

#Down20by21

A Social Media Toolkit for Drug Overdose Prevention

Wake County Drug Overdose Prevention and Tobacco Use Initiative
10 Sunnybrook Rd., Raleigh, NC 27610
919-250-1187
wakegov.com/overdose
September 2018

Table of Contents

Introduction	3
Tips for Writing Social Media Posts	4
Social Media Posts by Month/National Health Observance	6
Resources	31
Acknowledgements	40

Introduction

The purpose of this toolkit is to connect social media users to information and resources related to drug overdose prevention. The #Down20by21 campaign takes its name from the North Carolina Opioid Action Plan's objective of reducing opioid deaths in North Carolina 20% by the year 2021.

This toolkit is free for use by individuals and/or organizations who are working to prevent drug overdose. The social media messages are ready to use; they can be copied and pasted as is into your social media platform. These messages were created and vetted by the Wake County Drug Overdose Prevention Coalition and should not be altered. A section entitled "Tips for Writing Social Media Messages" is included for toolkit users who want to write their own messages.

This toolkit contains one year of social media posts based on national health observances related to drug overdose prevention. There are messages for both adult and youth audiences; toolkit users can choose the ones most applicable to those they serve. There are two Facebook and two Twitter messages for adults and youth for each month. Schedule these posts now with these instructions for [Facebook](#) and [Twitter](#) or Share/Retweet from Wake County, NC:

Facebook: @wakegov

Twitter: [@WakeGOV](#)

Tips for Writing Social Media Posts

Use of this toolkit may inspire you to write your own messages to post on social media. We have included the following tips to help you get started.

- Write for your audience. Be clear on who you are writing for and your purpose (educate, inform, connect to resources). Your audience helps you decide on
 - * the language you use (professional, casual, in between, use of emojis)
 - * the tone of your post (friendly, serious, concerned)
 - * which social media platform (Facebook, Twitter, Instagram, etc.) is best for your message
- Keep your posts brief. Readers don't want to wade through a lot of text to get your message. While Twitter is the only social media platform with a character limit, it is best to keep your messages short and to the point. Data shows that shorter posts work better to deliver your message.
- Use plain language. Plain language helps readers find information more quickly, understand your content better and find it more interesting. Limit use of jargon and acronyms.
- Use images. Users are more likely to engage with and share content with images. Make sure your images match your content. Be aware of copyright laws and use of images.
- Include other useful information. Readers can easily get more information about the subject of your post when you add a link to a credible source.
- Use the active voice when writing your posts.
- Use words that move readers to take positive action. For example, "Wear a helmet every time you ride a bike. Learn more about bike safety here".
- Ask questions. Questions make posts more conversational and give readers an opportunity to be part of the conversation. "Wonder just how long those leftovers will keep in the fridge? Find out here."

Tips for Writing Social Media Posts

- Check your spelling. Typos like “were” instead of “we’re” can take the focus off the great content in your post.
- Measure your results. Look at the number of “likes” and “shares” you get and the comments made on your post. This lets you know how your audience is engaging with your content. Read this article if you need help measuring the impact of your social media efforts: <https://www.socialmediaexaminer.com/10-metrics-to-track-for-social-media-success/>

Sources and Resources:

- 7 Tips for Writing Better Social Media Posts. Web. Retrieved 7.10.18. <http://www.connectivity.com/blog/2016/01/7-tips-for-writing-better-social-media-posts/>
- CDC Guide to Writing for Social Media. Centers for Disease Control and Prevention. October 31, 2016. Web. 7.10.18. <https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>
- Jackson, Dominique. Know your Limit: The Ideal Length of Every Social Media Post. Sprout Social. May 22, 2017. Web. 7/27/18. <https://sproutsocial.com/insights/social-media-character-counter/>
- Sailer, Ben. How to Write Better Social Media Posts (And Cut Through The Noise) Post Planner. No date. Web.7.26.18. <https://www.postplanner.com/blog/write-better-social-media-posts-and-cut-through-the-noise>

Social Media Posts

January

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Drug and Alcohol Facts Week (last week of month)	Facebook Adult	Are your kids at risk for substance misuse? Parents play an important part in preventing their children from using drugs. The National Institute on Drug Abuse Family Checkup has videos and information for parents to prevent youth from starting or continuing drug use. Check out the Checkup: http://bit.ly/1St3t8c #Down20by21	#Down20by21			
	Facebook Youth	Yes, you can get hooked on weed! Smoking a lot of weed when you are young can lead to memory and learning problems. Learn more about how drugs can affect you: https://bit.ly/2qhjjJh #Down20by21	#Down20by21			
	Twitter Adult	Worried about your kids and drugs? The Family Check Up and other information from @NIDAnews can help: http://bit.ly/1St3t8c #Down20by21	#Down20by21			
	Twitter Youth	Your brain continues to develop into your 20s. Drinking as a teen can cause brain changes that lead to learning problems that may never go away. Learn more, take the Drug and Alcohol IQ Challenge Quiz: http://bit.ly/2EXjJcy #Down20by21	#Down20by21			

January

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Slavery and Human Trafficking Prevention Month	Facebook Adult	Human trafficking is modern day slavery. Human traffickers lure and trap people into forced labor and sex trafficking. They prey on those who are vulnerable including those with substance use disorders. Learn more about human trafficking and how you can help end it: http://bit.ly/2CiYvIF #Down20by21	#Down20by21			
	Facebook Youth	Human trafficking is modern day slavery. People are forced to work like a servant or a prostitute. Traffickers may use drugs to recruit people with substance use disorders and force their victims to obey orders and work harder and longer. Learn more about ending human trafficking: https://bit.ly/2KYbvIB #Down20by21	#Down20by21			
	Twitter Adult	Human traffickers use drugs to lure victims into slavery & force them to obey orders or work longer. Learn more about ending human trafficking: http://bit.ly/2CiYvIF #Down20by21	#Down20by21			
	Twitter Youth	Human traffickers use drugs to lure people with substance use disorders into slavery. Learn more about human trafficking: https://bit.ly/2KYbvIB #Down20by21	#Down20by21			

