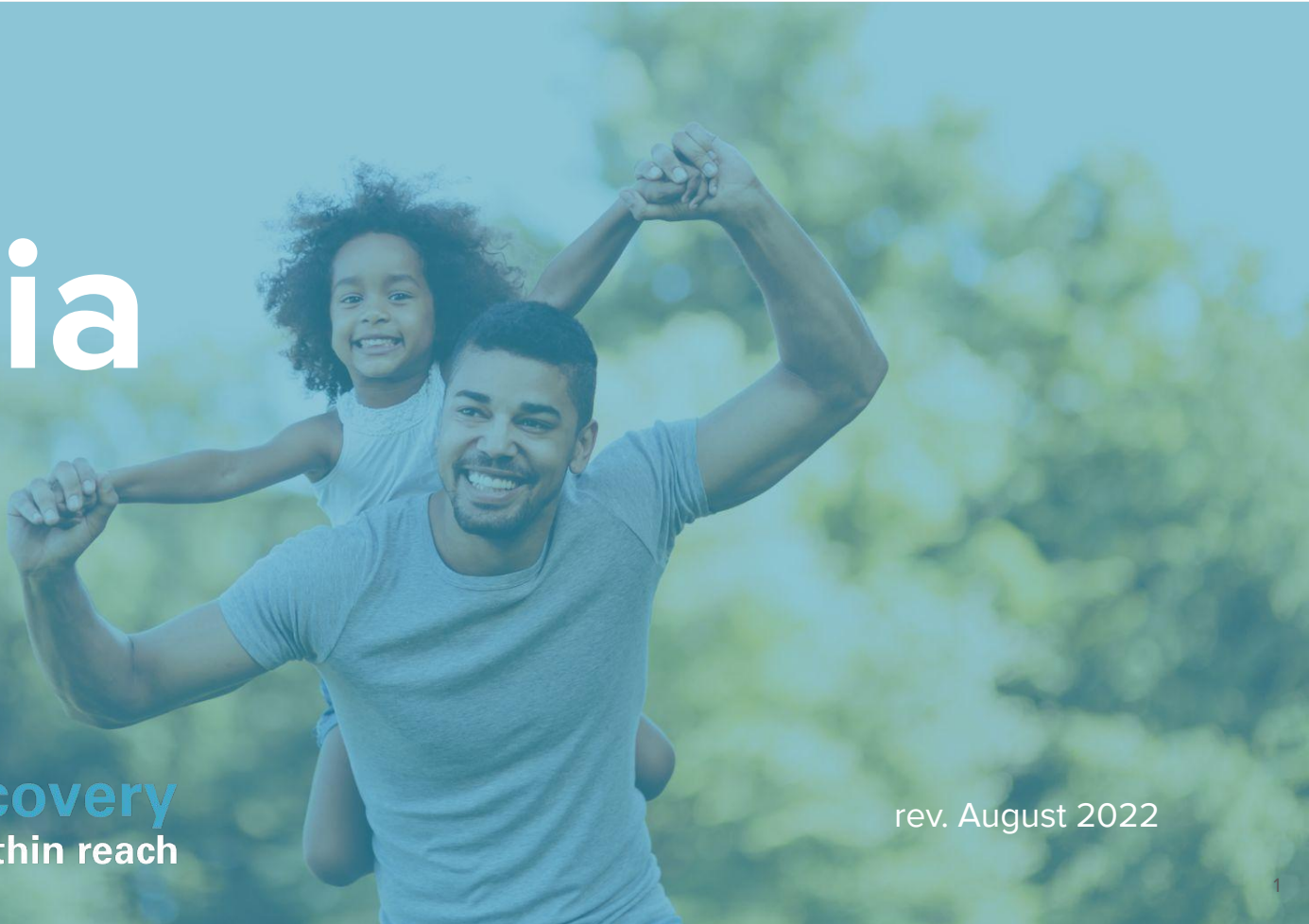
Media Kit



Ohio | Recovery is within reach

rev. August 2022

About the Toolkit

We need your help spreading the word and educating the community about the **financial impact of opioid use disorder** on Ohio families and our state. We hope you can post information about the issue on your social media platforms and share relevant resources with your connections. Thank you for your support as sharing this information is key to this effort.

