



# Partnership for Success

## News to use to address the opioid epidemic

### CDC releases new prescribing guidelines

In an effort to continue to improve patient safety and prescribing practices, the CDC has developed and published new [CDC Guideline for Prescribing Opioids for Chronic Pain](#) to provide recommendations for the prescribing of opioid pain medication for patients 18 and older in primary care settings.

Recommendations focus on the use of opioids in treating chronic pain (pain lasting longer than 3 months or past the time of normal tissue healing) outside of active cancer treatment, palliative care, and end-of-life care. Clinical practices addressed in the guideline include:

- Determining when to initiate or continue opioids for chronic pain outside of active cancer treatment, palliative care, and end-of-life care.
- Opioid selection, dosage, duration, follow-up, and discontinuation.
- Assessing risk and addressing harms of opioid use.

### Fentanyl: The new heroin, but deadlier



**CNN 5/11/16.** America's addiction to opioid-based painkillers and heroin just got exponentially more dangerous. The most potent painkiller on the market, prescribed by doctors for cancer treatment, is being made illicitly and sold on the streets, delivering a super high and, far too often, death.

The drug, fentanyl, has been around since the 1960s. Its potency works miracles, soothing extreme pain in cancer patients who are usually prescribed patches or lozenges. But an illicit version of the drug is flooding into communities across America delivering a powerful high that is easy to overdose on. It can even kill. The Drug Enforcement Administration and the Centers for Disease Control say we have another national health crisis on our hands. **Full CNN story:** <http://www.cnn.com/2016/05/10/health/fentanyl-new-heroin-deadlier/index.html>

### *From WI Dept. of Justice...*

#### ***Drug-Take Back collects record number of pills***

WI Attorney General Schimel approved dollars to continue the drug take back programs.

According to a press release from the Department of Justice, "Today, Attorney General Schimel announced 62,618 lbs. were collected on Saturday, April 30, 2016, during Wisconsin's drug take-back day, a 40% increase over the October 2015 total, which at the time was a record-breaking collection."

To see the data and read the full press release visit: <https://www.doj.state.wi.us/news-releases/ag-schimel-celebrates-record-breaking-drug-take-back-day>

#### ***Dose of Reality campaign expands***

Schimel continues to address the opioid epidemic by bringing the *Dose of Reality* to businesses.

According to a recent press release from the Attorney General's office, "The campaign is expanding to the state's workplaces, as four out of five employers have had to manage employees with the issue. In Wisconsin, 80 percent of Worker's Compensation claims involving pain medications."

The [doseofrealitywi.gov](http://doseofrealitywi.gov) website includes a new PSA and information targeting businesses.

For the full press release visit: <https://www.doj.state.wi.us/news-releases/ag-schimel-brings-dose-reality-workplace>

# Who's at Fault?

**CNN 5/12/16:** In a recent CNN story it reports how the problems with prescription drugs began. "For decades, certain pharmaceutical companies misled the FDA about the risks of opioid dependence in an effort to sell more of the drugs, and three top executives from Purdue Pharma even pleaded guilty to those criminal charges."

The story continues, "Based on a study of just 38 patients in 1986, Dr. Russell Portenoy challenged the conventional wisdom...Dr. Portenoy, armed with his small study, believed prescription opioids could safely be used in all patients with chronic pain for years on end. He maintained that the drugs were easy to quit and that overdoses hardly ever occurred." **Full CNN story:** <http://www.cnn.com/2016/05/11/health/sanjay-gupta-prescription-addiction-doctors-must->

# It Doesn't Start with Heroin

The opioid/heroin epidemic has gained new partners and new efforts around prevention. Yet studies show that people don't start with heroin. Prevention efforts to address tobacco, alcohol, marijuana and other drugs still need to happen.





**Heroin use is part of a larger substance abuse problem.**

Nearly all people who used heroin also used at least 1 other drug.

Most used at least **3** other drugs.

Heroin is a highly addictive opioid drug with a high risk of overdose and **death** for users.

