A Public Health Crisis Continues

### Poisoning is the leading cause of injury deaths in [state], and drugs cause nearly [#] 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 [year], the most recent year of data available on deaths of [state] residents, 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**

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.
* Delete bullets as needed.
* 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.

**State Health Department LOGO**

**This document was produced in conjunction with CDC's Core Violence and Injury Prevention Program**

**Under Cooperative Agreement 11-1101.**

**State DPH Injury Prevention Program Website**

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Existing Strategies in State to Address Issue

* This space can be used to list existing strategies in the state or jurisdiction.
* Highlight the partner organizations working on the strategies.
* It is helpful to identify the lead organization for each strategy.
* Confirm with the organizations if they want their contact information or website included.
* Delete bullets as needed.
* Delete one text box if that style fits the information better.
* Highlight key information related to strategies.
* 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.

**[STATE DEPARTMENT OF HEALTH]**

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