



GATEWAY

A STORY OF HOW SURGERY AND OPIOIDS
TRANSFORMED THE LIVES OF THREE FAMILIES

CHOICES *Matter*  CADCA

GatewayFilm.com

CADCA COALITION RESOURCE KIT



In October 2019, *Choices Matter* released GATEWAY, a film about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The documentary provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country. The PSA will help drive audiences to the film and encourage consumers to learn more about non-opioid options to manage pain after surgery. Through our partnership, we have a unique opportunity to share this special film with our Coalitions as we reinforce our mission to prevent substance use and misuse before it starts.

During this unprecedented time when social distancing has become the “new normal,” we want to help provide solutions that will keep you connected with your local communities. We have created this GATEWAY screening resource kit that includes tips, tools and materials to be used by our community coalitions to help organize and host virtual screening events. Specifically, this guide includes template materials, tips for executing online events, and links to digital downloads, which can be found at www.cadca.org/resources.

We are excited to provide the GATEWAY film and this resource guide to you as we believe this film can help elevate engagement within your communities and networks. Conversation is a linchpin for change. We hope this film will drive a dialogue in your community about the non-opioid options available to manage pain after surgery and empower them to be advocates for their own health.

Should you have any questions or need additional support using these materials, please send a request to communications@cadca.org and someone will get back to you promptly.

Thank you.

A handwritten signature in black ink that reads "Arthur T. Dean".

Major General, U.S. Army, Retired
Chairman and CEO

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Note:

All GATEWAY materials within this guide are available for download at www.cadca.org/resources.

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

GATEWAY Film Overview

GATEWAY presents the story of three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The documentary is presented by *Choices Matter* – a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

The deeply-moving, 40-minute film is thoughtfully told through the eyes and hearts of everyday American families who were introduced to opioids after surgery and go on to battle with addiction – either personally or as a caregiver to a loved one. The result is a humanizing and eye-opening look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

To learn more, visit GatewayFilm.com/CADCA.

Using GATEWAY to Engage Your Community Online

CADCA is proud to support *Choices Matter* on the promotion and syndication of this documentary.

During challenging times caused by this national health pandemic, our coalitions can play a key role in promoting connectivity within a community. We believe this documentary provides a unique and timely opportunity to bring together your network and educate viewers about how non-opioid options to treat postsurgical pain can play a key role in combating the opioid epidemic by preventing opioid addiction before it begins. The following pages outline suggestions, tips and materials to help you plan out and manage a virtual screening event for your community.



GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Tips on Planning and Managing a Virtual Screening Event



GATEWAY is 40-minutes long. When considering welcome remarks and a possible Q&A session, you should allow about 90 minutes for your event. Consider what time of day might be most convenient for your attendees. While people are spending more time at home, they are often juggling work, childcare, and other daily activities. Because of this, early-mid afternoon events may be more well-attended.



Select a Platform

Many virtual events are being hosted using zoom.us and/or Facebook Live. You can find information and a step-by-step guide for setting up events on these platforms on page 5 and at www.cadca.org/resources.



Plan to Promote

Give yourself time (at least 2-3 weeks) to promote your event using social media, newsletters and/or direct emails to members. Consider reaching out to other local advocacy groups and non-profit organizations, local politicians, counselors, medical experts, media, etc. to let them know about the event.



Assign a Moderator/Facilitator

We have developed suggested remarks for a moderator to introduce the event (page 15) as well as a Q&A guide to facilitate follow-up questions. Moderators could be local advocates, politicians, members of the Coalition, etc.



Schedule Rehearsals

Consider scheduling a few practice events with your moderator and speaker(s) to ensure everyone is comfortable with the technology, their talking points, how the Q&A will be handled, etc. A tip sheet for speakers on how to execute a successful video call can be found at www.cadca.org/resources.



Report Out Success

Complete the "Screening Event Success" worksheet found at www.cadca.org/resources and email to ruginic@cadca.org.

