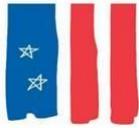




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## Partnership for a Drug-Free New Jersey

in Cooperation with the Governor's Council on Alcoholism and  
Drug Abuse and the NJ Dept. of Human Services

FOR IMMEDIATE RELEASE:

### **Morristown Declares October 6th “Knock Out Opioid Abuse Day”**

***The Town of Morristown and Atlantic Health Systems Morristown Medical Center Participated in the 2nd Annual Knock Out Opioid Awareness.***

MORRISTOWN, NEW JERSEY -- On Friday, October 6, The Town of Morristown and Atlantic Health Systems Morristown Medical Center partnered to participate in the second annual Knock Out Opioid Abuse Day in New Jersey. The statewide, single-day initiative mobilizes the prevention and treatment communities, community leaders and concerned citizens to raise awareness about the potential for dependency on prescribed pain medicine and its link to heroin abuse rates.

“I am proud that we are able to dedicate this day to help shed light on the importance of discussing opiate abuse education and awareness,” said Morristown Mayor Timothy Dougherty. “The Town of Morristown will continue to support initiatives like this that take big steps in preventing addiction.”

At the Town Council meeting on Tuesday, October 10, Mayor Dougherty will present a proclamation to Lori Ann Rizzuto of Atlantic Health Systems Morristown Medical Center, officially declaring October 6th “Knock Out Opioid Abuse Day”.

“Atlantic Health System is pleased to continue the conversation on regulations around safer opioid prescribing,” said Trish O’Keefe, PhD, RN, president of Morristown Medical Center, part of Atlantic Health System. “Our prescribers are on the front lines of the war on opioids, and we will continue to work to find best practices that ensure those who need high-level pain medication can receive it, while reducing the risk for abuse and diversion.”

In its second year, Knock Out Opioid Abuse Day increases understanding of the opioid crisis through a mobilization effort with a dual focus: educating physicians and raising awareness among New Jersey citizens and families. It is designed to bring attention to the opioid crisis facing the state and the steps residents can take to stem the epidemic. The New Jersey Senate and General Assembly responded following the first event in 2016 by unanimously approving joint legislation designating October 6 in perpetuity as Knock Out Opioid Abuse Day in New Jersey.

Knock Out Opioid Abuse Day is a project of the Partnership for a Drug-Free New Jersey, in cooperation with the Governor’s Council on Alcoholism and Drug Abuse; the New Jersey



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Department of Human Services, Division of Addiction Services; and the Community Coalition for a Safe and Healthy Morris, with thousands of volunteers across the state.

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***Best known for its statewide anti-drug advertising campaign, the Partnership for a Drug-Free New Jersey is a private not-for-profit coalition of professionals from the communications, corporate and government communities whose collective mission is to reduce demand for illicit drugs in New Jersey through media communication. To date, more than \$70 million in broadcast time and print space has been donated to the Partnership's New Jersey campaign, making it the largest public service advertising campaign in New Jersey's history. Since its inception the Partnership has garnered 166 Advertising and Public Relations Awards from National, Regional & Statewide Media Organizations.***