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End the Epidemic LA Launches the Opioid Prevention Campaign

New Resources for Parents, Educators, and Youth Leaders to Prevent Youth Opioid Misuse

December 9, 2020, Baton Rouge, LA— Today, End the Epidemic LA launched the “Opioid Prevention Campaign” in partnership with the [Addiction Policy Forum](#). The Campaign provides resources for parents and educators to prevent youth opioid misuse.

The opioid crisis continues to claim thousands of lives every year, and experts are increasingly worried about alarming trends among youth who are an often overlooked group in the opioid crisis despite suffering some of its sharpest consequences. The Opioid Prevention Campaign provides evidence-based explainer videos, social media content, workbooks and fact sheets to help prevent substance use disorders among adolescents.

“End the Epidemic is committed to working with the community to combat opioid addiction, to learn safe practices for storing and disposing medications, identify resources for the treatment of addiction, and to put an end to drug abuse and addiction in our Louisiana. This is why we have partnered with the Addiction Policy Forum in launching the Opioid Prevention Campaign, with a focus on rural areas across Louisiana,” explains Rachel Jackson, End the Epidemic program coordinator.

“The Opioid Prevention Campaign aims to prevent substance use disorders by providing flexible tools to adults - from parents and caregivers, to teachers and youth group leaders,” explains Jessica Hulsey at Addiction Policy Forum. “We can prevent addiction among adolescents and make the science and needed tools more readily available for communities.

For a compilation of opioid education resources for parents, teachers, and others, visit EndtheEpidemicLA.org. To view End the Epidemic LA’s content with the Addiction Policy Forum, follow the organization’s social media accounts on Facebook and Instagram at [@EndtheEpidemicLA](#). The content was developed in collaboration with educators, parents, pastors, coaches, youths, and experts in adolescent medicine and prevention and with funding support from the AmerisourceBergen Foundation.

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About End the Epidemic LA

End the Epidemic LA is a joint outreach effort between the Louisiana Attorney General Jeff Landry’s office and the Louisiana Ambulance Alliance that is designed to combat opioid abuse in Louisiana. In addition, the End the Epidemic LA network aims to support local communities and local coalition efforts to address the opioid epidemic in rural Louisiana.

About Addiction Policy Forum

Addiction Policy Forum is a nationwide nonprofit organization dedicated to eliminating addiction as a major health problem. Our national headquarters are located in Washington, DC with resources and services in every state. More information on our mission and projects is available at our website, <https://www.addictionpolicy.org>.