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

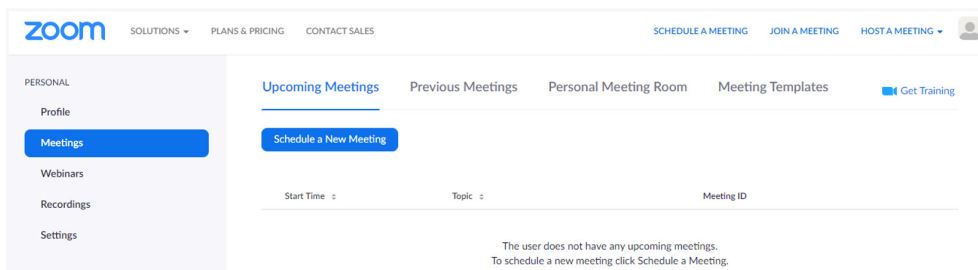
Zoom

Beforehand, determine:

- Your Zoom plan. If you haven't signed up for Zoom, you can do so at www.zoom.us. Keep in mind that Basic/Free plans allow up to 100 participants; however, there is a 40-minute time limit for meetings with three or more total participants. For larger meetings, consider purchasing a monthly plan.
- Note: If you have a Pro, Business, Education, or Enterprise account, you also have the option to stream your Zoom meeting directly to Facebook (see further instructions on page 8).

Set Up Your Zoom Meeting

- Sign into the Zoom web portal (www.zoom.us) (of if you are already signed in, click on My Account)
- Click **Meetings**
- Click **Schedule a New Meeting**



- Enter the appropriate information – include title of event (topic), date, and time
- Prior to starting/joining the meeting, ensure that the following options are **checked** for the meeting:
 - Mute participants upon entry
 - Record the meeting automatically
- Ensure that the following options are **not checked**:
 - Require meeting password
 - Enable join before host
 - Enable waiting room
- Click **Save**

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

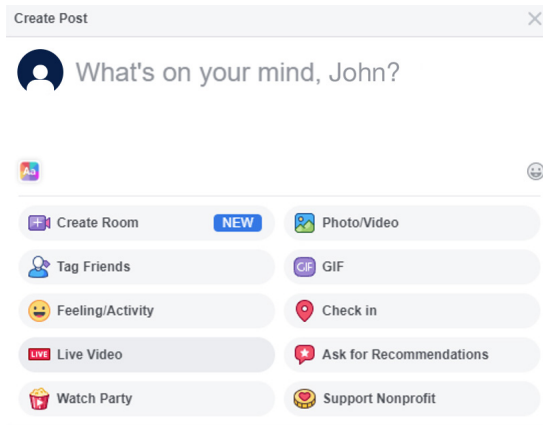
Facebook Live

Beforehand, ensure:

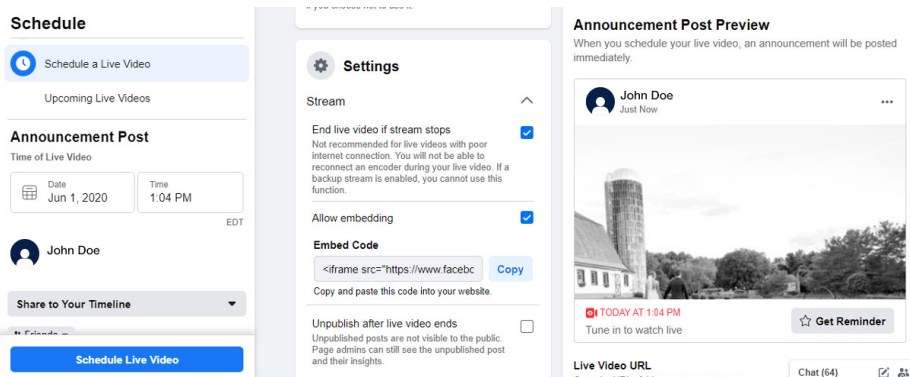
- You are signed into the account you want to go live from (eg, a personal page or a business/organization page).

