



celebrate RECOVERY



STATE ADVOCACY TOOLKIT

Addiction is a public health crisis that costs the United States thousands of lives and billions of dollars every year. It's time to say enough.

Join us and lead the charge for change in your state.

Lifesaving policy change for American families affected by addiction begins on the state level. Our comprehensive toolkit will guide you through the process of getting a law passed in your state, from start to finish—and we're here to help you every step of the way.





Shatterproof is a national nonprofit organization dedicated to ending the devastation addiction causes families.

We are committed to ending the stigma associated with the disease of addiction and fostering a community of support for families. We advocate for changes in federal and state policy and support the development and implementation of science-based solutions for substance use disorder prevention, treatment, and recovery.

shatterproof.org



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HOW A BILL BECOMES A LAW



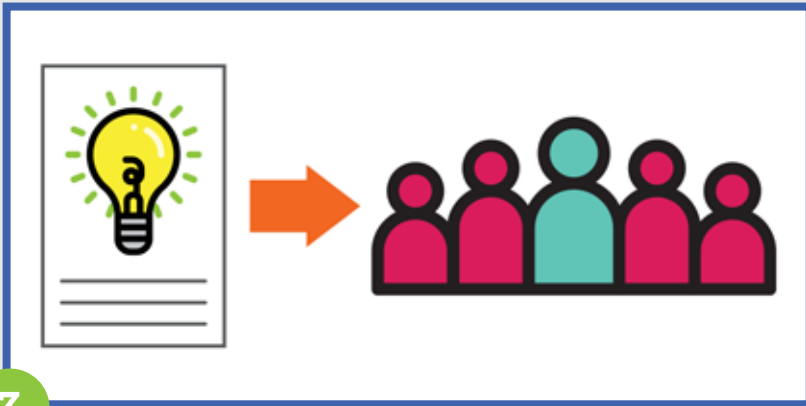
1

A good idea is introduced



2

A legislator writes that idea up into a bill



3

That bill is introduced to the first legislative chamber & assigned to a committee



4

Committee considers the bill



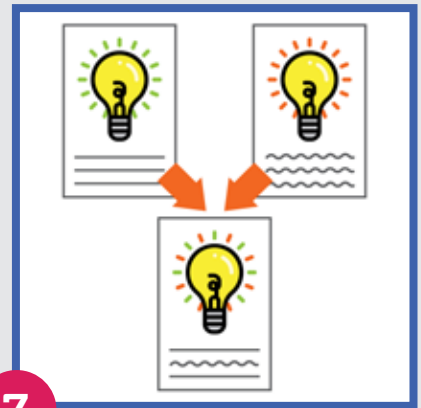
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Committee passes the bill



