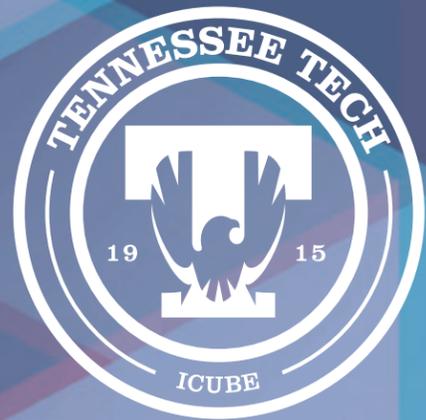


ADDRESSING ADDICTION



*Resources & Community Solutions
to an Ongoing Crisis*





ABOUT



Tennessee Tech's iCUBE

Tennessee Tech's iCube is known for solving traditional problems with innovative solutions. Over the years, we have implemented public policy campaigns, created immersive experiences in virtual reality, and used traditional marketing strategies to tackle projects for education, traffic safety, conservation and health, to name a few. Since 2017, we have undertaken several projects aimed at addressing addiction with local and state leaders in Tennessee.



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Find the Fire (2017) Pg. 4

A multiplayer, virtual reality experience created to encourage in-game and real-life behaviors utilizing metaphors for aspects of addiction such as bystander training and facing peer pressure.

TN Victory (2017) Pg. 4

The precursor to TNTogether.com, which organized activities happening across the state to combat the opioid crisis to encourage citizens and leaders to complete similar activities in their own homes and communities.

TN Together (2018) Pg. 5

TN Victory became TN Together, replacing the governor's initiative under the same name with a proactive approach aimed directly at enabling families and communities to impact the crisis directly.

The Drop Off (2021) Pg. 12

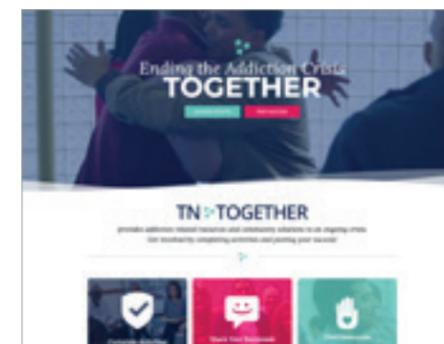
Virtual reality simulation that demonstrates the effects of stimulants and depressants on the body, with an accompanying educational website to unpack the game's metaphors.

To Be Better (2020) Pg. 14

A web app experience for middle and high school students to understand their tendencies for making decisions, empowering them with skills to identify patterns when making potentially detrimental choices.

FindHelpNow (2022) Pg. 15

A treatment provider navigator that can be used by doctors and the public to find help online by searching a near real time database of providers with services that meet their unique criteria.



2017

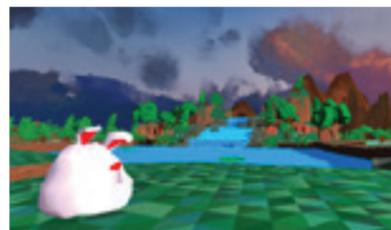


TN VICTORY

In 2017, we began meeting with an opioid task force from the TN Department of Health. After seeing examples of our virtual reality projects, including a diabetes simulation for Cookeville Regional Medical Center, the group asked us to create an educational simulation for middle and high school students.

FIND THE FIRE VR

We developed Find the Fire VR, a four-player virtual reality simulation that used metaphors to teach players about peer pressure, negative effects of stimulants and depressants, and bystander training. Though this game is not currently in use, the original idea behind the game led to the development of other efforts in our office to hopefully impact future decision making when it comes to the misuse of unprescribed medication by adolescents.



▶ Monitor Pet Medications

It's important to monitor all medications in your home, including the medication you give to your pets, as it can be misused. Find this activity on TNTogether.com to learn more about the safe handling of prescription medications.

2018

TN TOGETHER



As part of our office developed the Find the Fire VR simulation for the opioid task force at the TN Department of Health, another group was working on a website to serve as a resource for Tennessee-specific information and activities happening across the state to combat the opioid crisis. This campaign, originally called TN Victory, became TN Together, replacing a state initiative focused on prevention, enforcement and regulation.

TN TOGETHER

Ending the Addiction Crisis

TNTogether.com is an online repository of resources and activities happening across the state. We created this campaign for the TN Department of Health to combat the opioid crisis, end substance misuse and reduce stigma associated with addiction. Our team works with the TN Department of Health, the TN Department of Mental Health and Substance Abuse Services, coalitions and task forces to support initiatives in communities throughout Tennessee.



▶ **Join a Prevention Coalition**
Prevention coalitions are working to reduce substance misuse and stop overdose in communities across Tennessee. Find this activity on **TNTogether.com** to contact a coalition near you.



