**New media campaign seeks to raise awareness about the health impacts of hypoxic and anoxic brain injury that result from opioid overdose.**

**Did you know that during an opioid overdose, both hypoxic and anoxic events are possible and may result in short- or long-term injury to the brain?** This type of acquired brain injury can have many consequences to the way a person functions in their daily life, such as physical impairments and/or changes in behaviors. While many people are surviving opioid overdoses, due in part to the live-saving drug Naloxone (or brand-name Narcan), they may now be **living with a serious brain injury and not even know it**.

**A hypoxic brain injury occurs when oxygen flow is restricted to the brain, while an anoxic brain injury occurs when there is a complete lack of oxygen to the brain.** This type of event can take place during cardiac arrest, drowning, or an opioid or other drug overdose.

Providers may be unaware of a potential brain injury as well or confuse poor treatment outcomes with lack of motivation or willingness to participate. In fact, the major neurocognitive functions required for successful substance use treatment, such as attention, memory, processing, and executive functioning, can often be the most impacted and impaired functions as a result of brain injury.

For these reasons, the NH Providers Association is launching the "Get to Know the BASICS of Brain Injury from Opioid Overdose" media campaign to raise awareness of this important health topic among healthcare professionals and first responders as well as people at risk of brain injury from opioid overdose and their support circle.

**The BASICS of Brain Injury from Opioid Overdose are easy to understand and to remember:**

1. People who have survived a nonfatal opioid overdose, may now have a hypoxic or anoxic brain injury.
2. Brain injury that results from opioid overdose may be impacting the effectiveness of treatment and recovery.
3. Screening can and should be performed to identify brain injury from opioid overdose and to modify the course of treatment if needed.

**To learn more about Brain Injury from Opioid Overdose, visit** [**nhproviders.org/braininjuryoverdose**](http://www.nhproviders.org/braininjuryoverdose)**.**

If you are ready to help spread the word, the newly released *Brain Injury from Opioid Overdose: Community Toolkit* is designed to provide you and your organization with ready-to-use materials and media content that communicate the BASICS of brain injury that results from opioid overdose. You can direct your peers, clients, and community to factsheets, screening tools, continuing education, and additional resources.

**Download free toolkit materials to share with your community by visiting** [**nhproviders.org/toolkit**](http://www.nhproviders.org/toolkit)**.**