

**FOR IMMEDIATE RELEASE**  
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**Community Impact NC, in partnership with Partnership to End Addiction, launches RxAware – a program to curb opioid misuse and educate families**

NORTH CAROLINA, July 12, 2022 – Community Impact NC (NC), one of North Carolina’s leading organizations committed to preventing alcohol and other drug harms in NC communities, and Partnership to End Addiction, a national nonprofit uniquely positioned to reach, engage and help families impacted by addiction, launched an innovative program today that will help curb opioid misuse. The program, [RxAware](#), aims to educate people on the wide array of non-opioid pain relievers available and offer ways to reduce the risks associated with opioid medications, if prescribed.

According to the NC Department of Health and Human Services, in North Carolina in 2021, there were more than 3,400 overdose deaths, over 90% of these deaths are unintentional.

“Primary Prevention is critical in our efforts to reduce opioid misuse,” said Anna Godwin, CEO of CINC. “The opportunity to, in a non-invasive, non-stigmatizing manner, educate individuals, including parents, regarding the safe use (and storage) of prescription medication, is one that CINC does not take lightly. It is an honor to work with Partnership to End Addiction on RxAware.” Erin Day, COO of CINC went on to say, “Collaboration and relationships with National, State, and Local partners are our most valuable assets and we are excited for this collective impact strategy to launch in NC.”

RxAware is a personalized text messaging program that educates parents, caregivers and individuals on opioid medication safety and non-addictive pain relievers. After texting RXAWARE to 55753, participants will answer a short series of questions about their own – or a loved one’s – pain management needs. The participant will then receive personalized messages vetted by health professionals that provide educational information, resources and actionable support.

With support from Walmart, RxAware is rolling out this summer in North Carolina, Kentucky, Idaho, South Carolina and Tennessee. Local organizations in each state, such as Community Impact NC, have partnered with Partnership to End Addiction to share this resource with residents in their states.

“As a country, we are shattering record after record for overdose deaths. We need to do everything we can to reverse this epidemic,” said Marcia Lee Taylor, Chief External and Government Relations Officer at Partnership to End Addiction. “Our RxAware tool will empower people with information about alternatives to opioids for pain management as well as what they can do to prevent addiction and overdose. Knowledge is power and we are grateful to our partners who are helping us to reach families around the country.”

**About Partnership to End Addiction**

Partnership to End Addiction is a national nonprofit uniquely positioned to reach, engage and help families impacted by addiction. With decades of experience in research, direct service,

communications and partnership-building, we provide families with personalized support and resources — while mobilizing policymakers, researchers and health care professionals to better address addiction systemically on a national scale. For more information, visit [drugfree.org](http://drugfree.org).

### **About Community Impact NC**

With 40 years of service to the community, Community Impact North Carolina (CINC) is one of North Carolina's leading organizations committed to preventing alcohol and other drug harms in our communities. CINC promotes community-centered substance misuse prevention through education, community and environmental strategies, and policy advocacy.

CINC's objective is to engage and support communities in their effort to reduce substance misuse. When all community sectors come together under the common theme of reduced substance misuse, risk factors are addressed, protective barriers are increased, and systemic impact is made. CINC supports communities to build their capacity to create change and determine their own futures.