

# F4CP OPIOIDS TOOLKIT 2.0

## SAFER ALTERNATIVE FOR 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

### OVERVIEW: 'CHIROPRACTIC: A KEY TO AMERICA'S OPIOID EXIT STRATEGY'

The sheer magnitude of America's prescription opioid abuse epidemic has evoked visceral responses and calls-to-action from public and private sectors. As longtime advocates of drug-free management of acute, subacute and chronic back, neck and neuro-musculoskeletal pain, the chiropractic profession is aligned with these important initiatives and committed to actively participate in solving the prescription opioid addiction crisis. A profession dedicated to health and well-being, Doctors of Chiropractic (DCs) are educated, trained and positioned to deliver non-pharmacologic pain management and play a leading role in "America's Opioid Exit Strategy."

Data released by the Centers for Disease Control and Prevention (CDC) revealed that "opioid deaths continued to surge in 2015, surpassing 30,000 for the first time in recent history. CDC Director Tom Frieden said, "The epidemic of deaths involving opioids continues to worsen. Prescription opioid misuse and use of heroin and illicitly manufactured fentanyl are intertwined and deeply troubling problems."

The human toll of prescription opioid use, abuse, dependence, overdose and poisoning have rightfully become a national public health concern.

This toolkit will provide the necessary resources to effectively tackle the opioid epidemic, including the Foundation for Chiropractic Progress' (F4CP) ([www.f4cp.com](http://www.f4cp.com)) landmark positioning paper, 'Chiropractic: A Key to America's Opioid Exit Strategy,' ([www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)) 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](mailto: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.

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/](http://www.f4cp.com/findadoctor/).

## POSITION PAPER

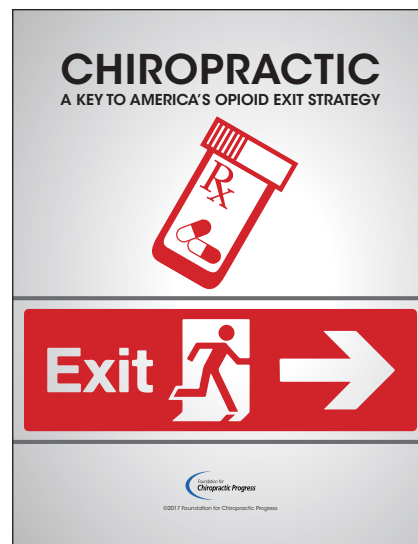
'Chiropractic: A Key to America's Opioid Exit Strategy' ([www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)) is a follow-up discussion to 'Chiropractic: A Safer Strategy than Opioids' ([www.f4cp.com/opioidwp-download.php](http://www.f4cp.com/opioidwp-download.php)) (June 2016), which examines the positive steps as well as the shortcomings of initiatives undertaken from July 2016 - March 2017 to address the opioid crisis. It also assesses the current landscape of opportunities to offer patients, doctors and payers meaningful programs to effectively address acute, subacute and chronic neck, low back and neuro-musculoskeletal pain without the use of painkillers.

Based upon the evidence articulated in this ground-breaking positioning paper, it becomes clear that chiropractic care is a key component of 'America's Opioid Exit Strategy' on several levels:

- ➡ Perform first-line assessment and care for neck, back and neuro-musculoskeletal pain to avoid opiate prescribing from the first onset of pain
- ➡ Provide care throughout treatment to mitigate the introduction of drugs
- ➡ Offer an effective approach to acute, subacute and chronic pain management that helps addicts achieve a wellness focused, pain-free lifestyle as they reduce their utilization of opioids.
- ➡ It's also a compelling opportunity for our health system, commercial and government payers, employers – and most importantly patients – to resolve the issues surrounding pain at lower costs, with improved outcomes and without drugs or surgery.

