The Center for Humanistic Change, Inc. (CHC) is a non-profit organization located in Allentown, PA. CHC delivers prevention education focused on life skills and alcohol, tobacco and other drugs. We are partnering with the Bethlehem Area School District, PBS Channel 39, and Lehigh and Northampton County Offices of Drug and Alcohol to develop a social media campaign that will educate and raise awareness about the heroin and opioid epidemic. This campaign comes out of a need to reach parents, students, and educators, who may not be able to participate in school or community-based heroin and opioid prevention education programs.

Recently declared a national emergency, the heroin and opioid epidemic has gained statewide and national attention. The Lehigh Valley has become one of the hardest hit by this epidemic. In 2017, 109 people died from a drug overdose in Northampton County; in Lehigh County, more than 200 lost their lives. The economic, social and health impact of the opioid epidemic is huge. The American Academy of Pain Medicine estimated that opioid use costs $55 billion in health and social costs each year and $20 billion in emergency department and inpatient care for opioid overdoses.

Currently titled “**Heroin and Opioids: Yes *YOU* CAN Have the Discussion,**” this media campaign will be a film/video series incorporating messages from the Commonwealth Prevention Alliance Campaign to Stop Opiate Abuse (PA Stop) along with topics promoting education and conversation related to heroin and opioids. According to PA Stop, social media promotions are very cost effective and one of the best ways to reach targeted demographics. This strategic effort will consist of videos, approximately 2-3 minutes in length, which will be distributed twice monthly over a nine month period. The Bethlehem Area School District will pilot the campaign beginning in September 2018. Once a message debuts, it will then be made available to all school districts throughout the Lehigh Valley.

We are currently accepting donations for this campaign in an effort to promote addiction prevention and awareness. Your support will make it possible to educate over 600,000 people in the Lehigh Valley about the heroin and opioid epidemic with messages that will remain timely and relevant for years to come. Donations can be made payable to the Center for Humanistic Change, Inc. and mailed to:

The Center for Humanistic Change, Inc.

100A Cascade Drive

Allentown, PA 18109

Please write “Social Media Campaign” in the memo line of check.

In recognition of your donation, your organization’s name will appear in the credits accompanying each video, as well as CHC’s website, Facebook page, Twitter and Annual Report.

Thank you.