Schedule Your Facebook Live Event

- In Facebook, within the Create Post options select **Live Video**.



- Click **Schedule a Live Video**. Under the Schedule section, add the time, event title, and a description
- Select an image to accompany the announcement post. You can use any of the Social Images found on page 21 of the toolkit
- Under the Settings and Stream section ensure that the following options are **checked** for the Event:
 - End live video if stream stops
 - Allow embedding



GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

- Click **Schedule Live Video**
 - As soon as you schedule your live broadcast, an announcement post will be published to your page letting your followers know there's an upcoming event. People who see the announcement post can click **Get Reminder** to receive a notification shortly before the event begins.

Keep in mind...

- Your live video will begin automatically at the scheduled start time, so give yourself and any speakers enough time to log-in and get prepared (we recommend 5-10 minutes before the event starts).
- You must go live within 10 minutes of the scheduled time or your video will be cancelled.
- You can preview your stream 20 minutes before the scheduled start time. To access your stream, select **Edit Post** in the Upcoming Live Videos tab to make sure your stream is properly set up before going live.
- At the scheduled time of the live broadcast, a second post is automatically published containing your Facebook Live stream. People who expressed interest via the initial announcement post receive a notification directing them to the broadcast.
- After the broadcast, both posts will remain on your page or profile's timeline, but the live broadcast post becomes a video post and will appear in your video library.
- Once the video is posted, the original announcement post will have a call-to-action that encourages people to "Watch Now."

 MAY 19 AT 4:28 PM

LIVE: GATEWAY Q&A: Jennifer Wyso...

Watch Now

This video is now available to watch

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

Facebook Live via Zoom

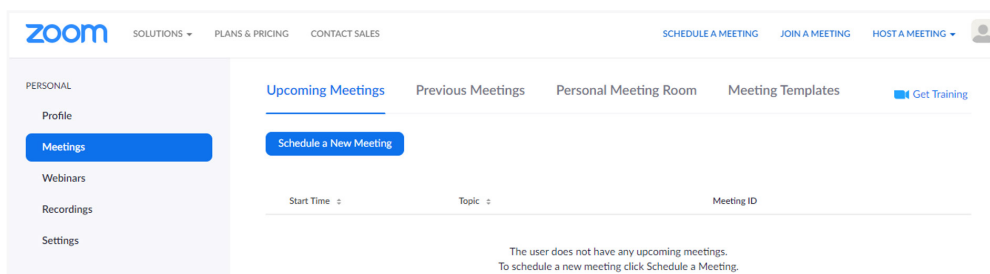
You can stream a Zoom webinar or meeting live on Facebook to your personal Facebook timeline or a group or page that you are an admin for. This allows your participants to join via Zoom or viewers to watch and comment on Facebook Live.

Beforehand, ensure:

- You have subscribed to a Pro, Business, Education, or Enterprise account as this functionality is only possible with paid plans.
- You have the [Custom Live Streaming](#) functionality turned on within your Zoom account.
- The individual who will be running the Zoom event is the one who is also scheduling the Facebook Live event.
- Do **NOT** use Live Producer as Facebook suggests, as this will cause your stream to crash.
 - Note: Zoom does not support the new Facebook Live Producer. If you see a notification to try to the new Live Producer, click **Dismiss**.

Set Up Your Zoom Meeting

- Sign into the Zoom web portal (www.zoom.us) (of if you are already signed in, click on My Account)
- Click **Meetings**
- Click **Schedule a New Meeting**
 - Enter the appropriate information – include title of event (topic), date, and time



- Prior to starting/joining the meeting, ensure that the following options are **checked** for the meeting:
 - Mute participants upon entry
 - Record the meeting automatically

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

- Ensure that the following options are **not checked**:
 - Require meeting password
 - Enable join before host
 - Enable waiting room
- Click **Save**

