

# How Facebook is Addressing the Opioid Crisis

The opioid epidemic is an issue that affects families throughout the United States, and combating it requires a multi-sector effort. Leaders on the front line are using social media as a tool to respond. More broadly, Facebook is being leveraged to support prevention, education, de-stigmatization, addiction support, and recovery efforts. As a company, we're committed to fully capitalizing on the power of our platform to help address the crisis.

## LEARNING FROM THE EXPERTS

We take our role in helping fight this epidemic seriously, but we are not the experts. That's why we're working with local and national organizations – from **SAMHSA**, to **Facing Addiction** and the **Partnership for Drug-Free Kids** – to maximize the impact of our efforts.

We're also continuously learning from the people working on the ground. For example, we collaborated with the Attorney General of New Mexico, Hector Balderas, to bring together community leaders, health practitioners, academics, and first responders to explore solutions.

## SUPPORTING PEOPLE ON THE FRONT LINES

Facebook is helping to enhance the efforts of those on the ground in a number of ways, from providing in-kind support to leveraging Facebook products to better engage with people in need.

## BELOW ARE SOME EXAMPLES

### ShatterProof

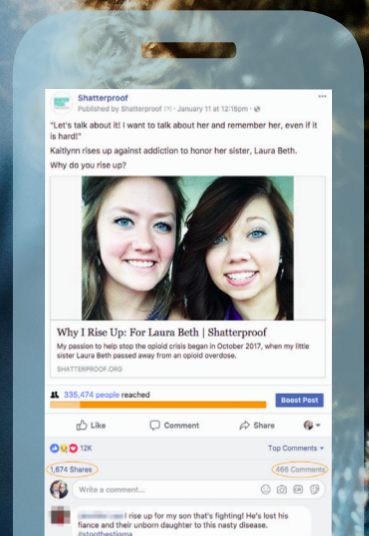
We provided in-kind support to [ShatterProof](#), a leading national non-profit dedicated to ending the devastation addiction causes families, enabling its Facebook campaign to reach nearly one million people, and inspiring them to share over 26,000 personal stories in an effort to break down stigma and increase support.

### Ad Council, Truth Campaign & The White House

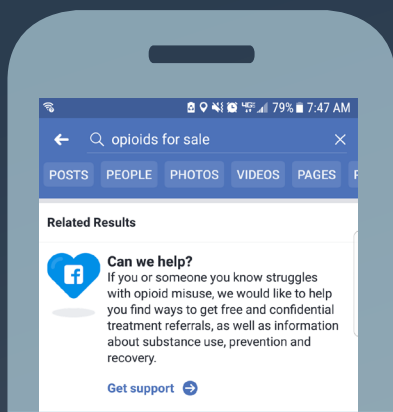
In June 2018, the **Ad Council**, **Truth Campaign**, and the **White House** launched a series of public service announcements to encourage prevention, which we helped amplify on Facebook through in-kind support.

### Partnership for Drug-Free Kids

We partnered with **Partnership for Drug-Free Kids** to make their helpline easily accessible on Messenger. The Partnership reports that they have been able to help almost 1,600 families in need this year through Messenger alone.







## CONNECTING PEOPLE TO RESOURCES THROUGH SEARCH

We are committed to making it easier for people who struggle with opioid misuse to find treatment and resources for recovery. Searches on Facebook and Instagram about buying or selling opioids, or for help with opioid misuse, now direct people to the [SAMHSA National Helpline Information Page](#) and [other resources](#) that provide free and confidential treatment referrals.

## PREVENTING MISUSE ON OUR PLATFORM

We're also committed to preventing bad actors from misusing our platform. Our Community Standards prohibit buying, selling or trading non-medical or pharmaceutical drugs on Facebook. So, when we become aware of content on Facebook that is facilitating activity like drug sales, we remove it.

We've taken active measures to ensure that people struggling with addiction can find support without encountering scams or predatory behavior. Based on feedback from experts, we now only allow addiction treatment centers pre-certified by our [third-party partner, LegitScript](#), to advertise to people in the United States.

## UNLEASHING THE POWER OF COMMUNITIES

Online communities on Facebook have become an essential source of addiction support. There are hundreds of opioid recovery communities on our platform - ranging from **50 to 50,000** members. We are encouraged by the myriad of ways people are connecting with each other and using Facebook to:

1

Provide emotional support for people in recovery and their families

2

Identify resources for people in recovery and their families

3

Act as forums for health and medical professionals to exchange best practices

## PEOPLE FACING ADDICTION

[People Facing Addiction](#), which was started by the leading national non-profit [Facing Addiction with NCADD](#), is a powerful example of a Facebook group that provides a safe place for support, honest discussion and milestone celebrations, as well as a way to memorialize loved ones. The group has also served as a forum to encourage civic engagement and advocacy, and has credited the Facebook community with helping them have an impact on the national policy conversation around the opioid crisis. This is just one of many Groups we're supporting, by providing tools and guidance to leverage the power of our platform: to build communities, connect people, and rally them to combat the crisis.

“The idea that I can overcome my shame and tell my story is an advocacy action. Someone coming out of the recovery ‘closet’, families sharing their stories of loss publicly -- speaking out is an advocacy action in and of itself.”

Greg Williams  
VP OF FACING ADDICTION WITH NCADD