

Press Release

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SAFE Glen Cove Coalition: NYS OASAS Announces launch of “In the Know” Campaign

The New York State Office of Addiction Services and Supports (OASAS) announced the launch of a new multi-faceted public awareness campaign designed to address misconceptions and stigma regarding addiction, prevention, treatment and recovery. The goal is to empower people with facts pertaining to substance use disorder and eliminate stigma. The NYS Heroin and Opioid Task Force hopes the campaign will increase awareness as part of an overall strategy to help individuals and families struggling with addiction, combat the opioid epidemic, and help to save lives.

Many misconceptions remain regarding addiction, and this often prevents people from seeking out and receiving the help that they need. OASAS stresses the importance of continuing to make every effort to ensure that people are informed about this disease.

The “In the Know” campaign uses a variety of mediums including ads on radio, streaming audio, and digital mediums, as well as mass transit such as buses, the NYC Subway and Staten Island Ferry. As part of the campaign, individuals are encouraged to visit the OASAS website and follow the [Addiction: In The Know](#) link to take a brief 10 question quiz. Following each question, the answer is provided along with additional details to help educate people about addiction. Examples of topics addressed include medication assisted treatment, pregnancy, Naloxone, alcohol, information about OASAS programs, and more. The campaign runs throughout the month of February.

New Yorkers struggling with an addiction, or whose loved ones are struggling, can find help and hope by calling the state’s toll-free, 24-hour, 7-day-a-week HOPEline at 1-877-8-HOPENY (1-877-846-7369) or by texting HOPENY (Short Code 467369).

Available addiction treatment including crisis/detox, inpatient, community residence, or outpatient care can be found using the NYS OASAS Treatment Availability Dashboard at FindAddictionTreatment.ny.gov or through the [NYS OASAS website](#).

SAFE, Inc. is the only alcohol and substance abuse prevention, intervention and education agency in the City of Glen Cove. Its Coalition is conducting an opioid prevention awareness campaign entitled, "Keeping Glen Cove SAFE," in order to

educate and update the community regarding opioid use and its consequences. To learn more about the SAFE Glen Cove Coalition please follow us on www.facebook.com/safeglencovecoalition or visit SAFE's website to learn more about the Opioid Epidemic at www.safeglencove.org.