



CLAY COUNTY

# PUBLIC HEALTH CENTER



800 Haines Drive  
Liberty, MO 64068  
p. 816-595-4200  
[clayhealth.com](http://clayhealth.com)

## Media Contact

Kelsey Neth  
Communications Specialist  
o. 816-595-4257  
c. 816-200-3107  
[kneth@clayhealth.com](mailto:kneth@clayhealth.com)

## FOR IMMEDIATE RELEASE

### Clay County Public Health Center Launches Opioid Crisis Response Campaign

**LIBERTY, Mo. – July 8, 2019** – In response to the high rates of opioid misuse in the area, Clay County Public Health Center has launched a communication campaign that hopes to inform its residents about the dangers of opioids and reduce stigma surrounding those who find themselves struggling with opioid dependence or addiction. The effort is part of a \$75,000 [grant](#) from the Centers for Disease Control and Prevention.

The campaign, entitled *It Happens Here Too*, was created to provide basic information about what opioids are and how they can be dangerous. It also aims to educate residents about who is at risk of becoming addicted and make people aware that opioid misuse can happen at any stage in life. For example, from 2003-2017, the age group that had the most opioid overdose deaths in Clay County was residents age 45-54.

“Our biggest goal for this campaign is to let people know that opioid dependence or addiction can happen to anyone. We see it happening to people of all ages, races and income levels,” said Darrell Meinke, deputy director of Clay County Public Health Center. “Our residents need to be aware of this so they can take the proper precautions when they are prescribed opioids and feel comfortable asking for help if they find themselves struggling with opioid use.”

The educational campaign materials include billboards, video and audio ads, social media ads and web graphics that will be distributed in and around Clay County from July to October 2019.

For more information about the current opioid situation in Clay County and what’s being done about it, visit [clayhealth.com/opioids](http://clayhealth.com/opioids). The website also provides lists of [resources](#) for those who are struggling with addiction, the loved ones of someone who is struggling, patients who have recently been prescribed an opioid medication and more.

*This project is funded by Department of Health and Human Services/Centers for Disease Control and Prevention under Federal Award #1NU90TP921989-01 and the MO Department of Health and Senior Services Contract #DH190012006 as a cooperative effort to address the Opioid Crisis. This project is 100% federally funded, and 0% non-government source funded.*

#### **About Clay County Public Health Center**

*Created in 1953, the Clay County Public Health Center is a nationally accredited local public health department protecting the health of all people in the county by implementing population-based prevention programs and services. This community approach to wellness not only prevents the spread of disease but also provides wellness education to empower people to make healthy choices. To learn more, visit [clayhealth.com](http://clayhealth.com).*

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The mission of the Clay County Public Health Center is to deliver the essential public health services of prevention, promotion and protection to the communities of Clay County.