

## **Rx Awareness Campaign Trailer Video Transcript**

Length: 2 minutes and 27 seconds

*On-screen image:* CDC/HHS logo

*On-screen text:* In 2017, CDC launched a campaign featuring real stories with a powerful message:

*On-screen text:* Prescription opioids can be addictive and dangerous. It only takes a little to lose a lot.

*Ann Marie:* My son was 20 years old when he was prescribed opioids.

*Mike:* I was given a prescription opioid pain medication and within only a few months, I was completely addicted.

*Audio description:* Mike walks out of the front door of his house.

*Audio description:* Brenda looks at a framed photo.

*Brenda:* There was nobody to tell me that these have a really high potential for addiction. How could I be addicted and get these from my doctor?

*Audio description:* Judy holds a framed photo of her son Steve. Close up of the photo.

*Judy:* My son Steve did not want to die, but his prescription opioids killed him.

*Teresa:* We lost RJ at 32 to prescription opioid overdose.

*Audio description:* A photo of Teresa and her brother, RJ, as children.

*Noah:* It's likely that everybody knows somebody who is struggling with this very problem.

*Audio description:* Noah walking outside.

*On-screen text:* In 2020, CDC expanded the campaign with new stories.

*Britton:* One day, you're serving in the military. You come home, and you're dealing with an injury. That's when it starts.

*Tele:* I started using when I was 13. It was like, oh, well, they're medications, they're things that are prescribed to people, so they can't be that dangerous.

*Audio description:* Tele walks down the street.

*Audio description:* A photo of Tessa and her newborn baby.

*Tessa:* I was pregnant, and I had used prescription opioids. I got addicted very fast.

*Audio description:* A photo of a young Tessa.

*Audio description:* Jeni stands outside and looks at the snow-capped mountains.

*Jeni:* I really want to think the first pill was the problem.

*Audio description:* David stands outside on a bridge and looks at the view.

*David:* Eventually, finding more prescription opioids was all I was concerned about.

*Audio description:* Britton walks down the street.

*Britton:* My addiction got so strong and my opioid misuse and need got so strong.

*Audio description:* Stevi Rae stands outside and looks at the snow-capped mountains.

*Stevi Rae:* I couldn't stop. I was pretty bad.

*Audio description:* Tessa walks her horse into the stable. Tessa embraces her horse.

*Tessa:* I knew that this was something I had to stop for the sake of my children and for myself.

*On-screen text:* These latest stories feature a new message: one of recovery and hope.

*Britton:* Addiction is hard. You have to reach out for help.

*Audio description:* David walks outside with his family.

*David:* In recovery, I found my purpose.

*Audio description:* Tele walks up to a friend and hugs her.

*Tele:* I have been able to accomplish a lot in my recovery. I just want to be happy. And I want to thrive in my life.

*Audio description:* Jeni plays an instrument and dances with a group of women at a tribal celebration.

*Jeni:* In my recovery is when I was like, this is who I am. This is my culture and I'm going to practice it.

*Britton:* You get to a place where you're proud of yourself again.

*Audio description:* Stevi Rae walks across a snow-covered field and looks at the snow-capped mountains.

*Stevi Rae:* There is hope. Just don't give up.

*On-screen text:* There is hope. Recovery is possible. [cdc.gov/RxAwareness](https://www.cdc.gov/RxAwareness)

\*NOTE: Tele is pronounced "Taylor"