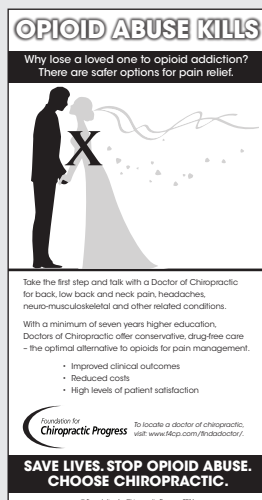
Authors include leading professionals:

- 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
- Sherry McAllister, DC, M.S (Ed)., CCSP, Executive Vice President, Foundation for Chiropractic Progress®
- Alexis Lignos, Marketing Director, Foundation for Chiropractic Progress®

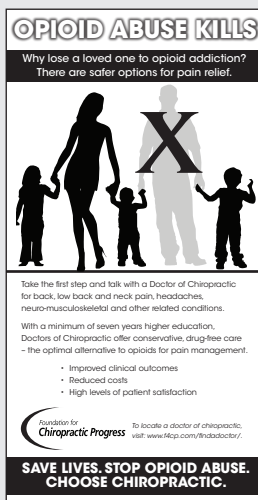


To download a copy of the position paper, visit: [www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)

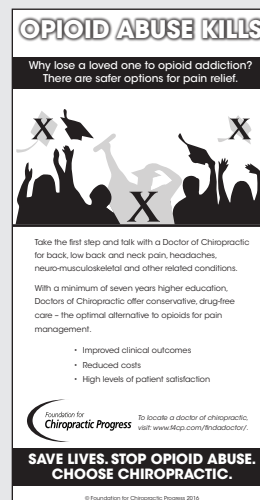
## ADVERTISEMENTS



To view the ad, visit: [www.f4cp.com/files/advertisements/F4CP\\_WSJ\\_Opioid\\_bride\\_ad.pdf](http://www.f4cp.com/files/advertisements/F4CP_WSJ_Opioid_bride_ad.pdf)



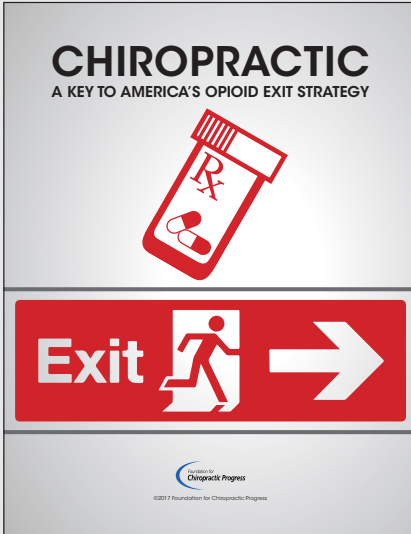
To view the ad, visit: [www.f4cp.com/files/advertisements/F4CP\\_WSJ\\_Opioid\\_family\\_ad.pdf](http://www.f4cp.com/files/advertisements/F4CP_WSJ_Opioid_family_ad.pdf)



To view the ad, visit: [www.f4cp.com/files/advertisements/F4CP\\_WSJ\\_Opioid\\_graduate\\_ad.pdf](http://www.f4cp.com/files/advertisements/F4CP_WSJ_Opioid_graduate_ad.pdf)

## POSTER

The F4CP has created an 18x24 poster for doctors to print and hang up in their local practices as an additional resource to emphasize the benefits of drug-free chiropractic care for patients.



To view the poster, visit: [ftp.f4cp.com/member-services/marketing-materials/Files/F4CP%20Posters/F4CP\\_WP\\_cover\\_poster\\_print.pdf](http://ftp.f4cp.com/member-services/marketing-materials/Files/F4CP%20Posters/F4CP_WP_cover_poster_print.pdf)

"For acute and subacute pain, the guidelines recommend non drug therapies first, such as applying heat, massage, acupuncture, or spinal manipulation, which is often done by a chiropractor." — *Wall Street Journal*

## RESOURCES

The F4CP continues to distribute press releases over the national Business Wire touting the benefits of chiropractic care for pain management. These releases reach more than 10,000 outlets nationwide.

