

News



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Connecticut Department of Mental Health
and Addiction Services

Contact: Diana Shaw
diana.shaw@ct.gov
(860) 418-6967 (office)
(860) 558-0024 (cell)

Connecticut REALTORS®
Contact: Lisa Governale
lisa@ctrealtors.com
(860) 566-8717

DMHAS Partners with Connecticut REALTORS® on LiveLOUD Opioid Campaign

Hartford, CT – The Connecticut Department of Mental Health and Addiction Services (DMHAS) and Connecticut REALTORS® are partnering together on the LiveLOUD opioid campaign. In an effort to reach more residents, Connecticut REALTORS® is sponsoring one week of 30-second television advertisements promoting LiveLOUD. The 30-second spots can be seen on WTNH beginning tomorrow.

“We are so grateful for the opportunity to partner with Connecticut REALTORS® on this important campaign,” said DMHAS Commissioner Miriam Delphin-Rittmon. “Innovative partnerships such as this are vital in addressing the complexities around the opioid crisis. By working together and joining efforts, we can make a difference in saving lives.”

“This is another example of how public/private partnerships can leverage their respective resources to benefit Connecticut,” explains REALTOR® Dan Keune, President of the Connecticut REALTORS®.

REALTOR® Michael Barbaro, who Chairs the CTR Opioid Work Group, adds “Our families, neighbors and communities need to know they aren’t alone. There are resources available to assist those with opioid use disorder.”

The LiveLOUD campaign was launched last April in an effort to prevent, discourage and destigmatize opioid addiction with a series of supportive messages via social media, radio, transit, and billboard spots for those who are actively using heroin or misusing prescription opioids, their families and communities. The campaign also includes a toolkit for communities and partners to generate their own materials with the LiveLOUD brand. Earlier this week, DMHAS announced the campaign was the recipient of two American Web Design Awards in the categories of Social Media and Web Design.

For more information about opioid use disorder and the LiveLOUD campaign go to www.liveloud.org. Individuals and their loved ones interested in help for addiction can call the DMHAS ACCESS Line at 1-800-563-4086 to be connected to addiction services and treatment.

CT REALTORS® represents over 17,000 members involved in all aspects of real estate in Connecticut.

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