



# 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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01

*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!

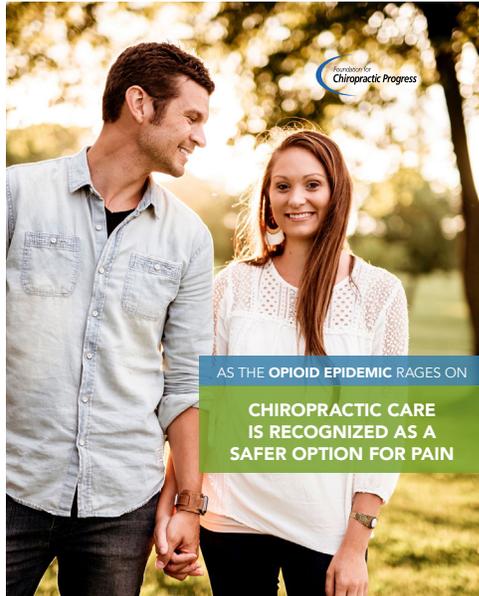
## Questions or Comments

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

02



*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.*

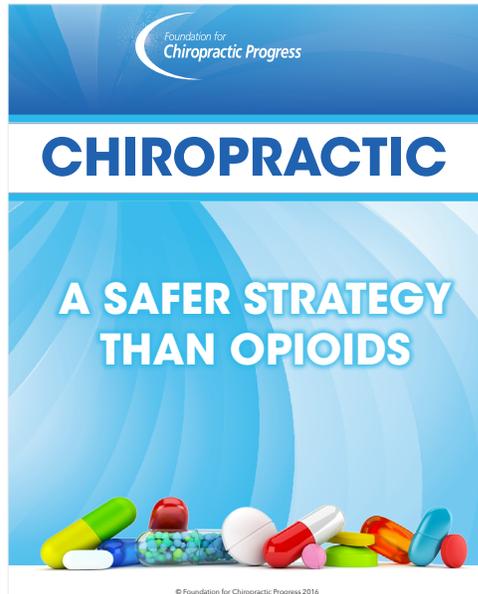
- *More than 40% of all U.S. opioid overdose deaths in 2016 involved a prescription opioid.*

- *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

03

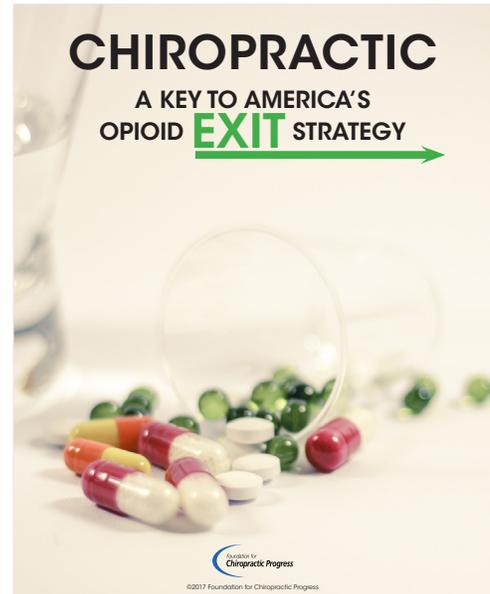


*Chiropractic: A Safer Strategy Than Opioids*

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

04

## CHIROPRACTIC CARE TRIFECTA

TOP 3 BENEFITS

- 1 SATISFACTION**  
Nearly **36 MILLION** Americans visit doctors of chiropractic (DCs) annually. **80%** of patients report that spinal manipulation, often referred to as a spinal adjustment, significantly reduces pain and disability compared to other drug-free approaches.  
**8 OUT OF 10 PATIENTS REPORT EFFECTIVE PAIN RELIEF**
- 2 EFFECTIVENESS**  
**3 IN 4 PATIENTS DESCRIBE CHIROPRACTIC CARE AS "VERY EFFECTIVE"**  
94% of spinal manipulations in the U.S. are performed by DCs who receive a minimum of 7 years of higher education.  
DCs are trained to diagnose, evaluate and provide drug-free care to individuals suffering from back and neck pain, headaches and other related conditions.
- 3 LOWER RX USE**  
Adults receiving chiropractic care are **55%** less likely to fill an opioid prescription.

