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The Truth About Opioids Campaign Wins Emmy Award

Campaign underscores the importance of youth opioid misuse prevention and education

WASHINGTON, D.C. (May 3, 2019) – The youth opioid misuse prevention campaign, [The Truth About Opioids](#), won an Emmy in the *Outstanding Special Class – Short Format Daytime Program* category of the 46th Annual Daytime Creative Arts Emmy Awards for the public education spot, “[Treatment Box: Rebekkah's Story](#).” The six minute video brings viewers face to face with the truth about opioids by capturing 26-year-old Rebekkah’s experience with opioid addiction through a multiscreen installation in New York City and the emotional reactions of passersby. *Treatment Box* demonstrates that opioid addiction can happen to anyone after just five days, while uncovering the aspects of opioid addiction that most people don’t see: the power and unrelenting hold it has on its users.

The campaign was the result of a collaboration between the White House Office of National Drug Control Policy (ONDCP), Ad Council and Truth Initiative®, the national public health organization behind the **truth** campaign, focusing on reducing the misuse of opioids among youth and young adults. *The Truth About Opioids* is an expansion of the nationally recognized, evidence-based **truth** tobacco prevention counter-marketing campaign that has a proven track record in helping to bring the youth cigarette use rate down from 23 percent in 2000 to an historic low of 4.6 percent in 2018.

“Through Rebekkah’s story, we hope to destigmatize and humanize opioid dependence while helping the public understand the facts about addiction with the ultimate goal of preventing and reducing misuse of opioids among youth and young adults,” said Robin Koval, CEO and President of Truth Initiative. “[The latest data](#) show that 2.5 million young adults (ages 18-25) reported misusing an opioid. We are grateful to Rebekkah for sharing her experience and educating young people that opioid dependence can happen after just five days.”

The Truth About Opioids debuted in June 2018 with first-person stories of young Americans with an opioid use disorder. The multi-channel, opioid prevention effort was designed to help young people understand the facts about opioids, the risk of addiction and the crucial role young people can play in solving the crisis within their communities. The concept was based on Truth Initiative research, which found that there is a significant knowledge gap about opioids and their risks, as well as a desire among young people to be part of a solution.

“We were grateful to be part of this important campaign,” said Lisa Sherman, President and CEO of the Ad Council. “It is our hope that the Emmy’s win for ‘Treatment Box: Rebekkah’s Story’ will further encourage public youth discourse on the ongoing opioid crisis and the dangers of addiction.”

For more information about the campaign, visit <https://opioids.thetruth.com>.

About Truth Initiative

Truth Initiative, through its **truth**® campaign, offers an unmatched expertise and record of

success in public education programs targeted to youth and young adults. Since it began in 2000, the **truth** campaign has prevented over one million youth and young adults from smoking. In its nearly 20 years of work in this field, Truth Initiative has engaged youth and young adults in conversations about the risks of addiction and enlisted them to not only modify their own behavior but to influence the cultural norms of peers within their social communities. **truth** interacts with millions of youth through social media platforms on a daily basis and is uniquely positioned to speak to young people about substance abuse and addiction issues.

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