Schedule Your Facebook Live Event

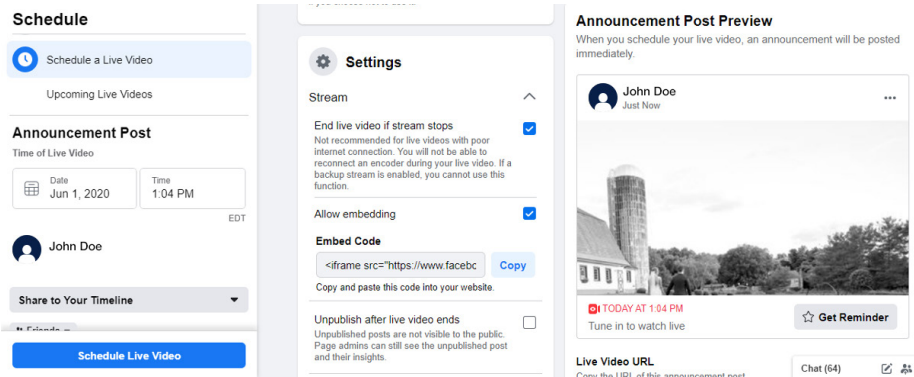
- In Facebook, within the Create Post options select **Live Video**



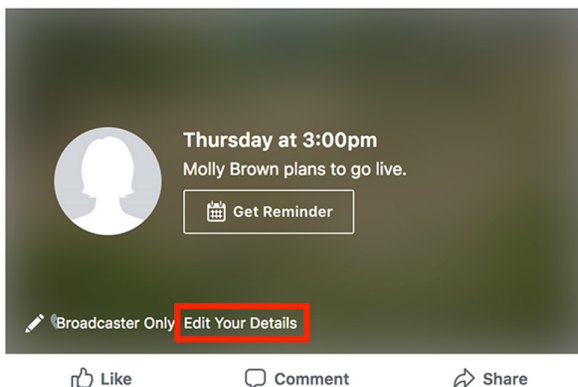
- Click **Schedule a Live Video**. Under the Schedule section, add the time, event title, and a description
- Select an image to accompany the announcement post. You can use any of the Social Images found on page 21 of the toolkit
- Under the Settings and Stream section ensure that the following options are **checked** for the Event:
 - End live video if stream stops
 - Allow embedding

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event



- Click **Schedule Live Video**
 - As soon as you schedule your live broadcast, an announcement post will be published to your page letting your followers know there's an upcoming event. People who see the announcement post can click **Get Reminder** to receive a notification shortly before the event begins.
- On the Go Live announcement, click **Edit Your Details**



- In another browser tab, sign into Zoom and navigate to your meeting – use name, date, and time to identify
- Click the **Live Streaming** tab near the bottom of the page, then click the **Configure Live Stream Settings** link

Live Streaming After launching the webinar, click "More", and then choose the service on which to live stream your webinar.



Custom Live Streaming Service

Please [configure live stream settings](#) to enable live stream by one click during Webinar.

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

- Copy and paste the Stream Key, Stream URL, and Live Streaming page URL in your Custom Meeting Live Stream Setup
- Click **Save** to save your live streaming settings
 - The host will be able to live stream this webinar without needing to add these settings after the webinar begins
- Click **Save** on Facebook

Start the Meeting via Zoom

- Navigate to Meetings in the left menu (on the My Account page)
- Select the appropriate meeting – use title, date, and time to identify
- Click **Start this Meeting** or **Join this Meeting** once you have ensured all the options are correct. This will launch the Zoom application on your computer
- Once the Zoom application has been launched, ensure that recording has begun. Look at the recording button in the toolbar. The only options should be to pause or stop the recording, which indicate that the recording is currently running. Otherwise, click **Record**
- You're now ready to run the meeting!

Start the Live Stream via Zoom

You can stream a Zoom webinar or meeting live on Facebook to your personal Facebook timeline or a group or page that you are an admin for. This allows your participants to join via Zoom or viewers to watch and comment on Facebook Live.

