

F4CP OPIOIDS TOOLKIT 1.0

SAFER ALTERNATIVE FOR CHRONIC PAIN MANAGEMENT

THE UNITED STATES HAS AWAKENED ON EVERY LEVEL TO THE CRUSHING IMPACT OF THE OPIOID USE/ABUSE EPIDEMIC.

Opioids are a class of drugs that include the illicit drug heroin as well as the licit (legal) prescription pain-relievers, oxycodone, hydrocodone, codeine, morphine, fentanyl and others.

Opioids are chemically related and interact with opioid receptors on nerve cells in the brain and nervous system to produce pleasurable effects and relieve pain. Addiction is a primary, chronic and relapsing brain disease characterized by an individual pathologically pursuing reward and/or relief by substance use and other behaviors.

Of the 21.5 million Americans age 12 or older that had a substance use disorder in 2014, 1.9 million had a substance abuse disorder involving prescription pain relievers and 586,000 had a substance abuse disorder involving heroin.

It is estimated that 23 percent of individuals who use heroin develop opioid addiction.

Source: American Society of Addiction Medicine

Calls have come from the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA) and the Institute of Medicine (IOM) for a shift away from opioid use toward non-pharmacologic approaches to address chronic pain.

Overdose deaths involving prescription opioids have quadrupled since 1999, as have sales of these prescription drugs. From 1999 to 2014, more than 165,000 people — three times the U.S. military deaths during the twenty years of the Vietnam War — have died in the U.S. from overdoses related to prescription opioids.

Today, at least half of all U.S. opioid overdose deaths involve a prescribed opioid. In 2014, more than 14,000 people died from overdoses involving these drugs, with the most commonly overdosed opioids — Methadone, Oxycodone (such as OxyContin®), and Hydrocodone (such as Vicodin®) — resulting in death.

Regrettably, overdose deaths resulting from opioid abuse have risen sharply in every county of every state across the country, reaching a new peak in 2014: 28,647 people, or 78 people per day — more than three people per hour.

The newest estimates on the cost of opioid abuse to U.S. employers is estimated at \$18 billion in sick days, lost productivity and medical expenses.

An important non-pharmacologic approach in helping to solve this crisis is chiropractic care.

This discussion offers greater understanding of the scope of the opioid situation, the elements that have contributed to it and an approach that emphasizes non-pharmacologic care. Collectively, we must begin to extricate ourselves from our current ineffective, dangerous and often fatal reality.

This toolkit will provide the necessary resources to effectively tackle the opioid epidemic, including the Foundation for Chiropractic Progress' (F4CP) landmark positioning paper, 'Chiropractic — A Safer Strategy Than Opioids,' as well as print advertisements, advertorials, social syndications, infographics, social media postings, and more!

Questions or Comments: For additional information or to submit feedback, please contact F4CP Marketing Director Alexis Lignos at alexis@f4cp.com.

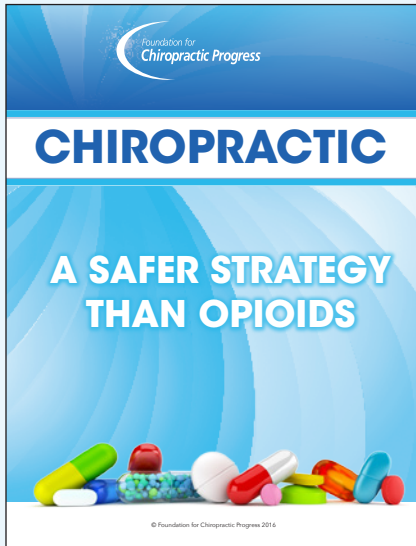
AMERICANS WANT AND DESERVE CHIROPRACTIC CARE

For the overwhelming number of people who suffer with chronic pain, chiropractic care offers a drug-free, non-invasive and cost-effective alternative to opioid drugs.

Chiropractic is the largest, most regulated and best recognized of the complementary and alternative care professions. In fact, patient surveys reported in the Annals of Internal Medicine show that chiropractors are used more than any other alternative provider group and patient satisfaction with chiropractic care is very high. Patient use of chiropractic in the United States has tripled in the past two decades.

The importance of chiropractic care is further amplified since many individuals are prescribed opioids for back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related conditions. An estimated 126.6 million Americans (one in two adults) are affected by a musculoskeletal condition.