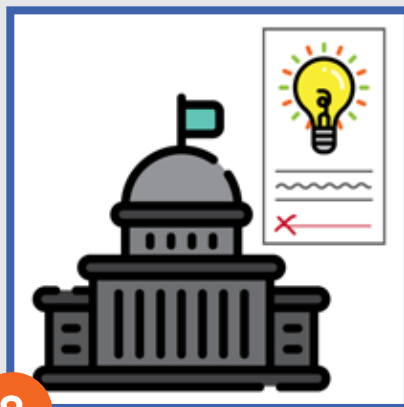
6

Bill enters second chamber for more consideration and voting



7

Any differences between the bills passed in the two chambers are reconciled



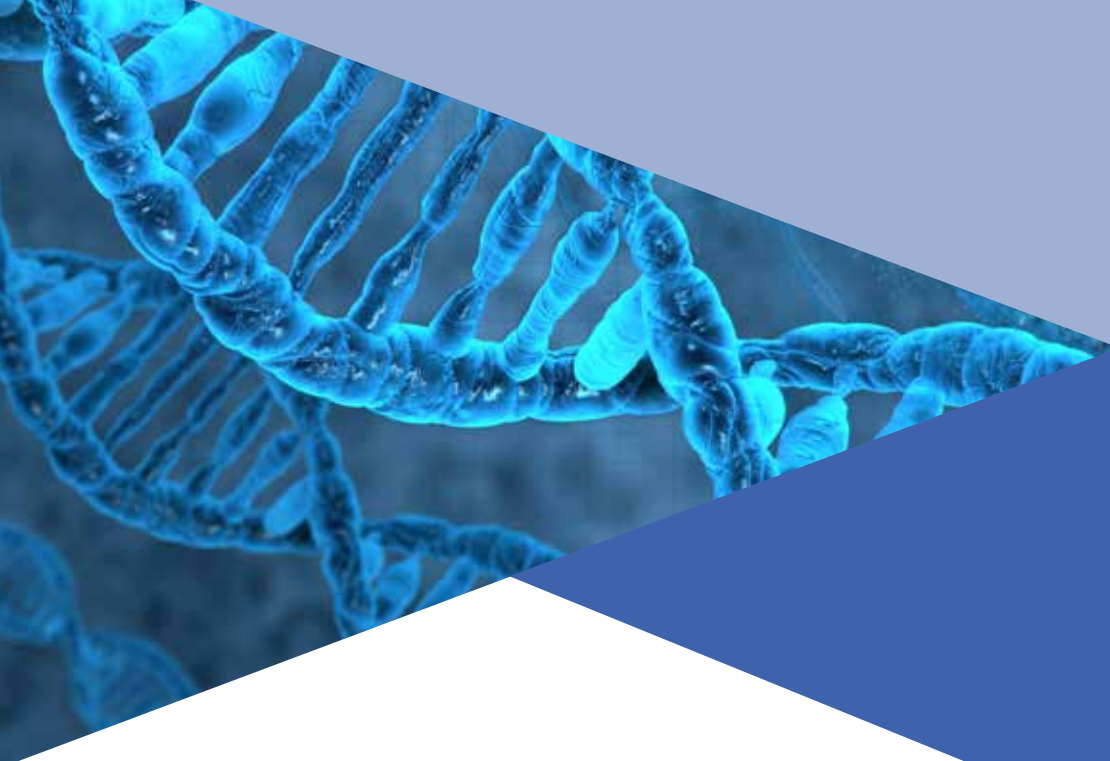
8

Bill sent to Governor to sign



9

Bill becomes law!



1. DO YOUR RESEARCH

Experts, including the Surgeon General of the United States, agree that addiction is a chronic brain disease that requires evidence-based medical treatment. But **only 1 in 10 Americans with a substance use disorder receive any treatment at all**—and far fewer receive treatment based on proven research. Why? Stigma, misinformation, and a fractured treatment system.

Before you begin advocating for change, it's important to **educate yourself and understand addiction** in America. No need to be an expert or a scholar, but you should know some basic facts and be prepared to present them.

On shatterproof.org you can learn about the [science of addiction](#), its [harsh stigma](#), and its [cost to society](#). You can also research [prevention](#), [treatment](#), and [recovery](#) programs.

2. CHOOSE YOUR ISSUE

Once you understand the problem, start looking at the solutions. Check out Shatterproof's advocacy initiatives. We support a wide range of life-saving state proposals—which one do you want to focus on in your state?



Evidence-based treatment



Naloxone access



Common sense prevention



911 Good Samaritan laws



Better provider training



Mental health and substance use disorder parity

Learn about each issue at shatterproof.org/advocacy

Need help or guidance choosing your issue?

Email advocacy@shatterproof.org. We're happy to discuss these issues and your state's needs in more detail.



It's important to reach out to the right people. Do you know who your local elected officials are?

Head to our Phone 2 Action page (bit.ly/advocacy-toolkit-P2A) to find yours. Just enter your address and you'll see a list of your current state and local legislators. The tool also provides their phone numbers, office addresses, and social media handles. You can also visit each official's website, where you can learn more about their positions, passions, and voting record. This will help you identify potential bill sponsors, as well as potential opponents.

3. FIND A LEGISLATIVE CHAMPION

To get laws passed in your state legislature, you'll need to identify a key representative engaged with the cause. An ideal legislative champion:

- Has a commitment to the issue, even in the face of opposition
- Has a personal connection to the issue
- Has supported similar issues in the past
- Is a medical professional, or has staff with medical expertise
- Is a member of the majority party, and would be willing to co-author legislation with a representative from the minority party

Addiction is an issue that transcends party, so make efforts to research and approach representatives on both sides of the aisle.



4. DEVELOP YOUR PLAN

Build fact sheets

This will help inform your coalition as well as representatives. Start with a simple fact sheet. What's the problem? What can be done to stop it? What's the potential cost to the solution?

We can help you put together fact sheets.

Email advocacy@shatterproof.org. See a sample fact sheet for California on the next page.



SHATTERPROOF ENCOURAGES STRENGTHENING REPORTING REQUIREMENTS FOR CURES DATABASE

Addiction is a national crisis.