- Let all participants know that you will mute them until you are ready to begin the event
 - In the **Participants** tab, click **Mute All**
 - You can let event participants know that if they have any issues or questions, they can use the chat or raise hand option
 - If you plan to share a video (eg, GATEWAY trailer, full film, etc.) or event image (eg, GATEWAY poster, images of speakers, etc.) at the beginning of the event, bring up the file and share your screen
- Click **More** in the Meeting Controls
- Click **Live** on Custom Live Streaming Service
- Navigate to the original Live Stream page on Facebook to make sure the event is streaming properly
- Navigate back to Zoom and stop screenshare once it's time for the discussion to begin

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Steps for Setting Up a Virtual Event

Stop the Live Stream via Zoom

- Allow the participants to make their closing statements
- Click **More** in the Meeting Controls
- Click **Stop Live Stream**
- Unmute all participants and let them know the live stream is over and they can discuss if they want
- Click **End Meeting** when ready

Keep in mind...

- There is a processing time of approximately 20 seconds for Facebook Live, so participants watching on Facebook will see the same content approximately 20 seconds after participants watching on Zoom.
- If you have the Facebook window open on your computer, you will hear your audio play back to you approximately 20 seconds delayed. If you need to keep the Facebook window open to view and reply to comments, click the speaker icon at the bottom right of the live stream on the Facebook page to mute the video.
- You should give yourself ample prep time. Consider practicing with a friend or loved one before going live. Being prepared can reduce stress, boost confidence, and help ensure you deliver the best possible broadcast. Log in to the event early so that you can get comfortable and be ready when it's time to go live!

See page 13 for other tips on how to execute a successful virtual event.

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Speaker Tips for Going Live



Choose a Good Location

Location is everything. The best locations offer a pleasant and tidy background that isn't too distracting. Ensure items like garbage cans, dirty dishes, snacks, laundry, etc. are not in the frame. Bookshelves, paintings, and photos are ok!



Position Your Camera Correctly

Position your camera in a way that feels natural and allows you to look at the camera directly. Sit eye level to the lens and frame yourself so that the angle of the camera shows your midsection up. If using a laptop, place it somewhere steady and add a book or two underneath if that helps the camera positioning. Placing the camera too high leaves viewers staring down at you, while positioning the camera too low can lead to unflattering angles.



Play With Lighting

Poor lighting has an enormous effect on the video quality and final presentation. Make sure there is enough light in the room so that your video doesn't appear grainy, too dark, or shadowy. Natural light is best; however, feel free to play around with your office, kitchen, or bedroom lighting to see what looks best. Lighting from the sides will brighten your face best, so try for that if you have the ability.



Testing 1, 2, 3

Do your best to present from a quiet place with minimal distractions. While you can't control if your dog barks or your doorbell rings, speaking clearly, slowly, and with an appropriate volume can help to ensure your message is heard.



Look at the Lens

A common mistake presenters make when going live is looking at the video feed instead of the camera. While it may seem more natural to look at the video, it actually appears as though you're looking off and not engaged in what you're speaking about. Looking into the camera is the equivalent of speaking directly to a person, so practice doing so until you're comfortable with it.

GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A VIRTUAL EVENT

Speaker Tips for Going Live



Have a Seat

Find a comfortable seat that has limited movement (no rocking side-to-side or back-and-forth). Be mindful of your posture and avoid fidgeting. It's easy to relax and begin to slouch over time, so set up notes on your screen to remind yourself to sit up straight. It also helps keep your energy levels high.



Get Ready for Your Close-Up

Keep your "on-camera" outfit reasonably simple. You want the audience to focus on you. Wearing a solid, muted color like green, blue, or dark grey will help you stand out. It's best to avoid busy patterns, logos, or materials that can reflect light. Remember, the audience can see you even when you're not talking. Avoid eating, texting, sending emails, or anything else that may be distracting.



