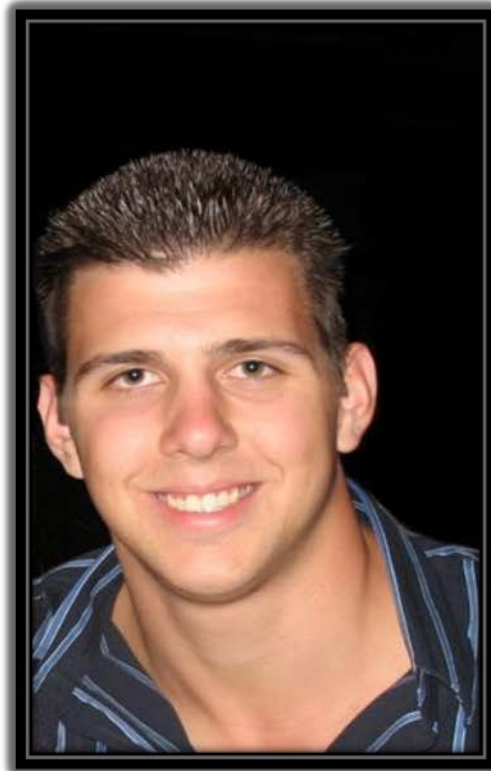
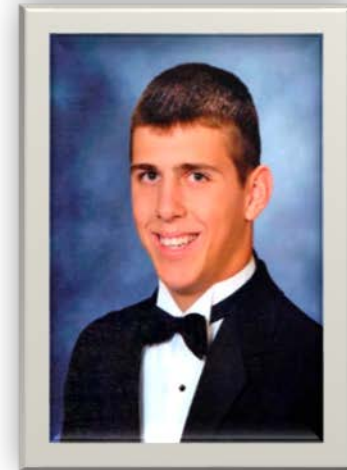
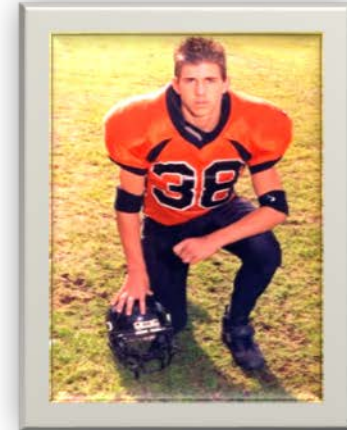


Backdrop



Joseph (Joey) John Rovero, III
3/9/88 to 12/18/09





April Rovero

Founder & Executive Director
National Coalition Against
Prescription Drug Abuse (NCAPDA)

ncapda.org

The Problem

Deep Rooted Stigma

No Recognition of Problem

No Communication Across Stakeholder Sectors

The Solution



National Coalition Against Prescription Drug Abuse

Founded: 2010 in San Ramon, CA

Mission: Prevent prescription drug related SUD and overdose deaths through community education, policy change and legislative advocacy

Target Groups	Target Groups
Youth	Pharmacists
Parents	Educators
Elderly	Legislators
Health Care Providers	Civic Leaders
Business Leaders	Law Enforcement

CENTER FOR
HEALTH
LEADERSHIP &
PRACTICE

A Center of the
Public Health Institute

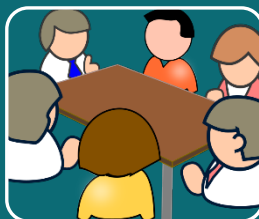


CALIFORNIA
Opioid Safety
Network

Key Affiliations

- FED UP! Coalition
- CA Statewide Rx/Opioid Prevention Workgroup
- **Contra Costa County MEDS Coalition**
- California Opioid Safety Network

Action YOU Can Take



Work through community coalitions



Engage & educate community members



Contribute via social media



Key Strategies

- Gather data to assess problem and determine focus
- Don't reinvent the wheel!
 - ✓ Connect with existing coalitions for advice, tools, strategy and support
 - ✓ Connect with CADCA to learn how to form a coalition
- Critical: Work across all stakeholder sectors

Overcoming Pushback

Key Assets

- Knowledge about issue
- Data
- Good communication skills
- Persistence

Successes



**Naloxone
distribution program**

**Medication disposal
safety ordinance**

**Law enforcement
carrying naloxone**

Resources

CADCA: Provides training, resources, and other support for coalition building.

Partnership For Drug Free Kids: Provides support and educational resources for families on every aspect of substance use disorder, from prevention to recovery.

NIDA: Provides drug research information and **FREE** community education materials.