

ABOUT THE PROGRAM

A lot is known about some aspects of substance use disorder and brain injury. A driver crashes a car while under the influence and injures her brain. A man falls while intoxicated and hits his head resulting in a brain injury.

However, not much is known about the risks of substance use following a brain injury. A person who is revived with Narcan from an overdose can simply walk away from first responders. But what happened during that time when they lay unconscious?

During an overdose the body might not breathe. Without oxygen the brain can be damaged, known as Toxic Brain Injury. Hypoxia occurs when too little oxygen reaches the brain. Anoxia is the damage done when the brain doesn't receive any oxygen. These two injuries are often the result of prolonged substance misuse and nonfatal overdose.

This story looks at the correlation of substance use disorder and brain injury. Researchers want to know how one affects the other. Was it a previous brain injury that led to continued substance misuse? How does brain injury affect treatment? Efforts are underway to know more about the correlation of SUD and TBI and how we should respond.



ROADS TO RECOVERY III SPONSORSHIP INCLUDES

- Half hour, field-based program for local and national broadcast
- ROADS TO RECOVERY III will be featured on the program webpage with links to videos, one-sheets, resources and partners (Brain Injury Association of NH)
- Screenings and discussions locally and nationally hosted by the Brain Association
- Educational outreach: NHPBS will include ROADS TO RECOVERY III resources, links, activities and all video content in at least two of our weekly educator e-newsletters

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As a sponsor of ROADS TO RECOVERY III, your company will reach a highly engaged audience and become part of the solution to the addiction crisis in New Hampshire. **HELP SAVE LIVES. BECOME A SPONSOR.** *Your \$10,000 sponsorship includes the following benefits:*

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- Promotion in NHPBS' special e-blasts, press releases
- Credit on educational materials