DATA SOURCES:  
The SPINE Journal  
2018 College of Chiropractic Survey  
The Journal of Alternative and Complementary Medicine  
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Foundation for Chiropractic Progress  
To learn more about the benefits of chiropractic care, visit: [www.f4cp.org](http://www.f4cp.org)

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\\_Trifeca\\_Prevention\\_print.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Trifeca_Prevention_print.pdf)

# Infographics

05

**BORN ADDICTED**

Nationally, the rate of American children born with neonatal abstinence syndrome (NAS), a set of symptoms experienced by babies exposed to drugs in the womb, has quadrupled over the past 15 years.

Nearly 6 out of every 1,000 infants born in the U.S. are now diagnosed with NAS, however, experts say that rate is likely higher, as not all states regularly collect such data.

**NAS**  
6 OUT OF 1000

**THERE ARE SAFER PAIN MANAGEMENT OPTIONS BEFORE PRESCRIPTION DRUGS.**

Chiropractic care is a drug-free, cost-effective and safe approach to manage low back pain in expecting mothers.

Foundation for Chiropractic Progress To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor) Source: CDC

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*

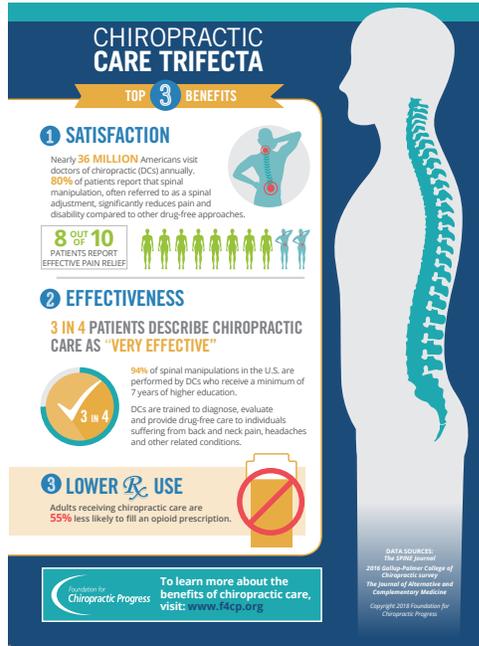
To view and download this infographic:

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[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

05



*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

# 05

Foundation for Chiropractic Progress

## DANGERS OF OTC DRUGS

### TRUE OR FALSE?

Over-the-counter (OTC) pain relievers, such as acetaminophen and non-steroidal anti-inflammatory drugs (NSAIDs), are safe because a prescription isn't required. **FALSE**

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### NEARLY 80% PREFER TO AVOID RX MEDICATION

A majority of Americans prefer trying other ways to address physical pain before taking prescription pain meds.

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### OTCs SEND NEARLY 200,000 AMERICANS TO THE HOSPITAL EACH YEAR

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### 39% TAKE MORE THAN THE RECOMMENDED DOSAGE

believing they would feel better faster.

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### OTCs ARE KNOWN TO INCREASE HEALTH RISKS WHEN MISUSED

Health complications include:

- Ulcers
- Gastrointestinal bleeding
- Liver and kidney damage
- Increased risk of cardiovascular thrombotic events
- Reduced male fertility

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### TRUE OR FALSE?

Chiropractic care is a safe, effective and drug-free approach to manage pain before opioids and OTC drugs. **TRUE**

Chiropractic care is a hands-on, non-invasive approach documented to yield improved clinical outcomes, reduced costs and patient satisfaction.