Please read the press release announcement entitled: *F4CP® Publishes 'Chiropractic: A Key to America's Opioid Exit Strategy': Advocates Drug-free Care for Acute, Subacute and Chronic Low Back and Neck Pain*, here: [www.f4cp.com/files/press-releases/2017/3.13.17Opioid2.0.php](http://www.f4cp.com/files/press-releases/2017/3.13.17Opioid2.0.php)

Further details about the American College of Physicians acute, subacute and chronic low back and neck pain guidelines can be read in the press release entitled: *F4CP® Lauds Drug-Free Back Pain Guidelines from American College of Physicians, Cites Wall Street Journal Reference to Chiropractic Spinal Manipulation*, here: [www.f4cp.com/files/press-releases/2017/2.14.17ACPRReport.php](http://www.f4cp.com/files/press-releases/2017/2.14.17ACPRReport.php).

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

## INFOGRAPHICS

The F4CP has developed a cost of pain infographics series to be shared on social media platforms – Facebook, Twitter, Pinterest, Instagram, etc.



To view the back pain infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_back.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_back.php)



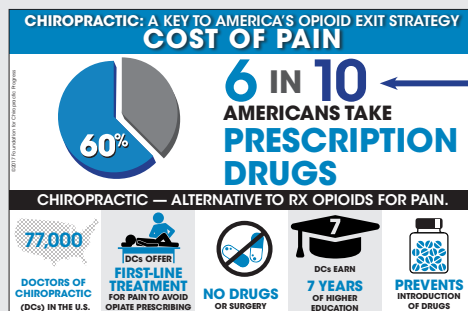
To view the chronic pain infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_chronic.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_chronic.php)



To view the cost of chronic pain infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_cost.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_cost.php)



To view the opioid overdose infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_overdose.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_overdose.php)



To view the prescription drugs infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_prescript.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_prescript.php)



To view the opioid prescriptions infographic, visit: [www.f4cp.com/resources/current-campaigns/f4cp\\_cost\\_of\\_pain\\_infographic\\_rise.php](http://www.f4cp.com/resources/current-campaigns/f4cp_cost_of_pain_infographic_rise.php)

## ADVERTORIAL

The F4CP has created advertorials – 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.

### HEALTH

#### Student Athletes Emulate the Pros in Abusing Prescription Painkillers

NewsUSA

(NU) - Sometimes we're so caught up in all the pro sports stars whose lives have been wrecked by misusing prescription painkillers that we forget the problem extends down to the amateur level.

And, yes, that does mean college and even high-school sports.

At least one study put the number of college student athletes who've used prescription medications to enhance their performance at as high as 53.3 percent. And another recent study on high school athletes, published online in the Journal of Child & Adolescent Substance Abuse, reported that 12 percent of male seniors and 8 percent of female seniors admitted to abusing painkillers.

To former ESPN.com columnist Gregg Easterbrook – who wrote about painkillers in his book "The King of Sports: Football's Impact on America" – it's no surprise that the largest percentage of those young abusers play football.

"Youth and high-school players see an example that appears to be of men so tough, they laugh at pain," he wrote. "The message sent is that young players should use their own bodies recklessly."

So what's a concerned parent to do?



Alternatives like chiropractic care can help youths experiencing chronic pain.

Well, if your child is experiencing neuro-musculoskeletal-related pain from playing sports – spinal pain, say, from too many tackles or strained soccer kicks – first know that the Centers for Disease Control and Prevention last March began urging physicians to avoid prescribing opioids for chronic pain in response to a record high 28,647 deaths involving the highly addictive drugs in 2014.

Know, too, that the most popular non-pharmacologic alternative to routine care is drug-free chiropractic care.

"Doctors of chiropractic play a key role in sports health care by providing hands-on care that help improve range of motion, flexibility, muscle strength, and other key performance factors," notes the not-for-profit Foundation for Chiropractic Progress' Sherry McAllister.

To view the student athletes advertorial, visit [www.f4cp.com/files/f4cp-pub-student-athletes.pdf](http://www.f4cp.com/files/f4cp-pub-student-athletes.pdf).

## SOCIAL SYNDICATION

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.

### NewsUSA Social Syndication

**Title:** Chiropractic Offers Athletes Drug-Free Pain Relief

**Title Tag:** Chiropractic Offers Athletes Drug-Free Pain Relief

**Meta Description:** Don't miss signs of painkiller abuse by student athletes.

**Content:** Student athletes admire and emulate the pros in their sports. Unfortunately, this mimicry may extend to the abuse of painkillers to avoid injury and enhance performance. One recent study found that approximately half (53 percent) of college student athletes reported using medications to enhance performance, and another study of high school student athletes found that 12 percent of male and 8 percent of female high school seniors reported abusing medications.

