



ALLIANCE
OF COALITIONS
for Healthy Communities



Media Advisory

August 26, 2020

Alliance of Coalitions for Healthy Communities Kicks Off Shatter the Stigma Virtual Fundraiser on August 31

Event: The Alliance of Coalitions for Healthy Communities (Alliance) is kicking off a virtual fundraising event, Shatter the Stigma 2020, on Aug. 31, **International Overdose Awareness Day**, to help fund its efforts during these unprecedented times in assisting families with substance misuse prevention, recovery and wellness. The fundraiser runs through September, which is **National Recovery Month**. **The goal is to raise \$20K in 2020!**

This event replaces its annual Shatter the Stigma Family Festival that had to be cancelled due to COVID-19 safety precautions.

Date: **Kickoff - Monday, Aug. 31 at 12:30 and 4:30 p.m.** The virtual **Shatter the Stigma fundraising experience** will run through Wednesday, Sept. 30, 2020.

Details: The Alliance's month-long Shatter the Stigma virtual fundraiser will have immediate impact in Oakland County as the Alliance provides programs and support for families struggling with substance during these unprecedented times. Due to the isolation of COVID-19, the Alliance has seen a 13% rise in accidental overdoses in the first half of 2020. The Shatter the Stigma kickoff event includes testimony from 13-year old Eliette Clute, a young woman who lost her father to overdose five years ago, and from Calvin Higgins JR. PHD, a current board member who formally served as a DEA officer about the importance of Alliance's education, prevention and recovery programs.

The fundraiser includes weekly virtual messages and updates on Fridays. A final virtual presentation will announce the team raising the most during September, National Recovery Month. Prizes for the team that raises the most will be announced at the end of the month.

Interview opps:

- Julie Brenner, President & CEO, Alliance of Coalitions for Healthy Communities
- Calvin Higgins Jr. PhD, Alliance Board Member, Assistance Vice President - Federal Reserve Bank of Chicago, Detroit Branch and previously Supervisory Special Agent - Drug Enforcement Administration

Location: The kickoff will be streamed online at the Alliance of Coalitions for Healthy Communities Facebook page: [@allianceofcoalitions](https://www.facebook.com/allianceofcoalitions).

Background: International Overdose Awareness Day (IOAD) [began](#) in Melbourne, Australia in 2001 and is now recognized globally. International Overdose Awareness Day aims to raise awareness of overdose and reduce the stigma of drug-related deaths. This day acknowledges the grief felt by families and friends whose loved-ones have died or suffered permanent injury from a drug overdose and spreads the message about the tragedy of drug overdose death and that drug overdose is preventable.

Now in its 31st year, **Recovery Month** celebrates the gains made by those in recovery, just as we celebrate improvements made by those who are managing other health conditions such as hypertension, diabetes, asthma, and heart disease. **Each September, Recovery Month** works to promote and support new evidence-based treatment and recovery practices, the emergence of a strong and proud recovery community, and the dedication of service providers and community members across the nation who make recovery in all its forms possible. September provides not only an opportunity to help eliminate the stigma but to demonstrate the human face behind the disease. The month serves as a celebration of the steps taking to improve access, information, and treatment.

About the Alliance of Coalitions for Healthy Communities

The Alliance of Coalitions for Healthy Communities is a substance misuse prevention and wellness organization that supports a 21-coalition prevention partnership in Oakland County serving more than 55 local communities and provides Shatter the Stigma: Family & Recovery Support and education groups for anyone affected by addiction. Predominantly funded by Oakland Community Health Network, the Alliance also provides free Narcan training. The Alliance connects, strengthens, and mobilizes strategic partners to promote healthier communities. Visit www.achcmi.org for more information. For sponsorship opportunities, please call 248-884-0492. Follow us on social media on @allianceofcoalitions on Facebook and Instagram and @ACHCMichigan on Twitter.

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Contact: Janine Krasicky Sadaj, janine@j9media.com, 248-514-4558 (cell)