

Principles of HEROES

- Everybody deserves a second (and third) chance
- Addiction is a disease, and should be treated both medically and behaviorally
- Communities must identify individuals through assertive outreach (to reach those reluctant to get help on their own)
- Recovery requires continuous support, coaching, and follow-up
- There are numerous cognitive, personal, social, and economic barriers to overcome during the journey of recovery
- Patients can achieve long-term sobriety and regain their lives

What is Medication-Assisted-Treatment?

Medication Assisted Treatment (MAT) uses approved medication in conjunction with behavioral therapies to help patients manage withdrawal symptoms, remain in treatment, and prevent relapse. Different types of medications may be useful at different stages of treatment. Individual treatment plans will vary.

Commonly prescribed medications include:

Buprenorphine (Suboxone®) reduces or eliminates opioid withdrawal symptoms, including drug cravings, without producing the euphoria or dangerous side effects of heroin and other opioids.

Naltrexone (Vivitrol®) blocks the brain's opioid receptors and is approved for the prevention of relapse in patients following a complete detoxification from opioids/alcohol.

Methadone (Dolophine®) prevents opioid withdrawal symptoms and reduces cravings by activating opioid receptors in the brain.

Naloxone (Narcan®) is a medication used to prevent opioid overdose deaths to rapidly reverse the effects of opioids.

The Facts on Addiction

- 15 million people in the United States suffer from opioid dependency¹
- Only 10% of individuals suffering from opioid dependency are being treated for it²
- Opiate withdrawal can be both painful and dangerous
- Quitting by abstinence alone (cold turkey) has the lowest success rate (25%)
- Individuals transitioning to MAT are more successful in achieving long term sobriety³
- Retention in MAT for 12 months or longer is associated with more positive long-term outcomes⁴

How can Treatment help?

Treating the whole patient by combining medication and behavioral therapies has been shown to prevent overdose death, reduce opioid use, and improve health and psychosocial functioning.

The prescribed medication operates to normalize brain chemistry, block the euphoric effects of alcohol and opioids, relieve physiological cravings, and normalize body functions.

Medication improves retention in behavioral therapies, and allows patients to:

- Decrease illicit use of opioids
- Learn how to identify healthy and harmful thoughts, ideas, beliefs and attitudes
- Change unhealthy attitudes and behaviors
- Develop new ways of thinking
- Problem solve and cultivate coping skills
- Live a self-directed life without addiction

¹ (World Health Organization) (

² (American Addiction Centers) (

³ (Drugabuse.com) (

⁴ (Research from the Journal of American Medical Association) (

HEROES provides additional services at no-cost to participants:

Peer Recovery Coaching:

Connect with peer coaches who understand the power of addiction, have found stability in their own recovery, and are committed to helping others do the same through emotional support and connection to community resources.

Professional Counseling:

Licensed and certified addiction counselors are available to provide one-on-one behavioral therapy weekly and as needed to individualize treatment goals and monitor progress.

Recovery Support Group:

Coaches and peers in recovery come together to offer encouragement, help, and accountability through similar experiences and perspectives.

Educational and Informational Group:

Addiction is impacted by biological, psychological, and social influences. Understanding addiction and learning skills to manage is important for long-term recovery.