Practice and Prepare

Give yourself ample prep time. Consider practicing with a friend or loved one before going live. Being prepared can reduce stress, boost confidence, and help ensure you deliver the best possible broadcast. Log in to the event early so that you can get comfortable and be ready when it's time to go live!

SCREENING CONTENT AND MATERIALS

Talking Points, Event Script, and Q&A

Following are suggested talking points and remarks to introduce the film as well as a suggested question and answer document:

Core Talking Points

- Last fall, *Choices Matter* released *GATEWAY*, a film about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery.
- *Choices Matter* is a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.
- This documentary provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.
- CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered with them on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country to help drive audiences to the film and encourage them to learn more about non-opioid options to manage pain after surgery.
- We hope this film will educate viewers on non-opioid options available to manage pain after surgery and empower them to be advocates for their own health.
- For more information about the film, the PSA, or to find other materials related to *GATEWAY* and non-opioid options to manage pain after surgery, visit GatewayFilm.com/CADCA.

Reminder:

All of these materials (pages 15-23) can be found and downloaded at www.cadca.org/resources.

SCREENING CONTENT AND MATERIALS

Suggested Film Introduction/Moderator Remarks (Approx 5 Minutes)

Hello, everyone. Thank you for joining us for today's event to discuss GATEWAY, a new documentary from our partners at *Choices Matter*.

Choices Matter is a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

GATEWAY provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered with them on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country to help drive audiences to the film and encourage them to learn more about non-opioid options to manage pain after surgery.

INTRODUCE ANY SPECIAL GUESTS/SPEAKERS

I'm honored to introduce this special screening of GATEWAY and for each of you to see this honest and emotional documentary that shines a light on how surgery and opioids transformed the lives of three unsuspecting families. Our hope is that this documentary helps change that conversation going forward.

We're excited to have [INSERT ANY SPECIAL GUESTS/SPEAKERS] with us today to discuss [INSERT DISCUSSION TOPICS] and to answer questions. Please feel free to ask questions in the comment box at any time for our guests.

SCREENING CONTENT AND MATERIALS

Key Messaging/Background

What is GATEWAY?

- GATEWAY is a film about three families that were changed forever by an opioid addiction that began with a prescription to manage pain after surgery.
- It provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

What differentiates GATEWAY from other opioid documentaries?

- GATEWAY focuses on an often-overlooked contributor to the nation's opioid epidemic – the surgical setting – and helps raise awareness about the safe and effective non-opioid options available that can reduce or eliminate the need for opioids and their associated risks.
- Research shows that despite national efforts to end the country's opioid epidemic, patients continue to receive large quantities of opioids for postsurgical pain, placing them at risk for potentially severe downstream consequences, including addiction or dependence.

Why is this film important?

- A 2017 report found that nearly 1-in-10 patients prescribed opioids to manage pain after surgery went on to persistent use of the medications, meaning they were still taking opioids 3 to 6 months after their procedure – that's alarming.
- There are safe, effective, non-opioid options available that can reduce or eliminate the need for opioids and their associated risks including addiction and dependence.
- Conversation is a linchpin for change. We hope this film will educate viewers on non-opioid options available to manage pain after surgery, and empower them to be advocates for their own health.

How is GATEWAY being promoted?

- The full 40-minute documentary is available at GatewayFilm.com/CADCA.
- A national Public Service Announcement (PSA) was also launched in partnership with CADCA to encourage people to watch GATEWAY and learn more about the non-opioid options available to manage pain after surgery.
- The film is also being submitted for various awards and to film festivals across the country. In fact, the film has already received more than 15 awards from various festivals and film competitions.

SCREENING CONTENT AND MATERIALS

Key Messaging/Background

Was there a premiere for GATEWAY?

- GATEWAY was premiered at Helen Mills Theater in New York City on October 16, 2019. A second screening was held at The London Hotel in Los Angeles on February 4, 2020.

Who funded GATEWAY?

- GATEWAY was funded by Pacira BioSciences, Inc. as part of their unbranded, national education campaign *Choices Matter*, which aims to empower patients to discuss their non-opioid options for managing postsurgical pain before surgery.

