



NATIONAL DISTRICT ATTORNEYS ASSOCIATION

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NDAA Launches the Opioid Prevention Campaign in Partnership with Addiction Policy Forum and Key Partners

New Resources for Parents, Educators, and Youth Leaders to Prevent Youth Opioid Misuse

ARLINGTON, VA – Today, the National District Attorneys Association (NDAA) launched the “Opioid Prevention Campaign” in partnership with the [Addiction Policy Forum](#). The Campaign provides resources for parents and educators to prevent youth opioid misuse.

The opioid crisis continues to claim thousands of lives every year, and experts are increasingly worried about alarming trends among youth who are an often overlooked group in the opioid crisis despite suffering some of its sharpest consequences. The Opioid Prevention Campaign provides evidence-based explainer videos, social media content, workbooks and fact sheets to help prevent substance use disorders among adolescents.

“As leaders in our communities, prosecutors can bring together a wide range of stakeholders to develop and implement a comprehensive response to the opioid epidemic. The resources launched today add more tools and knowledge to the prosecution community as we work to address substance use disorders and the disease of addiction,” notes NDAA’s President, Nancy G. Parr.

“The Opioid Prevention Campaign aims to prevent substance use disorders by providing flexible tools to adults - from parents and caregivers, to teachers and youth group leaders,” explains Jessica Hulsey at Addiction Policy Forum. “We can prevent addiction among adolescents and make the science and needed tools more readily available for communities.

Campaign materials can be accessed by visiting Addiction Policy Forum’s website (www.addictionpolicy.org) and its social media channels. The content was developed in collaboration with educators, parents, pastors, coaches, youths, and experts in adolescent medicine and prevention and with funding support from the AmerisourceBergen Foundation.

About Addiction Policy Forum

Addiction Policy Forum is a nationwide nonprofit organization dedicated to eliminating addiction as a major health problem. Our national headquarters are located in Washington, DC with resources and services in every state. More information on our mission and projects is available at our website, <https://www.addictionpolicy.org>.

Formed in 1950, NDAA is the oldest and largest national organization representing state and local prosecutors in the country. With more than 5,000 members representing over two thirds of the state and local prosecutors’ offices, NDAA is recognized as the leading source of national expertise on the prosecution function and is a valuable resource for the media, academia, government, and community leaders. NDAA’s mission is to provide state and local prosecutors with the knowledge, skills, and support they need to ensure that justice is done and that public safety rights are protected.

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