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Frederick County Health Department

News Release

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FREDERICK COUNTY HEALTH DEPARTMENT LAUNCHES “TAKE BACK MY LIFE” OPIOID MISUSE CAMPAIGN

FREDERICK, MD -- Todd Crum, Prevention Supervisor, announced today that the Frederick County Health Department has launched a public communications campaign called “Take Back My Life” to raise awareness of the growing problem of opioid and heroin misuse in the county.

“The campaign is designed to raise awareness about the opioid misuse and overdose problem in Frederick County and targets the general public as well as individuals who need treatment for opioid dependency,” said Crum. “It’s part of a larger overall prevention program that is funded by the Behavioral Health Administration (BHA) and the Substance Abuse and Mental Health Services Administration (SAMHSA).”

A 2015 Maryland Opioid Public Opinion Survey revealed that individuals can easily

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gain access to prescription opioids through family, friends, and physicians. Misuse of prescription opioids can quickly lead to addiction and possible overdose. The survey also showed that nearly all (96 percent) people who reported using heroin also reported using at least one other drug in the past year, with more than half (61 percent) using at least three other drugs. In 2014, 35 people died from an opioid-related overdose in Frederick County.

The foundation of the “Take Back My Life” campaign is a series of videos that each feature a Frederick County resident sharing personal accounts of his or her struggles with opioid or heroin misuse or those of family members. The videos are presented on a website (TakeBackMyLife.org) that is being publicized in a wide range of media, including TV, radio, social media, print ads, and online banner ads.

“We need people to understand just how serious the problem is in Frederick County,” said Andrea Walker, Director of the Behavioral Health Services Division of the Frederick County Health Department. “Not only do we want everyone to be more aware of and educated on opioid abuse, we want them to take action. We want to save lives.” “The campaign is designed to educate the public, motivate individuals to seek treatment, to inspire families and friends and seek support for their loved ones.”

To hear how opioid and heroin misuse has affected the lives of Frederick County residents, visit www.takebackmylife.org. To find treatment, recovery and prevention resources, visit the Frederick County Health Department at www.frederickcountymd.gov/BHS or call 301-600-1755.

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