

Carroll County Health Department

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FOR IMMEDIATE RELEASE

Hogan Administration's New Website and Social Media Bring Attention, Resources to Opioid Crisis Statewide

Westminster, MD (May 22, 2017) – The Hogan-Rutherford administration today launched “[Before It's Too Late](#),” a new web portal designed to provide resources and raise public awareness of the rapid escalation of the heroin, opioid, and fentanyl crisis in Maryland.

“For nearly three years, our administration has been focused on combating the heroin and opioid crisis from every angle, including prevention, treatment, and recovery,” said Governor Larry Hogan. “This new web portal is another tool to raise awareness and provide critical resources to all Marylanders so that we can save thousands of lives, before it's too late.”

The new website, BeforeItsTooLateMD.org, is a one-stop shop for individuals, families, educators, and health care professionals to get the educational resources they need to prevent this epidemic from spreading—because education goes hand-in-hand with prevention. This public awareness effort also includes a social media presence on [Facebook](#) and [Twitter](#).

“We welcome this new statewide initiative,” said Sue Doyle, Director of the Carroll County Health Department's Bureau of Prevention, Wellness, and Recovery. “Everyone can do something to help stop this crisis. Parents can talk to their children, people with a loved one fighting addiction can get services and support, and everyone can learn to save a life with Naloxone.”

The Carroll County Health Department has a “no wrong door” policy, so people can get connected to services quickly. They also offer peer support in several locations so that people struggling with mental health and substance abuse issues can talk with someone who has had personal experience. To learn more or connect with local services, visit <http://cchd.maryland.gov/behavioral-health-substance-use-services/> or call 410-876-4800.

The “Before It's Too Late” tagline is derived from a PSA the governor [released](#) featuring actor Michael Kelly in March, when Governor Hogan declared a State of Emergency in response to the state's heroin, opioid, and fentanyl crisis. This declaration activated the governor's emergency management authority and enables increased coordination between the state and local jurisdictions. The governor also announced \$50 million in new funding to address the crisis, as well as the appointment of the governor's senior emergency management advisor Clay Stamp to lead the Opioid Operational Command Center.

Additional initiatives are underway locally as well. “We’ve already been meeting in Carroll County on a regular basis with our community partners, but have expanded the group to include more disciplines on our Opioid Intervention Team and have created a Senior Policy Group, to allow us to combine our efforts and speed up progress locally,” said Ed Singer, Carroll County’s Health Officer. “Representatives from the health department, emergency management, law enforcement, the hospital, Access Carroll, the school system, and many other agencies are working together to look at the resources, find gaps, and develop new initiatives to help our community and the State of Maryland turn this ship around.”

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