
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 494 Session of
2019

INTRODUCED BY TOEPEL, DAWKINS, DIGIROLAMO, BIZZARRO, BOBACK,
BROOKS, CALTAGIRONE, FEE, FLYNN, FRANKEL, FREEMAN, HILL-
EVANS, HOHENSTEIN, ISAACSON, KIM, KORTZ, LONGIETTI,
MACKENZIE, MERSKI, MILLARD, PICKETT, RYAN, SCHLOSSBERG,
SCHMITT, THOMAS, ZABEL AND READSHAW, SEPTEMBER 17, 2019

REFERRED TO COMMITTEE ON HUMAN SERVICES, SEPTEMBER 17, 2019

A RESOLUTION

1 Designating September 25, 2019, as "Someone You Know Day" in
2 Pennsylvania.

3 WHEREAS, Opioid addiction has reached epidemic proportions
4 across the country; and

5 WHEREAS, With the nation's third highest death rate due to
6 drug overdose, Pennsylvania is a microcosm for the opioid crisis
7 affecting families nationally; and

8 WHEREAS, Stigma is recognized as a barrier to people seeking
9 help and treatment for opioid use disorder; and

10 WHEREAS, Experts agree that sharing positive stories of
11 people who have been affected by opioid use disorders is an
12 effective strategy to address social stigma; and

13 WHEREAS, Recognizing the need to address this epidemic, the
14 Independence Blue Cross Foundation launched "Someone You Know"
15 to share diverse stories of hope for those who have found a life
16 in recovery, supported a loved one with opioid addiction or

1 sadly lost a loved one to an overdose; and

2 WHEREAS, "Someone You Know" began as a regional public health
3 awareness campaign involving nearly a dozen participants and a
4 national conference that convened more than 600 leaders in
5 health, government and communities, including the United States
6 Surgeon General; and

7 WHEREAS, In one year, the diversity and number of "Someone
8 You Know" participants increased to 20 ambassadors who have
9 shared their stories at three major events in 2019, engaging
10 Federal and state legislators at day long exhibitions in
11 Washington, DC, Harrisburg and Philadelphia; and

12 WHEREAS, Each event featured an interactive mobile display
13 for guests to listen to the stories of hope told by campaign
14 participants; and

15 WHEREAS, The mobile exhibit was created to expand the reach
16 of initial advertising and travels to community events, colleges
17 and corporate campuses; and

18 WHEREAS, "Someone You Know" has gained national attention for
19 addressing the stigma of opioid use disorder; and

20 WHEREAS, Through regional advertising, social media promotion
21 and the mobile exhibit, "Someone You Know" generated more than
22 40 million viewer impressions and more than 85,000 views of
23 videos to date; and

24 WHEREAS, On September 25, 2019, the "Someone You Know" mobile
25 exhibit is traveling to the State Capitol to raise awareness
26 about the Independence Blue Cross Foundation's grassroots public
27 health campaign that is breaking the stigma of opioid addiction,
28 inspiring hope and empowering others to seek help and treatment;
29 therefore be it

30 RESOLVED, That the House of Representatives designate

1 September 25, 2019, as "Someone You Know Day" in Pennsylvania.