



Gloucester Department of Community Engagement

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FOR IMMEDIATE RELEASE

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Local Broadcast on Prescription Drug Epidemic

GCTV 48 (cable government channel) and DUKETV 47 (cable school channel) will feature the powerful documentary “Heroin: The Hardest Hit” that focuses on the impact of the heroin and prescription drug epidemic in Virginia.

The program will be shown on GCTV Channel 48 at 7 a.m., 1 p.m., 6 p.m. and 11 p.m. and on DUKETV Channel 47 at 9 a.m., Noon, 4 p.m. and 10 p.m. each day.

Approximately 1,000 Virginians are killed each year by a fatal heroin, fentanyl, or prescription opioid overdose. In response, Virginia Attorney General Mark R. Herring has made combating the heroin and prescription opioid epidemic a top priority, attacking the problem with a multifaceted approach that include enforcement, education and prevention, legislation to encourage reporting of overdoses in progress, and expanding the availability of naloxone and access to the Prescription Monitoring Program.

The award winning documentary “Heroin: The Hardest Hit,” is part of the education and prevention initiative and features Virginians sharing their own stories of addiction, overdose, and recovery as well as viewpoints from medical professionals and law enforcement officials working to address the problem.

For more information, visit www.hardesthitva.com.