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## New Campaign Focusing on Persistent Disparities In Overdose Deaths for Black Communities

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**From** Adam J. Gaub <Adam.Gaub@gastongov.com>

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**To** Adam J. Gaub <Adam.Gaub@gastongov.com>

**From:** NC DMH/DD/SUS

**Sent:** Wednesday, March 26, 2025 10:18:16 AM

**To:** Hawkins, Chad

**Subject:** New Campaign Focusing on Persistent Disparities In Overdose Deaths for Black Communities

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Kelly Crosbie, MSW, LCSW  
Director, DMHDDSUS

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### Hot Topics | Special Edition


#### **New Campaign Focuses On Persistent Disparities In Overdose Deaths for Black Communities**

Vital Strategies is hosting a webinar at 1:00 p.m. today to launch a new campaign to reduce opioid overdose, with a focus on addressing disproportionately high overdose deaths in Black communities. See below for sign-up information and a video about the campaign.

A partner of DMH/DD/SUS, Vital Strategies has convened a coalition of Black community leaders, government officials, and health experts to create the You Have the Power to Save Lives campaign.

The campaign promotes overdose-reversing naloxone, an easy-to-use nasal spray medication. At the heart of the campaign is a new website, [YouCanSaveLives.org](https://YouCanSaveLives.org), where people can learn how to get naloxone in their community and hear real-world testimonials about the importance of carrying and using naloxone.

NCDHHS maintains its own website where anyone in NC can learn how to get naloxone. Please visit [naloxonesaves.org](https://naloxonesaves.org) to learn more about how North Carolina is working to address the opioid epidemic.

 **With naloxone, the power  
to save lives is in your hand.  
You Have the Power to Save  
Lives**

Watch Video

**Date/Time:** Wednesday, March 26, 2025, 1:00 p.m.

**Location:** Zoom link

**Registration:** [Register for the launch today](#)

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