- From 1999 to 2014, **the number of painkillers (opioids) prescribed and sold in the U.S. has increased four times.** ([CDC](#))
- From 1999 to 2014 **the number of opioid related deaths increased almost five times.** ([CDC](#))
- **Every day in the United States, 129 people die as a result of drug overdose**, and another 6,748 are treated in emergency departments for the misuse or abuse of drugs. ([CDC](#))
- In 2013, **24.6 million Americans over the age of 12 had used an illicit drug in the past month.** ([SAMHSA](#))

It is also a local crisis in California.

- California had the **largest number of overdose deaths of any state** in the nation in 2014, **4,395.** ([CDC](#))
- California hospitals treated roughly **one opioid or heroin overdose every 45 minutes** in 2013. ([CDPH c/o Sacramento Bee](#))
- The number of California newborns diagnosed with drug withdrawal syndrome in 2014 was **up more than 50 percent** from a decade earlier. ([OSHPD c/o Sacramento Bee](#))
- More than **17 percent of California's health care costs** percentage in the country. ([Partnership for Drug-Free Kids](#))
- Allowing **third party payer access** to CURES data would increase insurance claims in California alone in 2011. ([CWCI Bulletin](#))

A Proven Commonsense Solution: Prescription Drug Monitoring Programs

In states without a legislative mandate to check the PDMP before writing prescriptions are written for an opioid without ever checking the PDMP. ([Brandeis University PDMP Center of Excellence](#))

Prescription Drug Monitoring Programs (PDMPs) are state-run electronic controlled substances prescriptions from in-state pharmacies. They provide interventions to improve painkiller prescribing, inform clinical practice,

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Sample fact sheet

PDMPs Save Lives

- PDMPs help identify patients who 'doctor shop,' who are 7x more likely to die of opioid overdose than those who do not.
- Those who have concurrent prescriptions of benzodiazepines (Schedule IV substance) and opioids (Schedule II, III & IV substances) are almost 4x more likely to die. ([CDC](#))
- **States with mandatory querying see lower levels of opioid prescribing. In 2013, several months after rolling out its new PDMP software, New York passed legislation consistent with the recommendations in the box below. In the first year, doctor shopping decreased 75%, the number of doses of opioids dispensed decreased by 10% and the number of buprenorphine prescriptions (a drug used to treat opioid addiction) increased by 15% (See New York Case Study). Similar results have been achieved in several other states. ([Brandeis University PDMP Center of Excellence](#)).**

Progress in California

Senator Lara (D-Los Angeles) has taken leadership of this issue and introduced legislation that would require physician PDMP reporting. The bill SB482:

- Mandates that the prescriber consults CURES before prescribing a Schedule II or III controlled substance for the first time and again annually if the substance remains part of the treatment.
- Stipulates that failure to comply is subject to disciplinary action by the appropriate licensing Board.

Shatterproof recommends this bill should also include these requirements:

- Expand mandatory query requirements to include Schedule II through IV substances.
- Require prescribers to query the system upon every prescription rather than annually.
- Require pharmacists to submit prescription information to the PDMP within 24 hours of dispensing (currently 7 days in CA).
- Publish findings on statewide opioid overdose data to ascertain ways to further reduce overdoses.

How many states have these provisions?

- 10 states comprehensively mandate that prescribers use PDMPs before prescribing controlled substances (Schedules II – IV).
- 22 states require pharmacies to submit data daily, 27 collect data on a weekly basis or less, and one collects data bi-weekly ([Johns Hopkins Bloomberg School of Public Health](#))

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4. DEVELOP YOUR PLAN

Build a local coalition

1 in 3 Americans is affected by addiction. It's an issue that touches millions of families, and once you start looking, you'll find many people and organizations interested in joining the cause. You'll want to seek out two different types of partners to help you advance legislation and make a difference.

Look for partners who have a statewide political presence.

Think bigger than traditional partners, like health care and addiction prevention organizations. Addiction is an epidemic with far-reaching social, political, and economic consequences. Recruit non-traditional partners who might not necessarily see a direct benefit to their organization.

Try approaching organizations like these:

- Business organizations (Chambers of Commerce)
- Insurance companies and their associations
- Mental health groups
- Law enforcement
- Union groups
- Parent groups (PTA)
- Children's advocacy groups
- Individual businesses
- Workers' Compensation Groups
- Consumer Watchdog Groups

These groups will be most interested in supporting legislation for two reasons:

1. It saves lives
2. It saves money

Always keep these two priorities in mind when presenting your policy proposals to these groups.

For example, better access to treatment through parity legislation saves lives by reducing the risk of drug overdose. It also saves money by reducing the number of people who struggle with addiction, which reduces the costs to health insurance providers, workplaces, and local governments.

