***PITCH EMAIL***

**SUBJECT:**

Hi [Reporter Name],

Hope you're well and staying healthy. While we understand that COVID-19 needs to be at the center of your newscasts to get viewers the information that they need, we also want to bring your attention to **how it affects another healthcare crisis that our state is currently grappling with**. In Washington state and in [County Name] we have an opioid epidemic. 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them - usually taken from a friend or family member. **As folks are instructed to quarantine and/or shelter in place due to COVID-19, it is important to recognize that the risk for opioid misuse can increase** in our homes and in our community.

I can connect you with a **local prevention expert** from ***[insert community coalition or organization]*** to speak on this issue (either on the phone or via Skype) and  provide recommendations for **simple** and **easy** ways to safely store and dispose of opioids. They can also share prevention efforts happening locally. Locking up and safely storing medications plays a critical role in keeping ourselves, our loved ones and our community safe during this difficult time.

Please let me know if you're interested in the opportunity to interview a **local prevention expert**. Thank you for your time and consideration!

Best,

[Name of Sender]

***PRESS RELEASE***

**FOR IMMEDIATE RELEASE: 4/XX/20**

**Name**

**Coalition Name**

**Phone**

**Email**

**With DEA’s Medication Take Back Day Canceled, [County Name] Residents Can Utilize Safe Storage and other Disposal Options**

*[Coalition Name] encourages residents to securely store and safely dispose of medications if possible during the government mandated shelter-in-place.*

**[City], WA:** Due to the current COVID-19 pandemic,[Coalition Name] will not be hosting a prescription drug take-back event this April 25th, as was originally planned. The event, designed as a mechanism for the public to dispose of unused or expired prescription medication in a safe and easy way, will be canceled for April, and likely occur next in October.

According to the Washington State Health Care Authority, 75 percent of opioid misuse starts with people using medication that wasn't prescribed for them - usually taken from a friend or family member. As folks are instructed to quarantine and/or shelter in place due to COVID-19, it is important to recognize that the risk for opioid misuse can increase in our homes and in our community.

To address this, [Coalition Name] urges residents of [County] to implement alternative methods for preventing opioid misuse in their community, such as locking up medications to prevent misuse. Washington State also has Take Back sites year-round. Find one near you at TakeBackYourMeds.org. Now, during the government mandated shelter-in-place, it is more important than ever to lock up medications, and dispose of them safely if possible. For resources on easy ways to lock up and protect your family, visit GetTheFactsRx.com.

**###**

**About the [Coalition Name]:**

[Short paragraph about coalition.]

**For more information about the HCA *Starts with One* and *Take You’re your Meds* campaigns, visit** [**www.getthefactsrx.com**](http://www.getthefactsrx.com)**.**