February

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
World Cancer Day (Feb. 4)	Facebook Adult	February 4th is World Cancer Day. If you're being treated for cancer, prevent the risk of addiction and drug misuse. Work with a team of health care providers like your oncologist, pain care specialists, nurses, and social workers. If you have a history of addiction your team should include an addiction specialist. Learn more: https://bit.ly/2mym2P0 #WorldCancerDay #WeCanICan #Down20by21	#WorldCancerDay #WeCanICan #Down20by21			
	Facebook Youth	February 4th is World Cancer Day. Alcohol and tobacco use can lead to addiction and have both been known to cause cancer. Making healthy choices is the best way to reduce the risk of addiction and help prevent cancer. Check out: https://teens.drugabuse.gov/blog #World Cancer Day #WeCanICan #Down20by 21	#WorldCancerDay #WeCanICan #Down20by21			
	Twitter Adult	Making healthy choices about drugs and alcohol reduce your chances of getting cancer. For more information on drugs & health check out: https://bit.ly/2c3tojt #World Cancer Day #WeCanICan #Down20by 21	#WorldCancerDay #WeCanICan #Down20by21			
	Twitter Youth	Making healthy choices about drugs and alcohol reduce your chances of getting cancer. For more information on drugs & health check out: https://bit.ly/2c3tojt #World Cancer Day #WeCanICan #Down20by 21	#WorldCancerDay #WeCanICan #Down20by21			

February

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
American Heart Month	Facebook Adult	Celebrate and protect your heart during American Heart Month! Drugs, alcohol, and tobacco use can lead to heart damage. Learn more about substance use and heart health: https://bit.ly/2JTCWhs #AmericanHeartMonth #HeartMonth #Down20by21	#AmericanHeartMonth #HeartMonth #Down20by21			
	Facebook Youth	Drug and alcohol use can break your heart by causing serious damage to heart tissue and blood vessels. Learn more about how the heart works: http://kidshealth.org/en/kids/center/heart-center.html #AmericanHeartMonth #HeartMonth #Down20by21	#AmericanHeartMonth #HeartMonth #Down20by21			
	Twitter Adult	Celebrate American Heart Month! Learn more about substance use and heart health: https://bit.ly/2JTCWhs #AmericanHeartMonth #HeartMonth #Down20by21	#AmericanHeartMonth #HeartMonth #Down20by21			
	Twitter Youth	Drugs can damage to your heart. Be heart smart: https://bit.ly/1PQFOBX #AmericanHeartMonth #Down20by21	#AmericanHeartMonth #HeartMonth #Down20by21			

March

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Brain Awareness Week (March 17-19, 2019)	Facebook Adult	Addiction is similar to other long term or chronic diseases, like heart disease, because it damages the healthy function of an organ, your brain. Addiction has serious harmful consequences and is preventable and treatable. During Brain Awareness week, learn more about the science of the brain and addiction: https://bit.ly/1OTbuuJ #BrainAwarenessWeek #Down20by21	#BrainAwarenessWeek #Down20by21			
	Facebook Youth	Your brain is amazing! It works constantly to process information that lets you function, survive and learn from experience. Keep your brain healthy! Learn how drugs can affect the brain and lead to changes in how well it works: https://bit.ly/1Rc00i3 #BrainAwarenessWeek #Down20by21	#BrainAwarenessWeek #Down20by21			
	Twitter Adult	Addiction considered a brain disease, because drugs change the structure of the brain and how it works. Its Brain Awareness Week--learn more about the science of the brain and addiction: https://bit.ly/1OTbuuJ #BrainAwarenessWeek #Down20by21	#BrainAwarenessWeek #Down20by21			
	Twitter Youth	Take action to protect your amazing brain! Learn how drugs change the brain: https://bit.ly/2Kw9dzh #BrainAwarenessWeek #Down20by21	#BrainAwarenessWeek #Down20by21			

March

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Spring Clean Your Medicine Cabinet Day (March 20)	Facebook Adult	Have unused/expired medications? Many people who misuse prescription drugs get them from family and friends. Protect against medicine misuse--clean your medicine cabinet and take expired/unused drugs to a medicine drop box: https://bit.ly/2KyoqA3 #SpringCleanYourMedicineCabinetDay #Down20by21	#Down20by21 #SpringCleanYourMedicineCabinetDay			
	Facebook Youth	Use prescription medicines safely! Make sure you know how to take your prescribed medications and for how long. Never share medications with anyone else. Ask your doctor, pharmacist or parents if you have questions about your medications. Learn more: https://bit.ly/2II4DQH #Down20by21	#Down20by21			
	Twitter Adult	Have unused/expired medications? Take them to a medicine drop-box location near you: https://bit.ly/2KyoqA3 #SpringCleanYourMedicineCabinetDay #Down20by21	#SpringCleanYourMedicineCabinetDay #Down20by21			
	Twitter Youth	When you are prescribed medications, know what they are for, how to take them and for how long. Never share medicines with anyone else. Learn more about taking prescription medications safely: https://bit.ly/2II4DQH #Down20by21	#Down20by21			

