



# OPIOID 3.0 TOOLKIT

As The Opioid Epidemic Rages On,  
Chiropractic Care Is Recognized  
As A Safer Option For Pain



**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*

# The Opioid Epidemic Continues Unabated

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*The opioid epidemic continues unabated. According to the Centers for Disease Control and Prevention (CDC), in a span of 17 years (1999-2016), more than 350,000 people died from an overdose involving opioids.*

Sales of prescription opioids in the U.S. nearly quadrupled from 1999 to 2014, yet there has been no overall change in the levels of pain Americans report. In 2016, the number of overdose deaths involving opioids (including both prescription and illegal opioids) was five times higher than in 1999.

In 2017, the Department of Health and Human Services (HHS) declared the opioid epidemic

a public health emergency and announced a 5-Point Strategy to fight the opioid crisis. Unfortunately, the numbers since then have not improved. Since Q3 2016 through Q3 2017, the number of opioid deaths has increased approximately 30 percent, according to a recent report from the CDC.

While the nation's attention on the opioid epidemic has heightened, interest in options for non-pharmacological care for pain has also increased.

# The Opioid Epidemic Continues Unabated

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More consideration is being given to chiropractic care as a safe, effective, drug-free solution – especially for people with low back, neck and headache pain. Doctors of chiropractic (DCs) are specifically trained to diagnose, evaluate and provide non-pharmaceutical care and rehabilitation to individuals suffering from acute, subacute and chronic back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related syndromes.

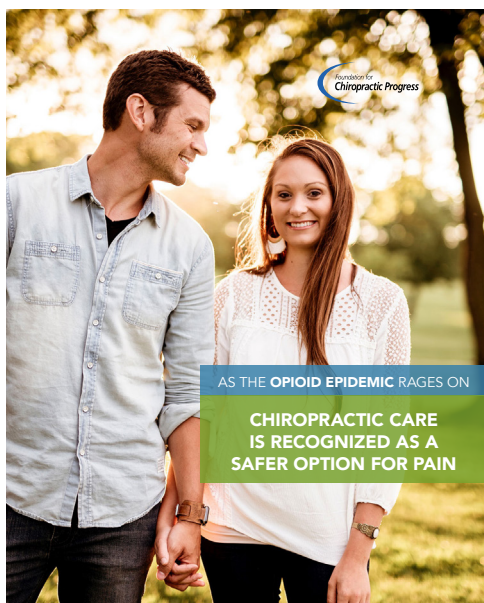
This toolkit will provide the necessary resources to effectively tackle the opioid epidemic, including the Foundation for Chiropractic Progress' (F4CP) ([www.f4cp.org](http://www.f4cp.org)) landmark positioning paper in eBook format, *'As the Opioid Epidemic Rages On, Chiropractic Care is Recognized As A Safer Option for Pain,'* as well as advertisements, infographics, social media postings, public service announcements 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)

# Opioid 3.0 eBook

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*As The Opioid Epidemic Rages On,  
Chiropractic Care Is Recognized As A  
Safer Option For Pain*

**To download this eBook:**

**CLICK HERE**

[www.f4cp.org/package/home/viewfile/  
broopioid-3-0-ebook](http://www.f4cp.org/package/home/viewfile/broopioid-3-0-ebook)

*Released on the heels of the F4CP's  
previously published white papers,  
see next page.*

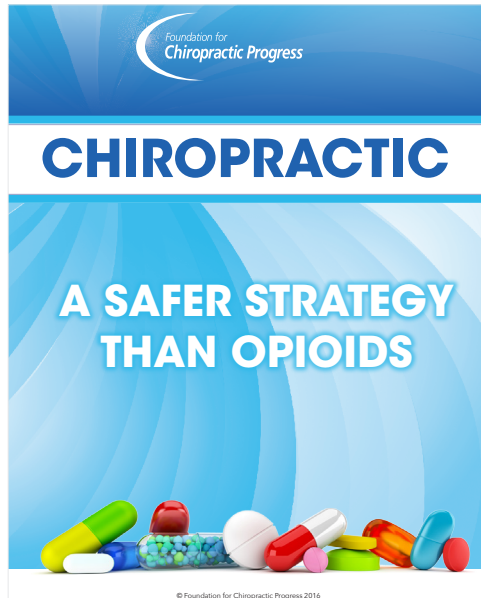
This eBook articulates the value of a conservative, non-pharmacologic approach as the primary option for pain management - particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions, especially when the current statistics are considered:

