



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Milwaukee County

MEDIA ADVISORY

Milwaukee County Executive Chris Abele Announces Prevention Effort Against Substance Abuse
Light & Unite Red Campaign brings community together to share drug and alcohol facts, engage in prevention, encourage treatment and support recovery.

- WHO:** **Milwaukee County Executive Chris Abele**, Milwaukee County Behavioral Health Division Administrator, Mike Lappen; City of South Milwaukee Mayor Erik Brooks; and Michelle Jakulski, a mother of two sons in recovery.
- WHAT:** Press conference to launch **Light & Unite Red**, a campaign to increase awareness about substance abuse among Milwaukee area teens by counteracting the myths about drugs and alcohol that they learn from the internet, social media, TV, movies, music or from friends. The campaign is in its second year in Milwaukee County and part of National Drug and Alcohol Fact Week, an effort that unites communities across the nation to engage in prevention, encourage treatment and support recovery.
- WHEN:** **Monday, January 23 at 4:30 p.m.** The press conference will precede the South Milwaukee Information and Addiction Resource Fair.
- WHERE:** *Location:* South Milwaukee Performing Arts Center. 901 15th Avenue, South Milwaukee, WI.
Parking: the large parking lot near the northwest corner of the building and enter through door #9.
Room: The Performing Arts Center is located on the 2nd floor.
- WHY:** 255 people died from a drug-related overdose in 2015. 231 (91%) of those overdose deaths were opioid-related. Since 2005 there has been a 495% increase in the rate of heroin related deaths in Milwaukee County. In fact, as of August 2015 heroin represented nearly half of all drug related deaths in our county. It is estimated that for every opioid-related death, there are more than 6 additional people experiencing an overdose that require naloxone, an opioid reversal agent.

For more information about Light & Unite Red, visit www.lightunitered.org. To schedule an interview contact Katy Glodosky at katy.glodosky@milwaukeecountywi.gov or 920-627-2619.

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Light & Unite Red Partners:

Partners include: Milwaukee County Behavioral Health Division, South Milwaukee Health Department, West Allis West Milwaukee Community Coalition, North Shore Health Department, Hales Corner Health Department, Greendale Health Department, Village of Greendale, West Allis Fire Department, Franklin Health Department, Oak Creek Health Department, City of Wauwatosa Health Department, IMPACT 2-1-1, Milwaukee County Substance Abuse Prevention Coalition (MCSAP), Children's Community Health Plan, 53206 Drug-Free Communities Project, Starting Point, Franklin Area Parents and Students United, Beyond Addiction, Tobacco-Free of Suburban Milwaukee & Ozaukee Counties, ARCW, WAWM Community Coalition, Community Advocates, AIDS Resource Center of Wisconsin, and Mind, Body & Soul Dancers.

About the Milwaukee County Behavioral Health Division

The Behavioral Health Division provides care and treatment to adults, children, and adolescents with mental illness, substance use disorders, and intellectual disabilities through both County-operated programs and contracts with community agencies.

About the Milwaukee County Department of Health and Human Services

The mission of the Milwaukee County Department of Health and Human Services is to enhance the quality of life for individuals who need support living healthy, independent, and safe lives within our community. Our vision is to be recognized as the public model of excellence, leadership, and partnership in human services driving superior outcomes for our community.