



MAYOR JOSEPH P. GANIM
BRIDGEPORT, CT

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For More Information:

Dalmarys Matos (203) 576-7201

dalmarys.matos@bridgeportct.gov

-Press Release-

**LOCAL MUNICIPAL AND HEALTH LEADERS UNITE FOR
A CALL TO ACTION AGAINST OPIOID ADDICTION
MAYOR GANIM, HEALTH DIRECTOR BOND LAUNCH OPIOID
AWARENESS CAMPAIGN 'BPTIAMU'**

Video: <https://www.facebook.com/Mayorganim/>



BRIDGEPORT, CT – In response to the national opioid crisis, Mayor Ganim and Health Director Maritza Bond were joined by Fairfield First Selectman Mike Tetreau, Trumbull First Selectman Vicki Tesoro, health directors from Fairfield, Trumbull, Stratford, Monroe, and New Haven, Bridgeport Fire Chief Thode, and representatives of the police departments from Bridgeport, Fairfield, Stratford, and Trumbull, as well as surrounding municipal health and prevention leaders for a call to action against Opioid addiction. Mayor Ganim and Health Director Bond took the opportunity to collaborate with regional leaders to launch the 'BPTIamU' Opioid awareness campaign.

“This is a national problem that knows no boundaries. Opioid overdoses are taking lives and devastating families and residents in our cities and towns across the state,” said Mayor Ganim.

“The BPTIamU Opioid campaign is a valuable tool that can educate the community on support services and resources while sharing powerful testimonials of recovery and hope. It is our belief that by partnering with our surrounding towns we can increase awareness on this epidemic to end it.”

The BPTIamU initiative was designed to support those in active addiction or early recovery, highlight prevention efforts through education and strengthen collaboration among communities, public and private non-profit agencies, as well as federal, state, local, and tribal governments.

Bridgeport Health Director Maritza Bond said, “It is exciting to see this project come into fruition. The Bridgeport Health Department is committed to reducing opioid-related deaths among our citizens. And we are not alone in this fight! This is not an independent battle. That is why we are working collectively with other municipal leaders. There are many phases of awareness the Health Department is undertaking through our BPTIamU Campaign to reduce stigma among those actively using and in recovery, identify hotspots throughout the City, and coalesce resources with our community stakeholders to combat this epidemic.”

Additionally, BPTIamU will include a video component to highlight the challenges of being debilitated by and overcoming opioid addiction, based on the testimonials of those in recovery and leaders fighting to eradicate the opioid epidemic. This documentary will be used to educate the general public, invested stakeholders, and other families and friends in the community.

First Selectman Mike Tetreau said, “The crisis with opioid abuse affects us all whether you reside in Connecticut’s cities, suburbs or rural communities. We are committed to doing all we can to address the issue of opioid abuse. We have dedicated staff time to promote the resources currently available and we continue to work with community coalitions such as Fairfield Cares to secure grants for educational work to reach residents, doctors, pharmacists and clergy on the dangers of opioids and the role each of them can have to prevent opioid abuse.”

First Selectman Vicki Tesoro said “Everyone knows someone who has been impacted by this epidemic of substance abuse and addiction. In Trumbull, our community partners have been fighting this devastating disease on a number of fronts – through education, reducing access to prescription and illicit drugs, providing Narcan to first responders and the community, and helping family’s access assistance and support. There is still much work to be done, and I look forward to expanding Trumbull’s efforts through regional collaboration.”

For more information on opioid abuse and recovery efforts, go to BridgeportCT.gov/BPTIamU.

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