

Press Release

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FOR IMMEDIATE RELEASE

CONTACT:

Dr. Sharon Harris

516- 676-2008

safeglencove@yahoo.com

SAFE Glen Cove Coalition: 2023: NYS OASAS New Media Campaign to Educate and Highlight Services for Opioid Use Disorder

Governor Kathy Hochul announced the launch of a new statewide media campaign to raise awareness of addiction, and the services available in New York State for those impacted by addiction and their families. The campaign is designed to educate the public about the potential risks of fentanyl, as well as the importance of harm reduction services, and how and where to find help for addiction in New York State. As part of this campaign, the New York State Office of Addiction Services and Supports (OASAS) is also launching a partnership with NEXT Distro to increase access to the overdose reversal medication, naloxone. This partnership is funded through New York State's Opioid Settlement Fund, and will allow individuals to receive naloxone by mail, free of charge. To compliment these efforts, OASAS is also launching a new educational podcast series, entitled "Addiction: The Next Step." The podcast will educate the public about all aspects of addiction and the work of OASAS and highlight stories of individuals in recovery.

As the opioid epidemic continues, it is more important than ever to inform the public about the ongoing risks, as well as the services and supports available. This campaign and podcast series is another way for OASAS to convey the message that help is available. Additionally, by supplying naloxone for free, people are being provided with an important tool to help stop overdoses and save lives in their communities.

Fentanyl is a potentially extremely dangerous substance, which can be 100 times more potent than heroin. While fentanyl has certain legal medical uses, use of illegal fentanyl and synthetic analogs continues to rise and can have devastating consequences. Fentanyl is especially dangerous because it is often mixed into other drugs such as heroin or cocaine without the knowledge of people using those substances, which substantially raises the risk of a potential overdose. Fentanyl is now present in approximately 75% of overdose deaths in New York State.

OASAS has worked to raise awareness of the potential dangers of fentanyl use through numerous efforts, including educating people on how to recognize signs of a fentanyl or opioid overdose, how to respond to an overdose and administer naloxone, and tips on how to avoid an overdose. Ongoing prevention programming and education efforts continue across the state via community based prevention agencies and school based clinical staff.

Earlier this year, OASAS partnered with NY MATTERS to launch a new ordering system for both providers and individuals to obtain fentanyl test strips. Since launching in February, more than 1.1 million fentanyl strips have been ordered. Free xylazine test strips and naloxone are also available through the same ordering system, and more than 230,000 xylazine test strips have been ordered since they were first made available in May.

OASAS is also launching a podcast to educate the public about addiction, the services and supports available for New Yorkers, and how to access help. “Addiction: The Next Step” is hosted by former broadcast journalists and will include providers and other OASAS employees as guests, sharing their expertise about various aspects of addiction and the system of care in New York State.

The first episode features Commissioner Chinazo Cunningham, offering an introduction to OASAS, its mission, and the addiction services system in New York State. Future episodes will focus on OASAS prevention, harm reduction, treatment, and recovery services, and how these specialized services are integral to helping New Yorkers access the individualized help they need. Several episodes will also include conversations with New Yorkers in recovery, as well as others who have personal experience helping those affected by addiction.

Episodes will be released weekly and are available through audio and podcast apps, and will also be posted on the [OASAS website](#) and the agency’s [Twitter](#), [Facebook](#), and [Instagram](#) pages.

New York State is receiving more than \$2 billion through various settlement agreements with opioid manufacturers and pharmaceutical companies that were secured by Attorney General Letitia James. A portion of the funding from these settlements will go directly to municipalities, with the remainder deposited into a dedicated fund to support prevention, treatment, harm reduction and recovery efforts to address the ongoing opioid epidemic.

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, residential, or outpatient care can be found using the NYS OASAS Treatment Availability Dashboard at [FindAddictionTreatment.ny.gov](#) or through the [NYS OASAS website](#).

If you, or a loved one, have experienced insurance obstacles related to treatment or need help filing an appeal for a denied claim, contact the CHAMP helpline by phone at 888-614-5400 or email at ombuds@oasas.ny.gov.

SAFE is the only alcohol and substance use prevention agency in Glen Cove. Its Coalition is conducting an opioid prevention awareness campaign entitled. “Keeping Glen Cove SAFE,” 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/safeglencove coalition or visit SAFE’s website to learn more about the Opioid Epidemic at www.safeglencove.org.