4. DEVELOP YOUR PLAN

Also, look for partners with a personal connection to addiction.

Statistics and numbers are an important part of making an argument—but so is a personal experience. By sharing real stories, real connections to addiction, you'll put a face on a disease that is so often misunderstood and ignored. You'll help reduce the stigma and dismantle stereotypes that so often lead to bad laws and bad policy decisions. And you'll make lawmakers know that addiction isn't just some big intangible concept—it's a real public health crisis that directly affects their constituents.

Seek out people with stories to tell to add to your coalition. These are the people you'll want present at media opportunities and at meetings with elected officials. Make sure elected officials know that these individuals are voters who live in their districts, too.

Ask partners to recruit friends, family, and anyone else who may be passionate about the cause.

The more voices you can channel, the more effective your advocacy efforts will be.

Hold meetings with your coalition

Develop a relationship with your new partners. Early meetings allow you to get to know each other, and identify whose skills could be best used for which purpose.

Prepare materials to educate coalition members on the issues and legislation you want to propose. Pull information from our about addiction and advocacy website sections.

Email advocacy@shatterproof.org for help producing materials.





5. MEET WITH OFFICIALS & TESTIFY AT HEARINGS

Meet in-person with officials on both sides of the aisle

It's easy to schedule an in-person meeting: Start by visiting your legislator's website, or calling their office and requesting to schedule a visit. You may be scheduled to meet with a staffer, rather than the legislator him or herself. Don't be discouraged: This meeting will be just as valuable.

Be prepared to discuss the national addiction problem, what you hope to accomplish here on the local level, the success and support Shatterproof has had in other jurisdictions, and your personal level of passion and commitment.

Be friendly. Be cordial. But also, be firm. Develop a specific ask ("Will you support this bill we're proposing in Committee?")

Bring your fact sheets. Bring your passion. Bring information about your coalition, and all the people who support you.

Separate arguments, and possibly separate collateral material, should be used for supporters and opponents. Don't avoid elected officials who are aligned with the opposition. It's important to attempt to sway them, soften their position, or at least determine their level of commitment to their position and identify their arguments. Shatterproof, and addiction issues in general, cut across

political ideologies, so approach representatives from both political parties.

When preparing arguments and materials to bring to your meetings, show your local officials why your state should be a leader in the addiction policy reform movement, and not lag behind other states.

When you end your meeting, be sure to ask your legislator what's the best way to follow up with them—call, email, etc. Then be sure to follow up.

5. MEET WITH OFFICIALS & TESTIFY AT HEARINGS



"I attended the Opioid Forum in Hartford, where I shared my story and discussed the opioid epidemic with state legislators."

— KERILYN W.

Testify at local hearings

We can help you and your coalition members prep for testimony and have the biggest impact. Email us at advocacy@shatterproof.org.

"I wrote a letter describing my son's struggle, and I brought it with me to the state legislature. I met many elected officials and caring people from different state agencies. This has changed my life. Now I'm thinking about going into politics to help our movement even more!"

— ADA H.

"I participated in the Senate hearing to change opioid prescribing guidelines. Knowing my story made an impact on the law, and will make a difference in another parent's life —that's empowering."

— DEE D.

"When my children and I went to Sacramento to address the state assembly with Gary Mendell, we all felt that being part of Shatterproof's efforts would give greater voice to the cause, and ultimately the successful passing of lifesaving legislation."

— BRITT D.



6. APPLY PRESSURE THROUGH GRASSROOTS ENGAGEMENT

Your bill will reach four turning points on the way to becoming law.

1. When your bill is in committee
2. When it's up for a vote in House
3. When it's up for a vote in Senate
4. When it's headed to the governor's desk to be signed

At these key turning points, engage your coalition to make their voices heard in support of your bill, motivating legislators to vote in favor of it.

Call, call, call!

Legislators say this all the time: a phone call, even a quick one, is the most effective way for individual constituents to influence local officials.

When you know a bill is being debated in committee, or is scheduled to be voted on soon, that's a great time to make

calls. Work with your coalition to make as many calls as you can during the same focused time period. Coordinated calling is an extremely effective way to influence elected officials. Flooding officials with calls from voters makes your issue impossible to ignore.

Calls don't need to be long or complicated. Just let them know you're a voter who lives in their district, and quickly state the action you want the official to take.

6. APPLY PRESSURE THROUGH GRASSROOTS ENGAGEMENT

Here are sample scripts for each key issue that you can edit to suit your bill's specifics.