April

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Child Abuse Prevention Month	Facebook Adult	Children are the silent victims of the opioid crisis. According to NC Child, approximately 1 in 3 children are in foster care due to parent substance misuse. Learn how you can volunteer to support foster youth in Wake County: http://hopecenteratpullen.org/how-you-can-help/volunteer/ #Down20by21	#Down20by21			
	Twitter Adult	According to @ncchild, approximately 1 in 3 children are in foster care due to parent substance misuse. Volunteer to support foster youth in Wake County: http://hopecenteratpullen.org/how-you-can-help/volunteer/ #Down20by21	#Down20by21			
NC Good Samaritan Law	Facebook Adult	Did you know that the NC Good Samaritan Law protects you when you call 911 if a friend or family member experiences an overdose? Learn more: https://bit.ly/2LTKCSq #Down20by21	#Down20by21			
	Facebook Youth	Be kind. Leave no one behind. Did you know that the Good Samaritan Law protects you when you call 911 if a friend experiences an overdose? Watch this video to learn more about North Carolina's Good Samaritan Law: https://bit.ly/2lmsnUd #Down20by21	#Down20by21			
	Twitter Adult	You could save a life! Learn more about North Carolina's Good Samaritan Law: https://bit.ly/2LTKCSq #Down20by21	#Down20by21			
	Twitter Youth	Be kind. Leave no one behind. Learn about the Good Samaritan Law: https://bit.ly/2lmsnUd #Down20by21	#Down20by21			

April

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Prescription Drug Take Back Day (April 28)	Facebook Adult	Your prescription meds could be used in ways they are not intended, especially by young people. Keep track of your medicines and lock them up out of reach of children. Dispose of unused and expired medications safely during medicine take back days or at medicine drop boxes. Find a drop box location near you: http://rxdrugdropbox.org/map-search/ #Down20by21	#Down20by21			
	Facebook Youth	Prevent drug overdose! Follow your doctor's instructions to take medicine at the right times and amounts. Never share medicines with others. Keep medicines safely locked out of reach of children and pets. Throw away unused and expired medicines in medicine drop boxes. Find a drop box near you: http://rxdrugdropbox.org/map-search/ #Down20by21	#Down20by21			
	Twitter Adult	Could you be supplying kids with prescription drugs and not know it? Keep your drugs locked up and safely dispose of expired and unused drugs in a medicine drop box. Find a drop box location near you: http://rxdrugdropbox.org/map-search/ #Down20by21	#Down20by21			
	Twitter Youth	You can prevent drug overdose! Throw away unused and expired medicines in medicine drop boxes. Find a drop box near you: http://rxdrugdropbox.org/map-search/ #Down20by21	#Down20by21			

May

#Down20by21 Social Media Campaign

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Hepatitis Awareness Month	Facebook Adult	Several things can cause hepatitis --including certain drugs and heavy use of alcohol. Use of alcohol and drugs can also lead to harmful sex behaviors or intravenous drug use which increases the risk of hepatitis B and/or hepatitis C. People who use alcohol and drugs should be screened for hepatitis B and C. Should you? Take the risk assessment: http://bit.ly/2pPp7Xy #Down20by21	#Down20by21			
	Facebook Youth	Your liver loves you! It helps digest your food, store energy and remove poisons. Love your liver back! Learn how drugs, alcohol and risky behaviors that can spread hepatitis viruses can damage your liver: https://bit.ly/2mLJsxo #Down20by21	#Down20by21			
	Twitter Adult	Are you at risk for hepatitis? Millions of Americans are living with a virus that causes hepatitis and don't know it. Learn if you need to be tested: http://bit.ly/2pPp7Xy #Down20by21	#Down20by21			
	Twitter Youth	Love your liver! It helps digest your food, stores energy & removes poisons. Learn how to prevent liver damage from drugs, alcohol & hepatitis viruses. https://bit.ly/2mLJsxo #Down20by21	#Down20by21			

May

#Down20by21 Social Media Campaign

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Children's Mental Health Awareness Week (2nd Week)	Facebook Adult	Prescription drugs can be as dangerous as illegal drugs when they are misused. You can play an important part in preventing prescription and other drug misuse by your child. @partnershipdrugfree provides resources and information that can help you with the conversation about misuse of drugs. https://drugfree.org/heroin-opioid-epidemic/ #Down20by21	#Down20by21			
	Facebook Youth	Just because a drug is prescribed by a doctor doesn't mean it is safe. Prescription medicine can be as dangerous as illegal drugs when misused. Only use medications that are prescribed for you, and follow directions when using any drug. #Down20by21	#Down20by21			
	Twitter Adult	Rx drugs can be as dangerous as illegal drugs when they are misused. The Partnership for Drug Free Kids has info that can help you keep kids safe: https://drugfree.org/heroin-opioid-epidemic/ #Down20by21	#Down20by21			
	Twitter Youth	Just because it's a prescription drug doesn't mean it's safe. Learn about safe use of prescription drugs: https://bit.ly/1UnsrBe #Down20by21	#Down20by21			

May

#Down20by21 Social Media Campaign

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Senior Health and Fitness Day (May 30)	Facebook Adult	According to the National Institute on Drug Abuse, 80% of patients age 57 to 85 use one prescription medication daily, with more than 50% taking more than 5 medications or supplements daily. If you are a senior, learn what steps you can take to use and dispose of medicines safely. https://bit.ly/2qk56u5 #Down20by21	#Down20by21			
	Twitter Adult	Seniors--when it comes to medicine take as prescribed, know how drugs interact, review with your doctor and store safely. Learn more https://bit.ly/2qk56u5 #Down20by21	#Down20by21			

June

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Safety Month	Facebook Adult	It's National Safety Month. Learn how to prevent opioid misuse. Take opioids as prescribed, avoid illegal opioids, do not drive while impaired, and lock up all medications. For more information check out the Parent Tool Kit: http://www.operationprevention.com #No1GetsHurt #OperationPrevention #Down20by21	#No1GetsHurt #OperationPrevention #Down20by21			
	Facebook Youth	It's National Safety Month. Learn how to prevent opioid misuse. Go on a virtual field trip to learn more about teens who are creating change in their own communities: http://www.operationprevention.com/virtual-field-trip #OperationPrevention #No1GetsHurt #Down20by21	#No1GetsHurt #OperationPrevention #Down20by21			
	Twitter Adult	Need help starting the conversation with your kids about safe prescription drug use? Operation Prevention toolkit: https://bit.ly/2geypew #OperationPrevention #No1GetsHurt #Down20by21	#No1GetsHurt #OperationPrevention #Down20by21			
	Twitter Youth	See how teens are creating community change to prevent substance misuse. Take this virtual field trip: https://bit.ly/2v8hOi4 #OperationPrevention #No1GetsHurt #Down20by21	#No1GetsHurt #OperationPrevention #Down20by21			

