

# OUR.

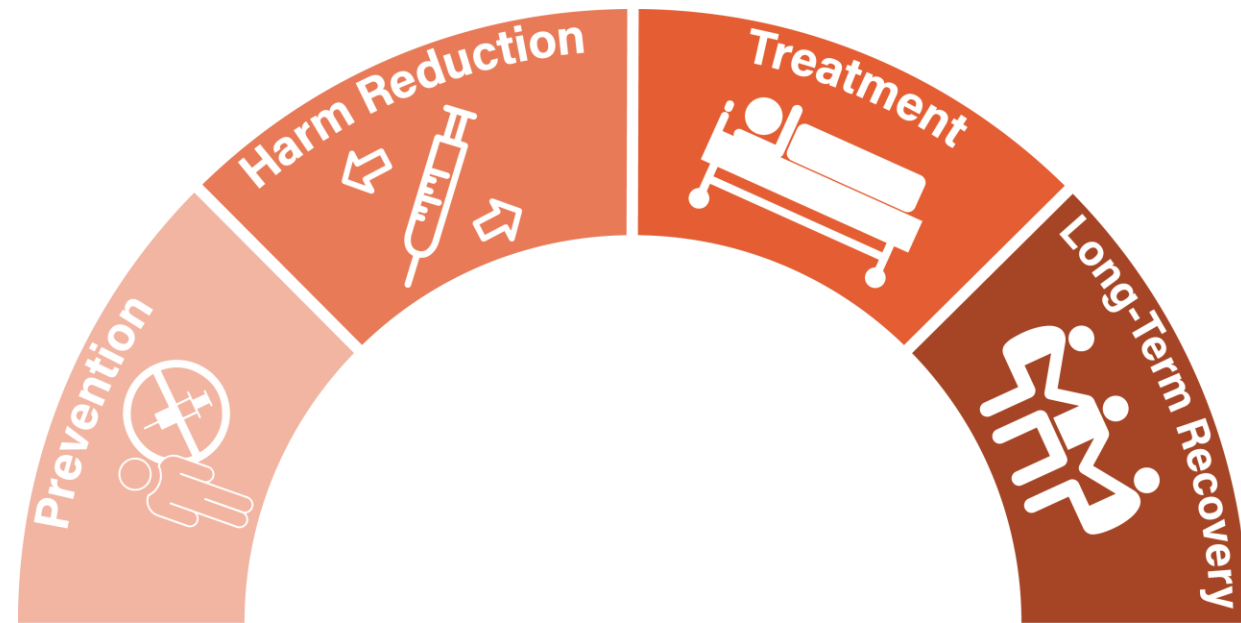
OPIOID USE & RECOVERY

# ALLIANCE



# Welcome to the Opioid Use & Recovery (O.U.R.) Alliance

- **O.U.R. Alliance is a bold, national movement** to address the opioid crisis among historically underserved populations using culturally grounded, expert-informed solutions.
- The **Opioid Use & Recovery Alliance** is a **coalition of trusted subject matter experts (SMEs)**, public health professionals, people with lived experience with opioid use disorder and community leaders—united to build stronger, life-saving opioid public education across the country.
- Founded and convened by **CMRignite**, a social impact marketing agency with 30+ years' experience advancing equity and public health.



# Vision & Mission

# Vision

To create a nationally trusted SME alliance that **builds awareness of best practices, evidence-based interventions, and public education** for opioid prevention, treatment, and risk reduction.





## Mission

To serve as a powerful, nationally recognized **resource supporting states and communities** as they confront the opioid epidemic—especially those most impacted, hard-to-reach, or overlooked.



# Core Goals & Strategic Pillars

# Our Pillars Guide Our Purpose

Our work is anchored by strategic pillars that reflect best practices in public health and insights from those with lived experience.

## Pillars:

- **Credible Expertise:** Unite former federal/state public health leaders, grassroots practitioners, and those with lived experience to shape national, state, and local strategies.
- **Culturally & Community Informed Communications:** Design and deliver communications that reflect the values and realities of hard-to-reach audiences.
- **Science, Strategy & Storytelling:** We fuse storytelling, science, and strategy to craft culturally resonant campaigns that inform, inspire, and drive measurable impact.
- **Strategic Use of Opioid Settlement Funds:** Support jurisdictions in using settlement dollars responsibly for evidence-based prevention, treatment, and harm reduction efforts.