MEDICATION ASSISTED TREATMENT

Hello, my name is [NAME], and I'm your constituent living at [ADDRESS]. I'm calling to urge you to support [BILL NUMBER], which will strengthen our state's ability to offer medication assisted treatment to people with substance use disorders.

MAT is considered the gold standard of treatment for opioid use disorder by countless experts, including the American Medical Association. We can't let stigma and misinformation stand in the way of quality care.

We're in the midst of the worst drug overdose epidemic in U.S. history. Strong action is needed to turn the tide.

This issue is very important to me, and I urge you to support this bill. Thank you!

MENTAL HEALTH PARITY

Hello, my name is [NAME], and I'm your constituent living at [ADDRESS]. I'm calling to urge you to support [BILL NUMBER], which will strengthen mental health parity in our state.

All medical conditions should be covered equally by health insurance—including substance use and mental health disorders. But far too often, that's not the case. Our state needs parity laws to provide crucial enforcement details to get people the help that they desperately need.

This issue is very important to me, and I urge you to support this bill. Thank you!!

NALOXONE LAWS

Hello, my name is [NAME], and I'm your constituent living at [ADDRESS]. I'm calling to urge you to support [BILL NUMBER], which will broaden access to lifesaving naloxone in our state.

Naloxone is a safe medication that can reverse an opioid overdose in minutes, and all citizens should have access to it. Naloxone gives our sons and daughters a chance for lasting substance use disorder recovery. In the midst of our country's opioid epidemic, this bill is critically important to save lives.

This issue is very important to me, and I urge you to support this bill. Thank you!

6. APPLY PRESSURE THROUGH GRASSROOTS ENGAGEMENT

Email your officials

Flooding a legislator's inbox can be effective, too. Coordinate email blasts with your supporters and coalition members. Here are some tips to share with supporters when emailing representatives.

- **Reach out to YOUR elected official.** Make sure to contact the elected official that represents your district. Otherwise, they may not consider it necessary to view or address.
- **Keep it short.** Keep the email clear and short, limiting the text to under one page.
- **Avoid harsh language.** Avoid using harsh language or making attacks. It's important to stay respectful.
- **One or two issues at a time.** Focus on only one or two issues. There's no need to address them all in one email.
- **Share your story.** Start the letter by introducing yourself. Feel free to include a personal anecdote or an example that emphasizes why this issue is so particularly important to you, your family or your city.
- **Explain your key issue.** Briefly explain why you're writing to them and why it's important. Is it to advocate for the use of naloxone or to mandate the usage of PDMP? This should be clear.
- **Clarify your ask.** Finish with a specific "ask," or request for action. For example: "I ask that you vote in favor of H.R. XXX" or "I urge you to pass legislation that requires doctors to check a database for a patient's prescription history before prescribing opioids and other potentially dangerous drugs."

You can even distribute a template email to your supporters. Here's an example:

Dear [Representative/Senator][Name],

I live in your district, and I urge you to support Senate bill 314 creating a PDMP in Missouri.

Drug overdose deaths have increased 386% in our state since 2014. Two-thirds of those deaths were opioid-related. The evidence shows Prescription Drug Monitoring Programs saves lives—yet Missouri is the only state without one. Senate Bill 314 would finally create a PDMP, which would be a great step toward stopping the suffering in Missouri.

I understand that legislators have been trying to get this done for years. But every time, just a couple of Senators obstruct it.

To make matters worse, Missouri will miss out on much-needed federal funding to address the opioid epidemic if lawmakers continue to obstruct the creation of a PDMP.

Lives are lost every day that we don't act. The bill has broad support and deserves to go to a vote.

Missouri needs a PDMP. I urge you to do everything in your power to ensure that Senate Bill 314 gets the vote it deserves—and that the bill passes.

*Thank you,
[Your name]*

6. APPLY PRESSURE THROUGH GRASSROOTS ENGAGEMENT

Amplify your message to legislators on social media

Social media channels like Facebook and Twitter are important ways to reach out to officials, keeping up the pressure and attention to the cause. That consistent pressure and attention will be critical to getting the bill passed.

Follow up with your officials on Twitter and tweet to them consistently, tagging their handle. Use Twitter to share relevant news coverage with them as well. You can also contact legislators through their Facebook pages, too.

And don't forget to stay in touch with Shatterproof's Twitter, Facebook, and Instagram pages. We often post news stories about substance use disorders that you may want to share with your local officials.

Say thank you

Being gracious helps maintain relationships. Thank your coalition members, thank supporters, and thank lawmakers. Develop a personal rapport with them that will enable long-standing support for this cause.