POSITION PAPER



To download a copy of the position paper, www.f4cp.com/f4cp_opioid_white_paper.pdf

ADVERTISEMENT



To view the ad, click here:
www.f4cp.com/files/poster-ads/F4CP_WSJ_Opioids-WP-Ad.pdf

INFOGRAPHIC

The F4CP has developed an infographic to be shared on social media platforms – Facebook, Twitter, Pinterest, Instagram, etc.



To view the infographic, click here:
www.f4cp.com/resources/current-campaigns/opioid-infographic.php

Providers in multiple disciplines and throughout the health care continuum are now advocating chiropractic care as a leading alternative to usual medical care for chronic pain conditions.

To find a doctor of chiropractic near you, visit www.f4cp.com/findadoctor/.

POSITION PAPER

Our country is at an important moment in time regarding the use and abuse of opioids. The chiropractic profession is positioned to play a leading role in helping Americans take advantage of non-pharmacological pain management.

For the first time, the profession is putting a stake in the discussion and the F4CP is leading the conversation. Our landmark positioning paper, "Chiropractic: A Safer Strategy Than Opioids," is now being distributed to national media, the chiropractic profession and business leaders throughout the country.

We can make a difference in the lives of millions of people - and we expect that you will join us in this incredible opportunity.

The paper articulates the value of a conservative, non-pharmacologic approach as the primary option for pain management - particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

Authors include leading professionals:

- *Laura Carabello*, Principal, CPR Strategic Marketing Communications
- *Gerard Clum*, DC, President Emeritus, Life Chiropractic College West and Director, The Octagon, Life University
- *William Meeker*, DC, MPH, President, Palmer College of Chiropractic – San Jose Campus

RESOURCES

The F4CP has distributed a press release over the national Business Wire touting the benefits of chiropractic care for pain management. This release reaches more than 10,000 outlets nationwide.

For further details, please read the press release announcement entitled: 'Foundation for Chiropractic Progress Publishes Landmark White Paper: Non-Pharmaceutical Pain Management is a Safer Strategy Than Opioids,' www.f4cp.com/files/press-releases/2016/6.6.16OpioidWhitePaper.pdf

Additionally, the F4CP is placing print advertisements in national print publications, including *The Wall Street Journal*, *Roll Call* and *Politico*.

RADIO PUBLIC SERVICE ANNOUNCEMENT

The F4CP has produced and distributed a 60-second radio public service announcement to over 5,000 stations nationwide. This is the transcription:

NEW CDC GUIDELINES SEEN AS BOOST FOR CHIROPRACTIC CARE

NOW WHAT?

THAT'S THE QUESTION CHRONIC PAIN SUFFERERS ARE ASKING FOLLOWING THE CENTERS FOR DISEASE CONTROL AND PREVENTION'S RELEASE OF THE FIRST-EVER NATIONAL GUIDELINES DESIGNED TO CURB THE ALARMING INCREASE IN PRESCRIPTION DRUG DEATHS.

A RECORD HIGH TWENTY-EIGHT THOUSAND, SIX-HUNDRED AND FORTY-SEVEN DEATHS INVOLVING OPIOIDS WERE RECORDED IN TWENTY-FOURTEEN, ACCORDING TO THE LATEST STATISTICS. BUT HERE'S THE CATCH: EVEN THOUGH THAT'S A FOURTEEN PERCENT INCREASE OVER THE PREVIOUS

POSTER

The F4CP has developed an 18 x 24 poster to be printed for your office, shared with your community and shared on social media platforms – Facebook, Twitter, Pinterest, Instagram, etc.



**CHIROPRACTIC:
A SAFER STRATEGY
THAN OPIOIDS**

Recent recommendations from the CDC, FDA and IOM call for a shift away from opioid use toward non-pharmacologic approaches to address chronic pain.

**AMERICANS WANT &
DESERVE CHIROPRACTIC CARE**

Chiropractic care is a conservative, non-pharmacologic approach and important option for pain management – particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

LEARN MORE ABOUT THE VALUE OF CHIROPRACTIC CARE

Read the white paper,
'Chiropractic: A Safer Strategy Than Opioids'
www.f4cp.com/opioidwp.pdf

 To locate a doctor of chiropractic, visit: www.f4cp.com/findadocor/

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To view the poster, click here:
www.f4cp.com/files/resources/f4cp_opioid_poster.php

BROCHURE

The F4CP has created a trifold brochure to share with your patients, community, shareholders and additional target audiences.