What is *Choices Matter*?

- *Choices Matter* is an unbranded, national education campaign that aims to empower patients to discuss their non-opioid options for managing postsurgical pain before surgery. To learn more about *Choices Matter* visit PlanAgainstPain.com.

Who directed GATEWAY?

- GATEWAY was directed by Dana Richie of Backlot Productions.

Where can people go for more information about the documentary?

- For more information about the film, the PSA, or to find other materials related to GATEWAY and non-opioid options, visit GatewayFilm.com/CADCA.

SCREENING CONTENT AND MATERIALS

Newsletter/Member Email Content

Join us for a Virtual Screening of GATEWAY, a Documentary on Opioids and Surgery

On **[INSERT DATE & TIME]**, Community Anti-Drug Coalitions of America (CADCA) will host a virtual screening of GATEWAY, an award-winning documentary about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The film provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

GATEWAY was created by *Choices Matter* – a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

The 40-minute film features a woman who faced addiction following a C-section, a high school athlete who struggled with opioids after suffering sports injuries that led to surgeries, a young woman who has battled addiction for over a decade, and a clinician who has made it his mission to reduce opioid prescribing after surgery.

ADD RELEVANT INFO ON LOCAL CADCA COALITION, SPEAKERS/PANELISTS, VIRTUAL PLATFORM, etc.

To learn more about GATEWAY, including resources about non-opioid options to manage pain after surgery, visit www.GatewayFilm.com/CADCA.

SCREENING CONTENT AND MATERIALS

Social Media Tip Sheet

Help Us Spread the Word

Tips for Sharing GATEWAY on Social Media



Include a visual

Find suggested images on page 21, or visit GatewayFilm.com to download images and videos you can use in your posts.



Use relevant hashtags

Hashtags help you expand your reach and tap into relevant conversations; limit hashtags to 1-2 per tweet. Our official hashtag is #gatewayfilm.



Tag relevant accounts

Look to see if a person, outlet or organization you're tweeting to or about has an account and tag them (@XYZ) so they can see and engage with your content.

Quick tip: If you include a link in the copy, the post will automatically populate with the video thumbnail or website image for easy viewing

Sample Posts

A new documentary, GATEWAY, provides an emotional look at how surgery and opioids transformed the lives of three families. Watch the film at www.gatewayfilm.com to learn about the importance of non-opioid options for managing pain after surgery. #gatewayfilm

Jen never expected the C-section she had to welcome her daughter into the world would be her #gateway to opioid addiction. Watch GATEWAY, a new documentary, at www.gatewayfilm.com to hear her full story.

After suffering sports-related injuries in high school, Cameron was prescribed #opioids to manage pain. His mom, Jennifer, didn't know he would become addicted. Hear their story in the new documentary, GATEWAY www.gatewayfilm.com #gatewayfilm

The film GATEWAY aims to shed a light on the need for non-opioid options to manage pain after surgery. Watch www.gatewayfilm.com to hear how surgery and opioids transformed the lives of three families. #gatewayfilm

Dr. Chudacoff, an OB/GYN, turned a "personal devastation into a public awareness." Hear his story and why he's on a mission to provide opioid-free C-sections to patients in the new film, GATEWAY. www.gatewayfilm.com #gatewayfilm

Surgery is often a gateway to #opioid addiction. A new documentary explores the stories of people whose lives were forever changed because of a prescription to manage pain after surgery. Learn more at www.gatewayfilm.com #gatewayfilm

Opioid overprescribing can lead to addiction, especially after surgery. GATEWAY, a new documentary from #ChoicesMatter, explores the inadvertent way in which surgery led several individuals down a dangerous path. Watch the film at www.gatewayfilm.com #gatewayfilm

PP-NP-US-0934

SCREENING CONTENT AND MATERIALS

Social Media Images



SCREENING CONTENT AND MATERIALS

Background on Documentary Participants



Jennifer Wysong fell into addiction after receiving an opioid prescription to manage pain after her C-section. Although her path to recovery was riddled with setbacks, she has celebrated 3+ years of sobriety and is now a peer support counselor at the same treatment facility that supported her journey to sobriety.

