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FOR IMMEDIATE RELEASE

PLEDGE TO PREVENT

Drug Misuse and Abuse Awareness Campaign

[GREENFIELD, WI]—Opioids have left a devastating mark on all of our communities, and the crisis continues to worsen. The Healthiest Greenfield Coalition, in collaboration with the Greenfield Health Department, seek to raise awareness about the dangers of opioid misuse through the *Pledge to Prevent Campaign*.

“Prescription drug misuse and abuse does not abide by boundaries or age limits,” said Darren Rausch, Health Officer/Director. “It’s important for Greenfield residents to be reminded of how quickly a prescription can turn into an addiction disease.”

The *Pledge to Prevent* campaign will run during the months of June, July, and August. It will use a multipronged approach to provide resources and education, raise awareness, and demonstrate our community’s commitment to preventing drug misuse and abuse. The campaign activities will:

1. Ask community members and organizations to show their commitment to this effort by writing their name on a pledge card. These cards will be on display at the end of August to visually demonstrate that individuals are not alone in their efforts against drug misuse.
2. Focus on providing education about the risks associated with unused or expired medications. Community members will learn about the permanent medication dropbox at the Greenfield Law Enforcement Center and will receive a Detera Drug Deactivation Disposal Bag. This bag provides an immediate solution for people to dispose their unused or expired medications as soon as they arrive at where medications are kept.
3. Share messaging from the Centers for Disease Control and Prevention (CDC) National Rx Awareness Campaign. Materials from this campaign focus on real-life stories and can be found as digital media, print media, and as a 30 second radio spot. Digital media is visible in front of Greenfield City Hall and on I-894 Southbound between the 60th Street and Loomis Road exits. Print media is in two bus shelters on Edgerton Ave and Plainfield Ave along 27th Street. The radio spot will air on FM Stations 100.7 and 97.3 on Saturday mornings and evenings.

Visit the www.cdc.gov/RxAwareness for more information on this campaign and to learn how you can make a positive impact.

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