ENGAGING

FIND ACTIVITIES

Find ideas for activities for your community, organization or household to combat addiction locally, regionally or statewide. Learn how to complete these activities, discover new resources and gain insights from others in Tennessee who have completed them to inform your own implementation.



TNTOGETHER.COM
Ending the Addiction Crisis



▶ Equip College Residence Halls with Naloxone

Naloxone is a tool to reverse potentially fatal situations by allowing someone experiencing an overdose to breathe normally again. Find this activity on TNTTogether.com to bring naloxone training to your dorm.



SHARING



SUCCESS STORIES

Success Stories are submitted by visitors to the site once they have completed an Activity, sharing insights on both challenges and successes to encourage other groups to implement the same activity in their own communities. Since the launch of **TNTogether.com**, we have received success stories from all 95 counties in Tennessee.



▶ Become a Recovery Navigator Friendly Hospital

Tennessee Recovery Navigators are people in long-term recovery who become Certified Peer Recovery Specialists (CPRS) and use their lived experience to help others find recovery. Connect patients with a CPRS using this activity on TNTTogether.com.



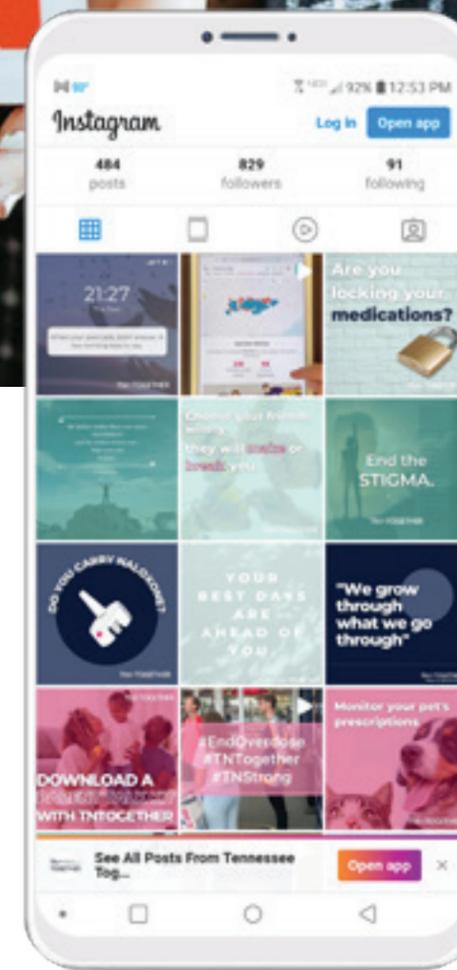
OUTREACH

SOCIAL MEDIA & RESILIENT TN

TNTogether.com is also the home of the statewide initiative, ResilienTN, a collaborative effort between TN Together, the TN Department of Mental Health and Substance Abuse Services, and the Tennessee Department of Health focused on building resilience and strengthening community connections to prevent the tragic loss of life to overdose and suicide.

ResilienTN promotes campaigns throughout the year including National Prescription Take Back Days and International Overdose Awareness Day across the entire state of Tennessee. We manage the social media for both TN Together and ResilienTN campaigns, providing Tennessee Tech students the opportunity to be involved in generating content and supporting these statewide initiatives. Follow us on social media to stay up to date with the TN Together and ResilienTN campaigns.

@TennesseeTogether



► Shareables

Search our shareable media content at [TNTogether.com/shareables](https://www.tn-together.com/shareables) to find content you can use for your organization or facility. We have videos, posters and graphics categorized by type of content to make finding and utilizing resources for combating addiction easy.

Check Out
THIS PAGE!
at [TNTOGETHER.com](https://www.tn-together.com)



The Drop Off is provided by the Tennessee Bureau of Investigation (TBI) as an experiential learning opportunity for adolescents to learn about the physical and mental effects of drugs, as well as how to proactively fight addiction and accidental overdose by properly disposing of unused medication.