@ShatterproofHQ



@WeAreShatterproof



@ShatterproofHQ





7. APPLY PRESSURE THROUGH THE MEDIA

News coverage raises issue awareness with a broader audience, and it can help get the attention of legislators. Try your hand at a letter to the editor, or reach out to local reporters.

Spend time identifying local reporters (radio, TV, and print) who have covered the issue previously or who cover politics or health issues. Reporters are always on the lookout for compelling local stories, and developing these relationships early will allow you to tell the story from our perspective.

- Ask for op-eds and letters to the editor from coalition members, both those with personal stories to share, as well as those who have an expert perspective on the topic (like a supportive physician or legislator).
- Share issue sheets with your media contacts, and keep them posted on your progress.
- Hold press conferences, inviting supportive legislators to speak, share visuals of those impacted and personal stories that will entice press members to cover the issue.

7. APPLY PRESSURE THROUGH THE MEDIA



Media resources

Tips for writing a letter to the editor

A letter to the editor is a brief letter that responds either to a specific article or more broadly to a story in the news. It's an effective way to counter or support a point, provide your opinion on a topic, or offer a different perspective or solution to the one already published. Here are some tips that can help you when drafting and pitching your letter to the editor.

Before you begin, check the publication's guidelines to make sure you satisfy their requirements. They will also list the specific contact information for submitting your letter.

Tips to keep in mind:

- **200-word limit.** Each outlet is a little different, but you'll want to limit the letter to approximately 200 words.
- **Quick submission.** Write and submit as quickly as possible to make sure it stays relevant. The best way to get your letter published is to submit it soon after the story you're responding to is printed.
- **Clarify the article you're responding to.** If you're writing in response to a specific story, start your letter with the title of the article that you're responding to, as well as the date when the piece was published.
- **Explain your key issue.** Clearly express your thoughts about the article or news story you're responding to. You can explain why you disagree, address any potential inaccuracies or contribute to the discussion by offering new information.
- **Clarify your ask.** End by emphasizing your main argument or point, and any call to action for elected officials.
- **Include contact information.** When submitting the letter to the editorial board editor, make sure to state your name, contact information and any professional qualifications or personal anecdotes that would make particularly qualified to write this.

Ready to get started? Take a look at our sample letter to the editor.

Sample letter to the editor

Lawmakers Must Take Action Against Opioids

Re: [Insert name of article and date published]

The opioid epidemic facing our state is one of the worst health-care crises California has ever seen.

In 2014, addiction stole 4,521 of our sons and daughters, mothers and fathers, brothers and sisters from us — more than any other state.

I am dedicated to reducing the toll of this horrible disease, and we each must do our part to make opioid misuse a thing of the past.

This month, the Assembly will vote on Senate Bill 482, an important first step toward making opioid misuse a thing of the past in California.

Requirements similar to SB 482 have been enacted in New York, Tennessee and Kentucky and led to dramatic improvements in those states.

As a mother who lost her son to opioid addiction, this is personal to me. No one should have to bury their child, and this law will help save so many parents from the agony I have lived through. That is why it's so important that SB482 receive the bipartisan support it deserves. We as parents deserve nothing less.

7. APPLY PRESSURE THROUGH THE MEDIA

Tips for writing an op-ed

An op-ed is published opposite the editorial page, and it gives you a way to provide your opinion in greater detail. Unlike letters to the editor, op-eds are a bit broader and are not in response to any specific article. As a result, there is no need to stick to one particular publication. You can have a primary target in mind, but if they decline to accept the piece, you can always pitch it somewhere else.

Just like letters to the editors, check the publication's guidelines to make sure you satisfy their requirements. They will also list the specific contact information to submit the op-ed.

Tips to keep in mind:

- **600-word limit.** Even though an op-ed is broader, you should limit it to 600 words. This isn't that much space either, so keep it concise and focus on one or two major points.
- **Find a media hook.** Start the op-ed with a particular media hook to make it attractive. For example, did something negative

or positive happen in Congress? Was a celebrity recently impacted because of opioid addiction? Is there a law currently being considered? Make sure to reference this hook in your introduction.

- **Share your story.** Anyone can have an opinion, but your story is what will make people listen. It will help persuade the newspaper to publish it and help persuade the readers to accept your argument.
- **Clarify your ask.** End by emphasizing your main argument or point, and any call to action for elected officials.
- **Include contact information.** When submitting the op-ed to the op-ed editor, make sure to state your name, contact information and any professional qualifications or personal anecdotes that would make particularly qualified to write this.
- **Submit to one publication at a time.** Newspapers will demand that any op-ed be exclusive to them. Give your first choice a chance to accept it before moving on to your second choice.

