



**THE  
YOUNG ONES  
SOCIAL BRIEF**



**FCBHEALTH**

## **CAUSE**

Opioid overdose awareness and prevention.

## **BACKGROUND**

Opioids are a class of drugs made from the opium poppy or synthetic analogues. This includes heroin but also powerful prescription pain medicines such as oxycodone, hydrocodone, codeine, morphine and fentanyl. Opioids are highly addictive, with physical dependency occurring in as little as a few days. Misuse or overuse of opioids can lead to respiratory depression and death, known as an opioid overdose.

Opioid overdose is a worldwide problem and has reached epidemic proportions in the United States. In 2015 opioid overdose fatalities in the US alone reached more than 33,000 – an increase of 11% from just one year prior, and more than car crashes and gun deaths combined.

The driving force behind this development is the availability of powerful prescription pain medicines. As patients become dependent, they start to use more medicine to achieve the same result. This leads them to finish their prescription early and turn to illicit versions or even to heroin, which is often cut with even more potent synthetic opioids and can cause even more overdose deaths.

## **PROBLEM**

There is a stigma associated with overdose, a tendency to blame the victim and ignore the problem: You might think of a homeless junkie with a needle in his arm. In truth, the epidemic reaches every age, race, and gender, every demographic and socio-economic segment. It is an equal opportunity crisis. Someone close to you is likely at an increased risk of an opioid overdose, and they might not even know it.

## **TARGET AUDIENCE**

People taking prescription opioids, their caregivers, friends and families and the general public.

## **MISSION**

Create innovative ideas that raise awareness of opioid overdose risk while reducing the stigma associated with it, and ultimately encourage the core target group to talk to a doctor or pharmacist about managing the risk of overdose.

## KEY MESSAGE

Opioid overdose is closer than you may think.

## tone

Serious but not condemning

## CATEGORIES

Film, Print, Outdoor, Digital, Activation, Design, Integrated

## MORE INFORMATION

[www.who.int/substance\\_abuse/information-sheet/en](http://www.who.int/substance_abuse/information-sheet/en)

[www.asam.org/docs/default-source/advocacy/opioid-addiction-disease-facts-figures.pdf](http://www.asam.org/docs/default-source/advocacy/opioid-addiction-disease-facts-figures.pdf)