



# GEORGIA OPIOID CRISIS ABATEMENT TRUST

**Empowering Communities:  
Rotary's Role in Opioid Prevention  
and Recovery**

## Empowering Communities: Rotary's Role in Opioid Prevention and Recovery

The Georgia Opioid Crisis Abatement Trust has developed a list of pre-approved, turnkey projects for the Georgia's local Rotary districts to making a tangible impact against the opioid crisis. These projects fall under several Trust-approved themes: opioid prevention, treatment, recovery, and harm reduction programs. At the same time, projects will be designed with the Rotary's mission in mind.

The opioid crisis affects us all, touching every community and family, leaving no one untouched by its devastating reach. Each of us knows someone—a friend, a neighbor, or a loved one—who has struggled with the pain and heartbreak of addiction. Together, Georgia's Rotarians can make a difference, fostering hope and healing through compassionate action and community support.

# #1: Healing Communities Through Harm Reduction (Naloxone)

- Themes: Education, Harm Reduction, Prevention, Training
- Audience: First responders, law enforcement, general public, youth/families
- Deliverable Option: Increase Narcan supply in communities, such as local high schools.
- Public Awareness Campaign Options:
  - Offer Narcan training sessions ("Train the Trainer")
  - Develop and implement a "What is Narcan" campaign
  - Utilize existing youth prevention materials in Rotary school/after-school programs
  - Educate about Good Samaritan laws
- Additional option: Consider implementing fentanyl detection strip programs

## #2 Secure and Safe: Removing the Risk Via Disposal and Safe Storage

- Themes: Prevention
- Audience: Parents, Caregivers, Guardians
- Deliverable Option: Install permanent opioid disposal drop-boxes at local pharmacies or city halls. Distribute prescription lock boxes/lockable pill bottles with Rotary branding.
- Public Awareness Campaign Options:
  - Host a press conference with local leaders and Rotary club members to educate the community
  - Partner with local hospice programs to distribute destroyer bags
  - Partner with doctor's offices to distribute disposal location QR code stickers with Rotary logo
  - Promote safe storage through Rotary Club meetings with local stakeholders

# #3 Strength in Numbers: Youth Prevention

- Themes: Education, Awareness
- Audience: Parents, Teens
- Public Awareness Options:
  - Sponsor teen-centered event or discussion on opioid epidemic, peer pressure
  - Distribute educational materials at open houses, sporting events
  - Integrate existing programs like Sources of Strength into Rotary youth efforts
  - Repurpose DBHDD Clubhouse program materials for Rotary use
  - “Train the Trainer” Rotary Club members volunteer as mentors to youth in recovery
- Other options: Consider implementing fentanyl detection strip programs at local high schools

# #4 Someone to Call: 988 Crisis Lifeline for Substance Use Disorders

- Themes: Education, Awareness, Prevention
- Audience: General public
- Public Awareness Campaign Options:
  - Partner with local pharmacies to place 988 stickers on prescription checkout bags, including the Rotary logo
  - Select Rotary members participate in regional “train the trainer” programs hosted by DBHDD; once certified, trainers lead and host training prevention programs throughout the district.
  - Implement a 988 opiate addiction prevention campaign via social media, modifying DBHDD target audiences and content to suit local rotary needs.
  - Fund/replicate existing 988 billboard campaign tailored towards substance use disorder resources

# #5 Employer Education

- Themes: Education, Training
- Audience: Rotary membership, local business leaders
- Public Awareness Campaign Options:
  - Promote the "Drugs Don't Work" Insurance Premium Reduction program
  - Ensure company health insurance covers prevention, treatment, and recovery services
- Host workshops for local business leaders to:
  - Educate on maintaining a drug and alcohol-free workplace
  - Equip supervisors and staff with skills to identify signs of addiction
  - Foster a supportive network within the workplace, hosting programs like Alcoholics Anonymous
  - Offer flexible options for employees seeking support for substance misuse