

# PRESS RELEASE

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## Pharmacists for Healthier Lives Offers Perspective on Opioid Crisis

*Coalition Launches ‘Opioid Crisis’ Awareness Effort this Month, Providing Insight on Policy and Patient Practice*

**Arlington, Va.** – [Pharmacists for Healthier Lives](#) (PfHL) - a coalition of pharmacy and healthcare organizations raising awareness of how pharmacists help people live their healthiest lives – today announced the launch of a campaign designed to educate consumers on the critical role pharmacists play in helping patients use prescribed opioids safely and effectively.

The campaign includes videos featuring coalition partners that will run on Facebook this month and can be found on the [PharmacistsforHealthierLives.org](http://PharmacistsforHealthierLives.org) website.

As the medication experts on a patient’s healthcare team, pharmacists can identify health problems associated with pain management and addiction. They are specially trained to provide counsel and set a course of action to ensure best patient outcomes, thus reducing the risk of addiction.

“When it comes to information about pain management and the risks involved with taking opioids, pharmacists are one of your most accessible resources for medication advice,” said Dr. Lucinda L. Maine, Executive Vice President & CEO of the American Association of Colleges of Pharmacy (AACP). “As 90 percent of Americans live within five miles of a pharmacist, they are easily accessible for consultation and advice.”

This is the fourth video series PfHL has produced highlighting specific, timely healthcare issues and the role pharmacists play in improving patient outcomes. The other videos tackle issues such as the importance of immunizations, the diverse settings in which pharmacists practice, and increasing access to affordable medications.

PfHL maintains that anyone who has questions about their medications or healthcare needs should consult their pharmacist.

For more information about the campaign and to view all of PfHL's videos, please visit <https://pharmacistsforhealthierlives.org/impact-stories>.

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*[Pharmacists for Healthier Lives](#) (PfHL) is a national awareness initiative aimed at highlighting the important role pharmacists play in helping people live their healthiest, happiest lives. Our goal is to educate the public about the variety of services pharmacists perform and the rigorous training they undertake to achieve the PharmD (Doctor of Pharmacy) degree, and to raise the profile of pharmacy as an essential healthcare profession.*