**People who are addicted to...**

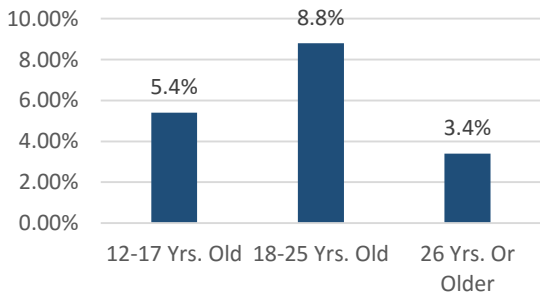
			
ALCOHOL	MARIJUANA	COCAINE	Rx OPIOID PAINKILLERS
are	are	are	are
<b>2x</b>	<b>3x</b>	<b>15x</b>	<b>40x</b>

**...more likely to be addicted to heroin.**

SOURCE: National Survey on Drug Use and Health (NSDUH), 2011-2013.

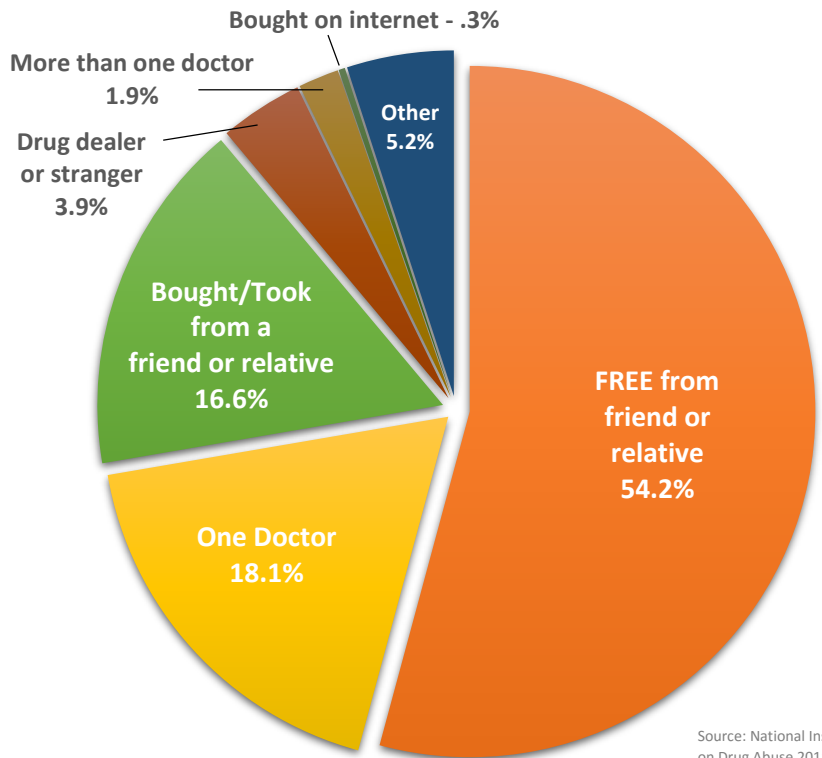
## Get the data on prescription misuse

### Nonmedical Use of Pain Relievers by Age



In Wisconsin, 18-25 years olds reported the highest past year nonmedical use of pain relievers in 2012-2013.<sup>1</sup>

### WHERE PRESCRIPTION DRUGS ARE OBTAINED



Source: National Institute on Drug Abuse 2011



**15%**

of Wisconsin high school students reported using prescription drugs without a prescription in their lifetime in 2013.<sup>2</sup>



**More Wisconsin residents DIE from DRUG OVERDOSE than motor vehicle accidents, suicide, or firearms.<sup>3</sup>**

1. National Survey on Drug Use and Health Substance Abuse and Mental Health Services Administration. U.S. Department of Health and Human Services. 2. Wisconsin Dept. of Public Institute. Youth Risk Behavior Surveillance System. 3. 2014 Wisconsin Department of Health Services and Medical College of Wisconsin Drug Related Deaths in Wisconsin.