June

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
PTSD Awareness Month (focus on veterans)	Facebook Adult	Experiencing overdose as a victim, bystander or rescuer may lead to post traumatic stress disorder (PTSD). Discover the facts and know the treatment options: https://www.ptsd.va.gov/about/ptsd-awareness/index.asp #PTSDAwareness #Down20by21	#PTSDAwareness #Down20by21			
	Facebook Youth	Experiencing traumatic events, like overdose, may lead to PTSD, not only for victims, but bystanders and rescuers as well. Learn coping tips: https://bit.ly/2AwJ1N4 #PTSDAwareness #Down20by21	#PTSDAwareness #Down20by21			
	Twitter Adult	Experiencing a traumatic event may lead to post traumatic stress disorder (PTSD). According to @VeteransAffairs, up to 15% of girls and 6% of boys develop PTSD. Learn more about the causes and signs of PTSD: https://bit.ly/2vcLOcq #PTSDAwareness #Down20by21	#PTSDAwareness #Down20by21			
	Twitter Youth	Teens can experience post traumatic stress disorder(PTSD) too. Learn more about the causes and signs of PTSD: https://bit.ly/2vcLOcq #PTSDAwareness #Down20by21	#PTSDAwareness #Down20by21			

July

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Minority Mental Health Month	Facebook Adult	It's National Minority Health Month. Know that your real strength is in seeking professional help if life's challenges become overwhelming. Take time to encourage and provide support to a friend or loved one who may be dealing with mental health issues. Learn more: https://bit.ly/2oXOwxC #NationalMinorityMentalHealthMonth #Down20by21	#NationalMinorityMentalHealthMonth #Down20by21			
	Facebook Youth	You can't tell by looking at someone if they have mental health needs. Take time to encourage and provide support to a friend or loved one. Let them know that drug or opioid use is not a healthy way to cope with problems and to seek professional help. Learning to understand your emotions can strengthen your mental health: https://bit.ly/2NPof1e #NationalMinorityMentalHealthMonth #Down20by21	#NationalMinorityMentalHealthMonth #Down20by21			
	Twitter Adult	Know that your real strength is in seeking professional help if life's challenges become overwhelming. #NationalMinorityMentalHealthMonth #Down20by21	#NationalMinorityMentalHealthMonth #Down20by21			
	Twitter Youth	It's National Minority Mental Health Month. Learning to understand your emotions can strengthen your mental health: https://bit.ly/2NPof1e https://bit.ly/2NPof1e #NationalMinorityMentalHealthMonth #Down20by21	#NationalMinorityMentalHealthMonth #Down20by21			

July

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Purposeful Parenting Month	Facebook Adult	Challenges in a child's mental health can dramatically affect every aspect of life including performance in school, friendships and self-confidence. Take this month to engage in a conversation with your children about mental health and drug use. Ask questions and really listen to answers: https://bit.ly/2Ls2fg6 #PurposefulParentingMonth #Down20by21	#PurposefulParentingMonth #Down20by21			
	Facebook Youth	Sometimes it can be hard to talk about emotions. When you can push past the awkward feelings, you might be surprised that most people do want to help. For tips on how to find a trusted adult and how to talk about difficult feelings visit: https://bit.ly/2KqMPo1 #Down20by21	#Down20by21			
	Twitter Adult	Engage in a conversation with your children about drug use. Ask questions and really listen to answers: https://bit.ly/2Ls2fg6 #PurposefulParentingMonth #Down20by21	#PurposefulParentingMonth #Down20by21			
	Twitter Youth	Sometimes it can be hard to talk about emotions. For tips about how to talk to a trusted adult about difficult feelings visit: https://bit.ly/2KqMPo1 #Down20by21	#Down20by21			

August

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
International Overdose Awareness Day	Facebook Adult	Let's not lose a loved one to an overdose. Know the signs of overdose and how to respond. Take action and save a life: https://bit.ly/2vTjI6t #InternationalOverdoseAwarenessDay #Down20by21	#InternationalOverdoseAwarenessDay #Down20by21			
	Facebook Youth	NC's 911 Good Samarital Law protects people who call for help when someone has overdosed or had too much to drink. Call 911 for help if you think someone who has used drugs or alcohol needs it--you could save a life: https://bit.ly/2vTjI6t #InternationalOverdoseAwarenessDay #Down20by21	#InternationalOverdoseAwarenessDay #Down20by21			
	Twitter Adult	Know the signs of overdose and how to respond—you could save a life: https://bit.ly/2vTjI6t #InternationalOverdoseAwarenessDay #Down20by21	#InternationalOverdoseAwarenessDay #Down20by21			
	Twitter Youth	Save a life and call 911 for help when someone has overdosed or had too much to drink. NC's 911 Good Samaritan law helps protect you. #InternationalOverdoseAwarenessDay #Down20by21	#InternationalOverdoseAwarenessDay #Down20by21			

