



Carol Falkowski has been an articulate voice in the national drug abuse arena for more than three decades. Since 1986 Falkowski has been part of an ongoing nationwide epidemiological drug abuse surveillance network of the National Institute on Drug Abuse that is convened twice annually. As director of the Minnesota State alcohol and drug abuse agency, she oversaw the administration of public funds for prevention, treatment and recovery services in Minnesota. As director of research communications at the nonprofit Hazelden Foundation, Falkowski delivered workshops on drug abuse in over 20 states. Falkowski has provided expert testimony to legislative committees, and served in an advisory capacity to the FDA, the US Department of Justice, the American Bar Association, and the White House Office of National Drug Control Policy. Her comments and opinions have been featured by many news outlets including USA Today, the Washington Post, and the New York Times. After 25 years of public service, Falkowski recently founded Drug Abuse Dialogues—a training and consultation organization. She is author of the reference book, *Dangerous Drugs: An Easy-to-Use Reference for Parents and Professionals*.

As a first rate public speaker and one of the nation's experts in substance abuse, Carol Falkowski cuts to the chase. Her facts and figures are masterfully woven in with practical information you can use—information for action. She makes the most complex concepts easily understood and boils them down into the basics of what you need to know. She's funny with a quick wit and uses both to punctuate real life stories. She clearly enjoys her work and it shows. If you want the best speaker on substance abuse and what can be done about it, Carol Falkowski is the cream of the crop!"

—Bowen White, M.D.  
Author, *Why Normal Isn't Healthy*  
Kansas City, Missouri

Wednesday, October 22, 2014

1-5 pm | \$70

Sacred Heart Hospital Community Auditorium  
900 West Clairemont Avenue | Eau Claire, WI

## Understanding Prescription Opioid and Heroin Abuse

**Featured speaker:** Carol Falkowski

**Invited guest speakers:**

State Representative John Nygren, State Attorney General J.B. Van Hollen and Director of Field Operation Bureau for Western Wisconsin Jody R. Wormet

Emergency room visits and deaths related to heroin and opioid abuse are increasing rapidly every year. Today, more than ever, it is important that we engage in informative discussions on how we address this problem in our community. This informative program will give participants up-to-date information on the latest trends with heroin and opioid abuse along with how our communities are addressing this issue.

**You will:**

- Understand the extent of prescription opioid abuse and the common transition to heroin
- Learn about what underlies these trends
- Explore the challenges that professionals face in addressing this issue
- Stay up-to-date on the latest legislative and policy initiatives
- Participate in a discussion with local representatives on how the community can address this issue.

**Who should attend:**

This program is for social workers, physicians, RNs, teachers, police officers and other professionals facing the challenges of opioid and heroin addiction in their work.

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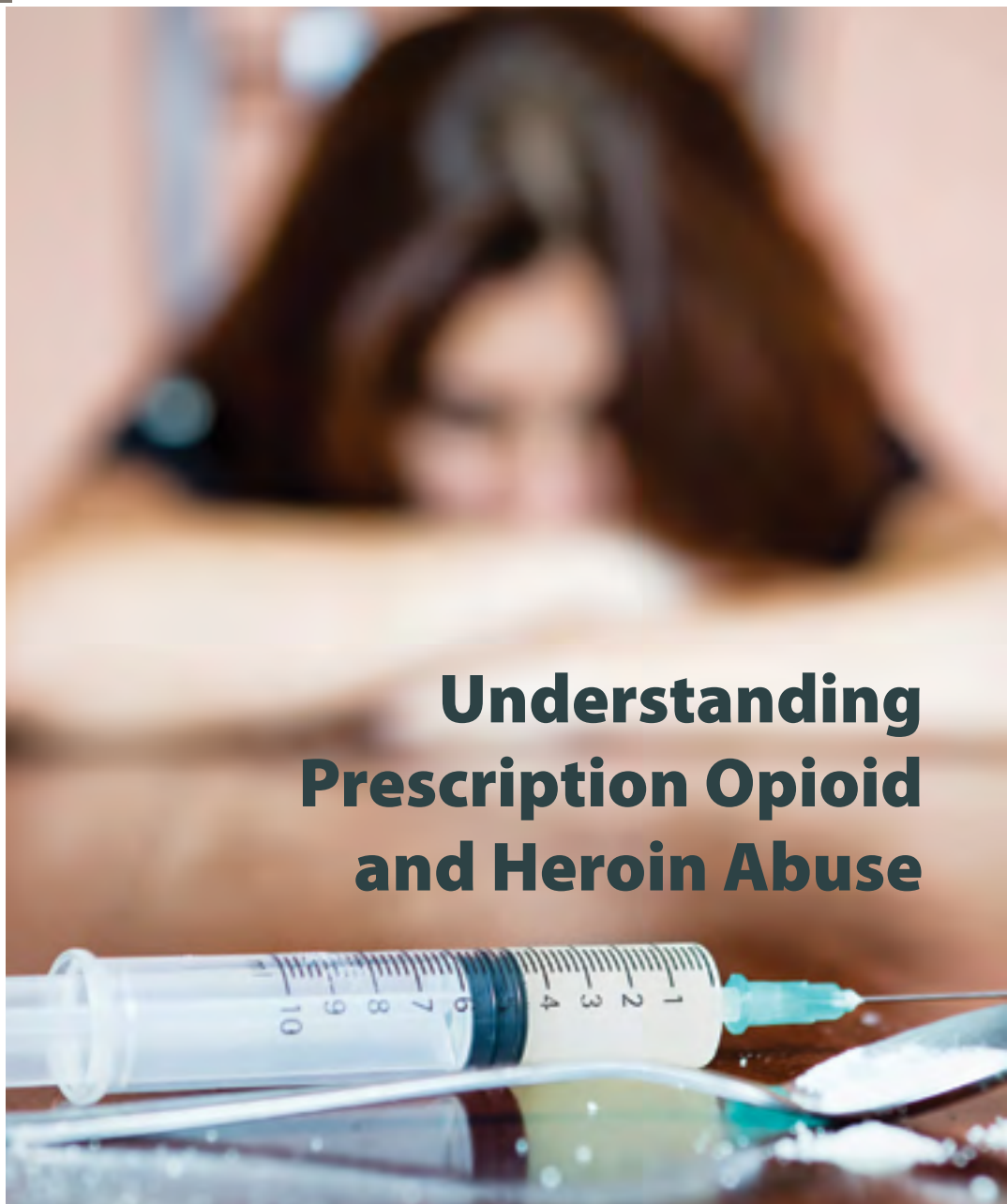
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## Understanding Prescription Opioid and Heroin Abuse

