



Bergen County Prosecutor's Office PRESS RELEASE

TO: ALL NEWS MEDIA
FROM: ACTING PROSECUTOR GURBIR S. GREWAL
DATE: NOVEMBER 1, 2016
CONTACT: MAUREEN PARENTA (201) 226-5509 [OFFICE]
PUBLIC INFORMATION OFFICER (551) 265-8567 [CELL]
PRESS@BCPO.NET IS PREFERRED

BERGEN COUNTY PROSECUTOR'S OFFICE LAUNCHES #StopTheODs – A SOCIAL MEDIA CAMPAIGN HIGHLIGHTING THE HEROIN EPIDEMIC IN THE COUNTY AND THE LIVES SAVED BY LAW ENFORCEMENT

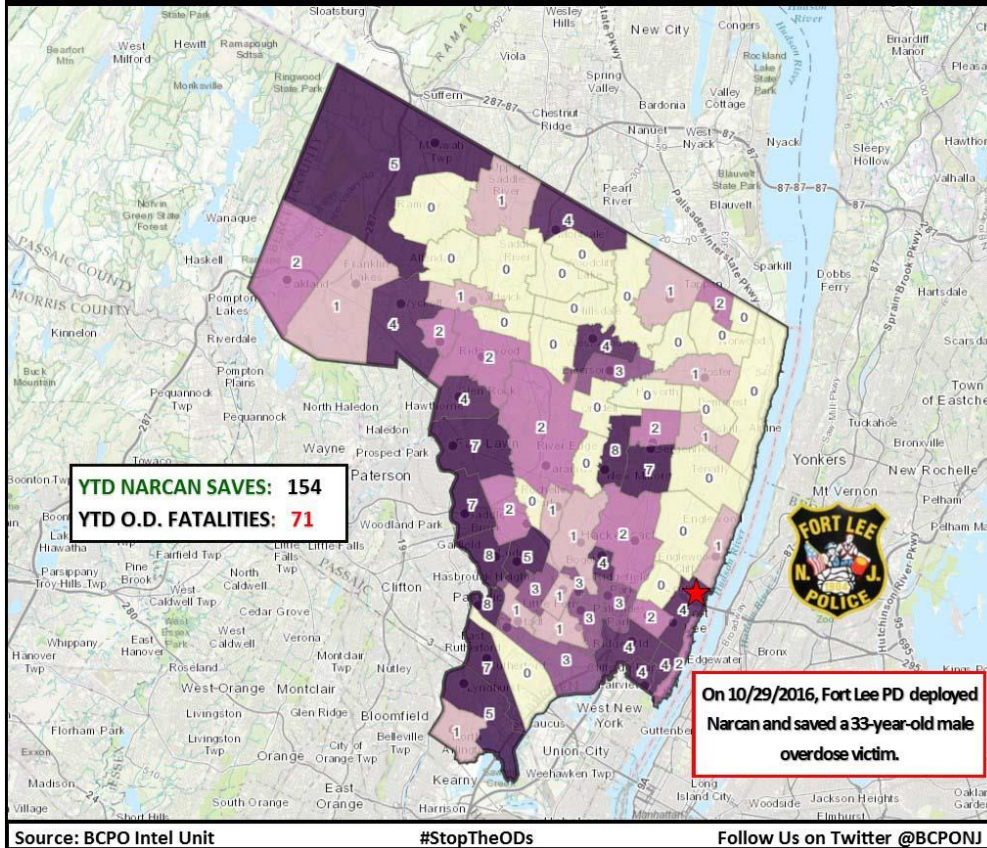
Acting Bergen County Prosecutor Gurbir S. Grewal kicked off a new social media campaign today designed to highlight the scope of the heroin epidemic in Bergen County and to bring attention to the lifesaving work being done by law enforcement officers throughout Bergen County to save victims of drug overdoses.

Using its Twitter Account – @BCPONJ – and the hashtag, #StopTheODs, the Bergen County Prosecutor's Office ("BCPO") will be providing periodic updates regarding fatal drug overdoses in Bergen County, as well as updates detailing those lives saved by County law enforcement through administering Narcan, the overdose reversal drug. In addition, the BCPO will use the hashtag and social media to update the public regarding upcoming initiatives and seminars designed to educate the public, including youth, about the various pathways to, and perils of, heroin and opioid addiction.

The updates will follow the general format below, which is today's update detailing the most recent Narcan save by law enforcement in the County, and will include a map depicting the location of the Narcan save or fatal overdose, as well as a running tally of such incidents:



Bergen County - Narcan Save Alert



“Our goal with this campaign is to not only show the public the scope of this epidemic, which affects every corner of this County, and does not discriminate between rich or poor, young or old, male or female, or among any other social distinctions, but also to highlight the terrific, lifesaving work by law enforcement agencies in Bergen County, who are on the front lines of this fight and saving countless lives by deploying Narcan,” stated Acting Prosecutor Grewal. “These visual graphics are intended to provide a daily reminder of how real and pervasive the problem is in this County and to encourage all of us to do our part to prevent the next overdose,” said Grewal. “By sharing this information, we hope that parents, educators, and others can use it to have difficult conversations and to do more.”

The BCPO is also asking the public to share their own experiences and suggestions concerning this issue by following the BCPO’s efforts on Twitter and by using the hashtag #StopTheODs.

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