August

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Grief Awareness Day (Aug. 30)	Facebook Adult	I may never know the turmoil you feel inside after the loss of a loved one or know the right words to say, but I can be your support, a listening friend or hope for brighter days. Reach out to someone today who has experienced a loss and be their support. For tips on supporting a grieving friend visit: http://time.com/5118994/advice-for-helping-grieving-friend/ #NationalGriefAwarenessDay #Down20by21	#NationalGriefAwarenessDay #Down20by21			
	Facebook Youth	Struggling with the loss of a person, relationship or something else in your life? You are not alone. It is natural to experience many emotions when you grieve. To get help, talk with a counselor or trusted adult. For tips on supporting a grieving friend visit: http://time.com/5118994/advice-for-helping-grieving-friend/ #NationalGriefAwarenessDay #Down20by21	#NationalGriefAwarenessDay #Down20by21			
	Twitter Adult	Reach out to someone who has experienced a loss. A message, a listening ear and spending time are all ways to support someone who is grieving. #NationalGriefAwarenessDay #Down20by21	#NationalGriefAwarenessDay #Down20by21			
	Twitter Youth	Grief after the loss of someone or something in your life is natural. You don't have to deal with it alone. Talk with a counselor, trusted adult or clergy. #NationalGriefAwarenessDay #Down20by21	#NationalGriefAwarenessDay #Down20by21			

September

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Recovery Month	Facebook Adult	According to an Elon University poll, 1 in 3 North Carolinians will be impacted by the opioid crisis. Combat stigma in your community by understanding the power of words. Just changing the words we use to describe substance use disorder can make a difference. Learn how from SAMHSA: https://bit.ly/2D48jXj #NationalRecoveryMonth #Down20by21	#NationalRecoveryMonth #Down20by21			
	Facebook Youth	You can't tell just by looking if someone has a substance use disorder. Hear what a teen in treatment has to say: https://bit.ly/2Pb5VRO . If you or a friend are struggling with a mental health challenge or substance use, talk to a trusted adult. #NationalRecoveryMonth #Down20by21	#NationalRecoveryMonth #Down20by21			
	Twitter Adult	Learn how words can contribute to stigma surrounding substance use disorders. https://bit.ly/2D48jXj #NationalRecoveryMonth #Down20by21	#NationalRecoveryMonth #Down20by21			
	Twitter Youth	You can't tell just by looking if someone has a substance use disorder. Hear what a teen in recovery has to say: https://youtu.be/ISMLIAXENFc #NationalRecoveryMonth #Down20by21	#NationalRecoveryMonth #Down20by21			
National Day of Service 9/11	Facebook Adult	Celebrate National Day of Service by being an advocate and recovery ally for those with substance use disorders. Volunteer with the North Carolina Harm Reduction Coalition. For more information visit: https://bit.ly/2L1rINc #911Day #Down20by21	#911Day #Down20by21			

September

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Day of Service 9/11	Facebook Youth	Naloxone helps prevent opioid overdose deaths. Gather a group of friends or plan a day for your club to pack naloxone kits for North Carolina Harm Reduction Coalition. For more information visit: https://bit.ly/2L1rINc #911Day #Down20by21	#911Day #Down20by21			
	Twitter Adult	Celebrate National Day of Service by being an advocate and recovery ally for those with substance use disorders: https://bit.ly/2L1rINc #911Day #Down20by21	#911Day #Down20by21			
	Twitter Youth	You can help prevent opioid overdose deaths by volunteering to pack naloxone kits: https://bit.ly/2L1rINc #911Day #Down20by21	#911Day #Down20by21			

October

#Down20by21 Social Media Campaign

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Substance Abuse Prevention Month	Facebook Adult	Set up a code word for your teen to text if they are in a dangerous situation. If your teen finds themselves at a party with underage drinking and substance use, they can text a code word to alert you that they need to be picked up. For more tips on establishing code words watch: https://bit.ly/2Hs0BYX #NationalSubstanceAbusePreventionMonth #Down20by21	#NationalSubstanceAbusePreventionMonth #Down20by21			
	Facebook Youth	Make sure you have the facts about substance use. Check out NIDA for Teens for accurate information in plain language. Visit: https://teens.drugabuse.gov/ for up-to-date information on substances, genetics and the brain. Also check out the brain activities and games! #NationalSubstanceAbusePreventionMonth #Down20by21	#NationalSubstanceAbusePreventionMonth #Down20by21			
	Twitter Adult	A code word might be all it takes to help your youth leave a dangerous situation. https://bit.ly/2Hs0BYX #NationalSubstanceAbusePreventionMonth #Down20by21	#NationalSubstanceAbusePreventionMonth #Down20by21			
	Twitter Youth	Substance use, genetics, and the brain. Find out how they are related: https://teens.drugabuse.gov/ #NationalSubstanceAbusePreventionMonth #Down20by21	#NationalSubstanceAbusePreventionMonth #Down20by21			

October

#Down20by21 Social Media Campaign

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Check Your Meds Day (Oct.21)	Facebook Adult	Most Americans get medicine from more than one health care provider and only 50% ask a provider to review their medication list. October 21st is National Check Your Meds Day. Take your complete list of prescriptions to a pharmacist to review for any negative drug interactions. Learn what to ask: https://bit.ly/2ywoc43 #NationalCheckYourMedsDay #Down20by21	#NationalCheckYourMedsDay #Down20by21			
	Facebook Youth	A teen's body and brain often react to medicine differently than an adult. Know what medicine you are taking, why you are taking it, and possible side effects. Ask your parent or guardian to take you to a pharmacist to review all the medicine you take: https://bit.ly/2uOLnoT #NationalCheckYourMedsDay #Down20by21	#NationalCheckYourMedsDay #Down20by21			
	Twitter Adult	Do you know if your prescription and over-the-counter drugs have negative interactions? Learn what to ask your doctor and pharmacist: https://bit.ly/2ywoc43 #NationalCheckYourMedsDay #Down20by21	#NationalCheckYourMedsDay #Down20by21			
	Twitter Youth	Know what medicine you are taking, why you are taking it, and possible side effects: https://bit.ly/2uOLnoT #NationalCheckYourMedsDay #Down20by21	#NationalCheckYourMedsDay #Down20by21			