- *115 people die each day from opioid-related drug overdoses.*
- *An estimated 1 out of 5 patients with non-cancer pain or pain-related diagnoses are prescribed opioids in office-based settings.*
- *More than 40% of all U.S. opioid overdose deaths in 2016 involved a prescription opioid.*
- *The most common drugs involved in prescription opioid overdose deaths include: Methadone, Oxycodone (such as OxyContin®) and Hydrocodone (such as Vicodin®).*
- *Nearly 80% of heroin users reported misusing prescription opioids prior to heroin.*



# White Papers

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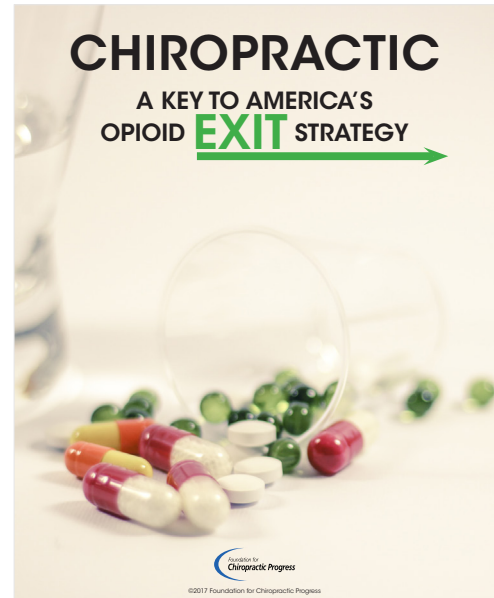


*Chiropractic: A Safer Strategy Than Opioids*

**To download this White Paper:**

**CLICK HERE**

[www.f4cp.com/f4cp\\_opioid\\_white\\_paper.pdf](http://www.f4cp.com/f4cp_opioid_white_paper.pdf)



*Chiropractic: A Key to America's Opioid Exit Strategy*

**To download this White Paper:**

**CLICK HERE**

[www.f4cp.com/opioid2.0](http://www.f4cp.com/opioid2.0)

This tool will help further guide your discussion when educating the public about the safe, effective, drug-free chiropractic approach as a first-line option to manage pain prior to utilization of prescription opioids.

# Advertisements



The F4CP has created a new advertisement, which appeared in *Prevention Magazine* in September 2018 and encourages you to utilize the graphic to place a local advertisement.

To view and download the ad:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Trifecta\\_Prevention\\_print.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Trifecta_Prevention_print.pdf)

# Infographics



The Foundation has created 10 new infographics to raise further awareness of chiropractic care as a first-line, drug-free pain management option.

In addition to sharing on social media, infographics can be used as handouts at community events, flyers for your practice reception room and resources on your website.

*Born Addicted*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Born\\_Addicted\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Born_Addicted_Info_r2.pdf)