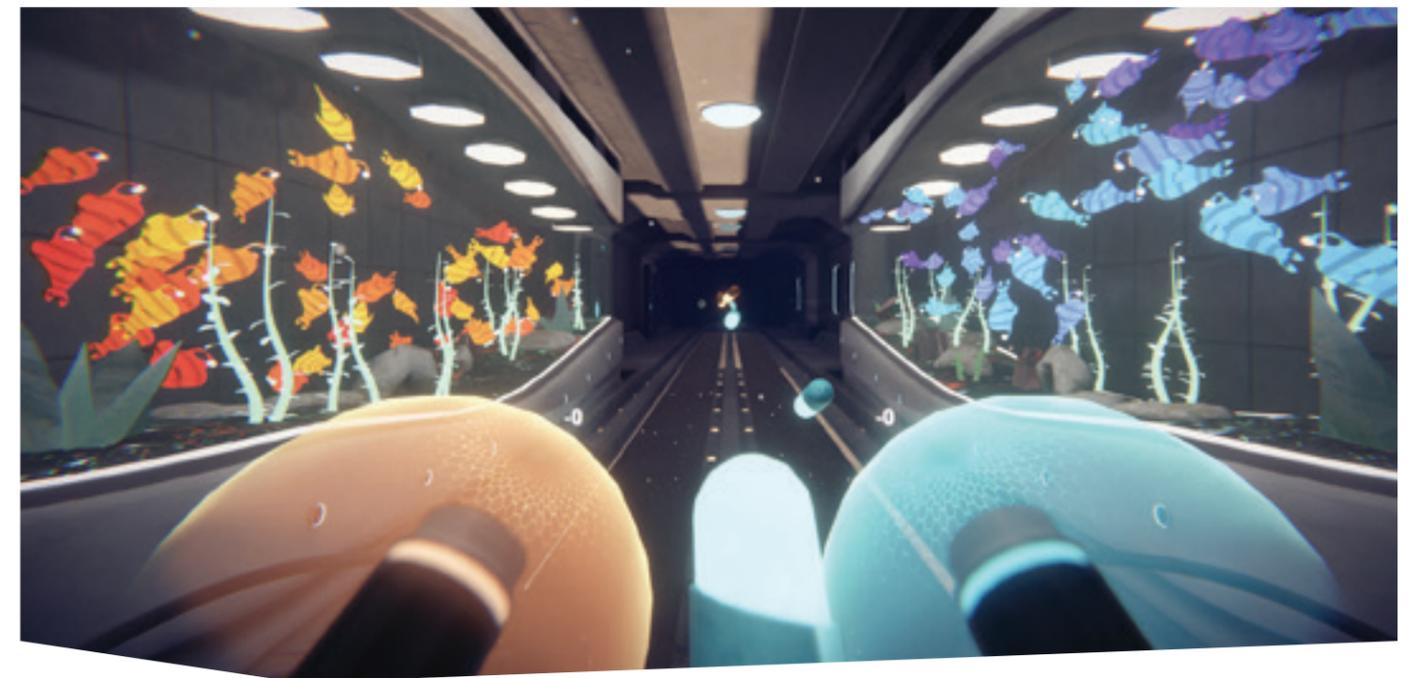
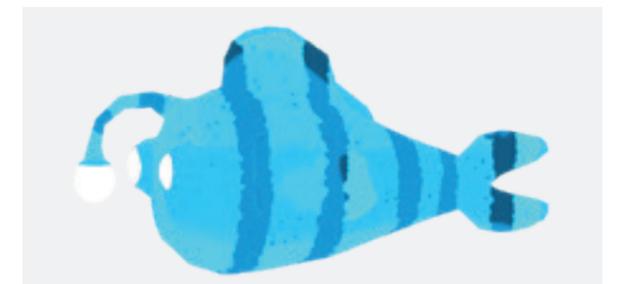
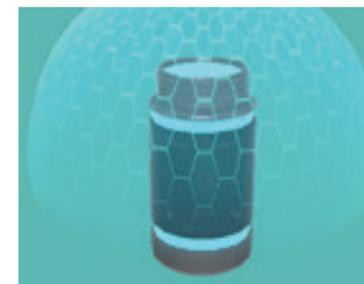


DRUG DISPOSAL

THE DROP OFF VR

We worked with the Office of the Inspector General for several years in anticipation of creating a virtual reality project for them, and we were eventually able to create The Drop Off VR. This experience, geared toward middle and high school students, allows players to catch blue and orange capsules in corresponding containers –

representing depressants and stimulants – before they are able to negatively impact the creatures in the tanks around them. This simulation has a supplementary website to unpack the metaphors and complete this educational experience at TheDropOffVR.com.





TEEN AWARENESS TO BE BETTER

The TN Office of the Inspector General was looking for a way to engage middle and high school students in an accessible learning experience where they could learn about the dangers of drug misuse. We created a web app, [2bbetr.app](#), for students to answer questions and learn

about their primary tendency toward making decisions: to Do Better, to Feel Better, to Fit In, to Experiment or to Feel Good. Adolescents can then use this information about themselves to help avoid making negative decisions when it comes to using and abusing drugs.

TREATMENT

Because of all the work we completed in the realm of the opioid crisis, the TN Department of Health asked us to serve as the web support and onboarding team for a treatment navigation finder, [FindHelpNowTN.org](#). This site connects those seeking treatment with a licensed provider near them by generating a list of results based on location, services provided and available openings.

FIND HELP NOW TN

Along with the TN Department of Health, this project also partners with the TN Department of Mental Health and Substance Abuse Services and TAADAS, the Tennessee Association of Alcohol, Drug, and other Addiction Services. We spent several years working on the backend with the creators of this program, the Kentucky Injury Prevention Research Center, before launching to the public in 2022.





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