November

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Movember (Men's Health Awareness Month)	Facebook Adult	According to the Movember Foundation, men account for 3 out of 4 suicides. November is Men's Health Awareness month. It's time to have an honest discussion about mental health. Learn more about mental health resources for men: https://us.movember.com/mens-health/mental-health #BeAware #Movember #Down20by21	#BeAware #Movember #Down20by21			
		Men sometimes aren't comfortable reaching out, or think it might be a burden for their friends if they talk openly about life's challenges. Check out these tips for how to talk with a man you care about that you suspect is struggling: https://bit.ly/2wycqsv #Movember #Down20by21	#Movember #Down20by21			
	Facebook Youth	According to the Movember Foundation, 70% of guys say their friends can rely on them for support, but only half say that they rely on their friends. In other words, guys are there for their friends, but worried about asking for help for themselves. Reaching out is crucial: https://bit.ly/2L1iC30 #Movember #Down20by21	#Movember #Down20by21			
	Facebook Youth	Fact: According to the Monitoring the Future 2017 Study, misuse of all prescription opioids by adolescents in 12th grade has decreased despite high rates of overdoses among adults. Learn more about ways to be your best self: https://bit.ly/2uKk7I6 #Down20by21	#Movember #Down20by21			

November

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
Movember (Men's Health Awareness Month)	Twitter Adult	It's time to have an honest discussion about men and mental health. http://mvnbr.co/1jbSlaf #BeAware #Movember #Down20by21	#Movember #Down20by21			
		Men sometimes aren't comfortable reaching out. Check out these tips for how to talk with a man who is struggling: https://bit.ly/2wycqsv #Movember #Down20by21	#Movember #Down20by21			
	Twitter Youth	Guys are there for their friends, but worry about asking for help for themselves. Reaching out is crucial: https://bit.ly/2L1iC30 #Movember #Down20by21	#Movember #Down20by21			
		Learn more about how you can be your best self: https://bit.ly/2uKk716 #Movember #Down20by21	#Movember #Down20by21			

December

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
World AIDS Day (Dec. 1)	Facebook Adult	Syringe exchange helps to prevent the spread of HIV and hepatitis C by allowing people to exchange used or "dirty" needles for clean unused ones. It also links people to health screening and treatment services. Share information about syringe exchange programs with people who may need it: http://www.nchrc.org/syringe-exchange/ #Down20by21	#Down20by21			
	Facebook Youth	Using alcohol or other drugs increases the chances of making poor choices that can lead to negative consequences--for example unsafe sex and sexually transmitted diseases. Learn how alcohol and drug use affects decision making: https://bit.ly/2rMHYpM #Down20by21	#Down20by21			
	Twitter Adult	Syringe exchange allows people to exchange "dirty"/used needles for clean/unused ones. This prevents disease and increases access to treatment services. Tell people who need to know about syringe exchange: http://www.nchrc.org/syringe-exchange/ #Down20by21	#Down20by21			
	Twitter Youth	Learn how alcohol and drug use affects decision making: https://bit.ly/2rMHYpM #Down20by21	#Down20by21			

December

#Down20by21 Social Media Campaign Content

Measurement

Health Observance	Network/Audience	Post Copy	Hashtags (If Applicable)	Likes	Shares	Comments
National Impaired Driving Prevention Month	Facebook Adult	When using over the counter and prescription medications, check the label for warnings about driving. According to the national DMV, drug-related car crashes have surpassed the number of drunk-driving crashes. Learn more: https://bit.ly/2rpytiB #Down20by21	#Down20by21			
	Facebook Youth	Don't ride with someone who's been drinking or using drugs! Using over-the-counter and prescription medications and illegal drugs affect your ability to drive a car safely. Adding alcohol reduces your ability even more. Learn more about drugged driving: https://bit.ly/2Js7ne8 #Down20by21	#Down20by21			
	Twitter Adult	Alcohol isn't the only substance that can lead to car crashes. Check prescription and over-the-counter medication labels for warnings about driving: #Down20by21	#Down20by21			
	Twitter Youth	Any kind of drug can affect your ability to drive a car safely, even over-the-counter drugs! Know before you go. Read the labels for all medicines you take for warnings about driving: #Down20by21	#Down20by21			

Resources

Websites

Alliance for Action:	https://allianceforaction.org/
American Heart Association (AHA):	https://www.heart.org/
American Society for the Positive Care of Children:	https://americanspcc.org/
Centers for Disease Control and Prevention (CDC):	https://www.cdc.gov/
Children's Grief Awareness Day:	https://www.childrensgriefawarenessday.org
Consumer Reports:	https://www.consumerreports.org/cro/index.htm
DEA National Take Back Day:	https://takebackday.dea.gov/
Go Red for Women:	https://www.goredforwomen.org/
International Overdose Awareness Day:	https://www.overdoseday.com/
Kids Health:	https://kidshealth.org/en/parents/?WT.ac=t2p_tab
Kids In the House:	https://www.kidsinthehouse.com/
Men's Health Month:	http://www.menshealthmonth.org/
National Alliance on Mental Illness:	https://www.nami.org/
National Council on Alcoholism and Drug Dependence:	https://www.ncadd.org/
National Institute on Drug Abuse (NIDA):	https://www.drugabuse.gov/
National Institute on Drug Abuse (NIDA) for Teachers:	https://teens.drugabuse.gov/teachers

Resources

Websites—CONTINUED

National Institute on Drug Abuse (NIDA) for Teens:	https://teens.drugabuse.gov/
National Institute on Drug Abuse (NIDA) for Parents:	https://teens.drugabuse.gov/parents
National Minority and Mental Health Month:	https://nmed.net/nmmham
NIH National Heart, Lung, and Blood Institute:	https://www.nhlbi.nih.gov/
North Carolina Harm Reduction Coalition:	http://www.nchrc.org/
Office of National Drug Control Policy President’s Commission:	https://www.whitehouse.gov/ondcp/presidents-commission/
Partnership for Drug-Free Kids:	https://drugfree.org
Polaris (Human Trafficking):	https://polarisproject.org
Purposeful Parenting:	https://purposefulparenting.net/
RX DrugDropBox.org:	http://rxdrugdropbox.org/
Substance Abuse and Mental Health Services Administration (SAMHSA):	https://www.samhsa.gov/
The Hope Center at Pullen:	http://hopecenteratpullen.org/
The Movember Foundation:	https://us.movember.com/
U.S. Department of Health and Human Services:	https://www.hhs.gov/
U.S. Department of Veteran’s Affairs:	https://www.ptsd.va.gov/