# Infographics



*Opioids (Chiro Trifecta)*

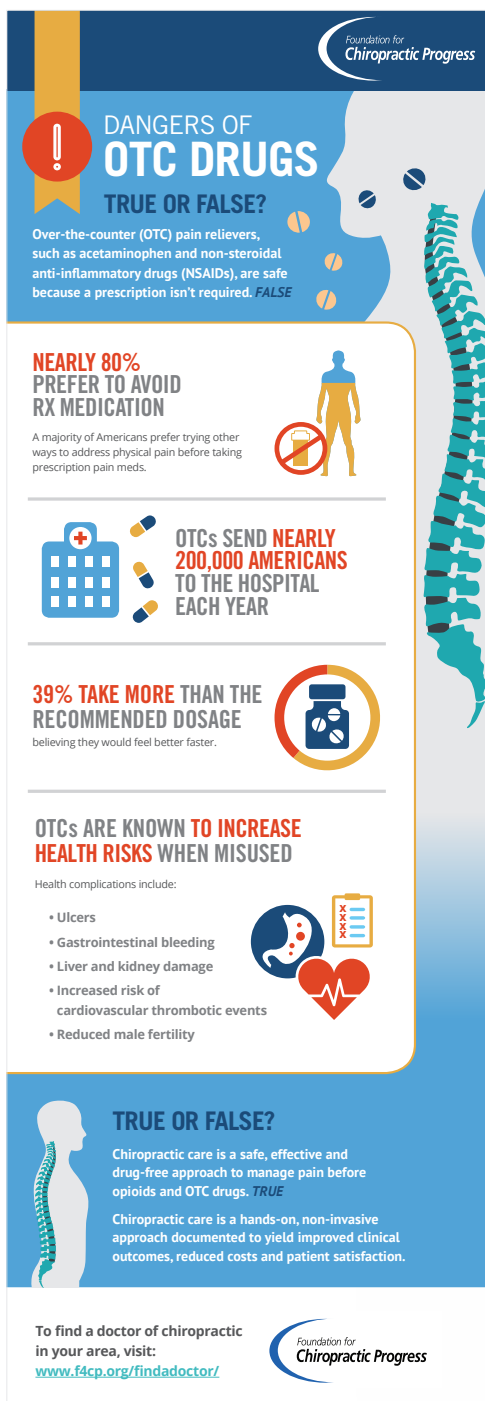
To view and download this infographic:

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[www.f4cp.com/files/f4cp-pub/F4CP\\_Trifecta\\_Prevention\\_print.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Trifecta_Prevention_print.pdf)

# Infographics

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Over-the-counter

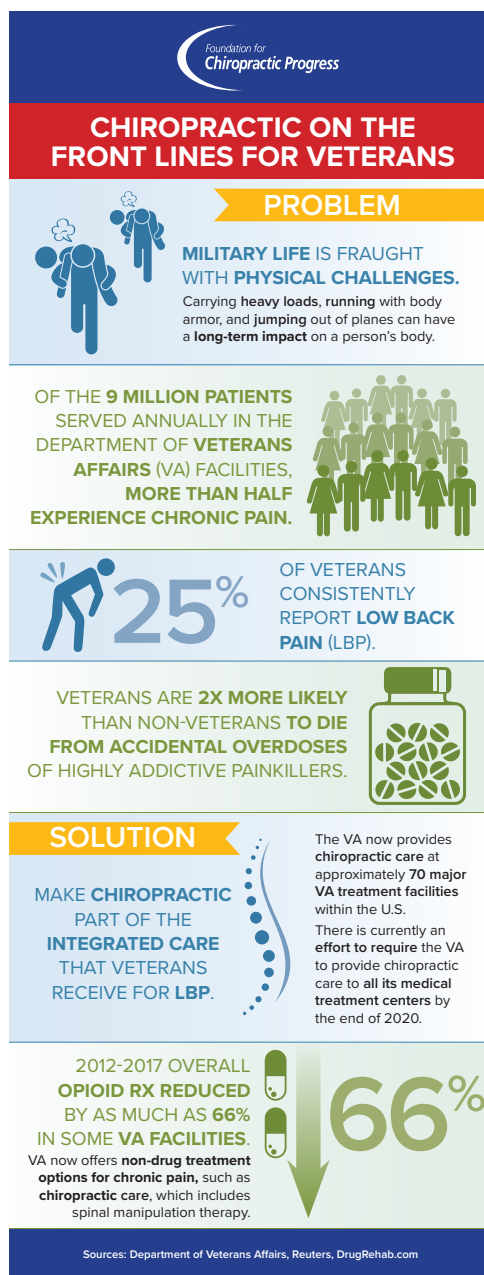
To view and download this infographic:

**CLICK HERE**

[www.f4cp.org/package/home/viewfile/infotc-infographic](http://www.f4cp.org/package/home/viewfile/infotc-infographic)

# Infographics

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## Veterans

To view and download this infographic:

