



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

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MONROE COUNTY'S "CALL TO ACTION" CAMPAIGN LAUNCHES NOVEMBER 4 TO EXPAND NALOXONE ACCESS AND TACKLE SUBSTANCE USE DISORDER STIGMA

ROCHESTER, NY — Monroe County Executive Adam Bello and Acting Commissioner of Public Health Dr. Marielena Vélez de Brown today announced the launch of the county's "Call to Action" campaign, an initiative designed to improve public awareness of Naloxone availability, reduce stigma surrounding Substance Use Disorder (SUD) and share real stories from those impacted by SUD to foster compassion and understanding. Launching November 4, the campaign will provide essential resources and education to support individuals and families affected by SUD.

"Every overdose reversed is a life saved, a family supported, and a step toward a healthier community," said County Executive Adam Bello. "This campaign equips our residents with essential knowledge and tools to make a real difference. I urge everyone to educate themselves on how Naloxone can save lives, and make sure you know where Naloxone Boxes are located in your neighborhoods. Thank you to Attorney General Letitia James for securing the opioid settlement funds that make this campaign possible."

The campaign's first phase centers around interviews with local business owners who have installed free Naloxone Boxes in their establishments, showcasing a commitment to overdose prevention across the community. To date, the county's Improving Addiction Coordination Team (IMPACT) has installed more than 580 Naloxone Boxes in locations such as parks, businesses, community centers and libraries, making life-saving overdose reversal medication accessible in public spaces.

Call to Action campaign videos will air on social media platforms beginning Monday including YouTube, Facebook, and TikTok, as well as in 892 locations in targeted ZIP codes around the county, including Department of Human Services waiting rooms, bars, gyms, convenience stores and on gas pumps equipped with video screens. QR codes in the videos will link viewers to the county's [online Naloxone Box Locator](#) and to the IMPACT team hotline (585-753-5300), making it easy to find free Naloxone nearby and seek support.

Upcoming phases will focus on educating the public about New York State's Good Samaritan Law, which protects individuals who assist in an overdose emergency from legal consequences,

on specialized outreach to ensure inclusive access for all, with a specific focus on Monroe County's Deaf community and on a "Faces of Substance Use" call to action, which will share real stories from individuals and families impacted by SUD to break down stigma and inspire community support.

*"Making Naloxone widely available in more places and telling real stories about Substance Use Disorder helps save lives and brings our community closer," said **Dr. Marielena Vélez de Brown, Acting Commissioner of Public Health**. "The stigma around SUD can prevent people who are struggling from reaching out for help and make their families and loved ones feel isolated and alone. This campaign is not only about preventing overdose deaths—it's about building understanding and support. Thank you to County Executive Bello for making sure these resources are here for those who need them and helping create a more compassionate Monroe County."*

*"By increasing access to Naloxone and sharing real stories, we're creating a community that understands and supports those impacted by Substance Use Disorder," said **Dr. Tisha Smith, Director of Addiction Services**. "This campaign is about saving lives and changing perceptions. With each phase, we're breaking down stigma, building empathy and empowering individuals to take action, whether by carrying Naloxone or simply offering support."*

For more information on Substance Use Disorder resources, visit monroecounty.gov/addiction.

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