ABOUT OPIOIDS

Opioids are a class of drugs that include the "bad" drugs (heroin, fentanyl, morphine, oxycodone, hydrocodone, codeine, morphine, fentanyl) and others. Opioids are chemically related and interact with opioid receptors on nerve cells in the brain and nervous system to produce pleasurable effects and relieve pain.

Addiction is a primary chronic and recurring brain disease characterized by an individual pathologically pursuing reward and/or relief by substance use and other behaviors. Of the 21.5 million Americans age 12 or older that had a substance use disorder in 2014, 1.9 million had a substance use disorder involving prescription pain relievers and 188,000 had a substance use disorder involving heroin.

It is estimated that 20 percent of individuals who use heroin develop opioid addiction.

CALL TO ACTION

- Payors and plan sponsors – both government and commercial – should make chiropractic care an accessible, affordable option for chronic pain relief with reimbursement of CDC-recommended providers.
- Chiropractic services should be recognized by the Department of Defense and Veterans Health Care system after treatment of OTC-recommended providers.
- Prescribers should heed CDC guidelines and begin prescribing non-addictive such as chiropractic care for chronic pain management.
- Pharmaceutical manufacturers should include more responsible marketing and physician education that will result in improved prescribing habits.
- Hospital emergency rooms should include that option for managing patients pain without the use of opioid painkillers.

**SAVE LIVES.
STOP OPIOID ABUSE.
CHOOSE CHIROPRACTIC.**



Information provided by Foundation for Chiropractic Progress (F4CP) is not medical advice. Patients should always consult their doctor of chiropractic care. www.f4cp.com/pledge/



THE OPIOID EPIDEMIC

Although the amount of pain that Americans report has not increased since 1998, the number of prescription opioids used in the U.S. has almost quadrupled.

In 2013, providers wrote almost a quarter of a billion opioid prescriptions – that's enough for every U.S. adult to have their own bottle of pills.

The following areas have 18,800 overdose deaths related to prescription pain relievers:

WHO IS AT RISK?

- Persons in immediate or severe pain have a 41 percent higher risk of developing prescription opioid use disorder.
- Non-opioid users who are prescribed prescription opioids following a surgical procedure.
- Intensive use of medication (opioids).
- Family history of drug addiction.
- Having chronic depression, anxiety, and a history of alcohol use disorder.

GUIDELINES

As the opioid epidemic continues to gain traction in the U.S., major organizations are beginning to call for a shift away from prescription painkillers toward non-pharmacological alternatives as a first option for pain relief.

- Centers for Disease Control and Prevention (CDC) www.cdc.gov/painmanagement/systems/clinicians/
- National Safety Council www.nsc.org/factsheets/2015/05/05/Prescription-Painkillers-Don't-Always-Relieve-Pain/
- Food and Drug Administration www.fda.gov/medwatch/2015/05/05/Chronic-Pain/

PREVENT MISUSE, ABUSE AND OVERDOSE: UTILIZE CHIROPRACTIC CARE AS FIRST OPTION FOR PAIN RELIEF

Chiropractic care is a non-drug, non-addictive approach documented to be effective in the acute and chronic management of musculoskeletal pain, preventing improved clinical outcomes, reduced costs and high levels of patient satisfaction.

Chiropractic patients may receive spinal adjustments and/or exercise therapy. Research has shown that spinal adjustments frequently use manual techniques that assist the body's natural ability to relieve pain, restore health and prevent disease. Chiropractic care takes on even greater importance when one considers the opportunity it offers to potentially avoid the risks of prescription opioid misuse, abuse and addiction (addiction). A recent study examining drug usage in Medicare patients suggests that the availability of chiropractic services may be able to limit the use of prescription opioids.

This issue demands an immediate change in provider and patient behavior. The evidence suggests that opioids frequently are prescribed for acute and subacute low back pain, despite low quality of non-drug supportive evidence regarding their use in the circumstance. Furthermore, there are no randomized control trials that have shown opioids to improve function.

In fact, according to the Agency for Health Care Policy and Research (AHCPR) Clinical Guidelines for Acute Low Back Pain in Adults, of the mentioned interventions for low back pain, chiropractic care was the only service noted to improve function.



To view the brochure, click here:
www.f4cp.com/files/resources/F4CP_Opioid_Trifold.php

YEAR, THE C-D-C – FOR NOW – IS ONLY ADVISING DOCTORS TO VOLUNTARILY STOP PRESCRIBING THE POTENTIALLY ADDICTIVE PILLS IN MOST SITUATIONS, AND TO INSTEAD LOOK TO ALTERNATIVE APPROACHES.