This toolkit includes **facts about the issue and some sample social media content** that you can use to amplify the campaign messages and help financial advisers and Ohioans understand the resources and treatment options available to them. Check the Partner Toolkit page on our website where will share new content on an ongoing basis to continue to inform the community.

Campaign Goals

INFORM financial advisers and Ohio families that opioid misuse is common and poses a massive financial risk for the families affected by it.

EDUCATE on the signs of opioid use disorder and that accessible, nearby treatment options are available.

ENGAGE with key audiences to ensure Ohioans are aware of the various ways to pay for treatment and that a financial adviser can help navigate the cost.

Campaign Facts

One in 13 Ohioans has a substance use disorder.[1] ***Tweet this fact.***

Opioids account for 84% of all drug overdose deaths in Ohio.[2] ***Tweet this fact.***

Ohio is 1 of 5 states with the highest rates of opioid overdose deaths in the nation.[3]

The most recent CDC data shows opioid use disorder and opioid overdose deaths cost Ohio more than $72.58 billion — more than any other state in the nation.[4] ***Tweet this fact.***

Ohio had the second-highest per capita cost of opioid use disorder and overdose death in the country.[4]

1. OHIO – National Survey on Drug Use and Health – SAMHSA
2. KFF: Opioid Overdose Deaths and Opioid Overdose Deaths as a Percent of All Drug Overdose Deaths
3. NIH: Opioid Summaries by State
4. Economic Cost by State: Opioid Use Disorder and Fatal Overdose, 2017

Financial advisers estimate that opioid abuse by a single family member can cost a client $35,000 per year.[5] ***Tweet this fact.***

Families experiencing opioid use disorder spend up to $15,272 more in health care costs each year.[6] ***Tweet this fact.***

In 2017, the economic burden of opioid use disorder cost Ohio **$23.01 billion.[4]**

4. Economic Cost by State: Opioid Use Disorder and Fatal Overdose, 2017
5. Ohio Department of Commerce: Impact of Opioid Addiction Project, 2022 Statewide Adviser Survey
6. SOA: Economic Impact of Non-Medical Opioid Use in the United States

How Financial Advisers Can Help

Thirty-nine percent of people did not seek treatment because they couldn't afford it or didn't have health insurance.[7]

The prevalence of addiction in Ohio would suggest that many financial advisers are **missing the signs** that it is affecting their clients. Nearly two-thirds of financial advisers in Ohio reported that **none of their clients were impacted by an opioid addiction.[8]**

A trusted financial adviser can help **mitigate financial risk** by educating themselves and their clients about the **signs of addiction and available treatment resources.**

7. National Survey on Drug Use and Health, 2014 (Summarized here).
8. Ohio Department of Commerce: Impact of Opioid Addiction Project, 2022 Statewide Adviser Survey

Sample Social Media Posts

Below are graphics and draft caption copy to support the goals of Recovery Within Reach. Please edit the captions to fit the voice of your organization as you see fit.

