Press Release – **(INSERT SCHOOL NAME)** to Participate in ‘Be The One’ Initiative

For more information contact: **(INSERT NAME & CONTACT INFO)**

FOR IMMEDIATE RELEASE

**(INSERT SCHOOL NAME) to Participate in Statewide Initiative by Providing Lifesaving Measures on Campus**

**(INSERT SCHOOL NAME)** is participating in an overdose prevention initiative, created for West Virginia college and university campuses, entitled, “Be The One.” The initiative is the first of its kind and will focus on opioid overdose prevention from a bystander’s perspective, encouraging students, staff, and faculty to *Be The One* to save a life.

A project of the initiative includes the distribution and installation of the ONEbox. ™

The ONEbox™ is an on-demand, one-of-a-kind, technology-enabled opioid overdose rescue response kit that contains two doses of opioid reversal medication, and naloxone. The box also contains instantaneous video instructions that are activated when ONEbox™ is opened. This video talks the responder through the overdose emergency and administration of naloxone. A training mode is also available for use during a non-emergency.

The Be The One Initiative was created by the West Virginia Collegiate Recovery Program (WVCRN) and the West Virginia Drug Intervention Institute (WV DII), with the goal of increasing prevention and recovery efforts on West Virginia campuses, educating individuals in medication safety, and training them how to properly respond to an overdose. *The ONEbox was created by Murphy Media, Inc. and is managed by the West Virginia Drug Intervention Institute, Inc.*

**(INSERT QUOTE FROM SCHOOL PRESIDENT OR OTHER REPRESENTATIVE)**

**“**We believe naloxone should be easily accessible everywhere and through our partnerships with WVDII, colleges and universities around the state we are decreasing stigma and providing vital resources to help save lives,” explained Susie Mullens, director of the WVCRN.

As someone who worked on college campuses for 25 years, and responded to campus overdose, Dr. Susan Bissett, president of the WV DII believes that this initiative is much needed. “College campuses are representative of the communities in which they are housed; and they are often the hub for activity in their town,” said Dr. Bissett. “Our campus buildings have AEDs, first aid kits and fire extinguishers and so the ONEbox is just one more way to keep our campuses, our students and our communities safe.”

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For more information regarding **(INSERT SCHOOL NAME)**’s participation in the Be the One initiative, contact **(INSERT NAME & CONTACT INFO)**. For more information regarding the **Be The One** initiative, the West Virginia Collegiate Recovery Network, or the West Virginia Drug Intervention Institute please contact Dr. Susan Bissett at: [susan@wvdii.org](mailto:susan@wvdii.org), Susie Mullens at: [mullens20@marshall.edu](mailto:mullens20@marshall.edu), or call (681) 205-2287.

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