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North County Justice Allies and North County LGBTQ Resource Center host press conference:
August 24, 12pm press conference, held at Encinitas City Hall,
precedes public International Overdose Awareness Day event, August 29, 2021

Encinitas, CA: Today, the Addiction Awareness Initiative (AAI) of the North County Justice Allies (NCJA) and the North County LGBTQ Resource Center (NCLGBTQ) announce a press conference to be held August 24, 2021, at 12:00 pm at Encinitas City Hall in preparation of the second annual awareness event which will take place at Encinitas Community Park, in Encinitas, CA, on Sunday, August 29, 2021, from 4:00 pm to 6:30 pm, in recognition of International Overdose Awareness Day (IOAD).

This last year alone, 93,000 people have died from Overdose. Fentanyl continues to flood our streets and drugs poison young and old community members. The recent 27-billion-dollar opioid settlement will bring much needed relief funds to our devastated communities. We call on our community, sheriff's department, service providers and city officials to take immediate action to raise awareness about the dangers of opioids and synthetic opioids and offer increased services, including harm reduction strategies to those in need.

The IOAD event includes education and Narcan training, made possible through partnerships with San Diego Harm Reduction Coalition, Acadia Health, Brothers of Surf, and MHS Oceanside.

Families who wish to honor their loved ones at the August 29 event should contact the NCJA at <https://www.ncjusticeallies.org/>.

NCJA would like to highlight the following facts:

- Fentanyl related deaths have been on the rise in San Diego County, doubling between 2019 and 2020.
- More than 93,000 Americans lost their lives in 2020 due to drug overdoses.
- This figure is up almost 30% from 2019, an increase attributed in part to Covid-19.
- Encinitas has a higher rate of death by overdose than the County of San Diego

About AAI: The Addiction Awareness Initiative was founded by the North County Justice Allies to break the stigma, support those in need with harm reduction options, educate the community about addiction, and network with organizations and elected officials to advocate for policy change. NCJA are a 501(c)4 group comprised of women, men, professionals, teachers, artists, writers, parents, grandparents, mothers, fathers, people from all walks of life, religions, orientations and age groups who pledge to fight for vulnerable communities.

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