Download this image

Option A:
Treatment access and cost should never be barriers to recovery. Use Ohio's new treatment locator to find accessible opioid treatment near you at RecoveryWithinReach.Ohio.Gov. #RecoveryWithinReach #TreatmentWorks

Option B:
Addiction is never part of the plan. But recovery is within reach. Visit RecoveryWithinReach.Ohio.Gov to find accessible, nearby treatment options. #RecoveryWithinReach #TreatmentWorks

Download this image

Option A:
Access to addiction treatment should never be a barrier to recovery. Ohio's new treatment locator makes it easier to find treatment and navigate the costs. Visit RecoveryWithinReach.Ohio.Gov to learn more. #RecoveryWithinReach #AccessIsAvailable

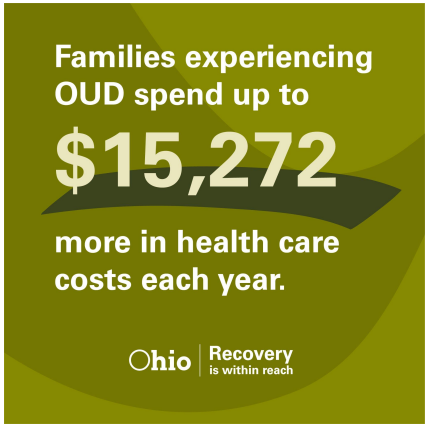
Option B:
Cost should never be a barrier to recovery. Find accessible treatment options at RecoveryWithinReach.Ohio.Gov. #RecoveryWithinReach #AccessIsAvailable

Download this image

Option A:
Financial advisers are available to help navigate the cost of addiction treatment. Together, recovery is within reach. Visit RecoveryWithinReach.Ohio.Gov to learn more. #RecoveryWithinReach #TreatmentHappensTogether

Option B:
Recovery Within Reach connects you with financial advisers and treatment experts, because access to and cost of treatment should never be barriers to recovery. Learn more at RecoveryWithinReach.Ohio.Gov. #RecoveryWithinReach #TreatmentHappensTogether

Additional Social Creative Options



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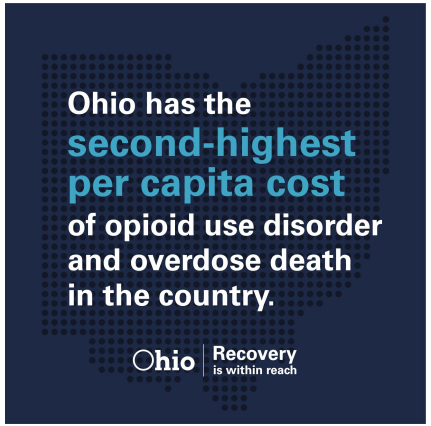

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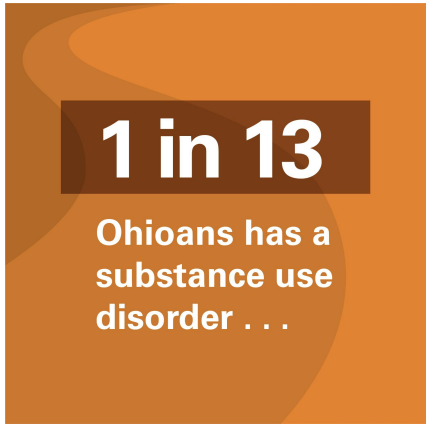

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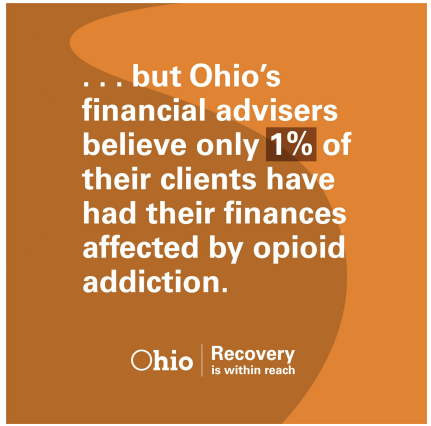

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Campaign Resources

Ohio | Recovery is within reach

Website: RecoveryWithinReach.Ohio.Gov

Twitter: @OHSecuritiesDiv

LinkedIn: Ohio Department of Commerce

Facebook: Ohio Department of Commerce

#RecoveryWithinReach

#TreatmentHappensTogether

#AccessisAvailable

#TreatmentWorks

#RecoveryWithinReach

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