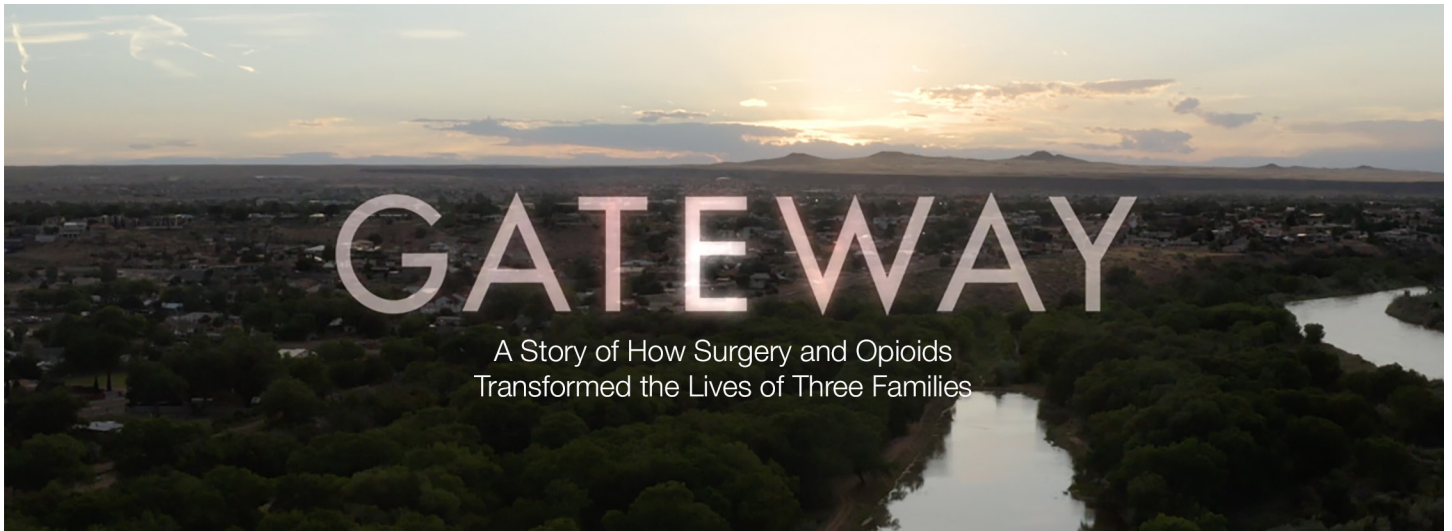


Jennifer Weiss-Burke lost her son, Cameron, to a heroin overdose when he was only 18 years old. Cameron's addiction began after he was prescribed opioids to treat pain from several sports-related injuries and surgeries in high school. Since losing Cameron, Jennifer began a mission to build something that she wishes would've existed for her son – a recovery center for adolescents battling addiction.



Dr. Richard Chudacoff is an OB/GYN at the forefront of addressing the opioid epidemic by providing his C-section patients with an opioid-free surgical experience. Fueled by a personal connection to the opioid epidemic, Dr. Chudacoff is an advocate for utilizing non-opioid options to manage pain after surgery.

DOCUMENTARY AND OTHER VIDEO ASSETS



Full 40-Minute Documentary

You can download the GATEWAY documentary by going to www.cadca.org/resources.

Public Service Announcement (PSA)

You can download the 60-, 30-, and 15-second PSA by going to www.cadca.org/resources.

Spotlight Videos on GATEWAY

You can download individual spotlight videos for each of the documentary storytellers by going to www.cadca.org/resources.

Trailer for GATEWAY

You can download, view or share the trailer for GATEWAY by going to www.cadca.org/resources.

For Questions or More Information, Please Contact:



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