

OPIOID PREVENTION

Social Media Toolkit

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Introduction

Drug overdose is a leading cause of accidental death in the U.S. and in Washington state, and opioid addiction is driving the epidemic.

In 2015, more than 700 people in Washington died from overdoses involving opioids, and 57 percent of people currently using heroin were dependent on prescription opioids before they began using heroin. One in five teens experiment with prescription drugs, and nearly half of young people who inject heroin started off abusing prescription drugs.

The state of Washington is sounding the alarm, raising awareness about this epidemic in the hopes of preventing additional opioid-related addictions and deaths.

This social media toolkit was created in response to Gov. Jay Inslee’s Executive Order 16-09 Addressing the Opioid Use Public Health Crisis as part of an inter-local agreement between Washington’s Office of the Superintendent of Public Instruction and ESD 112. It is intended to complement and support related efforts included in the Washington state Interagency Opioid Working Plan and Prevention Communication Plan.

Target Audience

Families—specifically parents, families and primary caregivers of children ages 12–17—were selected as the primary audience to increase awareness about safe use, storage and disposal of prescription drugs.

How to Use this Toolkit

This campaign includes three primary key message categories: safe use, safe storage and safe disposal.

Below are the elements used within this campaign, including:

- ✓ Introductory letter sent to communicators introducing the campaign
- ✓ Social media posts from each of the three key message categories
- ✓ A sample distribution schedule

All messages should include a link to StartTalkingNow.org/rx which will lead users to more information on the website of Start Talking Now, a project of the Washington Healthy Youth Coalition.

Each message category includes optional hashtags that can be used for the campaign. Facebook and Instagram posts have the capacity to include many hashtags, but because Twitter posts have limited space, priority should be given to including the link to Start Talking Now.

Campaign Elements: SAMPLE INTRODUCTORY LETTER

Dear communicator,

Drug overdose is a leading cause of accidental death in Washington state, and opioid addiction is driving the epidemic.

Addiction can begin with a legal prescription for painkillers.

Or with leftover medication shared to alleviate a friend's pain.

Or with a child's foray into an unlocked medicine cabinet.

Oxycodone, Vicodin and codeine are just a few of the prescription drugs that affect the brain like heroin. Nationwide, nearly half of all young people who inject heroin started off abusing prescription drugs.

A coalition involving multiple state agencies has collaborated to build the attached social media toolkit that will alert parents and other caregivers to the dangers of opioid medications. We are encouraging #safeuse, #safestorage and #safedisposal, in addition to adding the website StartTalkingNow.org/rx to every post.

We hope you will join us by adopting this toolkit and spreading the word over the next six weeks. The toolkit is located at StartTalkingNowToolkit.org and each week we will send out reminder emails sharing the week's theme.

If you wish to be removed from this list, please contact [WHOM].

Thank you for helping spread the word!

Sincerely,

[NAME(S)]

Campaign Elements: SOCIAL MEDIA POSTS

KEY MESSAGE CATEGORY #1

Safe Use = Safe Kids

Optional Hashtags: #SafeUseSafeKids #StartTalkingNow #PreventOpioidAbuse

1. As early as age 11, some kids try their parents' pills. Talk with your child about safe medicine use. [StartTalkingNow.org/rx](https://www.starttalkingnow.org/rx)

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/su-1.jpg>



2. Teens who hear about the risk of drugs from their parents are 50% less likely to use them. Start Talking Now. [StartTalkingNow.org/rx](https://www.starttalkingnow.org/rx)

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/su-2.jpg>



3. Don't need it? Don't fill it. Ask your doctor and dentist about alternatives for teens. [StartTalkingNow.org/rx](https://www.starttalkingnow.org/rx)

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/su-3.jpg>



KEY MESSAGE CATEGORY #2

Safe Storage = Safe Kids

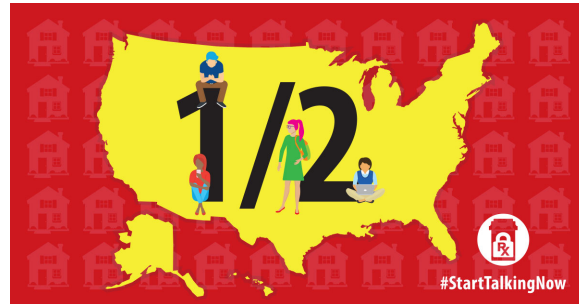
Optional Hashtags: #SafeStorageSafeKids #StartTalkingNow #LockUpYourMeds #PreventOpioidAbuse

1. Are your prescription pain medications locked up?
Nearly 1/2 of American teens who abused Rx meds took them from their parents.

