

## Governor Christie Expands ReachNJ Campaign To Connect More People With Life-Saving Resources

Thursday, April 6, 2017

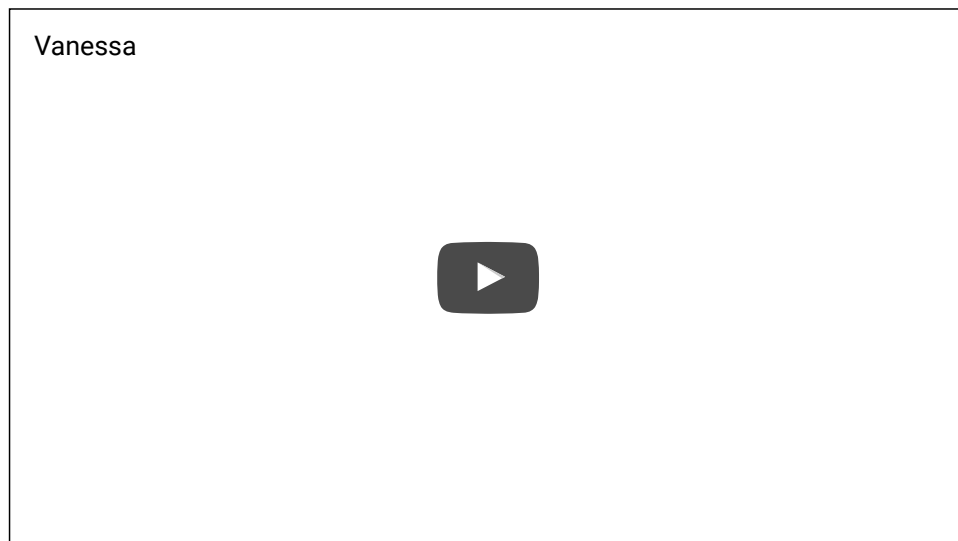
Tags: [Addiction Taskforce](#)



### SAVING LIVES ONE CALL, CLICK AT A TIME

Governor Chris Christie is headed to Whippany to announce an expansion of the ReachNJ campaign that will promote life-saving treatment and services for people battling addiction, those vulnerable to this disease and their families. Today's event, highlighting subjects of new advertisements and the instant success of 2017 State of the State initiatives, continues the Governor's seven-year commitment to facilitate access to judgement-free drug abuse prevention, recovery and re-entry programs and services.

The Governor is being joined by Department of Health Commissioner Cathleen Bennett, Acting Department of Human Services Commissioner Elizabeth Connolly, Vanessa Vitolo and James Sinclair among other stakeholders and leaders of the statewide recovery movement who are helping connect people with an abundance of resources that are a call and click away at 1-844-REACH-NJ and [www.reachnj.gov](http://www.reachnj.gov). Vanessa, a recovering addict who met Governor Christie at the Candlelight Vigil for Addiction and Recovery in Trenton last year, is featured in the following television ad to start airing today:



James, a recovery aide and former client at the Rescue Mission of Trenton where he met Governor Christie, and Jorge De Jesus, who connected with Governor Christie through Integrity House, are featured in the following radio ads that will start airing today. Related digital ads and billboards will go public in the coming days.

**Stay Connected**  
*with Social Media*

**Stay Connected**  
*with Email Alerts*

LIKE THIS PAGE? SHARE IT WITH YOUR FRIENDS.



### Related Content

- [Letter to Chairman Frelinghuysen](#)
- [Letter to Congressmen LoBiondo and Sires](#)
- [Letter to Senators Menendez and Booker](#)

## ReachNJ Radio Spots



### GOVERNOR CHRISTIE BELIEVES YOUR CHILDREN, FAMILY, FRIENDS, NEIGHBORS AND COWORKERS ARE WORTH SAVING

One American dies every 19 minutes from an overdose of heroin or prescription opioids. Four out of every five new heroin addicts began with prescription opioids. In 2015, more than 52,000 people died of drug overdoses, nearly two-thirds of which were linked to opioids like Percocet, OxyContin, heroin, and fentanyl. Drug overdoses now kill more people than gun homicides and car crashes, and more people than HIV/AIDS did during its peak of 43,115 in 1995. Between 1999 and 2015, more than 560,000 people in the US died to drug overdoses — a death toll larger than the entire population of Atlanta. A 2015 CDC analysis found people who are addicted to prescription painkillers are 40 times more likely to be addicted to heroin.

In New Jersey, the drug overdose death rate has escalated almost 22 percent between 2014 and 2015, with a 30-percent increase in heroin deaths over the previous year and triple the number of deaths caused by the synthetic opioid fentanyl. Four times the number of people died of drug overdoses than were murdered last year and three times the number of people killed in motor vehicle crashes.

At least 89 percent of people who met the definition for having a drug use disorder didn't get treatment and that's underestimating, according to 2014 federal data. We need to put more resources toward making drug treatment options more widespread, accessible, and affordable. Governor Christie remains dedicated to leading a years-long fight against this growing drug addiction crisis, and he will continue creating and improving policies, programs, services and opportunities across this state and nation.

#### Press Contact:

609-777-2600



[Contact Us](#) | [Privacy Notice](#) | [Legal Statement & Disclaimers](#) | [Accessibility Statement](#) | 

Statewide: [NJ Home](#) | [Services A to Z](#) | [Departments/Agencies](#) | [FAQs](#)  
Office of the Governor: [Home](#) | [Newsroom](#) | [Media](#) | [Administration](#) | [NJ's Priorities](#) | [Contact Us](#)

Copyright © State of New Jersey, 1996-2017  
Office of the Governor  
PO Box 001  
Trenton, NJ 08625  
609-292-6000