The North Carolina Harm Reduction Coalition (NCHRC) is receiving a $1 million grant to combat opioid addiction at the local level. NCHRC will focus on challenges facing rural areas where residents are unlikely to have health insurance, affordable treatment options or access to reliable transportation.

An average of five people a day died from drug overdoses in North Carolina in 2016. Source: NC Department of Health and Human Services

North Carolina has the second highest rural population in the country, making this population particularly vulnerable to opioid abuse. Source: Census Bureau

Opioid overdoses cost the state of North Carolina more than $2 billion dollars (medical costs and work loss) Source: NC Governor’s Institute

The Ultimate Price Of Addiction

One in four patients receiving long-term opioid therapy struggles with opioid addiction

The Time Is Now

There is no “one size fits all” solution to fighting this epidemic. The time is now to empower local communities to address the opioid-related challenges they are facing.

Through a 360-degree communitywide approach, the NCHRC Rural Opioid Overdose Prevention Project will curb addiction by:

Increasing resident’s ability to reduce overdose through community risk reduction outreach

Increasing law enforcement use of overdose response (naloxone administration)

Creating best practices policy on overdose prevention

Learn more about Aetna Foundation’s efforts to tackle the opioid epidemic as part of Building Healthy Communities at aetnafoundation.org.