A Public Health Crisis Continues

### Poisoning is the leading cause of injury deaths in [state], and drugs cause [#] out of 10 poisoning deaths. Drug poisoning deaths, also called overdoses, [doubled, tripled] since [year], surpassing motor vehicle traffic-related deaths in [year] (Figure 1). In [most recent year], the poisoning death rate was XX.X deaths per 100,000 persons, and the drug overdose death rate was XX.X deaths per 100,000 persons, compared to a motor vehicle traffic-related death rate of XX.X deaths per 100,000 persons.

**Figure 1. Drug overdose death rates\* compared to motor vehicle-related death rates, [State] residents, 1999-2013**

Drugs Caused # out of 10 Poisoning Deaths

In [most recent year], drugs and medications –prescription drugs, illicit drugs, and over-the-counter medications, - were the underlying cause of death for xx% of all poisoning deaths. Of the drug overdose deaths, XX% were unintentional, XX% were suicide or intentional self harm, and XX% had undetermined intent. Males had rates X times higher than females and persons aged XXX had the highest rate of all age categories

**Table 1. Drug overdose deaths: Demographic characteristics and intent, [State] residents, 20XX**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Number | Percent | Rate per 100,000 persons |
| Gender  |  **Female** |  |  |  |
|  |  **Male** |  |  |  |
| Age (in years)\*  |  **15-24** |  |  |  |
|  |  **25-44** |  |  |  |
|  |  **45-54** |  |  |  |
|  |  **55 and older** |  |  |  |
| Intent |  **Unintentional (also known as “accidental”)** |  |  |  |
|  |  **Suicide** |  |  |  |
|  |  **Undetermined** |  |  |  |

 \*0-14 age group not included due to small numbers.

**State Health Department LOGO**

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Opioid Pain Relievers Contributed to XX% of the Drug Overdose Deaths

Opioid pain relievers, such as oxycodone or hydrocodone, contributed to XXX (XX percent) of the XXX drug overdose deaths in [most recent year]. These results might be undercounts, because the percent of drug overdose deaths that had only unspecified drug(s) listed as contributing to the death ranged from XX percent in 1999 to XX percent in 20XX.

Addressing the Issue

* Describe key strategies here.
* Tell a story: the why (purpose), who (lead organization executing the strategy), how (funding, example activities), and so what (the results) for each strategy or for each organization.
* Describe surveillance activities, upcoming analyses, and/or where to get additional data results
* Keep the audience in mind: state injury programs, other public health professionals, partners in the jurisdiction working on prescription drug harm or addressing substance abuse or reducing poisoning.
* Confirm with your organization or partners if they want their contact information or website included.
* Delete bullets as needed.

**Figure 2. Number of drug overdose deaths involving opioid pain relievers and other drugs, [State] residents, 1999-2013**

**[STATE DEPARTMENT OF HEALTH]**

**[State DPH Injury Prevention Program Website]**

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