

HIP-HOP AGAINST HEROIN ADDICTION (H.A.H.A.)



In America, in the year **2015**, approximately **52,404** people died of Heroin & Drug Overdoses, and **33,091** died from Opioids. Nearly **4 out of 5** people who recently started using Heroin, used prescription painkillers first. They switched to Heroin because the drug is potent, cheaper and available for consumption. In **2016**, in Nassau and Suffolk counties, **493** deaths were attributed to opioid overdose, and about 85 cases were still under investigation. A record **1,374** people fatally overdosed in NYC in **2016**, more than the **334** murders and **225** car crash deaths combined. Many of these overdoses are believed to involve Fentanyl, a cheaper, powerful, synthetic opioid drug that, in some towns, has killed more people than Heroin.

Participants of **H.A.H.A.** will be taught the dangers of Opiate & Heroin Use, Substance Abuse, and the consequences of possessing/selling legal/illegal drugs. Celebrities will produce a series of PSAs, Visit Schools, Host Summits, and support a marketing campaign, which focuses on social media via the internet and Smartphones. This includes Facebook, YouTube, Twitter, Instagram, Snapchat, Apps, etc. to promote the importance of Education. We will work with elected officials, to find more money for education and alternatives to prison, for those arrested for Heroin/Opioid sales and abuse.

H.A.H.A. members who attend Club meetings and our *Dope Ain't Dope Summits & Concerts (D.A.D.)* will be offered: *Concert, Film & Sports Event Tickets, NIKE Sneakers, Smartphones, CDs, Gift Cards, discounts on goods and services, Computers, and Meet & Greet Sessions with Celebrities.* In addition, a series of Documentaries and Short Films will be produced to reinforce our message.

Purpose

- 1) To create H.A.H.A. Clubs in schools and use the power of education to end the Heroin & Opioid Epidemic.
- 2) To coordinate Dope Ain't Dope Summits & Concerts to reduce the Heroin and Opioid Epidemic.
- 3) To offer Prizes & Perks to participants who join us in our efforts to reduce the Heroin & Opioid Epidemic.
- 4) To provide referrals to individuals looking for a Drug Rehabilitation Program.
- 5) To use Social Media to communicate with students about the dangers of Heroin & Opioids.
- 6) To gather 1 million signatures, asking the government to put more money into Drug Education to fight the Heroin/Opioid Crisis.
- 7) To produce Films, Documentaries and T.V. Specials that address the Epidemic.
- 8) To Work with elected officials to create alternatives to prison, for students using and/or selling Heroin and Opiates.
- 9) To work with Gang Leaders, to keep drugs out of schools and surrounding communities.
- 10) To work with the *A-TEAM (Artists, Athletes, Actors, And Authors 4 Activism)*, Elected officials, Police, Clergy, Businesses, the Community and Gang Leaders, to expand the project and end the Heroin and Opioid Crisis.
- 11) To solicit the support of Celebrities to produce PSAs, talk to Students, and reinforce our message.



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Goals

- 1) To have a H.A.H.A. Club in every school in NYS and then expand nationwide.
- 2) To coordinate Dope Ain't Dope Summits & Concerts to address the Crisis.
- 3) To reduce the number of students arrested for Heroin & Opiate crimes.
- 4) To reduce the number of students who overdose or die from Heroin.
- 5) To increase the number of students that get help for Heroin/Opioid Addiction.
- 6) To get more young citizens involved with our fight to end the Heroin/Opioid Crisis.
- 7) To work with Gangs to enforce Drug Free Zones around our schools.
- 8) To get the government to put more money into Drug Education.
- 9) To provide Incentives and certificates to participants who take part in the project.
- 10) To establish partnerships with Celebrities, Elected Officials, Clergy, Law Enforcement Agencies, the Media, Businesses, the Community and Gang Leaders, willing to help us address the Heroin & Opioid Epidemic.

