

**REQUEST FOR BOARD ACTION**

**HENDERSON COUNTY  
BOARD OF COMMISSIONERS**

**MEETING DATE:** August 21, 2019

**SUBJECT:** More Powerful NC

**PRESENTER:** Holly Jones, Community Partnership & Outreach Coordinator

**ATTACHMENTS:** Yes  
1. PowerPoint

**SUMMARY OF REQUEST:**

Holly Jones, Community Partnership & Outreach Coordinator with the North Carolina Department of Justice, will present information to the Board on *More Powerful NC*. *More Powerful NC* is a collaborative, public awareness campaign about the Opioid Crisis in North Carolina. The Board is requested to discuss information presented during the discussion, and direct staff accordingly.

**BOARD ACTION REQUESTED:**

No Board Action requested, this item is for information only.

**Suggested Motion(s):**

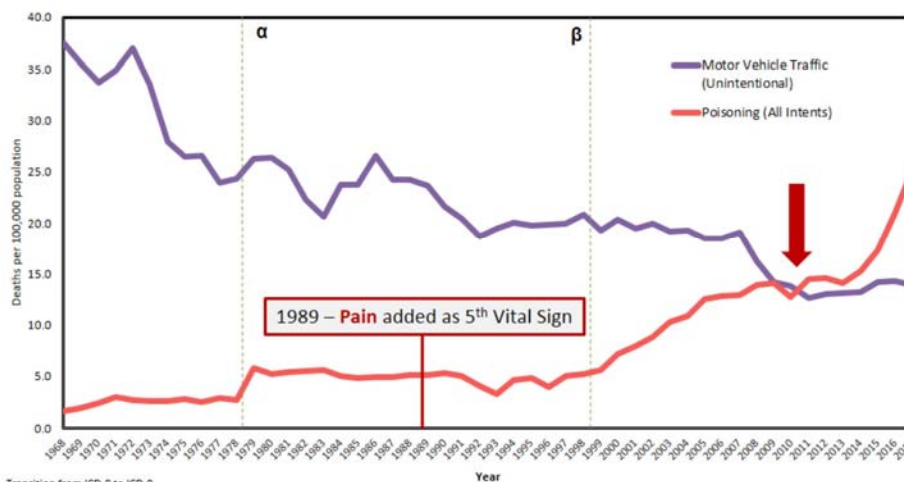
*No motion suggested.*



## THE MORE POWERFUL NC OPIOID AWARENESS CAMPAIGN

Holly Jones  
Community Partnership & Outreach Coordinator  
North Carolina Department of Justice

Poisoning death rates are higher than traffic crash death rates in N.C.

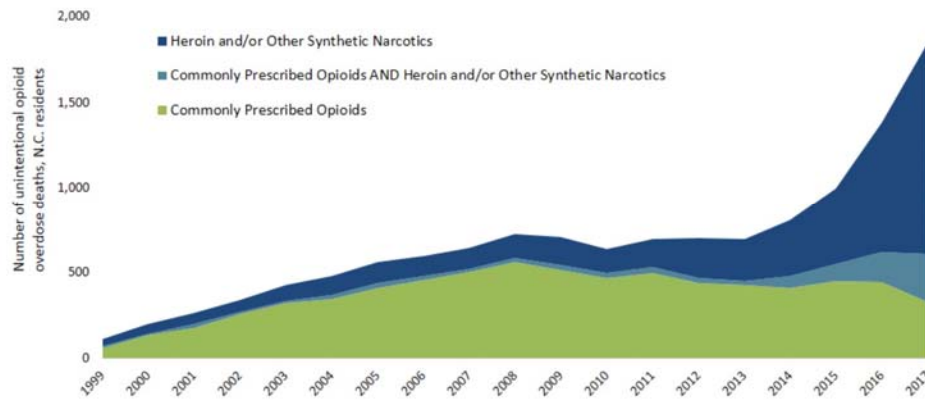


α - Transition from ICD-8 to ICD-9  
β - Transition from ICD-9 to ICD-10

Technical Notes: Rates are per 100,000 residents, age-adjusted to the 2000 U.S. Standard Population  
Source: Death files, 1968-2016, CDC WONDER  
Analysis by Injury Epidemiology and Surveillance Unit

