



Media Advisory

August 19, 2021

OCHN and Alliance partner to commemorate lives lost on International Overdose Awareness Day

8/31 Event: Oakland Community Health Network (OCHN) and the Alliance of Coalitions for Healthy Communities (Alliance) are partnering on International Overdose Awareness Day to commemorate lives lost to overdose, while also providing resources to families and friends who endured the loss of a loved one to overdose.

This event will show how substance use challenges can affect a community, while also being an educational opportunity to learn more about prevention efforts and where to turn if someone you know is facing a substance use challenge. Onsite Narcan training will be available for attendees.

Memorial Wall: Honor A Loved One! Email the following information by Aug. 25, 2021 to info@achcmi.org: first and last name, birth and passing date and a clear .jpg or .png photo.

Date: Kickoff - Monday, Aug. 31 at 5:30 - 8 p.m.

Location: Waterford Warming House: 5050 Civic Center Drive, Waterford, MI 48329

Background: International Overdose Awareness Day (IOAD) [began](#) in Melbourne, Australia in 2001 and is now recognized globally. IOAD 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.

Interview opps:

- Julie Brenner, President & CEO, Alliance of Coalitions for Healthy Communities
- Dana Lasenby, OCHN, Executive Director and CEO
- Calvin Higgins Jr. PhD, Alliance Board Vice Chair, Assistant Vice President - Federal Reserve Bank of Chicago, Detroit Branch and previously Supervisory Special Agent - Drug Enforcement Administration
- Christina Nicholas, OCHN, Director of SUD Services



Alliance kicks off Shatter the Stigma 2021

9/1 – 9/30: The Alliance will also kick off **Shatter the Stigma 2021**, a month-long virtual fundraiser, education and awareness effort, held during **National Recovery Month**. Funds raised ensure that every individual, family and young person gets the support they need with substance misuse prevention, recovery and wellness. The virtual event runs through Sept. 30. **The goal is to raise \$40K!**

Details: Since the start of the pandemic, the Alliance has seen an increase in substance misuse and abuse leading to an increase in accidental overdoses. The Alliance's recovery support services are needed more than ever by families in Oakland County.

The Alliance's month-long Shatter the Stigma virtual event will have immediate impact in Oakland County as the Alliance provides programs and support for families struggling with substance misuse during these unprecedented times. The month serves as a celebration of the steps taken to improve access, information, and support to all who need it.

How: Participate in **Shatter the Stigma** by starting a DIY fundraising team to share with your friends, family members and coworkers. The Alliance will award prizes for the team raising the most money, and who is most creative with their fundraisers and more.

Follow the Alliance on social media to learn more about how you can help shatter the stigma at [@allianceofcoalitions](#) on Facebook and Instagram and [@ACHCMichigan](#) on Twitter.

Details on National Recovery Month:

Now in its 32nd year, **National 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, National 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 taken to improve access, information, and treatment.

About OCHN:

Oakland Community Health Network works with a variety of service providers to deliver quality mental health supports to individuals with intellectual / developmental disabilities, mental health challenges, and substance use disorders in Oakland County, Michigan. OCHN responds to the needs of the community and empowers people to achieve the lives that are important to them. Visit <https://www.oaklandchn.org/> for more information.

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 22-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 substance misuse. 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. Find the Alliance on social media at [@allianceofcoalitions](#) on Facebook and Instagram and [@ACHCMichigan](#) on Twitter.

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Images available in the [online media kit](#).