

PARTNERSHIP FOR DRUG-FREE KIDS
INTERNATIONAL OVERDOSE AWARENESS DAY 2016
SOCIAL MEDIA TOOLKIT
#OVERDOSEAWARE2016

Wednesday, August 31, 2016



30
years

Background/ How You Can Get Involved

Every day, 129 people die of an accidental drug overdose. Let's do our part to prevent more loss and suffering.

Tomorrow, on **International Overdose Awareness Day** (OAD), August 31st, you can help us prevent more overdoses from occurring by spreading awareness and ending the stigma.

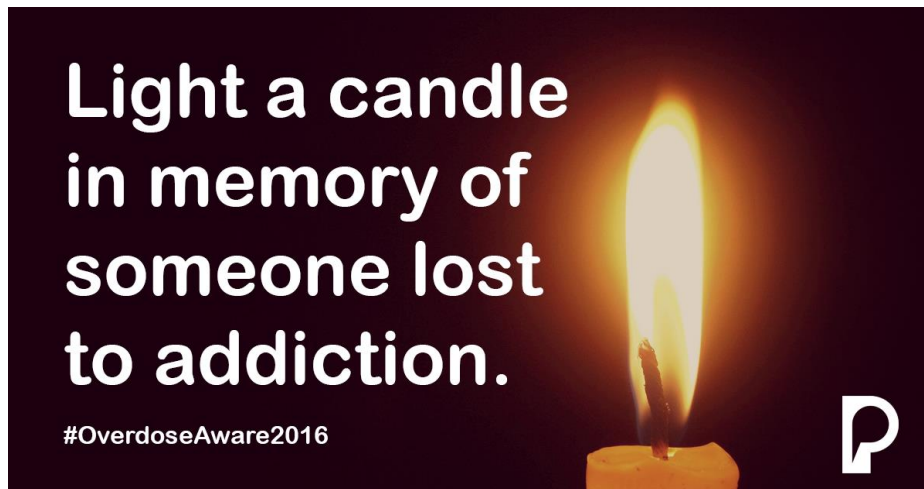
We invite all our partners to help us share this important campaign **Wednesday, August 31, 2016** on social media using our suggested posts.

Sample Social Posts

Too many families have lost a child to drugs. Light a candle, honor them
<http://ow.ly/sdmX303AbBj> #OverdoseAware2016

On Overdose Awareness Day, I light a candle in honor of [FILL IN
NAME]. <http://ow.ly/sdmX303AbBj> #OverdoseAware2016

On Overdose Awareness Day, I light a candle in memory of my loved
one. <http://ow.ly/sdmX303AbBj> #OverdoseAware2016



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Sample Social Posts

Learn how Naloxone can help save your loved one's life <http://ow.ly/efir303A6sG>
#OverdoseAware2016



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**Do you know what to do if you
suspect an opioid overdose?**

#OverdoseAware2016



Sample Social Posts

Blue lips. Clammy face. Learn the symptoms of an overdose. <http://ow.ly/jmUV303A8FD>
#OverdoseAware2016 #SaveALife



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Can you recognize the signs of
an overdose?

#OverdoseAware2016



Sample Social Posts

No family should lose their child to a #substanceusedisorder. Get help
<http://ow.ly/sR7h303Af2m> #OverdoseAware2016

FACT:

**Every day, 129 people
die of an accidental drug
overdose.**

*SOURCE: CDC

#OverdoseAware2016



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Sample Social Posts

On Overdose Awareness Day, help put an end to the opioid epidemic
<http://ow.ly/h6Ru303Agjh> #OverdoseAware2016

FACT:

**More Americans die from
drug overdoses, than in
car crashes.**

*SOURCE: Drug Enforcement Administration

#OverdoseAware2016



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