



# Safe Communities

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# Why is NSC tackling the overdose issue?

- Drug overdose is the leading cause of unintentional death in the United States.
- Prescription painkillers (opioids) are the leading cause of overdose.
- Opioids increase the risk of traffic crashes, falls, workplace injury, community injury.
- The most significant safety issue in America today! (My opinion)

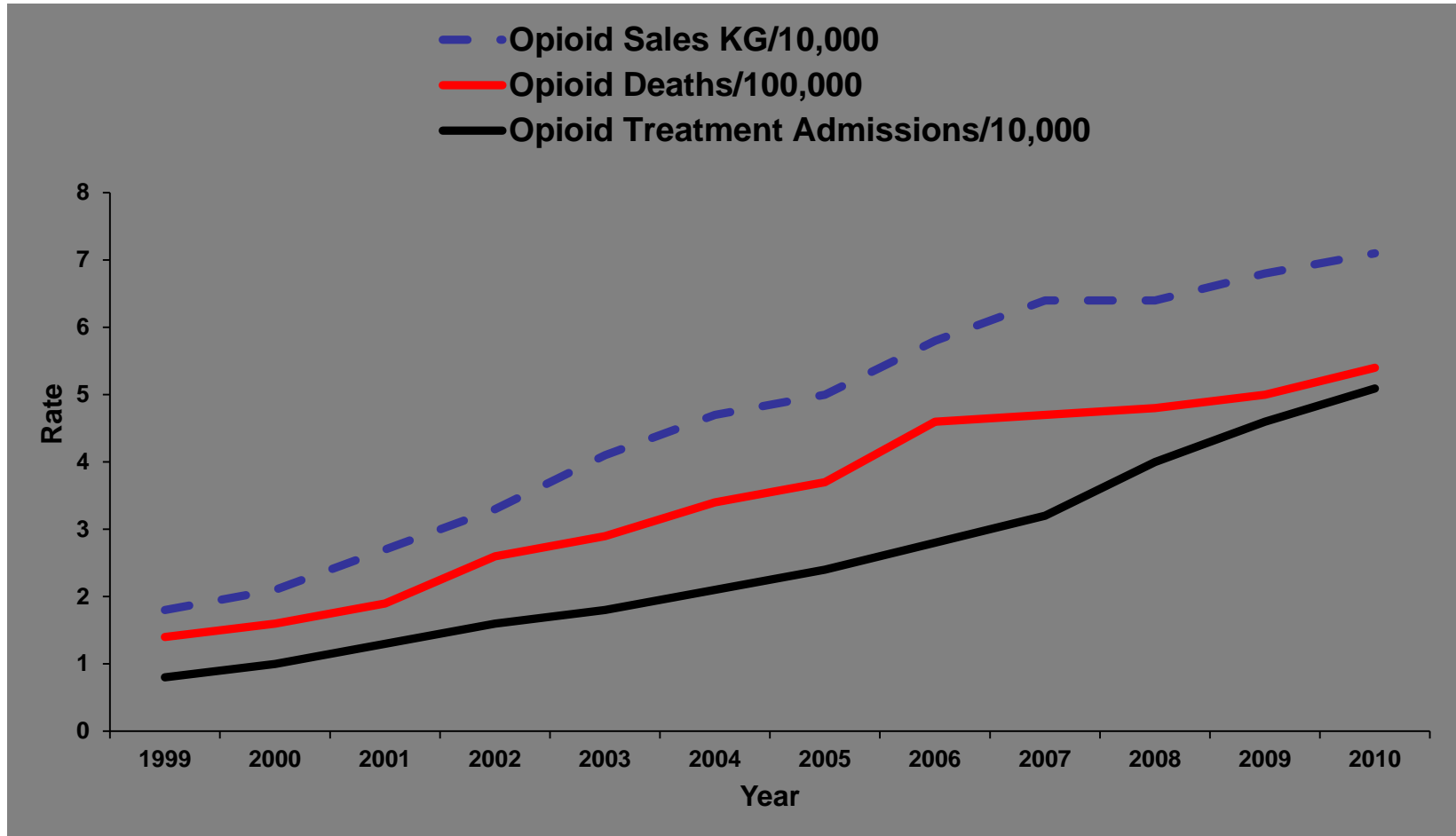


# Important facts

- The United States contains 4.6% of the world's population but consumes 80% of the world's opioid medication.
- We consume enough opioid medication to supply every citizen with 700 mg of morphine every year.
- Not only are opioids dangerous but they are not good pain pills.
  - Acute pain
  - Chronic pain.



## Rates of opioid overdose deaths, sales and treatment admissions, US, 1999-2010





# What is NSC doing?

- Policy development
  - NGA
- Employer education and assistance
  - Employer toolkit
- Prescriber education
  - Practice guidelines with AAFP, ACP
- Community / public education
  - Community toolkit



# Community toolkit

- Detailed marketing plan to decrease the supply of opioids in your community.
- Involves the 4 P's of marketing
  - Product
  - Placement
  - Price
  - Promotion



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