



OHIO HOTEL & LODGING ASSOCIATION
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**Hotel Industry Launches Initiative to Promote Use of Life-Saving NARCAN®
On International Overdose Awareness Day**

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FOR IMMEDIATE RELEASE

Columbus, OH – In response to an increase in opioid overdoses, and to help save lives at hotel properties, Ohio’s hotel industry has launched an awareness and informational campaign aimed at getting as many hotels as possible to keep a supply of NARCAN® (naloxone) nasal spray on site, and to train hotel staff on its safe use in resuscitating individuals.

The program is being announced on International Overdose Awareness Day, the world’s largest annual campaign to end overdose, remember without stigma those who have died and acknowledge the grief of the family and friends left behind. It was created in partnership with local initiatives and agencies, including the Trumbull County Mental Health and Recovery Board’s Alliance for Substance Abuse Prevention (ASAP), and the state’s RecoveryOhio initiative.

“Our industry is enthusiastic about promoting the use of this life-saving tool in businesses and enterprises of all types,” Joe Savarise, President & CEO of the Ohio Hotel & Lodging Association, said. “It is safe and easy to use. Hotels around Ohio have already saved lives by having NARCAN® on site and being trained and prepared to use it.”

Opioid overdose is currently the leading cause of death among adults aged 50 and younger in the U.S. Approximately every 11 minutes, someone overdoses on opioids—most often by accident. An opioid overdose affects the part of the brain that controls breathing, slowing it to dangerous levels, which can cause death. This situation happens in hotels every week. Naloxone, known by the brand name NARCAN®, is a medication that has been proven effective as a treatment for individuals suffering a known or suspected overdose emergency. NARCAN® can reverse the life-threatening effects of any overdose and saves lives.

“Naloxone saves lives. By getting it into the hands of communities and groups across the state in areas that are experiencing the most overdoses and deaths, we are putting this life-saving opportunity where it is needed most,” Governor Mike DeWine said.

“The partnership between ASAP and the hotel industry makes NARCAN accessible in our community and throughout the state,” Lauren R. Thorp, ASAP Project Director, said. “Our community is experiencing more overdoses since the start of the pandemic. Our goal is to save lives and to get people into treatment.”

(more)

Hotels support the State of Ohio's RecoveryOhio initiative and Governor Mike DeWine's commitment to helping the next generation to thrive. By working with Ohio Department of Mental Health and Addiction Services (OhioMHAS), hotels will be able to obtain a supply of NARCAN® at no cost, and to legally use the prescription medicine in those businesses.

Savarise said that hotels will also be encouraged to install a "NaloxBox" to keep the medicine secure, easily accessible and ready when needed.

"Our goal is to make the NaloxBox a life-saving tool in hotels just like Automated External Defibrillators (AED) or fire extinguishers," Savarise said. "Like those devices, the NaloxBox may never be used. But it will be a life-saver if it is needed."

An example of NaloxBox, donated to the Comfort Suites Youngstown North by ASAP and the Coalition for Drug-Free Mahoning County, can be seen in the attached photo and in this news item: www.bit.ly/3t1swEt.

- 30 -

Caption for attached photo:

Lauren Thorp, project director for the Alliance for Substance Abuse Prevention, presents an Opioid Rescue Kit known as a "NaloxBox" to Lisa McAllister, general manager of the Comfort Suites Youngstown North hotel. The kit contains the medicine naloxone, which can be used to safely resuscitate overdose victims.

About the Ohio Hotel & Lodging Association

The Ohio Hotel & Lodging Association (OHLA) is one of America's oldest hotel associations. Founded in 1893, the mission of OHLA is to provide advocacy, information, resources, and education for Ohio's lodging properties and professionals while promoting the growth of and assisting Ohio's travel economy. Contact: Joe Savarise, President & CEO, email: info@ohla.org or (614) 461-6462

About RecoveryOhio

Governor Mike DeWine commissioned the RecoveryOhio initiative to coordinate the work of state departments, boards, and commissions on Ohio's mental health and addiction crisis by leveraging the state's existing resources and seeking new opportunities. While engaging local governments, coalitions, and task forces, RecoveryOhio's goals are to create a system to help make treatment available to Ohioans in need, provide support services for those in recovery and their families, offer direction for the state's prevention and education efforts, and work with local law enforcement to provide resources to fight illicit drugs at the source.

For more information visit: <https://recoveryohio.gov/>

About Alliance for Substance Abuse Prevention (ASAP)

ASAP, a project of the Trumbull County Mental Health and Recovery Board, is a Coalition that engages strategic partnerships to solve the community's substance abuse problems. Its members are health professionals, parents, educators, elected officials, merchants, business members, first responders, administrators, family and community members, persons in recovery and students.

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