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**CITY OPIOID TASK FORCE LAUNCHES PUBLIC SERVICE ANNOUNCEMENTS AS NEW C.O.B.R.A PARTNERSHIP BEGINS WITH CITY AND HOSPITAL**

The City of Bristol Opioid Task Force public service announcement videos are now live on the City of Bristol website. The PSAs are being used as educational tools in an effort to combat the opioid and addiction crisis facing our community and others across the country.

The series of 13 videos features local families and focuses on the toll addiction takes on the individual, their families, first responders, the hospital, and the community in general. "The hope is that these videos will help those in crisis and provide an avenue to seek recovery and to take away the stigma associated with addiction," stated Mayor Ellen Zoppo-Sassu.

In addition to the video PSAs that are available to be shared on various platforms, the City of Bristol Recovery Alliance began on November 1<sup>st</sup>. The Police Department now has the discretion to refer people to the ER to determine a treatment path. The ER now has Recovery Coaches in place, via a grant, that will assist in placing people who are ready to conquer their alcohol or substance abuse issue. By doing so, they can avoid court proceedings and potential jail time. "We have created a safe zone to foster an opportunity for people to get help and beat this opioid problem which often times can lead to a heroin problem," stated Police Chief Brian Gould.

"In April, the City Council voted to be a Recovery-Friendly Community," stated Marco Palmeri, Director of the Bristol-Burlington Health District. "This is an important community to having support for the families, for employers, and to promote a healthy dialogue about where people can get help and how."

"We all know families who have struggled with addiction," stated Councilwoman Mary Fortier. "The work of the Task Force is to consistently let Bristol people know that there is help, from the 24/7 access to the Drug Collection container in the lobby of the Police Department, to the availability of Narcan and trainings of how to use it, to resources for recovery and counseling. We hope people will visit the website, share the videos on social media, and start a conversation with their families or co-workers. It could save a life. "

The videos are available at [www.bristolct.gov](http://www.bristolct.gov) under the Opioid Community Crisis Information tab on the home page. The Mayor's Facebook Page and the Police Facebook Page will also be spotlighting the various PSAs each week.

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**City of Bristol**

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