

March 14, 2019

The Central Virginia Region Launches Joint Effort to Combat Opioid Epidemic

Chesterfield County, with hard work by its own opioid steering committee and numerous county departments, has joined with its regional partners, Hanover County, Henrico County, and the City of Richmond, in a just-launched, strategic opioid awareness communications campaign called **OpioidSolutionsRVA**.

Targeted ads, utilizing both traditional and innovative media in a well-planned and extensively researched campaign to best generate maximum awareness, will be messaging:

- education
- prevention
- treatment
- recovery

The 12-month, \$100,000 awareness communications campaign, which officially kicked off on February 7, 2019, has the potential to reach about 15.5 million people, using a combination of digital ads, traditional radio, billboards, and streaming radio and TV. The regional team is taking a compassionate, non-judgmental approach, with open dialogue, in the Opioid Response, to show the community cares.

You can see this firsthand, if you go to the homepage for OpioidSolutionsRVA at <https://www.opioidsolutionsrva.com>. This regional portal crosses jurisdictional lines making it easy for someone to navigate and access the information they are seeking. Each of the four jurisdictions are represented with their seal on the webpage that people can click on that leads to more locality-specific information. The website is the go-to source for answers to questions and a complete listing of the ways each partner in the regional team can assist. For example, if you click on the Chesterfield County seal, you'll find specific information and details about the numerous resources and care being offered by the county, from emergency support to the medication disposal programs in the county to the substance abuse prevention coalition.

No demographic or socio-economic group is immune to the challenges of the opioid crisis, so we all need to work together for a solution and this regional awareness campaign is focused on accomplishing that – delivering hope, positive action, and successful results.