Ready to get started? Take a look at our sample op-ed on the next page.

7. APPLY PRESSURE THROUGH THE MEDIA

Sample op-ed

Rep. Goodlatte: Use Your Influence to Improve Opioid Bill

BY JIM FREUND

It's every parent's worst nightmare: losing a child. When my son Scott lost his battle with addiction over five years ago and just two days before his 21st birthday, I experienced the same devastation and heartache that tens of thousands of families face when they lose a loved one to abuse of prescription painkillers or heroin, both of which are in a class of drugs called opioids. It is life-shattering.

Addiction to these drugs is now a national crisis, surpassing car accidents as the number one cause of accidental death in our country. More than 30,000 of our loved ones will die this year from an overdose of opioids. Right here in Virginia, one person dies every nine hours from an overdose of opioid painkillers or heroin. But these aren't just numbers. They are our sons and daughters, brothers and sisters, friends and neighbors.

Fortunately, Congress is on the verge of enacting the first major federal law to address the epidemic. The House of Representatives and the U.S. Senate both passed opioid bills over the past several weeks.

Congressman Bob Goodlatte (R-Virginia) has been a staunch leader on this issue, and I am deeply grateful to him for his efforts. But I am asking him and his colleagues for more. Because we as parents deserve more.

The final bill must include a clause that restricts federal grants to states that require doctors to use their state-run prescription database to check a patient's prescription history, and share prescribing information with prescribers in other states. The Senate's bill includes this clause, but the House version does not. This will save thousands of lives – but only if lawmakers like Congressman Goodlatte use their influence to include it in the final law.

These databases, called Prescription Drug Monitoring Programs (PDMPs), help doctors spot early signs of addiction, such as requesting drugs from multiple doctors. They also prevent doctors from prescribing a drug that could be lethal in combination with another drug the patient is taking. For example, using an opioid like Vicodin along with a sedative like Xanax quadruples the risk of overdose.

PDMPs exist in 49 states. But only eight require their use. Where PDMP use is voluntary, studies show they rarely get used. Tying federal grants to this requirement will make the difference in the life or death of so many.

Congressman Goodlatte will be serving on the House-Senate conference committee that combines the two bills into a final law. He has done so much for this cause already, but I sincerely hope he will use his influence to ensure the PDMP provision is included before it goes to the president's desk for signature. Because without it, your son or daughter could be next. This disease can and does hit anyone.

I know this better than anyone; my son Scott took his own life on August 1, 2010, after years of addiction and every effort possible for recovery. Scott was a normal boy growing up – full of life and love for his family. When his brain started to “misfire” in fifth grade, not one doctor could really explain what was happening. All the doctors did was start him on a journey of “pill taking,” which over time, became an addiction to prescription painkillers.

In a letter Scott left behind, he wrote, “I have not found one person who can help me out.” He went on, “I love you Mom and Dad so much and its nothing you could have done better. I just can't stand being in my own mind, it's torture and it hurts and I've tried for years to get help but nothing works. Dad, if anyone one can help other families from this torture I've been living with it's you.”

It is now my life's mission to find solutions that will save other families from suffering like what my wife, daughter and I will endure for the rest of our lives. It's clear that PDMPs should be part of that solution.

Please support our cause so that we won't have another family hear these final words that we got from Scott. “It's hard to stop typing now but it's time, love you so much and don't forget that and please don't forget me.”

Jim Freund is a father from Ashburn and an ambassador for Shatterproof, a national non-profit devoted to reducing the devastation to our families caused by the addiction to prescription drugs, illicit drugs and alcohol.


Sample articles

CBS Denver


‘She Kept It From Everyone’: Parents Who Lost Daughter To Addiction Hold 5K To Raise Awareness

CASTLE PINES, Colo. (CBS4) – Friends and family of those struggling with addiction will come together Saturday morning at Denver’s Great Lawn Park for the Shatterproof 5K. The event raises money and awareness about the fight against addiction which affects thousands of Colorado families every day.

Families like Karla and John Tartz. No two parents could have been more proud of a daughter than they were of Morgan.




“She was funny, she made us laugh out loud. She was so caring, empathetic, not judgmental whatsoever,” said Karla.



“She had this flair for fashion and she wanted to be a fashion designer,” added John.


Morgan pursued her dream, attending [Cypress College](#) in Los Angeles.



“She came home one Easter and came in and told us she had to tell us something, something she had been hiding for a while,” said Karla.

