



Dear Public Service Director,

I am writing to ask for your help with raising awareness of the dangers and risks of prescription opioid misuse and overdose. By airing a series of important PSAs from the U.S. Centers for Disease Control and Prevention's (CDC) *Rx Awareness* campaign, you will contribute to our continued effort to fight this pressing public health issue.

Drug overdose deaths involving prescription opioids rose from 3,442 in 1999 to 17,029 in 2017. From 2017 to 2019, the number of deaths dropped to 14,139. However, in 2020, the COVID-19 pandemic showed an increase in overdose deaths involving prescription opioids.

Last year, CDC launched new materials and captured more real stories to add to the suite of campaign materials. The new ads focus on audiences heavily impacted by the opioid overdose epidemic, including pregnant women, veterans, younger adults (25-to-34-year-olds), older adults (45-to-54-year-olds), and American Indians/Alaska Natives.

CDC is building upon foundational knowledge about prescription opioids and focusing on stories of individuals who have been in recovery, emphasizing the message that there is hope and that recovery is possible. The campaign seeks to increase awareness that prescription opioids can be addictive and dangerous, to reinforce that help is available for those suffering from opioid use disorder, and to encourage those struggling with prescription opioids to find treatment and recovery resources.

No matter who you are, opioid overdoses are likely affecting you and your community. Everyone can take action to help end the opioid overdose epidemic in the United States. I hope you will help and consider airing these important PSAs. Please make sure to download the TV PSAs (in :30) and/or radio PSA (in :30).

For more information about CDC's *Rx Awareness* campaign, visit cdc.gov/rxawareness.

Thank you in advance for your support.

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