

# IF SOMEONE YOU KNOW NEEDS HELP WITH ADDICTION

So many people feel helpless when they encounter someone with addictions and destructive behaviors. But there is help available throughout the Capital Region and the surrounding areas to assist with recovery.

The **When You Are Ready Campaign** and the **Set Free Organization** provide the community with treatment and recovery resources to help prevent drug overdose. They focus on getting those suffering from addiction to address the root cause that fuels their addiction. They also provide support to families and friends whose loved ones may be struggling and seeking help. Their efforts have shown that personal responsibility is paramount in addiction recovery, so they aim not to just connect with those who need help but also to communicate with those who want to help to change their lives for the better.

The hope is that people will contact one of the vetted **treatment centers** or reach out to them directly for help at **225-788-7788**.

## LOCAL DETOX AND TREATMENT PROVIDERS

The Bridge Center for Hope  
**225-256-6604**

Baton Rouge Behavioral  
Hospital and Detox  
**225-300-8470**

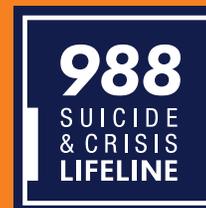
Capital Area  
Human Services  
**225-925-1906**

Positive Direction  
Recovery Resources  
**225-513-1500**

Regions  
Behavioral Hospital  
**225-408-6060**

St. Christopher's  
Addiction Wellness Center  
**225-387-1611**

The Grove  
Recovery Center  
**225-310-2600**



The **988** Suicide & Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) offers 24/7 call, text, and chat access to trained crisis counselors who can **help people experiencing suicidal, substance use, and/or mental health crisis, or any other kind of emotional distress.**



You can help support the mission:

**DONATE:** Donations can be made at [whenyouarereadybr.com/contact](https://whenyouarereadybr.com/contact), or checks can be made payable to Set Free Indeed Ministry, EIN-20-0177899, 620 W Port Hudson Plains Rd, Zachary, LA 70791.

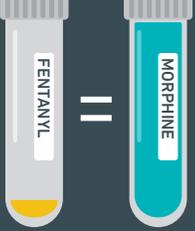
**VOLUNTEER:** Sign up to volunteer at [whenyouarereadybr.com/volunteer](https://whenyouarereadybr.com/volunteer).

**Addiction is giving up everything for one thing.  
Recovery is giving up one thing for everything.**

**SET FREE INDEED<sup>†</sup>  
MINISTRY**

# FENTANYL IS A DEADLY DRUG

In the U.S. today, statistically you are more likely to die from an opioid overdose than from a car crash or even gun violence. Closer to home, the opioid crisis has become even more dire. The statistics shown are for East Baton Rouge Parish, but the problem is not neatly contained within its boundaries. Tragically, it extends into the surrounding areas. What may start as prescribed, legitimate pain management often becomes deadly.

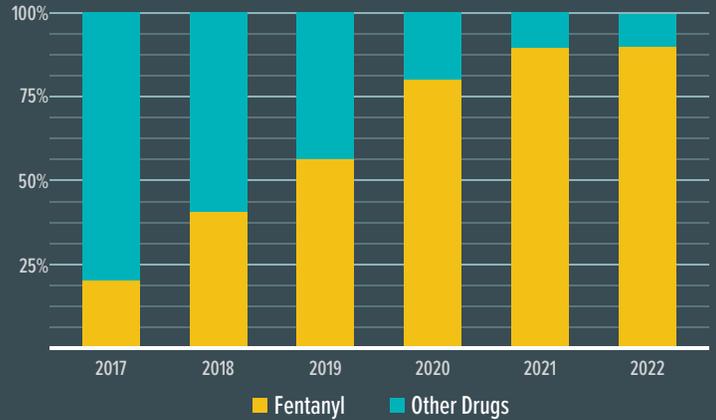
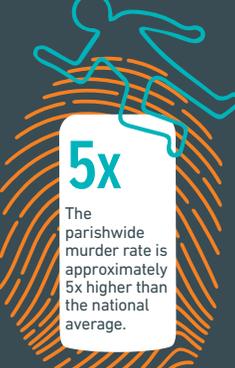


**FENTANYL IS  
50-100x  
MORE POTENT**

## Portion of Fentanyl-Related Overdoses

Fentanyl is the leading drug in overdoses. It is being laced into other things, including marijuana, and many are not aware they are taking it. First-time experimentation can be fatal.

Just 2 mg – or less than 0.007% of an ounce – causes certain death.

**5x**  
The parishwide murder rate is approximately 5x higher than the national average.

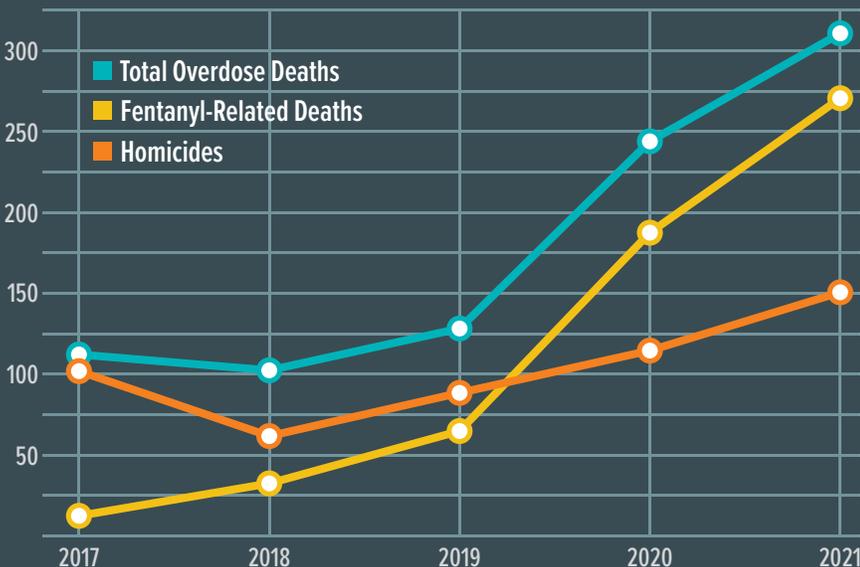


**2x**  
Our community's fatal overdose rate is more than 2x the national average.

## Overdose Death Statistics

- 3<sup>RD</sup>** consecutive record-setting year (2021) for fatal overdoses
- 25%** increase trending for 2022; 4th record-setting year expected
- 91%** of fatal overdoses involved some type of opiate and/or opioid
- 88%** of overdose deaths specifically involved fentanyl

## Murders vs. Fatal Overdoses



## How can we help our community?

**Awareness** is the first step in combating this crisis. We must heighten awareness in our community, educate our youth, bring focus to the problem, and enact practical — yet rapid — change to save lives.

