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PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Fresh Start Morning Tea - Raising Awareness for Overdose Prevention
Thursday, August 29, 2024**

The Fresh Start Morning Tea aims to prepare the community for International Overdose Awareness Day on August 31st. This will provide opportunity to spark conversations about substance misuse and the prevention of overdose by promoting early intervention and treatment for addiction and substance use disorders.

Over the past several years, Australia has witnessed a concerning increase in the number of fatal overdoses annually. Over six Australians fatally overdose every day, with a recorded 2,356 drug-induced deaths in most recent Penington Institute Reports (2024), that is almost double the number of road traffic deaths (1,276).

Western Australia has borne the highest rate of unintentional fatal overdose in the country since 2011. Reports show that in WA there were 2.7 drug-induced deaths per 100,000 in 2004, this number significantly increased to 8 per 100,000 in 2021. Fresh Start provides essential treatment, information, and support for individuals and families struggling with addiction and substance use disorders.

The key objectives of the morning tea are to promote prevention, destigmatize substance misuse, and educate to encourage help seeking behaviour so those struggling can find professional and medical support.

Fresh Start supports hundreds of people and their families annually in overcoming addiction and substance use disorders. If you or someone you know is struggling with addiction or substance use disorders, remember that recovery is possible with the right professional medical treatment.

For more information about how your organisation, business, school or community group can host your own Fresh Start Morning Tea visit www.freshstart.org.au or email fundraising@freshstart.org.au before Monday, August 19, 2024.