



PREVENTION ON-THE-MOVE[®]

Toolkit

Target Audience: Young Adults and Adults

Template Examples:

To View **ADDITIONAL TEMPLATE EXAMPLES**, please contact **Maureen Ebner**, Prevention Accelerator Media Campaign Consultant **MEBNER@CADYINC.ORG**

MINI ADS

41% of teen marijuana smokers say they began using before the age of 15.
** Partnership for Drug-Free Kids*

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NEWSLETTER COLUMNS

Heroin Addiction Has NO Boundaries

There is no "typical" heroin user. In fact, many of heroin's newest addicts are in their teens or early twenties and come from a wide range of ages, races and both sexes.

The threat posed by heroin in the United States is increasing in areas all across the country. Many communities across the nation are reporting that heroin abuse and availability are increasing, as well as reported increases in heroin overdose deaths.

According to the DEA's 2016 National Drug Threat Assessment:

- 45% of respondents reported that heroin was the greatest drug threat in their area.
- heroin availability is increasing in areas throughout the nation, and
- heroin seizures in the United States increased 80 percent over five years.

The increased demand for and abuse of heroin is largely driven by prescription pain medicine abusers who are switching to heroin. The physiological effects of heroin are similar to those of prescription opioids and heroin is more available and less expensive.

For information about drug abuse and addiction, visit our website at

WWW.CADYINC.ORG

Please Visit Our Website for More Details on How To Order the **PREVENTION ON THE MOVE[®] Toolkit**

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