

Contact: Mary Danielson, APR
(423) 535-7694

Tennesseans Share Opioid Abuse Stories in BlueCross-Sponsored Ad Series

KNOXVILLE, Tenn. — In the fight to reduce prescription painkiller abuse across the state, BlueCross BlueShield of Tennessee Health Foundation has launched a public service campaign – “The Faces of Opioid Addiction” – to encourage Tennesseans to safely store or properly dispose of medications. The first of three TV spots recently debuted in Knoxville and the Tri-Cities regions, areas that have been especially hard-hit by the opioid crisis.

The public service announcements feature Tennesseans sharing the personal toll of opioid abuse on themselves or family members. They include information on the [Count It! Lock It! Drop It!](#)[™] program, a community approach to prescription drug misuse that is being expanded through a \$1.3 million BlueCross Health Foundation grant to counties with high rates of opioid overdose and deaths.

In addition to the TV spots, the campaign will also feature radio and print pieces statewide over the next year.

The Count It! Lock It! Drop It! program encourages community members to:

- **Count It!** Count pills every two weeks to monitor theft and help ensure medications are taken properly.
- **Lock It!** Lock and store them in a secure place where others would not think to look.
- **Drop It!** Take unused or expired medications to drop boxes located in participating law enforcement offices or pharmacies or during take-back events.

For more information on Count It! Lock It! Drop It! or to locate a drop box, visit www.countitlockitdropit.org.

About BlueCross BlueShield of Tennessee Health Foundation, Inc.

The BlueCross BlueShield of Tennessee Health Foundation, Inc. was established in December, 2003 as a 501(c)(3) not-for-profit corporation organized to promote the philanthropic mission of BlueCross BlueShield of Tennessee. The foundation awards grants focused on high-impact initiatives across the state, which promote healthy lifestyle choices and help control health care costs for all Tennessee residents. Working with civic and economic partners, the foundation is dedicated to the support of research, innovative programs and creative approaches to improve the health and quality of life of Tennesseans for generations to come.

About BlueCross®

BlueCross BlueShield of Tennessee's mission is to provide peace of mind through better health. Founded in 1945, the Chattanooga-based company is focused on serving more than 3.4 million members in Tennessee and across the country. BlueCross BlueShield of Tennessee Inc. is an independent licensee of the BlueCross BlueShield Association. For more information, visit the company's website at bcbst.com.

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