Football in particular prompts student athletes to seek out ways to enhance performance. "Youth and high-school players see an example that appears to be of men so tough, they laugh at pain," wrote former ESPN.com columnist Gregg Easterbrook in his book, "The King of Sports: Football's Impact on America." "The message sent is that young players should use their own bodies recklessly," he noted.

Student athletes seeking treatment for pain and wanting to avoid painkillers have options in alternative health care, including chiropractic. Chiropractic care has been used successfully to treat various types of sports-related neuromuscular pain including neck, back, leg, and knee issues.

The Centers for Disease Control and Prevention has been urging physicians to avoid prescribing opioids for pain for the past several years. Student athletes, their doctors, and their parents should keep in mind that chiropractic care remains a safe, effective, and non-pharmacologic option for pain management, injury recovery, and prevention of additional injuries. "Doctors of chiropractic play a key role in sports health by providing hands-on care that helps to improve range of motion, flexibility, muscle strength, and other key performance factors," noted Sherry McAllister, DC, of the not-for-profit organization Foundation for Chiropractic Progress.

To view the student athletes social syndication, visit [www.f4cp.com/files/social-syndications/StudentAthletesAdvertorial.php](http://www.f4cp.com/files/social-syndications/StudentAthletesAdvertorial.php)

## 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](http://www.f4cp.com).

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

## SOCIAL MEDIA PLATFORMS

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



Facebook: [www.facebook.com/FoundationforChiropracticProgress](http://www.facebook.com/FoundationforChiropracticProgress)



Twitter: [www.twitter.com/f4cp](http://www.twitter.com/f4cp)



Pinterest: [www.pinterest.com/f4cp](http://www.pinterest.com/f4cp)



LinkedIn: [www.linkedin.com/company/f4cp](http://www.linkedin.com/company/f4cp)



YouTube: [www.youtube.com/user/F4CP2010](http://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 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](mailto:alexis@f4cp.com).

## SOCIAL MEDIA MANAGEMENT – HOOTSUITE GUIDE

Social media management platforms, such as Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)), allow you to manage all of your social media pages in one place.

When you have a busy practice, social media management systems are extremely helpful. Implementing a management system helps track social network channels, monitor what others are saying about your brand and connect all of your pages – Facebook, Twitter, YouTube, LinkedIn, etc. – under one roof.

To set up a Hootsuite account, the Foundation for Chiropractic Progress has created a step-by-step guide.

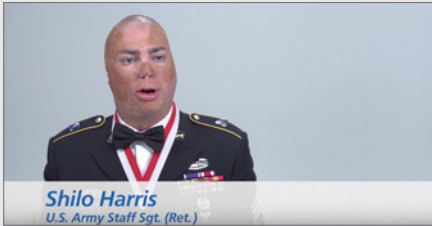
We all know social media is important – this is why we have taken the extra step to help you manage your social media pages. Hootsuite even allows you to schedule posts days in advance! We suggest you take one hour per week to schedule all of your posts for the upcoming week. This way, your social media accounts are maintained on a daily basis.

To view the complete guide, visit: [ftp.f4cp.com/member-services/marketing-materials/Files/Social%20Media%20ACCELERATOR/F4CP%20Hootsuite%20Guide.pdf](http://ftp.f4cp.com/member-services/marketing-materials/Files/Social%20Media%20ACCELERATOR/F4CP%20Hootsuite%20Guide.pdf).



## PUBLIC SERVICE ANNOUNCEMENTS

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



Support the Campaign: Save Lives. Stop Opioid Abuse. Choose Chiropractic.  
[www.youtube.com/watch?v=vm-LeNSD94F4](http://www.youtube.com/watch?v=vm-LeNSD94F4)



Sean Drake, DC, Highlights Value of Chiropractic for Athletes  
[www.youtube.com/watch?v=60FWIRgw71c&feature=youtu.be](http://www.youtube.com/watch?v=60FWIRgw71c&feature=youtu.be)

## PATIENT EDUCATION SHEET

The F4CP® has recreated a patient education sheet (original source: Opioid911.org) about the utilization of prescription opioids, the potential side effects and how to spot overdose/overmedication symptoms.

