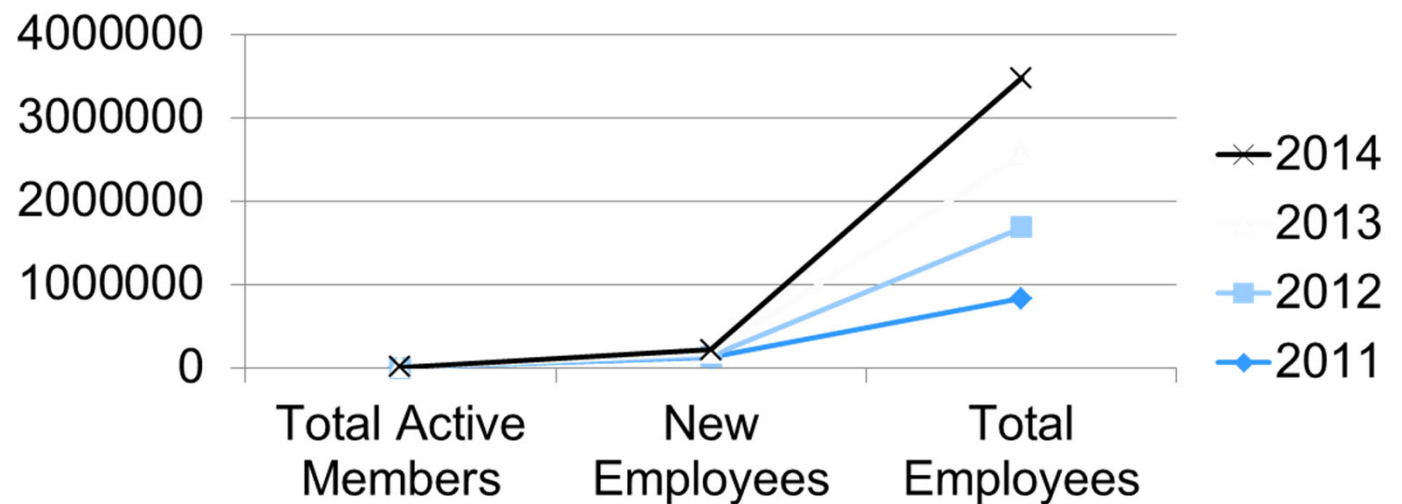
Find Safe Rx Disposal Locations in the palm of your hand.

Download the **AMCC RxDrop** App Free!

Drugs Don't Work In New Jersey



- Participation continues to rise with over 900,000 New Jersey Employees
- Member training scheduled throughout 2016



An Award Winning Year..



JASPER Awards



NAGC
National Association of
Government Communicators

NJAD CLUB | WE MEAN BUSINESS™

On the Horizon..



Witness an overdose?

BE A HERO

CALL 911

It's not a crime to call for help.

The Good Samaritan law
protects people who call for
medical help for someone
experiencing an overdose.

No questions asked.

Find out more at www.TalkNowNJ.org.

On the Horizon..






- Continue Safe Prescribing Efforts and Opiate Abuse Prevention Efforts

Hits New Jersey Suburbs

A "second wave" of heroin abuse's effects has hit New Jersey, impacting young suburban users, according to a report.

Westfield, NJ

 Like  Share  491

By TOM DAVIS (Patch Staff) - © April 15, 2016 10:07 am ET | P

