

# AMA ALLIANCE

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## AMA ALLIANCE PRESENTS 'THE OPIOID EPIDEMIC: EMPOWERING COMMUNITY ACTION', A COLLABORATION WITH ITN PRODUCTIONS

AUGUST 10, 2018

Deaths from opioid-related overdose are a major epidemic in the United States. The AMA Alliance, in collaboration with the American Medical Association, is focusing efforts and attention on educating physicians, policymakers, families and communities about how to end the epidemic.

In a unique communications partnership, the AMA Alliance (AMAA) and ITN Productions are producing a news and current affairs-style program designed to raise awareness of effective practices individuals and communities are using to stem and reverse the epidemic. **'The Opioid Epidemic: Empowering Community Action'** aims to highlight the commitment of the government agencies, nonprofits, universities, companies, and AMA Alliance community to work towards solutions on the most pressing issues in addressing the epidemic. The program will address key issues such as the safe storage and disposal of opioids, comprehensive treatment and support for substance use disorders, public education and training that helps to both tackle the epidemic and end the stigma and misperceptions associated with having an opioid-use disorder.

Drawing upon ITN's 60-year heritage and expertise in storytelling, **'The Opioid Epidemic: Empowering Community Action'** will be an in-depth, online program featuring interviews, news items and sponsored editorial profiles of leaders and key organizations, spotlighting the research into combatting the epidemic as well as the work that takes place every day in communities across the United States to assist those with an opioid use disorder. The program will be premiered at an AMA Alliance press conference held in Washington DC concurrent to the AMA House of Delegates Interim Meeting, November 10-13, 2018.

Kim Moser, Immediate Past President AMA Alliance spoke about the importance of this initiative saying, "The opioid epidemic is killing more and more people each year—we must take action to stop it from hurting more of our loved ones and communities."

Greg Melia, CAE, Vice President of Program Development for Industry News USA, said "Stemming the opioid epidemic requires sharing the stories of what is working, and dispelling misconceptions that lead to counter-productive stigmas. The AMA Alliance has a long history of health community leadership, and we are thrilled to partner together to get these important messages out through this program."

For more information, or to participate in the program, please contact Greg Melia at (703) 595-2790 or [Greg.Melia@itnproductions.com](mailto:Greg.Melia@itnproductions.com).

### ABOUT THE AMA ALLIANCE

In 1922 the American Medical Association ("AMA") established the AMA Alliance as an allied organization to provide influence and grassroots operations to promote health and physician related initiatives. This strong relationship between the AMA Alliance and the AMA continues today. The AMA, with the support of the AMA Alliance, works to enhance the delivery of care and enable physicians and health teams to partner with patients to achieve better health. Today, the AMA Alliance is the largest organization in the United States representing the American physician family. Its membership is composed of physician, resident and

medical students' spouses, domestic partners and significant others. Learn more about the AMA Alliance at [www.amaalliance.org](http://www.amaalliance.org).

## **ABOUT ITN PRODUCTIONS**

World-leading news producer ITN, the UK's leading provider of independent broadcast news, has brought its unique issue specific news-style programming to the US designed for voluntary associations.

Industry News is produced by ITN Productions, a division of ITN, and is developed in partnership with leading bodies and national associations as a means of providing constructive, accurate and positive story telling in a compelling news-style; about particular issues, sectors and professions. For more information visit: [www.itnproductions.com](http://www.itnproductions.com)