

# COUNTY OF KANE



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Media Release

4/23/2024

## Kane County Health Department Unveils “Your Story Matters” Opioid Awareness Campaign

Amid the growing number of overdose-related deaths attributed to opioid and fentanyl use, the Kane County Health Department (KCHD) is launching “Your Story Matters” – a campaign to raise awareness of the epidemic. The campaign also will inform individuals currently using opioids of the risk of overdose, and resources that can help while prioritizing harm reduction, humanity and compassion.

The ongoing crisis impacts people of all ages, genders, races and socioeconomic statuses. “Your Story Matters” intends to reach Kane County residents of all demographics including those with substance use disorders, family members, fellow community members, first responders and healthcare personnel.



“The impacts of opioid overdoses are far-reaching and affect so many in Kane County, from those suffering with opioid addiction and their loved ones to the many first responders and healthcare providers who give treatment,” said Michael Isaacson, KCHD Executive Director. “Through this campaign, we hope to help everyone impacted by this crisis and to direct them to the resources they may need.”

Framed around the concept that every person has a unique and compelling story to share, KCHD has developed a series of videos highlighting the testimonies of people with close ties to the epidemic. These are available at [overdoseinfo.org](http://overdoseinfo.org).

“Although this is a crisis that impacts a large number of people, everyone has an individual story, and each of their experiences matters,” Isaacson said. “By sharing

those stories, we hope that others who can relate to them feel less alone and more comfortable reaching out and getting the help that's available.”

To accompany this series of video testimonies, KCHD will launch a robust social media campaign encouraging people to share their stories under the #YourStoryMatters hashtag. This will help reach larger audiences and increase awareness of the opioid/fentanyl epidemic and its detrimental consequences.

By placing harm reduction at the forefront, the campaign also aims to educate the public about the benefits of naloxone, a life-saving nasal spray that can reverse an opioid-related overdose. A grant from the state of Illinois to assist distribution of naloxone has given Kane County the opportunity to put the treatment into as many hands as possible.

“Opioid addiction can hit anyone, and it impacts people across all ages, races, and economic statuses,” Isaacson said. “By showing compassion and empathy for people, regardless of their situation or background, and offering information and resources, we’re hoping to help as many people as possible who have been impacted by this epidemic.”

As of 2022, an estimated [15.9 opioid-related deaths](#) occurred for every 100,000 people in Kane County alone. In Kane County, fentanyl was a factor in 73% of deaths due to opioid overdose.

To learn more about “Your Story Matters,” please visit [overdoseinfo.org](https://www.overdoseinfo.org). To follow along on social media, use the links below.

<https://www.facebook.com/kanehealth>

<https://www.instagram.com/kanecountyphd/>

<https://www.linkedin.com/company/kane-county-health-department>

[www.youtube.com/@kanecountyhealthdept](https://www.youtube.com/@kanecountyhealthdept)