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

Foundation for Chiropractic Progress

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

05

Foundation for  
Chiropractic Progress

## CHIROPRACTIC ON THE FRONT LINES FOR VETERANS

### PROBLEM

**MILITARY LIFE IS FRAUGHT WITH PHYSICAL CHALLENGES.**  
Carrying heavy loads, running with body armor, and jumping out of planes can have a long-term impact on a person's body.

OF THE 9 MILLION PATIENTS SERVED ANNUALLY IN THE DEPARTMENT OF VETERANS AFFAIRS (VA) FACILITIES, MORE THAN HALF EXPERIENCE CHRONIC PAIN.

**25%** OF VETERANS CONSISTENTLY REPORT **LOW BACK PAIN (LBP).**

VETERANS ARE **2X MORE LIKELY** THAN NON-VETERANS TO DIE FROM ACCIDENTAL OVERDOSES OF HIGHLY ADDICTIVE PAINKILLERS.

### SOLUTION

**MAKE CHIROPRACTIC PART OF THE INTEGRATED CARE THAT VETERANS RECEIVE FOR LBP.**

The VA now provides chiropractic care at approximately **70 major VA treatment facilities** within the U.S. There is currently an effort to require the VA to provide chiropractic care to all its medical treatment centers by the end of 2020.

**2012-2017 OVERALL OPIOID RX REDUCED BY AS MUCH AS 66% IN SOME VA FACILITIES.**  
VA now offers **non-drug treatment options for chronic pain**, such as **chiropractic care**, which includes spinal manipulation therapy.

Sources: Department of Veterans Affairs, Reuters, DrugRehab.com

Veterans

To view and download this infographic:

[CLICK HERE](#)

[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:

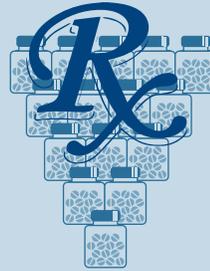
- Ulcers
- Stomach bleeding
- Liver & kidney damage

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)

## 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)

*Manage Headaches Safely*

To view and download this infographic:

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[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*

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# 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:

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[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:

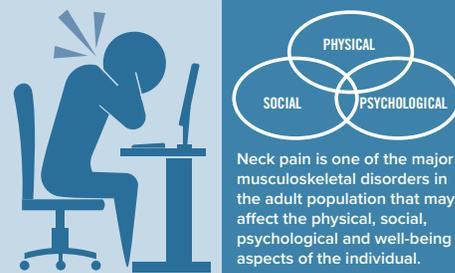
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[www.f4cp.com/files/f4cp-pub/F4CP\\_Athletes\\_Info\\_r3.pdf](http://www.f4cp.com/files/f4cp-pub/F4CP_Athletes_Info_r3.pdf)

# Infographics

05

## PREVALENCE OF NECK PAIN



Neck pain is one of the major musculoskeletal disorders in the adult population that may affect the physical, social, psychological and well-being aspects of the individual.

**NECK PAIN IS THE THIRD MOST COMMON CHRONIC PAIN CONDITION EXPERIENCED IN THE U.S.**

Neck pain is a major cause of morbidity and disability in everyday life and at work, which doctors of chiropractic – who receive a minimum of seven years higher education – are trained to address without the use of drugs or surgery.



Foundation for Chiropractic Progress To find a doctor of chiropractic near you, visit: [www.f4cp.org/findadoctor](http://www.f4cp.org/findadoctor)  
Source: European Spine Journal

## TAKE CONTROL OF YOUR LOW BACK PAIN



**LOW BACK PAIN** is the leading cause of disability worldwide, and a top contributor to:

- Missed work days
- Musculoskeletal healthcare spending
- Opioid prescribing

Chiropractic care is a safe, effective and drug-free approach to manage pain, as well as general health and wellness.



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

*Prevalence of Neck Pain*  
To view and download this infographic:

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[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:

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[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

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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](http://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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07

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

07

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:

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[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:

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[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

07

- 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:

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[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)