

Frequently Asked Questions



What is the More Powerful NC campaign?

The More Powerful NC campaign is an awareness and communications campaign created by Attorney General Josh Stein and Department of Health and Human Services Secretary Mandy Cohen to help fight the opioid epidemic in North Carolina. The campaign is working to raise awareness about the devastating effects of the opioid crisis, which causes five deaths in our state every day, on average.

More Powerful NC is anchored in the message that together, we are more powerful than opioids. We all can and should play a part in taking back our communities from the grips of this epidemic.

The campaign website (MorePowerfulNC.org) provides information about how North Carolinians can get help, get involved, and get the facts about the crisis. It gives people actionable steps to safely store and dispose of medications, talk to their doctors and families about the risks associated with opioids, and get involved with prevention and recovery efforts in their schools, companies, and communities.

Who is behind this campaign?

The More Powerful NC campaign is led by Attorney General Josh Stein and Secretary Mandy Cohen, and supported by State Superintendent Mark Johnson and Insurance Commissioner Mike Causey.

More Powerful NC is supported by funds, donations, and work from the members of the More Powerful NC coalition, which is made up of state agencies, businesses, and healthcare organizations. The coalition includes:

- North Carolina Department of Justice

- North Carolina Department of Health and Human Services
- North Carolina Department of Public Instruction
- North Carolina Department of Insurance
- Atrium Health
- Blue Cross and Blue Shield of North Carolina
- LabCorp
- UNC Health Care
- Governor's Institute on Substance Abuse
- Carolina Hurricanes

More Powerful NC is also supported by non-financial partners from across the state to continue raising awareness and implementing community solutions to fight the epidemic. A full list of partners can be found [here](#).

How long will the campaign run?

The campaign is slated to run through the end of 2019.

Where can we find campaign TV spots and other messaging?

The More Powerful NC anthem spot, :60 and :30 second TV ads, :15 digital video ads, and billboards are available [here](#).

Is this just another advertising campaign?

More Powerful NC is much more than advertising. Through resources at www.MorePowerfulNC.org, this effort is meant to arm people with the information and strategies they need to take action in their own communities. Visit <https://www.morepowerfulnc.org/community-toolkits/> or <https://www.morepowerfulnc.org/get-involved/community-involvement/> to learn more.