

MEDIA RELEASE
OVERDOSE AWARENESS THROUGHOUT AUGUST
*Alliance to HEAL and Partners Collaborate to Remember Those Lost to
Overdose in our Community.*

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For More Information Contact: Laura Runchey, 608-785-6367, lrunchey@lacrossecounty.org

Communities all over the Coulee Region and around the world are coming together throughout August to remember those who have lost their lives or suffered permanent injury due to drug overdose. Observed on August 31 every year, International Overdose Awareness Day seeks to create better understanding of overdose, reduce the stigma of drug-related deaths, and create change that reduces the harms associated with drug use.

Alliance to HEAL and its partners will be conducting multiple events during the month of August:

Joint Proclamation and Expert Panel discussing emerging drug trends

August 7 from 5pm-6pm@La Crosse Fire Station #4

Smash the Stigma Main Event to include Food Truck, Music, Resource Fair, Narcan Training

August 17 from 11am-3pm@Coulee Recovery Center

Candlelight Vigil Service

August 28 starting time TBD@Coulee Recovery Center

**Free Narcan will be available at all Overdose Awareness events throughout August.*

By holding these events this year, the people of the Coulee Region are joining themselves to a global movement for understanding, compassion, and change.

In 2023, the Centers for Disease Control and Prevention estimated there were 107,543 lives lost to drug overdoses in the United States. La Crosse County continues to feel the impacts of overdose, having lost 55 lives in 2023 to drug overdose. The number increased 44% from the number of lives lost to overdose in 2022 and is the highest number per year on record with the Medical Examiner's Office.

The Alliance to HEAL is promoting overdose awareness to encourage conversations about overdose, reduce the stigma around drug addiction, and to remember the lives lost in our community. The Alliance to HEAL (A2H) is a coordinated community response to the opioid crisis. Working together, we will defeat the opioid epidemic by creating an alliance of community, medical, government, business, nonprofit, and philanthropic agencies dedicated to reducing the effects of opioids in our community.

Visit the Alliance to HEAL website, alliancetoheal.com, for more resources and upcoming community events:



[Overdose Awareness Day - ALLIANCE TO HEAL](#)