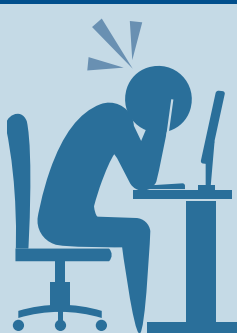
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[www.f4cp.org/package/home/viewfile/infveterans-infographic](http://www.f4cp.org/package/home/viewfile/infveterans-infographic)

# Infographics

05

## MANAGE HEADACHES SAFELY



### DID YOU KNOW?

The combination of two or more nonsteroidal anti-inflammatory drugs (NSAIDs), or similarly, two or more acetaminophen pain relievers, increases the risk of health complications including:

- Ulcers
- Stomach bleeding
- Liver & kidney damage

Doctors of chiropractic receive a minimum of seven years of higher level education and are well-positioned to provide a safe, effective and drug-free approach to diagnose and manage headaches.



To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor)

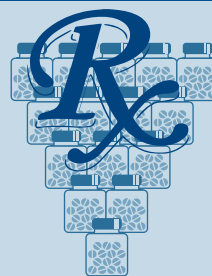
*Manage Headaches Safely*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Headaches\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Headaches_Info_r2.pdf)

## A SAFER APPROACH TO PAIN



### 259 MILLION

prescriptions were written for opioids in 2012, which is enough for every U.S. adult to have their own bottle of pills.

**4 IN 5** NEW HEROIN USERS STARTED OUT MISUSING PRESCRIPTION PAINKILLERS.

The safe, effective, drug-free chiropractic approach is proven to yield improved outcomes, reduced costs and high levels of patient satisfaction.



To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor)

*A Safer Approach to Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Pain\\_Manage\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Pain_Manage_Info_r2.pdf)

# Infographics

05

## EDUCATION OF A DC: A SEVEN YEAR MINIMUM



**DOCTORS OF CHIROPRACTIC** receive a minimum of seven years of higher education and are specifically trained to diagnose, evaluate and provide non-pharmaceutical care and rehabilitation to individuals suffering from acute, subacute and chronic back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.



To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor)

*Education of a DC*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Education\\_DC\\_Info\\_r4.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Education_DC_Info_r4.pdf)

## PREVENTING OPIOID USE, MISUSE AND ABUSE IN YOUNG ATHLETES

High school sports may come with high risks – concussions, broken bones, repetitive injuries and drug addiction.

The University of Michigan found that 11% of high school athletes have used a narcotic pain reliever or an opioid such as OxyContin or Vicodin for “nonmedical purposes.”

That means 1 in 9 have abused a prescription drug to get high.



**ABOUT 80% OF HEROIN USERS STARTED OUT BY ABUSING NARCOTIC PAINKILLERS.**



**THERE ARE SAFER PAIN MANAGEMENT APPROACHES.**

Chiropractic care is a drug-free, first-line approach to manage pain in young athletes.



To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor)

Source: Rivermend Health

*Young Athletes*

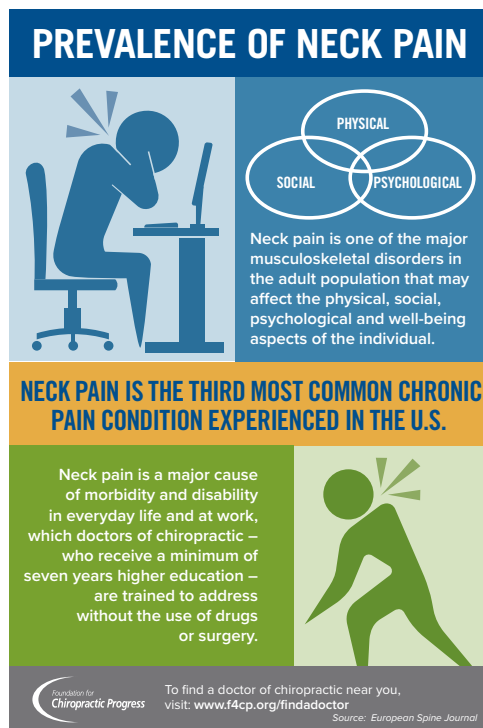
To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Athletes\\_Info\\_r3.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Athletes_Info_r3.pdf)

# Infographics

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*Prevalence of Neck Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Neck\\_Pain\\_Info\\_r4.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Neck_Pain_Info_r4.pdf)



*Take Control of Your Low Back Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Low\\_Back\\_Pain\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Low_Back_Pain_Info_r2.pdf)



## Whiteboard Video

06



The F4CP has developed an opioids awareness whiteboard video, produced by Dr. Heidi Haavik's team.

