Opioid prevention campaign kicks off in Washington
Initiative shines light on the risks of prescription opioid addiction and overdose

OLYMPIA — The Washington State Department of Health will launch a statewide campaign this summer to warn about the dangers of opioid prescriptions.

Since 2000, over 10,000 people in Washington have died from an opioid overdose and there have been more than 17,697 opioid overdose hospitalizations.

“This crisis is tragically affecting our family members, friends and communities. We need to do everything we can to make sure people understand that prescription opioids can quickly lead to dependence, addiction, and deadly overdose,” says Dr. Kathy Lofy, state health officer.

Through compelling personal accounts, the campaign helps make everyone aware of the risks and dangers of prescription opioids and delivers a thought-provoking message: “It only takes a little to lose a lot.”

With funding from the Centers for Disease Control and Prevention (CDC), the campaign will focus on the hardest hit and most rural counties. Find more information on Washington’s Opioid Response Plan, overdose prevention, or treatment resources or the upcoming campaign.

The DOH website is your source for a healthy dose of information. Find us on Facebook and follow us on Twitter. Sign up for the DOH blog, Public Health Connection. After hours and on weekends, call 360-236-4440.

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