

Prevention Professionals: (Therapists, Healthcare Workers, Educators, Law Enforcement)

Download and Use Our FREE Media Materials & Resources Today!



Anyone Can Be Addicted. Anyone.

Many prescription painkillers are opioids. They affect the brain and body in very similar ways to Heroin. Misuse of them can lead to addiction and possible overdose.

Opioid Use Disorder (OUD) is an epidemic that knows no boundaries. In Pennsylvania and around the country, opioid addiction affects men and women of all ages, races, and geographic locations equally.

There are research-based approaches to prevention and responses to opioid misuse. **PAStop** was launched in 2016, funded through a grant from the PA Commission on Crime & Delinquency (PCCD) and was designed to educate Pennsylvanians about the risks of prescription painkillers and potential consequences like overdose. The **PAStop** workgroup is made up of state prevention specialists, marketing and advertising professionals, diversity, equity and inclusion consultants, and qualitative analytic evaluators, as well as an expanded group of statewide peer advisors.

Our main mission is to equip and support Pennsylvania's network of prevention workers in the field with FREE high-level, tested, trusted, consistent tools to better promote their many efforts and programs. **PAStop** (and its sister initiative, **PAStart**) are made up of aggregated messaging and materials archives that feature communications resources and tools that have been tested, focus-grouped, and evaluated for efficacy within the many counties and communities in Pennsylvania over the past nine years using multiple industry Best Practices tools. In our catalogued library, we've developed materials that target: Opioid addiction, accidental overdose, workplace policies, safe medication storage and disposal, patient empowerment, prescriber education, parenting assistance, as well as information promoting harm reduction, overdose reversal, recovery, Rx Take Back, awareness and stigma reduction.

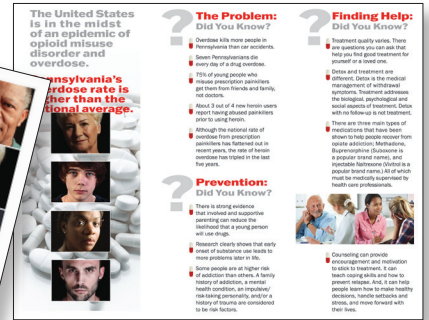
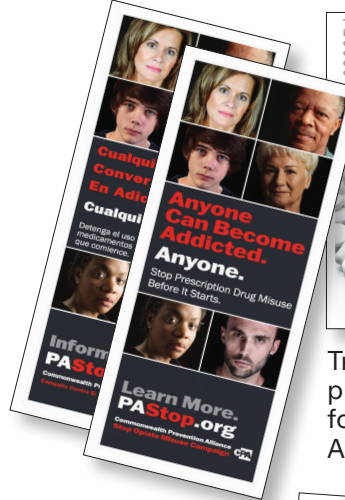
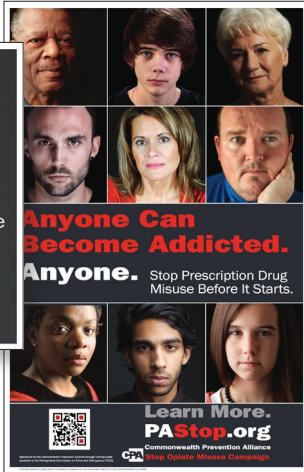
CLICK On Any Of These Samples To Download Them From Our Collection Of Resources.

NOTE: All items are **FREE** to download and use as-is; most have room on them for a QR code.

All items can also be custom-ordered with your agency information, logo, event details, or with revised local content to better assist your goals.



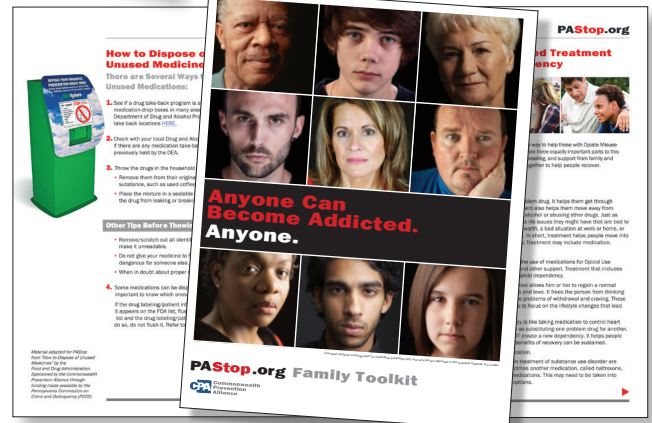
11" X 17" Posters for local or bulk printing to promote events, programs or local education.



Tri-fold Rack-sized Brochure promoting opioid education for your event/program/office. Available in English and Spanish.



Pre-sized Ads for local publications with room for your QR code.



Family Toolkit, including information about local treatment, safe Rx disposal, overdose reversal and more.



8.5" X 11" Flyers to promote opioid misuse awareness, programming and other options, all with room for your QR code.

Digital Assets (including online ads, posts, email signatures, and cover images) promoting opioid awareness and education. Available in English and Spanish.



Looking For Something More Customized?

Let us know what you need. Our media partner **BOOM Creative** has worked with agencies, coalitions, and task forces in more than 40 PA counties and has modified the PASTop/Start information architecture to create so many different messaging items that it's space-prohibitive to list them all here.

Everything from wristbands to long-form films have been produced. If you can imagine it, we can create, produce and disseminate it. Please fill out the following form and our coordination team will get back to you ASAP.

For **FREE** Access to download any of the **Anyone Can Be Addicted** materials, click [HERE](#) or scan this code.



Paid for with PA Taxpayer Dollars.