Her secret was that she was [addicted](#) to heroin.

“She kept it from everyone,” John said. “Her friends, her family and all this was a shock for us.”



“It had to have been scary for her,” said Karla. “For all those years, hiding behind the [guilt](#).”

Her family rallied, checking Morgan in to what they considered one of the top facilities in Colorado.

She would graduate in to a rehab community.

Karla tells of Morgan’s daily struggle. “It was could just get her head on her pillow at night, she knew she wasn’t another day.”

Morgan had been sober 90 days when she had a setback.

“She came home, she was with us,” said Karla. “We got to hold her out in the morning, her little hand just couldn’t take it anymore and she passed away here with us.”

“She had all the money coming in, all the support that she needed from friends and family who knew what was going on and we still lost her,” John said.

And although Morgan led her battle, the Tartzs are not done fighting and encouraging others to fight the disease of addiction.

“If anyone is living in and they’re ashamed of their situation, reach out now, it’s never too late, get help,” said Karla. Adding, “It’s been so for those marks down and talk more openly about depression, anxiety and addiction issues.”

If you would like to learn more about the Shatterproof 5K, visit their website.

NewsChannel 5 NETWORK

Megan Barry Walks In Denver To Honor Late Son, Max



Courtesy: Megan Barry on Facebook

DENVER, Colo. - Former Nashville Mayor Megan Barry hit the streets in Denver to honor her late son, Max.

She and other members of Team Max participated in the Rise Up Against Addiction 5K.

She shared some photos of the event on social media. Max Barry died from an accidental drug overdose one year ago. He was 22 years old.

All of the money raised goes to the Shatterproof non-profit organization that helps families dealing with devastation caused by addiction.

**7. APPLY
PRESSURE
THROUGH
THE MEDIA**



7. APPLY PRESSURE THROUGH THE MEDIA

Tips for working with news reporters

Reporters from your local newspaper and TV station are always looking for stories—especially ones that involve members of their community. That’s why your personal experience and perspective matters so much.

You have a story to tell that illustrates the addiction crisis and gives it a human face. Here are some tips for how to best bring that story to reporters.

- **Have a “newspeg.”** Reporters write about the news. To pique their interest, you need to have a specific piece of news for them to cover. A good newspeg could be a bill that is being debated in the state legislature, or a public rally that you are organizing to raise awareness of addiction.
- **Find the right reporter.** Decide who you will reach out to. Go to your local paper’s website and do a little research to see whether they have a reporter who has covered addiction, and so is more likely to be the one to write about it in the future. If your newspeg has to do with a bill in the state legislature, you could reach out to a political reporter in the state capital who writes about local politics.
- **E-mail the reporter.** Introducing yourself and the issue. Be sure to put the newspeg high up in the e-mail, so that they see it right away. Reporters are busy and won’t read a long email, so keep it short.
- **Share your story.** Once you’ve gotten the reporter interested, he or she will want to interview you. In addition to talking about the issue in the news, be sure to share your story. Reporters are always looking to personalize their articles—they don’t want to just write about an issue, they want to write about who it personally affects. That’s what makes you a powerful advocate.

Sample email to a news reporter

Dear [insert reporter name],

Hundreds of families and friends who have lost loved ones to opioid addiction will gather on Monday outside the Missouri State Capitol to urge the legislature to encourage the wider prescription and use of naloxone, a drug that reverses the effects of an overdose.

As a mother whose son was saved because of naloxone, this is personal for me. Naloxone saved my son’s life and gave him the opportunity to seek treatment and get better. Unfortunately, in Missouri, naloxone isn’t always readily available. This is why I’ll be one of the mothers gathering on Monday to urge our legislature to change the law.

First responders should be encouraged to carry Naloxone everywhere they go. It should be available in schools, restaurants and other public places. Pharmacies should also be available to dispense the medication over-the-counter without a prescription. If the first responders that treated my son didn’t happen to carry it, he may not be alive today.

I hope you will consider attending and covering this important rally. The story of naloxone hasn’t been told enough in the state, and it is important everyone understand its benefits.

I’m happy to discuss my story and views on naloxone further, and look forward to hearing back from you.



BECOME A PART OF THE MOVEMENT. JOIN US NOW.

You have the power to create local change that will spare families affected by addiction so much suffering.

Join Shatterproof's grassroots advocacy network, and together we can stop the overdose epidemic, save lives, and help every American with a substance use disorder achieve recovery.

To get involved, email advocacy@shatterproof.org or visit shatterproof.org/advocacy.

