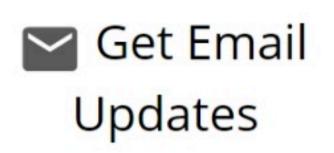


#### Rx Awareness

CDC > Opioid Overdose > Rx Awareness

1	Rx Awareness	
	About the Campaign	ı —
	Contact Us	
	Real Stories	+
	Save a Life	
	Recovery Is Possible	
	Get Informed	
	Campaign Resources	+
	Newsroom	



To receive email updates about this topic, enter your email address:

## About the Campaign

### Campaign Overview

CDC's Rx Awareness campaign tells the stories of people whose lives were impacted by prescription opioids. The goals of the campaign are to increase awareness that prescription opioids can be addictive and dangerous, to reinforce that help is available for those suffering from an opioid use disorder, and to encourage those struggling with prescription opioids to visit the campaign website to locate help and resources. Rx Awareness launched in 2017 and focuses on adults ages 25–54 who have taken opioids for medical use or have misused opioids at least once.



Search **Q** 

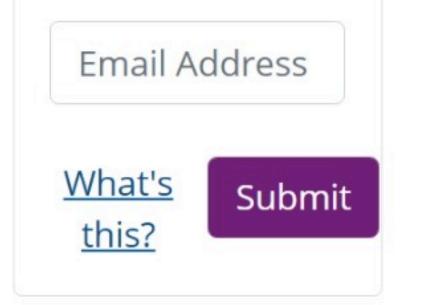
Advanced Search

If you're struggling with prescription opioids, there is hope. Recovery is possible.



### Expanding Messages and Reach

In 2019, CDC filmed 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. State and local health departments and community organizations can use the tested Rx

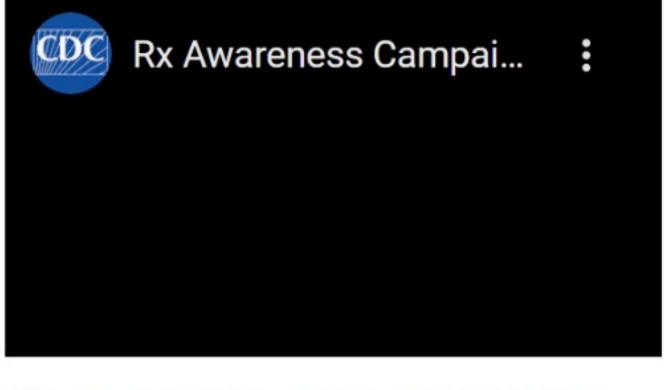


Awareness campaign materials and resources to launch campaigns, support local prevention activities, and raise awareness about the risks of prescription opioids.

The goals of the campaign are to:

- Increase awareness that prescription opioids can be addictive and dangerous.
- Lower prescription opioid misuse.
- Increase the number of patients seeking nonopioid pain management options.
- Increase awareness about recovery and reduce stigma.

# Campaign Trailer



View Transcript 💿 Low Resolution Video

#### Take Action and Help

The CDC Rx Awareness Executive Summary A offers guidance and support for implementing the campaign and communicating about the dangers of prescription opioids. Use the resource to:

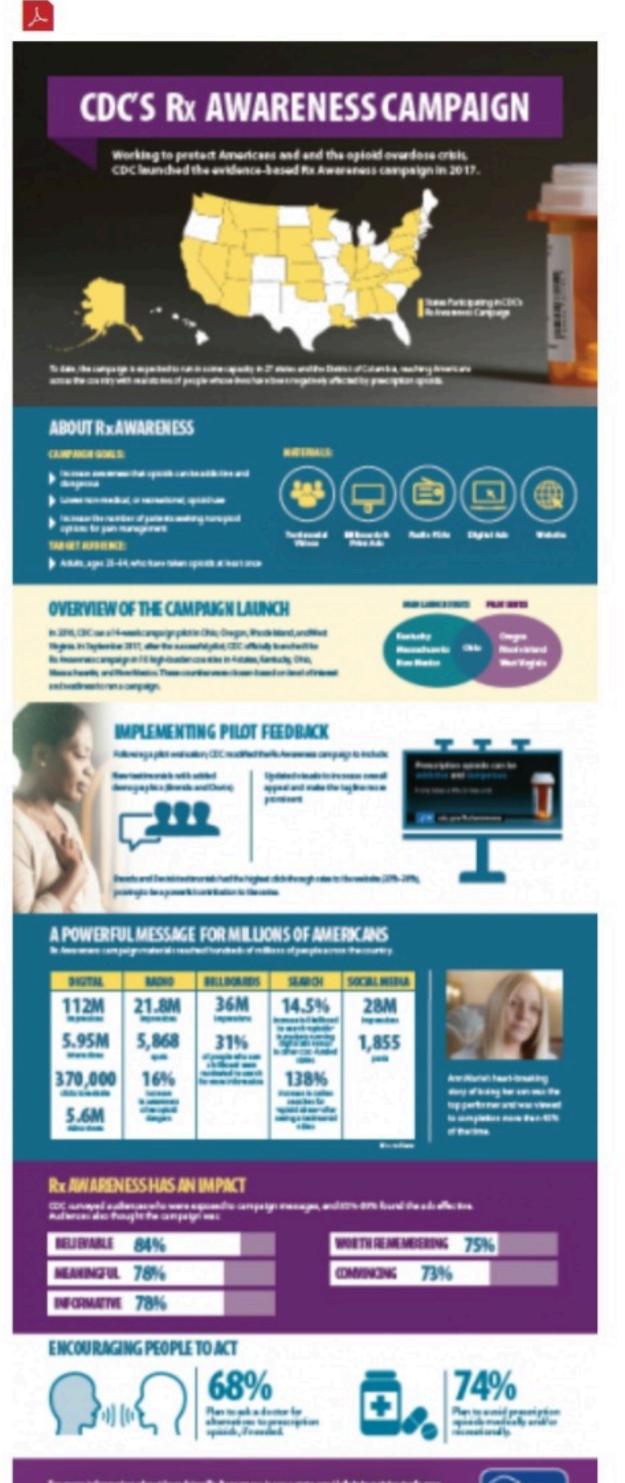
- Learn about available campaign resources
- Share campaign materials in your community
- Promote the campaign online, in print, radio, and media
- Evaluate your efforts in raising awareness of the opioid overdose epidemic

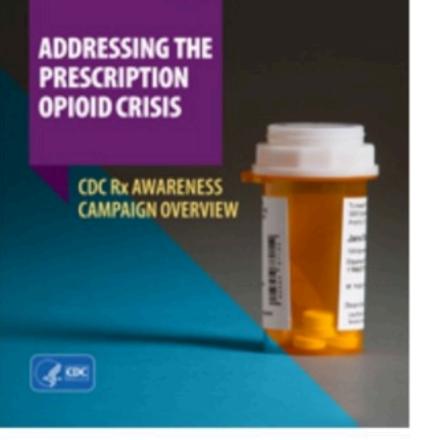
### About the Rx Awareness Campaign

#### Overview Fact Sheet Executive Summary CDC Rx AWARENESS CAMPAIGN FACTSHEET Educating Americans About the Risks of Prescription Opioids The Need 2017









#### CDC's Rx Awareness Campaign: Research and Pilot Testing

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#### **Related Pages**

**Real Stories** 

Prevent Prescription Opioid Overdose

Treatment and Recovery

Campaign Resources

Newsroom

Learn more about opioid data and resources.

www.cdc.gov

Page last reviewed: October 13, 2020 Content source: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control

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