



ADDICTION APP PUTS SUPPORT SYSTEM AT FINGERTIPS

App tracks an addict's status, provides immediate access to help

The Ohio State University Wexner Medical Center

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SUGGESTED TEASE	STILL TO COME, THE NEWEST WAY TO HELP PEOPLE OVERCOME THEIR ADDICTION WORKS 24 / 7. WE'LL SHOW YOU THE "ADDICTION APP" NEXT IN HEALTH NEWS.
ANCHOR LEAD	NO MATTER WHAT ADDICTION SOMEONE FACES, EXPERTS SAY THOSE WHO ARE MOST SUCCESSFUL AT STAYING SOBER ARE THOSE WITH A STRONG SUPPORT SYSTEM. NOW, THANKS TO A NEW APP INSPIRED BY THE ALARMING GROWTH IN HEROIN USE, THOSE WHO BATTLE THIS ADDICTION HAVE HELP RIGHT IN THE PALM OF THEIR HANDS. CLARK POWELL SHOWS US HOW IT WORKS.
	(Nats - answering telephone) :02
CG: Courtesy: The Ohio State University Wexner Medical Center Shots of Marvin volunteering	THOUGH HE'S BEEN SOBER FOR 15 YEARS MARVIN MURPHY STILL SPENDS HIS DAYS AT A TREATMENT CENTER - VOLUNTEERING HIS TIME AND OFFERING HIS SUPPORT TO ANYONE BATTLING ADDICTION. :09
CG: Marvin Murphy Recovering addict	"You have your support out there to go get you high, you have to have one to stay sober. And it's very important. If you don't have anybody to talk to, you're just talking to yourself. And that's not a good place to be if you're an addict." :12
Shots of Brandi with app Close up of screen	SO, TO MAKE SURE HEROIN ADDICTS ALWAYS HAVE SOMEONE CLOSE AT HAND, BRANDI SPAULDING DEVELOPED AN INNOVATIVE NEW APP. :06
CG: Brandi Spaulding App creator	"I wanted it to be something that was immediate and something that they're going to get that instant response." :06
Shots of Marvin showing app Shots of both walking down hallway Shots of phone in hand	IT'S WHEN THERE'S EVEN A SLIGHT DELAY, EXPERTS SAY, THAT ADDICTS ARE MOST LIKELY TO RELAPSE. SO WORKING WITH BRAD LANDER OF THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER, SPAULDING USED MODERN TOOLS TO HELP CONTROL AGE-OLD URGES. :12
CG: Brad Lander, PhD	"You can't always predict when you are going to need help. And

Ohio State's Wexner Medical Center	this app helps allow you to whenever you need help anytime of the day you can just get it." :10
Shots of support team Shots of mood rating screen Shots of reward page Shot of panic button Shot of teens texting	WITH THE APP, HEROIN ADDICTS CAN SET UP A TEN PERSON SUPPORT TEAM. IT PROMPTS THEM TO RATE THEIR MOOD, URGES AND STRESS LEVELS AT TRIGGER TIMES THROUGHOUT THE DAY - AND CAN SHARE THAT INFORMATION WITH THE GROUP. IT ALSO TRACKS AND REWARDS SOBRIETY AND, IN EMERGENCIES, HAS A ONE-TOUCH PANIC BUTTON THAT CONTACTS EVERYONE. IMPORTANT FOR ANY PATIENT - BUT ESPECIALLY FOR THE NEXT GENERATION OF ADDICTS - WHO OFTEN FEEL MORE COMFORTABLE COMMUNICATING BY TEXT. :23
Brandi Spaulding (CG'd earlier)	"To be able to have that technology where that generation can reach out to other people and let your friends know, you know, 'I'm struggling,' that's an important feature." :10
Shots of Murphy showing phone	SOMETHING MURPHY DIDN'T HAVE 15 YEARS AGO, BUT MAKES USE OF TODAY. :04
Marvin Murphy (CG'd earlier)	"This is just like a support right in your pocket // I think it's gonna work pretty good." :04
Cover last part of bite and this line with shot of both walking away	AT OHIO STATE'S WEXNER MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03
ANCHOR TAG	SPAULDING CREATED THE APP AFTER SEEING MANY IN HER HOMETOWN RAVAGED BY HEROIN ADDICTION. THE APP IS AVAILABLE FOR ANDROID DEVICES AND IS EXPECTED TO BE IPHONE COMPATIBLE IN THE COMING MONTHS.
 Share it! Suggested tweet:	Need help overcoming an addiction? Experts @OSUWexMed say there's an app for that! Details: bit.ly/1Txgewm
 Suggested post:	No matter what addiction someone battles, experts say the key to quitting is often a strong social support team. Now, thanks to a new app, experts at The Ohio State University Wexner Medical Center are putting an entire support system in the palm of your hand! See why this free 'addiction app' is different from others, and how it might help you or someone you know. Details: bit.ly/1Txgewm
	Extra Bites
CG: Brandi Spaulding App creator	<i>Spaulding talks about the inspiration for creating the app -</i> "Drugs and alcohol destroyed my life as just a tiny little kid. I don't want that to happen to any other children, ever." :08
CG: Brandi Spaulding App creator	<i>Spaulding talks about the need for constant support -</i> "The hardest part for the addict is after hours - after <i>our</i> hours. And I thought, you know, we can't be on board 24 hours a day, but they

	<p>can get a social support.” :13</p> <p><i>Spaulding talks about other applications for the app -</i> “It could be for anything. We have had a few patients that we’ve suggested use this for cigarettes, for marijuana. Just any kind of goal.” :11</p>
<p>CG: Brad Lander, PhD Ohio State’s Wexner Medical Center</p>	<p><i>Lander talks about the advantages of texting -</i> “Sometimes it’s very hard to actually talk to somebody but a text you can do very quickly you don’t have to actually, you know, if you’re very emotionally upset you don’t really have to talk but you can still express yourself. And it’s so quick. You can reach anybody, anywhere, anytime.” :17</p> <p><i>Lander talks about the panic button feature -</i> “There’s a panic button that if you are really in a bad situation you can push the panic button and it immediately sends a message to your entire support circle that says I need help and I need it now.” :10</p> <p><i>Lander talks about the advantages of the app -</i> “It’s free. It can be anywhere. Anybody can use it. It’s not tied into, that information doesn’t go any governing agency or any counselors or any police or anything. It’s just that circle is self- sustained so it doesn’t have to be reported anywhere so it’s safe.” :18</p>
<p>CG: Marvin Murphy Recovering Addict</p>	<p><i>Murphy talks about the grip of addiction -</i> “You’ve got to have it, 24/7. And just go and do anything you gotta do to get it. Steal, borrow, bribe.” :09</p> <p><i>Murphy talks about the ease of the app -</i> “This is just like a support right in your pocket. You know, you can just go boom, go to your text messages or whatever you need to call them and get ahold of someone, which is great.” :08</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://osuwmc.multimedianeewsroom.tv</p>

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