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Governor Christie Anti-Drug Message Takes Center Stage Nationally

Thursday, May 11, 2017

Tags: [Addiction Taskforce](#)

New Anti-Opioid Ad Debuts as Data Shows Governor's Campaign is Working

SEABROOK HOUSE: This morning, Governor Christie will travel to Shrewsbury for a ribbon cutting ceremony to celebrate the opening of Seabrook House's new SHARE Counseling™ outpatient facility. Founded in 1974, Seabrook House has been providing addiction treatment services for more than 42 years. The SHARE Counseling™ program at Seabrook House provides addiction treatment, monitoring and educational services to adult women and men.

WE CAN'T LOSE THIS FIGHT: Governor Christie was interviewed by George Stephanopoulos on Good Morning America Tuesday and talked about his years-long efforts to combat opioid drug abuse, first in New Jersey and now on the national level. The ABC interview aired at the same time that data showed people grappling with addiction issues were responding to the Governor's anti-opioid campaign.

ICYMI: NJ101.5: Signs Of Progress In New Jersey's Campaign Against Heroin, Opioids

In March, President Trump selected Governor Christie to lead the President's Commission on Combating Drug Addiction and the Opioid Crisis. As the chairman of the panel, the Governor and his commission will shape nationwide life-saving policies, programs and services.

On Good Morning America, Governor Christie said right now, with 52,000 overdose deaths in the U.S., we are losing the fight we can't afford to lose.

WATCH: Governor Christie's GMA Interview

Governor Christie's GMA Interview



During the interview, Governor Christie unveiled the newest and one of the most powerful videos in his ReachNJ campaign, which features Pam, a New Jersey state worker and mom who lost her son to a drug overdose a few months ago.

WATCH: This Is My First Mother's Day Without My Son

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Mother's Day



The ReachNJ campaign, announced in Governor Christie's State of the State address, has included a television commercial, radio ads, digital ads, and billboards. All are designed to alert the public to the www.ReachNJ.gov website and helpline 1-844-ReachNJ which connect those impacted by substance use disease with a variety of services and resources where they can get the help they need.

Since launching the campaign, thousands of people have accessed ReachNJ and the ad campaign has increased the number of people connecting with the service. For the first three months of 2017, there were almost 4,000 inquiries to ReachNJ. From April 1 to May 4, there were 2,685 contacts. In March, after the first wave of ads concluded, there were 921 contacts. For April, after the ads resumed, there were 2,385, an increase of 159 percent over the month before.

Website traffic also has vastly increased. ReachNJ website visits from January through March were 1,819, while there were 57,747 unique visits from April 6 to May 4. Those visitors spent an average of five and a half minutes on the site. In addition, more than 75 percent of the people who arrive on the ReachNJ home page, go on to visit other pages on the site.

Governor Christie continues to urge New Jerseyans battling addiction to seek help. There is no reason to suffer and they are not alone.

Help us share Pam's story by posting the video on Facebook and Twitter and by using #Call844ReachNJ. Like and follow ReachNJ on Facebook and Twitter.

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