North Carolina  
Injury & Violence  
PREVENTION Branch

Illicit opioids\* were involved in approximately 80% of unintentional opioid overdose deaths in 2017



\*Heroin and/or Other Synthetic Narcotics (mainly illicitly manufactured fentanyl and fentanyl analogues)

**Technical Notes:** Cases with only an Opium (T40.0) or only Other and Unspecified Narcotics (T40.6) code are excluded; Unintentional medication and drug poisoning: X40-X44 and any mention of T40.2 (Other Opioids), T40.3 (Methadone), T40.4 (Other synthetic opioid) and/or T40.6 (Other/unspecified narcotics); Limited to N.C. residents  
**Source:** Deaths-N.C. State Center for Health Statistics, Vital Statistics, 1999-2017  
 Analysis by Injury Epidemiology and Surveillance Unit

North Carolina  
Injury & Violence  
PREVENTION Branch

NCDHHS, Division of Public Health | Core Overdose Slides | January 2019

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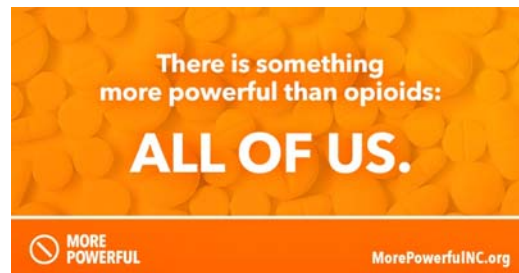
## Prevention, Treatment and Enforcement

- Legislation to Reduce Over-Prescribing of Opioids
  - STOP Act
- Law Enforcement Task Force
  - Synthetic Control Act
  - Hope Act
- Raise Public Awareness and Encourage Action
  - More Powerful NC Campaign

## More Powerful NC: The Need

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- Wide variation in awareness & understanding
- Little guidance on how to take action to address the challenge



## More Powerful NC: Coalition Partners

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- DOJ, DHHS, DPI, DOI
- Atrium Health, BCBS-NC
- UNC Health Care Labcorp, Carolina Hurricanes and others



## More Powerful NC: Anthem Video

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## More Powerful NC: Website Content

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- Get Help
- Get Involved
- Get the Facts

MORE POWERFUL GET HELP + GET INVOLVED + GET THE FACTS + ABOUT +

### OVERPOWERING NC'S OPIOID EPIDEMIC

Misuse. Addiction. Double the overdoses in the past ten years alone. Opioids—including prescription pain medication, heroin, and fentanyl—are devastating lives in North Carolina. It's time for all of us to take the first step in solving the problem, because together, we are more powerful than opioids—and together, we can take back our communities.

## More Powerful NC: Key messages

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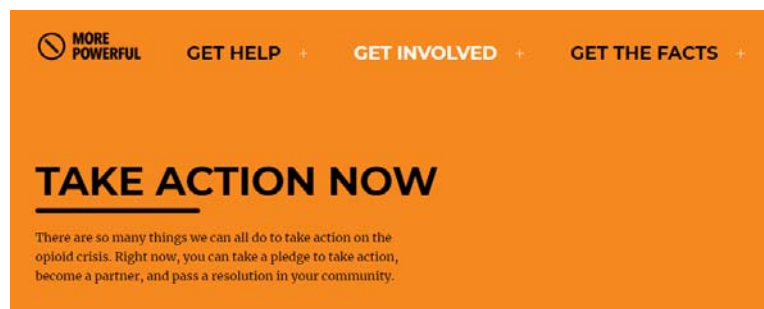
- Take back unneeded drugs
- Talk to your health care provider
- Talk to your family



## More Powerful NC: Take Action Now

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- Take the pledge
- Become a partner
- Pass a resolution
- Link to site



## Other County Partnerships

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- Pretrial release
- WNC Regional Summit
  - December 6, 2019
  - Southwestern Community College, Sylva

**QUESTIONS?**