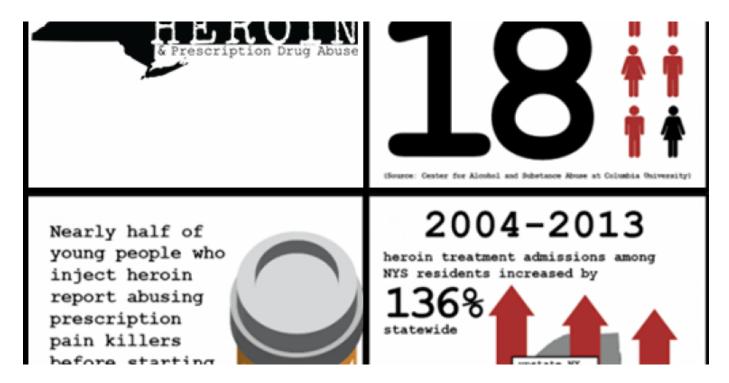# New "Combat Heroin" Campaign Continues Fight Against Heroin and Opioid Use

ANDREW J LANZA   September 23, 2014

A new State "Combat Heroin" campaign has been launched to inform and educate New Yorkers about the risks of heroin and prescription opioid use, the signs of addiction, and the resources available to help.

This new awareness initiative was created as a direct result of the thorough work performed by the Senate's bipartisan Task Force on Heroin and Opioid Addiction of which Senator Lanza is a member. The task force examined the alarming rise in use of heroin and opioids

across New York State and successfully advocated for significant funding to be included for this measure in the budget.

Earlier this year, task force members held 18 forums throughout New York, including on Staten Island, where they spoke with more than 200 panelists, and listened to over 50 hours of testimony to prepare an extensive report on heroin and opioid addiction in the state.

That report helped generate a comprehensive package of legislation, including a measure which required the Office of Alcoholism and Substance Abuse Services (OASAS) and the Department of Health (DOH) to establish "Combat Heroin" -- a Heroin and Opioid Pain Addiction Awareness and Education Program.

The "Combat Heroin" campaign features PSAs, social media awareness efforts, and a new website - http://combatheroin.ny.gov/ - that is targeted toward parents, adults, and young people who are seeking help and information concerning heroin and opioid abuse and misuse.

The web site also includes information about warning signs of heroin and opioid abuse and misuse, access to Office of Alcoholism and Substance Abuse Services treatment providers, and guidance to help parents talk to their children and healthcare professionals talk with their patients, among other information.

Senator Lanza will continue his efforts to help protect communities from the scourge of heroin and opioid addiction, working to save lives and prevent tragedies.