# The Origins of the O.U.R. Alliance

O.U.R Alliance was founded by CMRignite to fill a gap in culturally grounded, expert-led opioid response efforts.

## **We are building this alliance to unite:**

- **Former public health leaders** at the federal and state level.
- **Individuals with lived experience** who know the need and understand the complexities.
- **Grassroots changemakers** trusted in the community providing support and resources.

## **This coalition will represent:**

- Authenticity
- Trauma-informed principles
- Community trust

*"Our coalition blends data-driven public health strategy with the real-world wisdom of those closest to the crisis." – Shaunna Newton, MPH*



# Why Now?

# Overdose Prevention



## PREVENT OVERDOSE DEATHS



**Despite progress, drug overdose deaths continue to impact our nation.**

NEARLY  
**108,000**  
OVERDOSE DEATHS  
IN 2022

- The majority involved a prescription or illicit opioid.
- Taking more than one drug at the same time can increase overdose risk.

**Not all overdoses have to end in death.**

**Everyone has a role to play.**

- Learn about the risks of opioids.
- Learn about naloxone, its availability, and how to use it.
- Help people struggling with substance use disorders find the right care and treatment.



# Why This Work Matters Now

**The Crisis Persists:** Opioid overdose remains one of the leading causes of preventable death in the U.S.—with disproportionate impact on Black, Native, rural, and historically underserved communities.

**Unprecedented Funding:** States are now receiving **billions in opioid settlement dollars**—but lack clear, culturally grounded and data-informed strategies for effective distribution and use of funds.

**The Moment for SMEs:** Federal layoffs have displaced top experts, creating both a gap and an opportunity to continue supporting states with technical assistance with public education..

We're stepping in now to support thoughtful, locally tailored, trauma-informed responses that save lives.



# Alliance Key Activities

O.U.R. Alliance works to translate vision into action through campaigns, resources, outreach, and media engagement. These activities **elevate SME voices, support local leadership, and advance health equity outcomes** in opioid response.

## Our Key Activities Include:

- **Launching** public education campaigns that focus on culturally grounded opioid prevention, treatment, and risk reduction.
- **Thought Leadership** through blog posts, Op-Eds, and white papers, and Op-Eds co-authored by SMEs.
- **Providing** technical assistance to jurisdictions using opioid settlement funds to drive measurable, community-informed change with toolkits, training materials, and other guidance.
- **Hosting** webinars and developing media strategies to amplify SME perspectives and evidence-based practices to reach communities across the country.
- **Convening** a lived experience advisory panel to ensure messaging is validated and community-authentic.



# Collaboration Framework

# How We Work Together

The O.U.R. Alliance is structured to allow for both agility and depth. Our collaboration process ensures lived experience and professional expertise are seamlessly integrated into all deliverables, from **community needs assessments, campaign communication strategy development, materials development, and community mobilization.**

## How We Could Work Together:

- **Lived Experience Advisory Panel:** Engaged to co-create resources, review campaigns, and validate messaging. SME reviewers are tapped for authenticity checks, culturally competency and iterative feedback on programmatic strategies and public education materials.
- **Operational Contributors:** SMEs and support team members drive cross-sector collaborations and engagement, campaign development, thought leadership, and program development support.

# Next Steps

# Let's Get Started!

## O.U.R Time is Now.

- **Share the press release with your** state's opioid public education and response leadership.
- **Join the conversation** on our next LinkedIn Live!
- **Promote the website to help states find** best practice tips and tricks for your state's public education and outreach around opioids.

### Contact Us:

**Email:** [ouralliance@cmrignite.com](mailto:ouralliance@cmrignite.com)

**Website:** <https://our-alliance.org>



Scan me!



Website



***“This is O.U.R. Alliance—  
our challenge, our time. A  
collective response rooted in lived  
experience, trusted expertise, and  
cultural awareness.”***

***– David Bowles, President,  
CMRignite***