Wednesday, October 22, 2014

Sacred Heart Hospital Community Auditorium  
Eau Claire, WI | 1-5 pm

Understanding  
Prescription Opioid  
and Heroin Abuse

Continuing Education

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**According to the Wisconsin Department of Justice:**

- The number of teens between the ages of 12 and 17 who have tried heroin has increased by more than 300% since 1995.
- Among teens, prescriptions are the most commonly used drugs besides marijuana, and nearly half of the pills being abused are painkillers.
- Almost all young heroin users abuse Rx painkillers first

**Invited guests include:**

**John Nygren**

Wisconsin State Representative John Nygren has worked in cooperation with law enforcement, addiction rehab groups, pharmacists, and all levels of state and county government to develop the H.O.P.E (Heroin, Opiate, Prevention and Education) Agenda. These efforts resulted in the unanimous passage of seven legislative bills addressing issues related to heroin and opioid abuse. The impact of heroin has also hit Representative Nygren and his family personally, as his daughter Cassie has struggled with a heroin addiction. With her permission Rep. Nygren has shared Cassie's story to illustrate the potential broad reach of heroin addiction.

**J.B. Van Hollen and Jody R. Wormet**

Wisconsin State Attorney General J.B. Van Hollen and the Wisconsin Department of Justice have expressed their commitment to fighting the spread of heroin use and heroin-related crime. In September 2013, the Wisconsin Department of Justice launched "The Fly Effect" prevention campaign to help raise awareness of heroin's destructive power. Jody R. Wormet, the Division of Criminal Investigation's Director of Field Operations for the Western Region of Wisconsin, will be speaking on the Department's efforts in this area.

**A Free Educational Opportunity for the Community.**

**Understanding Prescription Opioid and Heroin Abuse—Community Program**

Wednesday, October 22, 2014  
 6-7:30 | Free  
 Sacred Heart Community Auditorium  
 900 West Clairemont Avenue | Eau Claire, WI

Join us for a free community program to learn about this growing epidemic and how we as a community can address it. Our featured speaker Carol Falkowski, will talk about the recent drug abuse trends along with what parents, schools and communities can do in the form of prevention. You will also hear from a panel of local experts on what our community is doing to address this growing problem.

To register go to: [www.uwec.edu/ce](http://www.uwec.edu/ce) → Human Services  
 Or call 715-836-3636

**"Traditionally thought of as a problem confined to big cities, desperate people and dark alleys, heroin has found a new foothold in Wisconsin's small towns and suburban communities. And its victims aren't hardened addicts, either. They're teens and young adults from all walks of life. The numbers reveal a growing epidemic. The number of heroin cases processed by the state crime lab has steadily increased in almost every Wisconsin county throughout the last three years. So have the number of heroin-related deaths, rising about 50 percent last year to 199, according to a recent survey of county coroners."**

Wisconsin Department of Justice

**Register Now!**

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**CEUs | Contact Hours**

Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

**National Certified Counselors**

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**Wisconsin Substance Abuse Counselors** Qualifies as a continuing education course consisting of relevant subject matter taught by qualified presenters. The Wisconsin Department of Safety and Professional Services recognizes these contact hours for counseling professionals.

**Wisconsin Licensed Marriage and Family Therapists** Qualifies as a continuing education program offered by an accredited university. The Wisconsin Department of Safety and Professional Services recognizes contact hours for counseling professions.

**Wisconsin Psychologists** Qualifies toward required continuing education contact hours for the Wisconsin Psychology Examining Board as relevant to the professional practice of psychology and offered by an accredited university.

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**Understanding Prescription Opioid and Heroin Abuse**

Wednesday, October 22, 2014 | 1-5 pm

Please copy this form for each person attending.

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