Resources

Websites—CONTINUED

Wake County Drug Overdose Prevention Coalition:	http://www.wakegov.com/humanservices/publichealth/coalition/Pages/default.aspx
Wake County Human Services:	http://www.wakegov.com/humanservices/Pages/default.aspx
World AIDS Day:	https://www.worldaidsday.org/
World Cancer Day:	http://www.worldcancerday.org/

Websites for Opioid Overdose General Information

- Centers for Disease Control and Prevention. (2015, July 7). *Today's heroin epidemic: What can be done*. Retrieved from <https://www.cdc.gov/vitalsigns/heroin/index.html>
- Harrison, L.M., & McClure, F. (2018). Fighting the opioid epidemic in North Carolina with leadership, compassion, and creativity: Community approaches. *North Carolina Medical Journal*, 79(3), 170-174. doi:10.18043/ncm.79.3.170
- Ho, J. Y. (2017). The contribution of drug overdose to educational gradients in life expectancy in the United States, 1992-2011. *Demography*, 54(3), 1175-1202. doi:<http://dx.doi.org.ezproxy.gardner-webb.edu/10.1007/s13524-017-0565-3>
- Laderman, M., & Martin, L. (2017, April 19). Health care providers must act now to address the prescription opioid crisis. *NEJM Catalyst*. Retrieved from <http://catalyst.nejm.org/act-now-prescription-opioid-crisis/>

Resources

Websites for Opioid Overdose General Information—CONTINUED

- Martin, L., Laderman, M., Hyatt, J., & Krueger, J. (2016, April). Addressing the opioid crisis in the United States. *IHI Innovation Report*. Cambridge, Massachusetts: Institute for Healthcare Improvement. Retrieved from <http://www.ihl.org/resources/Pages/Publications/Addressing-Opioid-Crisis-US.aspx>
- North Carolina Department of Health and Human Services. (2015). *Adopting naloxone standing orders: Toolkit for North Carolina local health departments*. Retrieved from <https://www.nrms.k12.nc.us/cms/lib/NC01800012/Centricity/Domain/53/NC-LHD-NaloxoneToolkit-08-19-2015-FINAL.pdf>
- North Carolina Department of Health and Human Services. (n.d.). *North Carolina safer syringe initiative assistance*. Retrieved from <https://www.ncdhhs.gov/divisions/public-health/north-carolina-safer-syringe-initiative>
- North Carolina Department of Health and Human Services. (2017). *North Carolina's opioid action plan: 2017-2021*. Retrieved on August 1, 2017 from <https://files.nc.gov/ncdhhs/NC%20Opioid%20Action%20Plan%208-22-2017.pdf>
- North Carolina Harm Reduction Coalition. (2018). *NCHRC'S community-based overdose prevention project*. Retrieved from <http://www.nchrc.org/programs-and-services/>
- North Carolina Injury & Violence Prevention Branch. (n.d.). *Governor McCrory signs life-saving overdose prevention legislation*. Retrieved on May 27, 2018 from <https://www.ncdhhs.gov/news/press-releases/governor-mccrory-signs-life-saving-overdose-prevention-legislation>
- North Carolina Injury & Violence Prevention Branch. (2016, September). *Prescription and drug overdoses*. Retrieved from <http://www.injuryfreenc.ncdhhs.gov/About/PrescriptionFactSheet2015-Oct2016.pdf>

Resources

Websites for Opioid Overdose General Information—CONTINUED

- Seth, P., Scholl, L., Rudd, R.A., & Bacon, S. (2018, March 30). Overdose deaths involving opioids, cocaine, and psychostimulants- United States, 2015-2016. *MMWR Morbidity and Mortality Weekly Report*, 67(12), 349-358. doi:<http://dx.doi.org/10.15585/mmwr.mm6712a1>
- Silva, E. A., Noto, A. R., & Formigoni, M. L. (2007). Death by drug overdose: impact on families. *Journal of Psychoactive Drugs*, 39(3), 301-6.
- Substance Abuse and Mental Health Services Administration. (n.d.). *Facts and recommendations for communities*. Retrieved from <https://addiction.surgeongeneral.gov/sites/default/files/fact-sheet-communities.pdf>
- The White House. (2018). *Office of national drug control policy*. Retrieved from <https://www.whitehouse.gov/ondcp>
- United Nations Office on Drugs and Crime. (2016, May). *2016 World drug report*. Retrieved from http://www.unodc.org/doc/wdr2016/WORLD_DRUG_REPORT_2016_web.pdf
- United States Department of Health & Human Services. (2016). *Facing addiction in America: The surgeon general's report on alcohol, drugs, and health*. Retrieved from <https://addiction.surgeongeneral.gov/sites/default/files/surgeon-generals-report.pdf>
- United States Department of Health & Human Services. (2018, March 6). *About the U.S. opioid epidemic*. Retrieved from <https://www.hhs.gov/opioids/about-the-epidemic/>
- Worley, J. (2017). A primer on heroin and fentanyl. *Journal of Psychosocial Nursing & Mental Health Services*, 55(6), 16-20. doi:<http://dx.doi.org.ezproxy.gardner-webb.edu/10.3928/02793695-20170519-02>

