

*Hi, I'm (insert name, title and station affiliation). You've probably seen our coverage of the growing opioid addiction epidemic in northeast Ohio. What you might not know is how many of these tragedies begin - with a seemingly innocent prescription for pain medication from the family doctor. That's why we, along with the Cuyahoga County Opioid Marketing Task Force, are encouraging you to Know the Risks. Go to URL TBD to learn which pills are opioids, alternative ways of dealing with pain and more. What starts as a prescription can end with an addiction - Know the Risks.*

PSA MANDATES:

- Copy
  - "What starts as a prescription can end with an addiction"
  - "Know the Risks" tag line
- Visual
  - Know the Risks logo



**:30 RADIO PSA: “KNOW THE RISKS”**

ANNCR VO:

*Did you know that commonly prescribed medications like OxyContin, Percocet and Vicodin are actually in the same drug family as heroin?*

*These medications, called opioids, can be very effective in treating chronic pain. For some people, however, they can lead to physical and mental addiction that is nearly impossible to break.*

*That’s why (STATION NAME) and the Cuyahoga County Opioid Marketing Task Force would like you to Know the Risks of opioids.*

*Because what starts with a prescription can end with an addiction.*

*Ask your doctor for an alternative and learn more at [KnowtheRx.org](http://KnowtheRx.org)*

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**:15 RADIO PSA: “KNOW THE RISKS”**

ANNCR VO:

*Did you know that opioids like Oxycodone, Percocet and Vicodin are actually in the same drug family as heroin and can lead to physical and mental addiction?*

*(STATION NAME) and the Cuyahoga County Opioid Marketing Task Force would like you to Know the Risks.*

*Learn more at [KnowtheRx.org](http://KnowtheRx.org)*

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- Copy
  - “What starts as a prescription can end with an addiction”
  - “Know the Risks” tag line