
THE GENERAL ASSEMBLY OF PENNSYLVANIA

SENATE RESOLUTION

No. 229 Session of
2019

INTRODUCED BY STREET, KILLION, MUTH, BARTOLOTTA, FONTANA,
DINNIMAN, ARGALL, AUMENT, FARNESE, K. WARD, BROWNE, BLAKE,
HUGHES AND J. WARD, SEPTEMBER 25, 2019

INTRODUCED AND ADOPTED, SEPTEMBER 25, 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 (OUD); and

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

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

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

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

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

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

17 WHEREAS, "Someone You Know" has gained national attention for
18 addressing the stigma of OUD; and

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

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

28 RESOLVED, That the Senate designate September 25, 2019, as
29 "Someone You Know Day" in Pennsylvania.