Resources

Websites for Opioid Overdose Reversal Information

- Adapt Pharma, Inc. (2017). *Narcan quick start guide*. Retrieved from <https://www.narcan.com/pdf/NARCAN-Quick-Start-Guide.pdf>
- Chicago Recovery Alliance. (n.d.). *OD intervention card- using naloxone*. Retrieved from <http://www.anypositivechange.org/odcard.pdf>
- Harm Reduction Coalition. (n.d.). *Principles of harm reduction*. Retrieved from <http://harmreduction.org/about-us/principles-of-harm-reduction/>
- Harm Reduction Coalition. (2012). *Guide to developing and managing overdose prevention and take home naloxone projects*. Retrieved from <http://harmreduction.org/wp-content/uploads/2012/11/od-manual-final-links.pdf>
- Kaléo Inc. (June 2017). *Evzio*. Retrieved from <https://www.evzio.com/hcp/>
- National Council State Boards of Nursing. (2018). *Opioid toolkit*. Received from <https://www.ncsbn.org/opioid-toolkit.htm>
- North Carolina Harm Reduction Coalition. (2018). *NCHRC'S community-based overdose prevention project*. Retrieved by <http://www.nchrc.org/programs-and-services/>
- Substance Abuse and Mental Health Services Administration. (2016). *SAMHSA opioid overdose prevention toolkit*. HHS Publication No. (SMA) 13-4742. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved from <https://store.samhsa.gov/shin/content//SMA16-4742/SMA16-4742.pdf>
- Wheeler, E., Burk, K., McQuie, H., & Stancliff, S. (2012). Guide to developing and managing overdose prevention and take-home naloxone projects. *Harm Reduction Coalition*. Retrieved from <http://harmreduction.org/wp-content/uploads/2012/11/od-manual-final-links.pdf>

Resources

Websites for Opioid Overdose Reversal Information—CONTINUED

World Health Organization (WHO). (2014). *Community management of opioid overdose*. Geneva Switzerland, WHO Document Production Services. Retrieved from http://apps.who.int/iris/bitstream/handle/10665/137462/9789241548816_eng.pdf;jsessionid=33DC62CDCC1EDBF0C38F2ADC8E83A82C?sequence=1

Websites for Opioid Overdose Statistical Information

Gunn, A. H., Bartlett, B., Feng, G., Gayed, M., Kanter, K., Onuoha, E., ... & Schramm-Sapyta, N. (2018). Running the numbers: County level dynamics of heroin mortality in North Carolina. *North Carolina Medical Journal*, 79(3), 195-200. doi:10.18043/ncm.79.3.195

Martins, S., Sampson, L., Cerdá, M., & Galea, S. (2015). Worldwide prevalence and trends in unintentional drug overdose: A systematic review of the literature. *American Journal of Public Health*, 105(11), E29-E49.

National Institute on Drug Abuse. (2017a, April). *Trends & statistics*. Retrieved from <https://www.drugabuse.gov/related-topics/trends-statistics>

National Institute on Drug Abuse. (2017b, September). *Overdose death rates*. Retrieved from <https://www.drugabuse.gov/related-topics/trends-statistics/overdose-death-rates>

North Carolina Department of Health and Human Services. *NC Opioid Action Plan Data Dashboard*. Retrieved from <https://injuryfreenc.shinyapps.io/OpioidActionPlan/>

North Carolina Department of Health and Human Services, Division of Public Health's Injury & Violence Prevention Branch. (2017). *All intents heroin poisoning deaths by county: N.C. residents, 1999-2016*. Retrieved from www.injuryfreenc.ncdhhs.gov/DataSurveillance/poisoning/DTH-5-AllHeroinPoisoningsbyCounty-1999-2016.pdf

Resources

Websites for Opioid Overdose Statistical Information—CONTINUED

Substance Abuse and Mental Health Services Administration, SAMHSA's Center for the Application of Prevention Technologies. (n.d.). *Preparing for naloxone distribution: Resources for first responders and others*. Retrieved from <https://www.samhsa.gov/capt/sites/default/files/resources/resources-first-responders.pdf>

Substance Abuse and Mental Health Services Administration. (2016). *Key substance use and mental health indicators in the United States: Results from the 2015 national survey on drug use and health*. HHS Publication No. (SMA) 16-4984. Rockville, MD: Substance Abuse and Mental Health Services Administration.

United Nations Office on Drugs and Crime & World Health Organization. (2013). *Opioid overdose: Preventing and reducing opioid overdose mortality. Discussion Paper*. Retrieved from <https://www.unodc.org/docs/treatment/overdose.pdf>

Wake County Human Services, WakeMed Health and Hospitals, Duke Raleigh Hospital, UNC Rex Healthcare, Advance Community Health, United Way of the Greater Triangle & Wake County Medical Society Community Health Foundation. (2016). *2016 Wake county community health needs assessment: Opportunities and challenges*. Retrieved from <http://www.wakegov.com/humanservices/data/Pages/publichealth.aspx>

Walley, A. Y., Xuan, Z., Hackman, H. H., Quinn, E., Doe-Simkins, M., Sorensen-Alawad, A. ... & Ozonoff, A. (2013). Opioid overdose rates and implementation of overdose education and nasal naloxone distribution in Massachusetts: Interrupted time series analysis. *BMJ: British Medical Journal*, 346, 1-12. doi:<http://dx.doi.org.ezproxy.gardnerwebb.edu/10.1136/bmj.f174>

Acknowledgements

Education and Outreach Committee, Wake County Drug Overdose Prevention Coalition

Rebecca W. Wheeler, Poe Center for Health Education, Chair

Sara Carter, Youth Thrive

Sandie M. Coleman, Wake AHEC

Wendy Gantt, Alliance Behavioral Healthcare

Barbara Ann Hughes, B.A. Hughes and Associates

John E. Perry, WakeMed/Wake AHEC

Karee Redman, Wake County 4-H

Michelle E. Ricci, Wake County Human Services

Lara J. Sheppa, Wake Technical Community College

Nicole Singletary, Wake County Human Services

Tony Simeone, WakeMed (retired)

Daniel C. Sims, Wake County Human Services