### PATIENT EDUCATION MATERIAL

INFORMATION CITED FROM OPIOID911.ORG

#### OPIOID SAFETY NEEDS YOU!

##### Always follow these important safety tips:

- Never take an opioid pain reliever unless it is prescribed for you.
- Take opioids only as directed. Do not take more opioids or take more often than is prescribed by your healthcare provider.
- Do not use opioids with alcohol or any other drugs unless approved by the opioid prescriber.
- Protect and lock up your opioids in a safe place at all times, and properly dispose of any leftover medicine.
- Never share opioids with another person; it is illegal and dangerous.
- Be prepared for opioid emergencies. Know signs of trouble and what to do for opioid overdosage or overdose.

#### OPIOID MEDICINES CAN HAVE SIDE EFFECTS

##### The most common are:

- Constipation due to opioids may not go away, so you should ask your opioid prescriber about how to treat this.
- Nausea may last several days.
- Sedation - feeling mildly tired or groggy - may last a few days after starting opioids or when the dose is increased.

##### Less common side effects:

- Itching, dry skin, confusion, muscle twitching, dry mouth, sweating, fatigue, weakness, mild headaches - all are usually temporary.
- Allergies

##### Take opioid pain relievers safely:

- Never chew, cut, crush or dissolve opioid tablets, or open opioid capsules, unless you are specifically instructed to do so.
- Opioid patches must never be cut or folded, and they need to stick to the skin completely. Follow directions for use carefully.
- Do not drive or operate machinery until you know how opioids will affect you.

#### BE ON THE ALERT FOR...

##### Opioid Overmedication or Overdose

(Share this with your family and caregivers)

**Overmedication Warning - Call Healthcare Provider**  
U.S. residents also can call the National Poison Hotline at 1-800-222-1222 at any time of day or night.

- Intoxicated behavior - confusion, slurred speech, stumbling.

- Feeling dizzy or faint.
- Feeling or acting very drowsy or groggy or nodding off to sleep.
- Unusual snoring, gasping or snorting during sleep.
- Difficulty waking up from sleep and becoming alert or staying awake.

**CAUTION:** A person who at first only seems to be overmedicated may get much worse. They should be kept awake and watched closely.

##### Overdose Poisoning - Call Emergency Services

Get 911 in the U.S. or Canada

- Person cannot be aroused or awakened, or is unable to talk if awakened.
- Any trouble with breathing, such as shortness of breath, slow or light breathing or stopped breathing.
- Gurgling noises from mouth or throat.
- Body is limp, seems lifeless. Face is pale, clammy.
- Fingernails or lips turned blue/purple.
- Slow or unusual heartbeat or stopped heartbeat.

**WARNING:** If a child or pet ever swallow an opioid that was not prescribed for them, it is always an emergency. Call for help immediately.

## CALL TO ACTION(S)

For individuals who may be suddenly “cut-off” from painkillers, chiropractic offers a solution. But access to care will depend upon several important factors:

- Pharmaceutical Industry “Re-engineering”: A change toward responsible marketing and physician education
- Physician Referrals to Ensure Access to Chiropractic Care: Physician prescribing of chiropractic care rather than opioids.
- Benefit Coverage and Reimbursement for Chiropractic Care: Government and commercial payers as well as plan sponsors have a responsibility to offer patients the option of chiropractic care – and reimburse DCs as participating providers.
- Access to Chiropractic Care for Active Military and Veteran Populations: Chiropractic care should be expanded in the Department of Defense and veterans’ health care systems.

View the patient education sheet, visit  
[ftp.f4cp.com/member-services/marketing-materials/Files/Brochures/F4CP\\_patient\\_ed\\_sheet\\_r1.pdf](http://ftp.f4cp.com/member-services/marketing-materials/Files/Brochures/F4CP_patient_ed_sheet_r1.pdf).