

COACHES VS OVERDOSES

School District Educational Toolkit



Coaches vs. Overdoses Initiative Overview

Purpose

The Coaches vs. Overdoses Initiative is a proactive prevention and drug disposal blitz in partnership with DisposeRx targeting opioid abuse and overdose deaths, especially among student athletes. In March 2023, Lt. Governor Hall-Long, DOE, and state law enforcement officials in Delaware announced that the state would be partnering with DisposeRx to distribute easy to use prescription drug disposal kits to Delaware students and families. October 2023 the education campaign began at Delaware high school football games with appearances by Lt. Governor Bethany Hall-Long and Pro Football Hall of Famer Randy White.

The initiative features public service announcements from sports legends, educational materials for students, and free drug disposal kits to promote the proper disposal of medication.

What are DisposeRx Packets?

The DisposeRx at-home medication disposal solution was developed to help reduce the risks associated with keeping unused medications by providing a tool for patients to use to dispose of medications when they are no longer needed. All medications can carry risks of accidental poisonings, and we know that powerful opioid medications can lead to confusion, addictions, overdoses, suicide attempts or death. Find out more by visiting the website links below:

Coaches vs. Overdoses Website

[Coaches vs. Overdoses - Coaches vs. Overdoses \(coachesvsoverdoses.com\)](https://coachesvsoverdoses.com)

DisposeRx Website

[Medication Disposal Packets - DisposeRx, Inc.](https://www.dispose-rx.com)

Coaches vs. Overdoses Initiative: A State Partnership



“Far too many of us know someone struggling with substance use disorder. As chair of Delaware’s Behavioral Health Consortium, I’ve seen the impact this epidemic has had on communities and families throughout Delaware. The good news is that we are fighting back to bench opioids and save lives. Through the Coaches vs. Overdoses initiative, we are working to educate student athletes and parents about the dangers of opioids and promote the prevention and treatment resources available here in Delaware.”

-Lt. Governor Bethany Hall-Long, Ph.D., R.N.

“As parents and guardians all of us need to be more aware about potential dangers to our families in our own homes. We’re proud to partner with the lieutenant governor and Delaware State Police to help get this tool to our families.”

- Secretary of Education Mark Holodick



Media Links

- [Football legend promotes safe drug disposal program \(delawareonline.com\)](https://delawareonline.com)
- ["Bench Opioids": Opioid prevention geared towards DE student athletes | The Latest from WDEL News | wdel.com](https://wdel.com)
- [Delaware Lt. Governor Bethany Hall-Long announces Bench Opioids Initiative - 47abc \(wmdt.com\)](https://wmdt.com)
- [A new prescription drug disposal initiative comes to the First State | Delaware First Media \(delawarepublic.org\)](https://delawarepublic.org)
- [NFL Hall of Famer Randy White visits Newark to announce initiative to tackle opioid abuse | News | newarkpostonline.com](https://newarkpostonline.com)

Video Public Service Announcement-Lt. Governor Hall-Long & Randy White

- [Video Public Service Announcement](#)

Additional Delaware Based Resources

- [Prevent. Treat. Recover. | Help is Here Delaware](#)
- [Home - Delaware Goes Purple](#)
- [Delaware Division of Prevention & Behavioral Health Services](#)
- [Behavioral Health Consortium - Lieutenant Governor Bethany Hall Long - State of Delaware](#)
- Delaware Division of Prevention and Behavioral Health Services Prevention Helpline and email address—Reach out for additional prevention information, resources, and locking medication boxes for Delaware children and families:
 - (302) 633-2680-Prevention Helpline
 - PBHS_Prevention_Inquiries@delaware.gov

How can your school get involved?

- Download the Prevention Playbook
- Distribute educational materials throughout the school, including posters
- Organize an event with students to raise awareness
- Play the Coaches vs. Overdoses PSA at school-related events or sports games
- Coordinate a PSA during school sports (draft script below)
- Request DisposeRx kits for events at your school by contacting the Delaware Division of Prevention and Behavioral Health Services at:
PBHS_Prevention_Inquiries@delaware.gov

Educational Materials- Get Started Today

Link to the Prevention Playbook

- [Delaware Prevention Playbook](#) – Hard copies of this playbook are available through the Division of Prevention and Behavioral Health Services within the Department of Services for Children, Youth, & Their Families (DSCYF). Email PBHS_Prevention_Inquiries@delaware.gov to get yours!

Links to DisposeRx Handouts and Educational Resources

- [DSCYF Prevention Resources for Schools and Coaches](#)
- [Dispose Rx Engagement Flyer](#)

PSA Scripts for School Sports PA Announcers

40 Second PSA Script for PA Announcer:

(Insert School Name) is proud to join the Coaches vs. Overdoses effort to bench opioids and save lives. Together we can stop overdoses from destroying lives through prevention and proper drug disposal. This season, Delaware High School **(Insert Sport)** coaches are joining Lt. Governor Bethany Hall-Long and Pro Football Hall of Famer Randy White to provide prevention and education materials to parents and student athletes to help tackle the opioid and fentanyl crisis.

Please use your prevention playbook and remember – never take what you're not prescribed and that just one pill can kill.

THANK YOU for helping protect our community and joining the Coaches vs. Overdoses effort.

Don't forget to grab your free in-home drug disposal packet provided by DisposeRx at the end of the game (If available)

25 Second PSA Script for PA Announcer:

(Insert School Name) is proud to join the Coaches vs. Overdoses effort to bench opioids and save lives. This season, Delaware High School **(Insert Sport)** coaches are joining Lt. Governor Bethany Hall-Long and Pro Football Hall of Famer Randy White to provide prevention and education materials to parents and student athletes to help tackle the opioid and fentanyl crisis.

Please use your prevention playbook and remember – never take what you're not prescribed.

Don't forget to grab your free in-home drug disposal packet provided by DisposeRx at the end of the game. (If available)