A collaborative effort. #BetterTogether.
About Stand Up, Mississippi

**BE BOLD.**  
Speak out to prevent opioid addiction.

**BE BRAVE.**  
Share stories of recovery or support.

**BE BETTER.**  
Find out about treatment options.

**TOGETHER.**  
Work together to find solutions to the opioid crisis in Mississippi.
WHAT ARE OPIOIDS?

Rx Drugs

Fentanyl

Heroin
• United States = 5% of the world’s population
• We consume **80% of the opioids manufactured in the world**.
• This includes 99.7% of all hydrocodone products.
In 2016, there were 67,265 overdose deaths in the United States.

42,249 opioid overdoses

63%
Nearly **HALF** of all opioid overdose deaths involve a prescription opioid.

Approximately **115** people die every day from opioid overdose.

1 Death every **12 minutes**
NATIONAL OPIOID OVERDOSES

Overdose deaths from Fentanyl doubled 2015 to 2016.

Overdose Deaths Involving Opioids, by Type of Opioid, United States, 2000-2016

MISSISSIPPI OPIOID FACTS

In 2017, an estimated **255** People died of Opioid & Heroin Overdose.

That's an **18%** increase from 2016.

Males aged **25-44** had the highest heroin death rate per 100,000.
From 2012 to 2016 heroin cases initiated by the Mississippi Bureau of Narcotics increased by **300%**

From 2013 to 2016 heroin-related overdose deaths rose **2000%**

From 2016 to 2017 treatment admissions with heroin listed as the primary substance increased by **117%**

MS Bureau of Narcotics; MS Department of Mental Health
We have presented the problem.....

LET’S TALK ABOUT THE SOLUTION
ADDICTION IS A BRAIN DISEASE.

Emotional Regulation (Amygdala)

Physical Coordination (Cerebellum)

Judgment and Impulse Control (Prefrontal Cortex)

Motivation (Nucleus Accumbens)
ANYONE CAN BECOME ADDICTED.
BE BOLD.

❖ Media Campaign
❖ Statewide Town Halls
BE BRAVE.

❖ Community Outreach
❖ Share Your Story
BE BETTER.

- NARCAN Distribution
- Treatment Services
- Resource Website
Questions?