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Dave Joyce for Congress Launches New TV and Digital Ad on Leadership to Combat the Opioid Epidemic

PAINSEVILLE – Today Dave Joyce for Congress launched a one-minute television and digital advertisement calling attention to the scourge of the opioid epidemic and Congressman Joyce’s leadership to increase support and resources for those struggling with opioid addiction. “*Advocate*” begins on the heels of [Prescription Opioid and Heroin Epidemic Awareness Week](#) and during what the U.S. Department of Health and Human Services observes as [National Recovery Month](#) to educate Americans on substance use treatment and mental health services.

The ad captures the story of Greg McNeil, a father from Hudson and the founder of the Ohio nonprofit Cover2 Resources, who lost his son Sam to a heroin overdose in 2015.

“Five years ago, I lost my youngest son Sam to a heroin overdose. The first time we met with Congressman Joyce we talked about supporting a very important bill to increase access to non-opioid medications. Right there before we left the office, he endorsed our letter,” **Greg McNeil stated.** “It’s leaders like Congressman Joyce who are making a difference in the opioid epidemic. Families battling opioid abuse deserve an advocate, and I know first-hand that Northeast Ohio has that in Dave Joyce.”

Watch “*Advocate*” here:



Dave Joyce is a leading advocate in Congress for families impacted by the opioid crisis. As a member of the Bipartisan Opioid Task Force and the Vice-Chair of the Addiction,



Treatment and Recovery Caucus, Dave has met with families to encourage dialogue about opioid addiction. Following Dave's first meeting with Greg McNeil, Dave [signed on to a letter](#) to increase access to non-opioid medications. Since then, Dave has met with Greg McNeil several times, including at meetings with the organization Voices for Non-Opioid Choices which advocates for the bipartisan bill The [NOPAIN Act](#), which Joyce is a cosponsor of.

“As a former prosecutor, I’ve seen the tragedy of opioid abuse up close and personal—It’s an issue that cuts across party lines and into the homes of countless families right here in Ohio,” **said Congressman Dave Joyce.** “Greg McNeil and his family have turned the tragic loss of their beloved Sam into a mission fueled by hope, determination and strength. It is that same mission that has driven me each day in Washington to confront this crisis head on—whether it’s cracking down on illegal drugs, securing resources for those working to overcome addiction, or providing counties and law enforcement agencies with the necessary resources to battle the crisis on the front lines.”

Joyce continued, “While I’m proud to have helped pass over 70 pieces of legislation to combat this devastating epidemic, there is far more work that needs to be done. Working across party lines and alongside brave advocates like Greg, I know we can make a difference.”

Dave was recently [applauded](#) for his efforts to address the [rapid increase](#) of opioid deaths during COVID-19. In August, Dave petitioned to Republicans and Democrats in House leadership to bring his bill, the Comprehensive Opioid Program Extension Act, to the floor for a vote to draw immediate attention to the issue.

The COPE Act is a comprehensive opioid reform bill helps combat the opioid epidemic by increasing resources available to the U.S. Department of Justice’s comprehensive opioid abuse grant program by \$70 million per year from 2020 through 2024, bringing the total provided annually for the grants to \$400 million.

[Cover2 Resources](#) is a 501(c)3 nonprofit based in Ohio that focuses on awareness, education and advocacy to develop an educational curriculum around alternatives to the opioids that are often prescribed for pain treatment.

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