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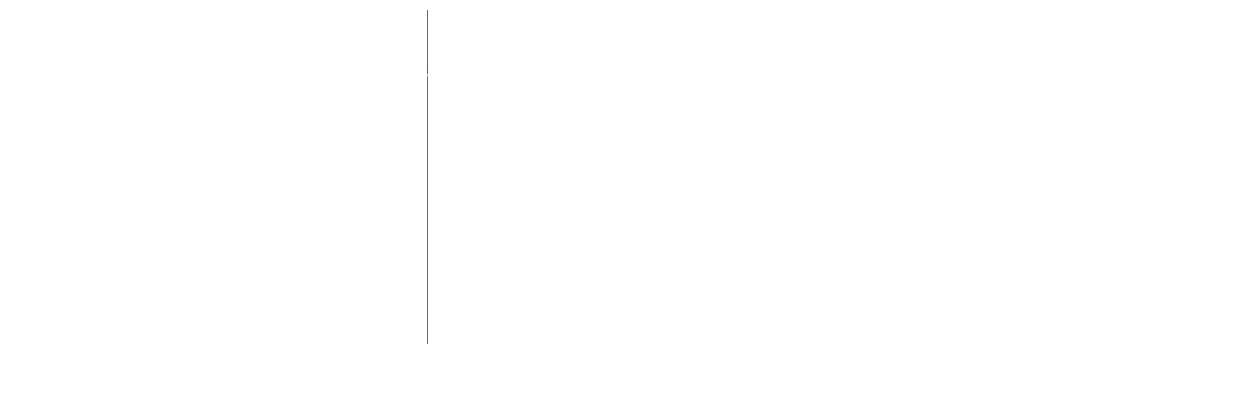
Helping Up Mission wins grant for addiction awareness campaign aimed at women

By: Daily Record Staff | March 30, 2023

Helping Up Mission (HUM) on Thursday announced it has received a grant of nearly \$350,000 from the Opioid Operational Command Center (OCC) to conduct an educational outreach campaign specifically targeted to women and mothers, encouraging them to seek addiction treatment and wrap-around services through their 250-bed Center for Women & Children.

Building on the success of the 2022 OCC-funded public awareness campaign, HUM aims to increase the number of women they are serving at the new center by utilizing a multipronged campaign, incorporating advertising, referral outreach, the continuation of a 24/7 crisis hotline and public relations tactics.

This awareness campaign ads began to run locally this month and will extend into the spring.



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