



# COACHES VS OVERDOSES

FOR IMMEDIATE RELEASE

## THSCA BRINGING COACHES VS OVERDOSES OPIOID REDUCTION PROGRAM TO 100 SCHOOL COMMUNITIES THROUGHOUT THE STATE

*“Coaches vs Overdoses” program designed to combat the opioid epidemic through education  
and safe drug disposal*

**San Marcos, Texas (October 26, 2023)** – The Texas High School Coaches Association (THSCA) is partnering with school districts across Texas and NFL legends Randy White, Mike Singletary and Ed “Too Tall” Jones to launch the Coaches vs Overdoses program at 100 varsity football games on October 26 and 27.

Through education and safe drug disposal, the Coaches vs Overdose program is designed to curb the opioid epidemic that is devastating Texas communities and destroying young lives. Nationwide, adolescent drug overdose deaths nearly doubled between 2010 and 2020. In Texas, an average of five people died daily from opioids in 2022. In a survey of teens, 70 percent say that unused prescriptions at home were their first source of acquiring drugs. These facts, along with the overwhelming number of personal stories of families destroyed by opioids, led THSCA to develop a plan to help combat the drug crisis that is directly hurting students and athletes.

“Coaches across the state are searching for a way to get involved in the fight against opioids,” said Joe Martin, Executive Director of THSCA. “Our motto is ‘Helping Coaches Help Kids,’ and the Coaches vs Overdose program helps our coaches by providing a tangible tool to offer the communities that they serve. Coaches are on the frontline of this fight and willing to help their students and athletes in every way possible.”

Dallas Cowboys legend and Pro Football Hall of Famer Randy White joined the fight after tragically losing his son-in-law who took a single pill for back pain that was laced with fentanyl.

“I know first-hand the devastation misuse of prescription drugs is causing families,” White said. “I am now a grandfather and dad to my two grandkids. There is nothing I can do to bring my son-in-law back, but I do want to try to help keep other families from going through that pain and heartache. I believe the best way to do that is to help educate parents and young

people about these dangers and get a real conversation going in our communities about prevention.”

Studies show teens are much less likely (69%) to misuse prescription drugs if educated about the dangers. The THSCA will be distributing the Prevention Playbook, a guide to the dangers of the misuse of prescription drugs, as well as a simple and convenient drug disposal tool at each of the varsity football games.

The Coaches vs Overdose program launches statewide to coincide with Youth Substance Use Prevention Month, Texas Fentanyl Poisoning Awareness Month, and the DEA’s National Drug Take Back Day (October 28, 2023). The following districts will participate in this year's program:

Arlington ISD  
Bastrop ISD  
Conroe ISD  
Del Valle ISD  
Denton ISD  
Dickinson ISD  
Eanes ISD  
El Campo ISD  
El Paso ISD  
Fort Bend ISD  
Grand Prairie ISD  
Harlingen ISD  
Hays CISD  
Katy ISD  
Lubbock ISD  
Mansfield ISD  
McKinney ISD  
Mesquite ISD  
Midlothian ISD  
New Braunfels ISD  
Northside ISD  
Richardson ISD  
Round Rock ISD  
Southwest ISD  
Tomball ISD

### **About the Texas High School Coaches Association**

The Texas High School Coaches Association (THSCA) is Texas high school coaches' principal advocate and leadership organization. The THSCA provides the highest quality representation, education, and services to Texas High School coaches and affiliate

members by enhancing the professionalism of coaches and the schools they represent. The mission statement is simply this: To help and serve Texas high school coaches as they work to help and serve student-athletes. "HELPING COACHES HELP KIDS." For more information on THSCA, visit [www.thsca.com](http://www.thsca.com)

**About Texas High School Coaches Education Foundation**

The mission of the Texas High School Coaches Education Foundation is to develop funds from a broad range of donors to provide professional education programs that will strengthen, reinforce, and enhance professionalism in high school coaches throughout the state of Texas. These programs provide instructional material and training in character development to coaches in Texas at both the high school and middle school levels. They can directly impact the lives of over 1.5 million student-athletes each year. The two established events are the Texas Coaches Leadership Summit and the R.O.C.K. Mentoring Workshop.