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Contact: Jon Henkes, WisconsinEye
Jon.henkes@WisEye.org
608-316-6850

WisconsinEye Releases New Opioid Documentary
“Straight Forward: The Truth About Addiction” Now Available
Widespread Viewing Predicted for Schools, Communities Throughout Wisconsin

(Madison, WI...September 19, 2017) A new documentary targeting the opioid epidemic in Wisconsin is now available through WisconsinEye, the state’s public affairs cable network, in conjunction with addiction expert Skye Tikkanen and filmmaker Tony Wood.

Straight Forward: The Truth About Addiction features honest, in-depth interviews with young Wisconsinites fighting to recover their lives and futures from addictions that in most cases, involved opioids. “The message is as raw and disturbing as it is vital and inspiring,” said Jon Henkes, president and CEO, WisconsinEye. “If we can help even one person avoid the trap of addiction, this will have been a successful endeavor.”

Wisconsin is not immune to the growing devastation tied to opioid and heroin addiction. Into this challenge, the documentary was produced with the goal of having it shown to every middle and high school student in Wisconsin. *Straight Forward* was premiered at Oconomowoc High School on September 19th to more than a thousand students, parents, educators and community members.

Anyone interested in showing the documentary and making use of the educational materials should visit www.WisEye.org.

“Straightforward, peer-to-peer messaging has the greatest potential to impact large numbers of our young people, many of whom are at moderate to high risk of addiction,” Henkes said. “We hope this documentary is seen by every young person, and every adult involved with young people.”

Andy Anderson, MD, executive vice president and chief medical officer of Aurora Health Care, provides the introduction to the documentary. “Aurora Health Care is greatly concerned about the devastating effect of opioid addiction in our communities, a growing epidemic which our providers and caregivers see firsthand on a regular basis,” Dr. Anderson said. “As such, we’re committed to proactive prevention and treatment efforts across our footprint, and are proud to support this important documentary.”

Straight Forward: The Truth About Addiction features a group of diverse young Wisconsinites from across the state sharing their personal stories of:

- how they became addicted;
- what happened with their addiction;
- what prompted them to get help;
- what they would say to others;
- the hope and confidence they now have for their futures.

More...

The documentary also includes stories from parents with an addicted child, and a child who had an addicted parent. The full documentary is 48 minutes in length, with eight topical chapters that can be used or viewed independently. The eight documentary Chapters include: Getting Started, Rock Bottom, Recovery and Advice for a Friend. Curriculum and discussion guides are available.

Sponsors and underwriters of *Straight Forward: The Truth About Addiction* include WisconsinEye, Aurora Health Care, the Ruehlow Family Foundation, M&I Foundation, SC Johnson, Kwik Trip, Driftless Recovery Services, Skyward, WE Energies and Project Title Shot. The documentary has received additional in-kind support from the Wisconsin Department of Justice and Attorney General Brad Schimel, Wisconsin Department of Public Instruction, Fox6NOW, Oconomowoc Area School District, Wausau School District, School Choice Wisconsin, Wisconsin Council of Religious and Private Schools.

About WisconsinEye

WisconsinEye is a non-profit, private public affairs cable network in that airs gavel-to-gavel coverage of the Wisconsin Legislature, including floor sessions of the Wisconsin State Assembly and Wisconsin State Senate, plus committee meetings and other programs of state interest such as panels, town halls, and programs about state history. The coverage is available live both on the cable network as well as through the WisconsinEye website www.wiseye.org.

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