

NOW - 31 AUGUST

—
INTERNATIONAL
OVERDOSE
AWARENESS DAY

SOCIAL MEDIA TOOLKIT

TIME TO
REMEMBER.
TIME TO ACT.

STANDUP
MISSISSIPPI
AGAINST THE OPIOID CRISIS



International Overdose
Awareness Day
preventi

Every year on August 31, individuals and groups, families and friends come together to recognize International Overdose Awareness Day (IOAD). On IOAD, we seek to raise awareness and reduce the stigma of drug-related deaths, while taking the time to remember those who have died or suffered permanent injury because of drug overdose. The events and activities of IOAD also stimulate discussion about overdose prevention and drug policy the world over.

You can join us to raise awareness about overdose prevention and support Mississippians who have lost loved ones to overdose. Overdose prevention, education, and recognition play a crucial role in saving lives and you can easily get involved by using your social media channels to help educate your community and become a part of the conversation.

ENGAGING ON SOCIAL MEDIA

The following are sample posts you can use throughout the week leading up to International Overdose Awareness Day, and links to social shareables and infographics to raise awareness and encourage others to share their stories or submit a tribute to a loved one who was lost to or injured by an overdose at [StandUpMs.org](https://standupms.org).

Whether you use the sample posts or craft your own, be sure to use the official hashtags for IOAD ([#EndOverdose](https://twitter.com/EndOverdose) and [#OverdoseAware](https://twitter.com/OverdoseAware)) and tag us on Facebook [@StandUpMississippi](https://www.facebook.com/StandUpMississippi) and on Twitter and Instagram [@StandUp_MS](https://www.instagram.com/StandUp_MS).

SAMPLE FACEBOOK POSTS

- 1 International Overdose Awareness Day is a worldwide call to remember loved ones lost to overdose and find solutions to end overdose death in communities across the globe. In Mississippi, we lose hundreds of young people and adults to opioid overdose each year.

Show your support for families who've lost a loved one to overdose death by changing your profile image to the [@StandUpMississippi](https://www.facebook.com/StandUpMississippi) International Overdose Awareness image at 11 AM on Friday, August 31. You can also leave a tribute to someone you've lost to overdose death at <https://standupms.org/tribute>. [#OverdoseAware](https://twitter.com/OverdoseAware)



2

In 2017, over 72,000 people in the U.S. lost their lives to a drug overdose. One of the best ways we can work together to raise awareness is to Stand Up and speak up. Beginning and participating in the conversation about the signs of overdose and treatment can save lives.

Help to reduce the stigma of drug-related deaths and show your support for those who have lost a loved one to overdose in Mississippi by changing your profile image to the [@StandUpMississippi](#) International Overdose Awareness image at 11 AM on Friday, August 31. Together we can [#EndOverdose](#). <https://standupms.org/tribute>.

3

First Responders and Law Enforcement Officers around Mississippi work on the front lines of the opioid epidemic every day. For Overdose Awareness Day, we want to recognize their efforts in adopting Naloxone into their agencies to help save lives. Together, we can all work to [#EndOverdose](#) and help Mississippians [#BeBetter](#).

Learn the signs of overdose and help us [#EndOverdose](#) for families and communities in Mississippi. https://www.overdoseday.com/wp-content/uploads/IOAD-Factsheets_A4-1.pdf

4

According to the Mississippi Opioid and Heroin Data Collaborative, Emergency Medical Services administered Naloxone (Narcan) 2,000 times in Mississippi during 2017. This year, for International Overdose Awareness Day, let's take time to remember our first responders across the state that are helping on the front lines of the opioid crisis. [#EndOverdose](#)

Find out more about International Overdose Awareness Day and how you can get involved at <https://standupms.org/tribute>.



SAMPLE TWEETS



1 International Overdose Awareness Day is a global call to remember those lost to overdose and find solutions to end overdose death. Visit <https://standupms.org/tribute> to learn how you can get involved and show your support on August 31. *#OverdoseAware*

2 Overdose can affect anyone. Change your profile picture for International Overdose Awareness Day and leave a tribute to a loved one lost to overdose death at [@StandUp_MS](https://standupms.org/tribute) *#EndOverdose*

3 Do you know the signs of an opioid overdose? Even if a person doesn't die from an opioid overdose, they can sustain brain damage. Educate yourself and raise awareness to help save lives by visiting https://www.overdoseday.com/wp-content/uploads/IOAD-Factsheets_A4-1.pdf. *#OverdoseAware*

4 We lose hundreds of young people and adults to opioid overdose each year in MS. August 31, Opioid Awareness Day, is a "Time to Remember. Time to Act." Leave a tribute to a loved one lost to overdose at <https://standupms.org/tribute>. *#EndOverdose*

5 In high doses, opioids depress the body's natural urge to breathe. Someone having an overdose may have shallow breathing or make unusual snoring sounds. Don't let those at risk "sleep it off." If you know the signs, you can potentially save a life. *#OverdoseAware #EndOverdose*

6 If someone you suspect of having an opioid overdose is nonresponsive, call an ambulance and put them in the recovery position. Support their face, lift their leg, and roll them over. https://www.overdoseday.com/wp-content/uploads/IOAD-Factsheets_A4-1.pdf. *#OverdoseAware*

7 Join me and @StandUp_MS as we recognize International Opioid Awareness Day and change your profile picture at 11 AM on August 31! Download the profile image to show your support and help raise awareness at <https://standupms.org/tribute>. *#EndOverdose*

8 For International Overdose Awareness Day, remember to appreciate first responders all across Mississippi that work on the front lines of the opioid crisis. Learn more about International Overdose Awareness day at <https://standupms.org/tribute> *#EndOverdose*

9 On IOAD, we want to recognize law enforcement and first responders who are on the frontlines of the opioid crisis. Thank you for saving lives. *#EndOverdose*

SAMPLE INSTAGRAM POSTS

Download all social media
graphics [here](#).