StartTalkingNow.org/rx

Download Image:

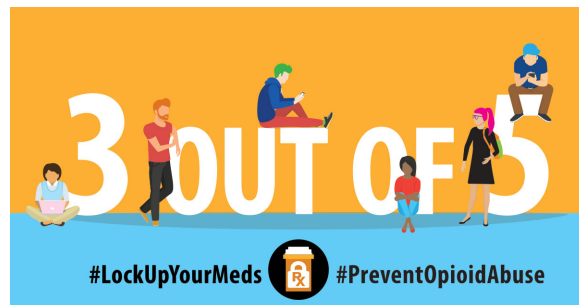
<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/ss-1.jpg>



2. More than 3 out of 5 drug overdose deaths involve an opioid. StartTalkingNow.org/rx

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/ss-2.jpg>



3. Are your medications locked up? As early as age 11, some kids try their parents' pills.

StartTalkingNow.org/rx

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/ss-4.jpg>



4. Teens you know may be using your prescription pain medications. Keep prescriptions locked up. Learn more here: StartTalkingNow.org/rx

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<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/ss-3.jpg>



KEY MESSAGE CATEGORY #3

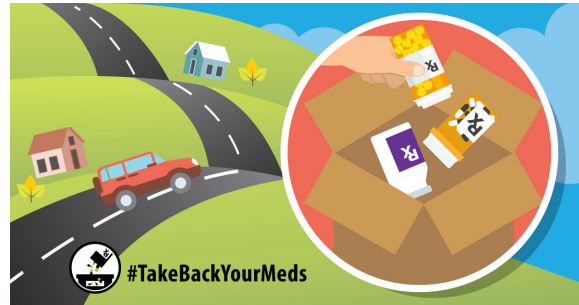
Safe Disposal = Safe Kids

Optional Hashtags: #TakeBackYourMeds #SafeDisposalSafeKids #StartTalkingNow #PreventOpioidAbuse

1. Need extra space? Visit your local drug take-back event. #TakeBackYourMeds StartTalkingNow.org/rx

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/sd-1.jpg>



2. Never flush medications. They've been found in our streams, ground and marine waters. Find your local take-back program. #TakeBackYourMeds StartTalkingNow.org/rx

Download Image:

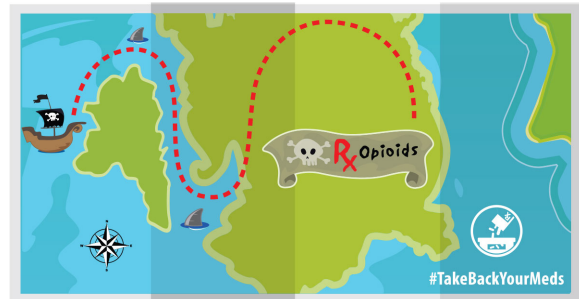
<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/sd-2.jpg>



3. Are your old Rx meds the X on someone's treasure map? Find your local take-back program to discard of them. #TakeBackYourMeds #SafeDisposalSafeKids StartTalkingNow.org/rx

Download Image:

<https://www.starttalkingnowtoolkit.org/wp-content/uploads/2017/04/sd-3.jpg>



Helpful Resources:

www.starttalkingnow.org/rx

<http://www.starttalkingnowtoolkit.org/>

<http://adai.uw.edu/pubs/infobriefs/ADAI-IB-2015-01.pdf> (Opioid Trends Across Washington State, by County)

<http://www.takebackyourmeds.org>

<https://www.warecoveryhelpline.org/>

Washington Poison Center 1-800-222-1222

Campaign Elements: SAMPLE DISTRIBUTION SCHEDULE

Below is a sample schedule that uses the included campaign elements of key messages, letter, flier and sample posts. Posts could be sent out daily or just a few times a week, and can be used multiple times throughout the campaign.

This campaign begins April 19, 2017, so early posts and messaging can be used to raise awareness of the annual “National Prescription Drug Take Back Day” on April 29, 2017.

WEEK ONE:

- ✓ Introductory letter is sent to communicators
- ✓ 3 posts on three separate days with at least one featuring safe disposal

WEEK TWO:

- ✓ 3 posts on three separate days. Posts on April 27, 28 and/or 29 should feature safe disposal and, if possible, include local disposal sites

WEEK THREE:

- ✓ 3 posts on three separate days, one from each Key Message Category

WEEK FOUR:

- ✓ 3 posts on three separate days, one from each Key Message Category

WEEK FIVE:

- ✓ 3 posts on three separate days, one from each Key Message Category

WEEK SIX:

- ✓ 3 posts on three separate days, one from each Key Message Category