



DRAW THE LINE

At Fuel America we're undertaking an opioid abuse-awareness campaign called "DRAW THE LINE".

Our goal is to raise awareness of the opioid crisis that exists today in Massachusetts and across the country. Many Americans have been negatively affected by, or died, as a result of the scourge of opioid-based drugs.

Opioid-based drugs are derived from opium or morphine. Heroin is a well-known opiate. There are also synthetic opioids such as oxycodone, hydrocodone and fentanyl. You may have heard of these in the news as overdoses have claimed the lives of so many.

We realize that the friends and guests we see every day in our cafes may be affected by opioids. They could be one decision away from becoming addicted to these drugs, or, someone they know may be struggling with addiction.

Inspired by this crisis we felt the need to do something. DRAW THE LINE is our way of speaking out.



DRAW THE LINE

“DRAW THE LINE”

Our campaign includes noting the deadly effects and dramatic growth of the opioid crisis on every one of the coffee cups sold at our cafes. We also note famous Americans who have lost their lives to opioids.

Our goal is to dramatically raise awareness of the crisis. If we are successful at affecting or influencing just one person – we will have made a difference and done some good. We encourage all companies in the private sector to take a stand and do their part to drive awareness and combat this national crisis.

Below is a link that provides information and local Massachusetts support organizations throughout the Commonwealth. Click below to find help.

www.drugrehab.org/massachusetts/





DRAW THE LINE



**Drugs kill more
Americans than cars
or guns.**

DRAW THE LINE.



**In 2016, there were
1,747 opioid deaths in
Massachusetts.**

DRAW THE LINE.



**2.5 million Americans
have an opioid use
disorder.**

DRAW THE LINE.



**Fentanyl-related
deaths are up 540%
since 2013.**

DRAW THE LINE.



DRAW THE LINE



91 Americans die every day from an opioid overdose.

DRAW THE LINE.



Prince (musician) dead at 57:
Fentanyl (synthetic opioid)

DRAW THE LINE.



Philip Seymour Hoffman
(actor) dead at 46:
Heroin & Cocaine

DRAW THE LINE.



Heath Ledger (actor)
dead at 28:
Heroin & Cocaine

DRAW THE LINE.