*A Safer Approach to Pain Exists*

To view and share the opioids awareness whiteboard video,

**CLICK HERE**

[www.youtube.com/watch?v=uOx93jGmCNs](https://www.youtube.com/watch?v=uOx93jGmCNs)

### Tips to market this video include:

- *Stream in your practice reception room*
- *Share on social media and post to your YouTube channel*
- *Drop the video into an upcoming patient newsletter*
- *Incorporate into a community presentation*

## Social Media Postings

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The F4CP promotes the value of safe, effective, drug-free chiropractic care on its numerous social media platforms daily, 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)



**Instagram**

[www.instagram.com/foundation4chiroprogress](http://www.instagram.com/foundation4chiroprogress)

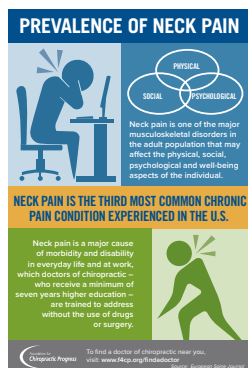
Follow, “like” us and share our posts with your audiences.

# Social Media Postings

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To join the F4CP in its social media outreach, please utilize the content below to post and share on your own platforms:

- Neck pain is becoming increasingly common throughout the world, especially in women. **#ThinkChiropractic**



*Prevalence of Neck Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Neck\\_Pain\\_Info\\_r4.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Neck_Pain_Info_r4.pdf)

- Did you know that doctors of chiropractic receive a minimum of seven years of higher education? **#ThinkChiropractic**



*Education of a DC: A Seven Year Minimum*

To view and download this infographic:

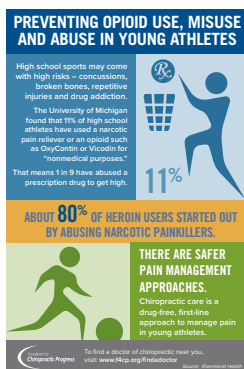
**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Education\\_DC\\_Info\\_r4.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Education_DC_Info_r4.pdf)

# Social Media Postings

07

- Athletes are at a higher risk of opioid addiction after injury and need to be made aware of safer pain management approaches, such as chiropractic care, before utilizing a prescription for pain.



*Young Athletes*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Athletes\\_Info\\_r3.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Athletes_Info_r3.pdf)

- Roughly 80 percent of individuals will experience back pain in their lifetime. Chiropractic can provide a safe, effective and drug-free approach to manage pain. **#ThinkChiropractic**



*Take Control of Your Low Back Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Low\\_Back\\_Pain\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Low_Back_Pain_Info_r2.pdf)

# Social Media Postings

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- When a headache hits, weigh your risks before you reach for over-the-counter pain relievers. Doctors of chiropractic are trained to provide safe, effective and drug-free care to diagnose and manage headaches. **#ThinkChiropractic**



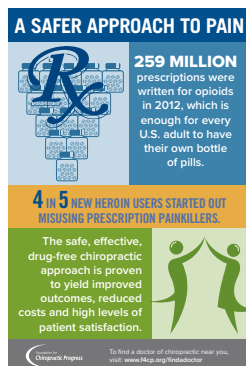
*Manage Headaches Safely*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Headaches\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Headaches_Info_r2.pdf)

- The safe, effective, and drug-free chiropractic approach is a first-line option to manage pain prior to utilization of prescription opioids. **#ThinkChiropractic**



*A Safer Approach to Pain*

To view and download this infographic:

**CLICK HERE**

[www.f4cp.com/files/f4cp-pub/F4CP\\_Pain\\_Manage\\_Info\\_r2.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Pain_Manage_Info_r2.pdf)

Additionally, the F4CP distributes Social Media ACCELERATORS™ weekly, which include social media messaging for members, who can share content 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)