THE MOST POPULAR ALTERNATIVE FOR THOSE SUFFERING FROM MUSCULOSKELETAL CONDITIONS LIKE LOW BACK AND NECK PAIN? CHIROPRACTIC CARE.

IN FACT, STUDIES HAVE SHOWN THAT DRUG-FREE CHIROPRACTIC CARE RESULTS IN IMPROVED PATIENT OUTCOMES, HIGHER SATISFACTION, AND LOWER COSTS. NOTES THE FOUNDATION FOR CHIROPRACTIC PROGRESS' SHERRY MCALLISTER: "IT'S HEARTENING THAT THE GROWING OPIOID EPIDEMIC IS FINALLY GAINING ATTENTION."

LEARN MORE AT W-W-W-DOT-F-4-C-P-DOT-COM.

To listen to the radio spot, click here: www.f4cp.com/toolkit-psa

TELEVISION PUBLIC SERVICE ANNOUNCEMENTS

The F4CP has produced and distributed numerous television public service announcements on social media and to over 10,000 stations nationwide.

Shilo Harris video: In production
Bill Morgan video: In production
Opioids toolkit video: In production

- Lou Sportelli, DC, Details Opioid Crisis and Benefits of Alternative Care: www.youtube.com/watch?v=0qEldhcyZQw
- Lou Sportelli, DC, Addresses Alternative Options to Opioid Crisis: www.youtube.com/watch?v=Eclt0fQuNa4
- Sherry McAllister, DC, MS (Ed), CCSP Recommends Chiropractic as a Safe Approach for Pain Relief: www.youtube.com/watch?v=DQUCWeyneoA
- Jan Chambers, President, National Fibromyalgia and Chronic Pain Association, Discusses Chiropractic as an Alternative Approach to Treating Chronic Pain: www.youtube.com/watch?v=7mHaTamOibo

WEBSITE

To view the Foundation for Chiropractic Progress' complete list of resources on the dangers of opioid prescription painkillers and the benefits of drug-free, alternative care, please visit www.f4cp.com.



SUPPORT THE CAMPAIGN

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

Give NOW



To support 'Save Lives. Stop Opioid Abuse. Choose Chiropractic' visit:
www.f4cp.com/pledge/tosavelives and GIVE now.

The F4CP has created an advertorial – advertisements designed to look like independent news stories – to be distributed to thousands of news outlets nationwide. Advertorials aim to raise awareness of consumer healthcare concerns and educate the general public about the role and value of chiropractic care.

[illegible]

To view the advertorial, click here:
www.f4cp.com/files/f4cp-pub/adv_s_marketingopioids_advertorial.php

The F4CP produced a social syndication to be distributed nationally. Social syndications are published in different publications simultaneously, in order to promote the same content on multiple sites.

[illegible]

The F4CP will be promoting its campaign via a multitude of social media platforms, including:

Facebook: www.facebook.com/FoundationforChiropracticProgress

Twitter: www.twitter.com/f4cp

Pinterest: www.pinterest.com/f4cp

LinkedIn: www.linkedin.com/company/f4cp

YouTube: www.youtube.com/user/F4CP2010

To join the F4CP in its social media efforts, please utilize the hashtag **#StopOpioidAbuse** in all of your postings.

Additionally, the F4CP has implemented a brand-new program entitled, 'Social Media **ACCELERATOR™**', which distributes weekly social media messaging to its members, who can share directly to their social media platforms. If you need assistance posting the provided content or setting up personalized social media platforms, please contact F4CP Marketing Director, Alexis Lignos, at alexis@f4cp.com.

- Prescribers should need CDC guidelines and begin prescribing safer alternatives such as chiropractic care for chronic pain management.
- Pharmaceutical manufacturers should institute more responsible marketing and physician education that will result in improved prescribing habits.
- Hospital emergency rooms should evaluate their options for managing patients' pain without the use of opioid painkillers.
- Payers and plan sponsors – both government and commercial – should make chiropractic care an accessible, affordable, option for chronic pain relief, with reimbursement of DCs as covered providers.
- Chiropractic services should be expanded in the Department of Defense and veteran's health care systems since neuro-musculoskeletal pain is one of the leading causes of disability in the active military and veteran populations.

To view the social syndication, click here:
www.f4cp.com/files/social-syndications/ss-opioidswp.php