



International Overdose
Awareness Day

Penington | PENINGTON
INSTITUTE



Overdose Awareness Edmonton, AB, Canada. Photo by Rebecca Lippatt

2022 INTERNATIONAL OVERDOSE AWARENESS DAY PARTNERS' REPORT



Overdose Awareness Day Langley. Photo provided by Langley Community Action Team



Photo provided by Olga Belyakova



Photo provided by H.E.A.L: STOP HEROIN



Photo provided by Janhvi Foundation



Overdose Awareness Edmonton, AB, Canada. Photo by Rebecca Lippiatt



Photo provided by Moms Stop The Harm. Photo by Gabrielle Beer

FOREWORD

As the CEO of Penington Institute, the convenor of IOAD, I am pleased to share with you the Partner's Report for International Overdose Awareness Day 2022. As this document makes clear, we are still in the thick of the crisis, but there are encouraging signs that our efforts have not gone unnoticed.

Just in the last few years, policy makers have begun waking up to the threat posed by overdose, not just to individuals and families but to entire societies. That the US now has a national overdose prevention strategy is cause for celebration, and that development is thanks in part to the efforts of the IOAD community.

This year, as the COVID-19 pandemic eased in many parts of the world, our partners made possible at least 810 events and activities on and around August 31. They have once again shown their resilience, working as hard as ever to reduce stigma, spread awareness, and share the knowledge and skills needed to save lives.

We are incredibly proud to report that 99 per cent of this year's survey respondents rated their IOAD 2022 event as successful – the highest we have seen since our partners' survey began.

We saw an astonishing variety of events in 2022: candlelight vigils; mass public demonstrations; distribution of Narcan and fentanyl test strips; even water balloon fights. The diversity of event formats matches the diversity of participating communities, each with their own local focus areas within the broader goal of ending the overdose crisis.

This year's participants included friends and family members of people touched by overdose; organisations in Bangladesh, South Africa and Zimbabwe; governments in the US, Canada, India, Australia, New Zealand and the UK. IOAD 2022 was reported in at least 13 languages across 39 countries.

As our message crosses borders, breaks down barriers, people are at last beginning to shed the false stereotypes and accept the reality that overdose can affect anyone.

People are often surprised to learn that there is no cohort of wealthy funders backing IOAD. Penington Institute is a small not-for-profit based in Australia, and along with our partners, we are punching above our weight in bringing this issue to global attention. If you believe in our message and have the capacity to support our cause, please consider donating to the campaign at overdoseday.com.

As always, this report is dedicated to our partners all around the world. That our movement continues to grow and break new ground is thanks to them.

John Ryan
CEO, Penington Institute
Convenor of International Overdose Awareness Day

“
**AS OUR MESSAGE CROSSES BORDERS,
BREAKS DOWN BARRIERS, PEOPLE ARE AT LAST BEGINNING TO SHED THE FALSE STEREOTYPES AND ACCEPT THE REALITY THAT OVERDOSE CAN AFFECT ANYONE.”**



FEATURED EVENT

NORTH TEXAS OVERDOSE AWARENESS DAY

Organised by R.O.O. Reacting to Opioid Overdose

Event goals

- To unite and educate the community about overdose and substance use disorder.
- To provide support and resources to individuals and families experiencing substance use disorder (SUD) and mental health issues.
- To end the stigma associated with addiction, mental health, and SUD.
- To remember those injured or lost to overdose and their families and loved ones.

Activity details

- Fifty plus local, state, and national resource providers including Denton ISD, Drug Enforcement Administration, United Way, Salvation Army, Denton County Mental Health, Shatterproof, Texas Health Resources, Military Veteran Peer Network, Voters League, University of North Texas Psychology Department, Emergent BioSolutions, Journey of Hope, multiple rehabilitation organizations, Denton First United Methodist Church. All resource providers engaged with the community answering questions and providing take-away resources.
- Speakers including Special Agent in Charge, Eduardo Chavez of the Dallas Division of the Drug Enforcement Agency.
- How to Recognize and React to an Opioid Overdose demonstration. Questions answered and Narcan distributed.
- Special emphasis on securing over-the-counter medications with a presentation by BetteRx Safe Than Sorry and a raffle for an in-home medication safe.
- Fantastic balloon art for the kids.
- Food including complimentary pizza, ice cream and special NTX Overdose Awareness Day cookies provided by a mom and person in recovery celebrating five years of sobriety.
- Music by OPEN, a local band.
- Memory Stones painted by District Judge Steve Burgess and family (Judge Burgess also presides over the Drug Court Treatment Program).
- Time to Remember Wall with photographs and messages.
- Reading of the Names—some of those lost to overdose—while attendees hold purple glow

sticks and courthouse and downtown skyline lit up purple in support of overdose awareness.

Outcomes

- Approximately 250 attendees from all over the state of Texas and Oklahoma.
- Coverage by local news media.
- Courthouse and downtown skyline lit up purple during the event and two weeks prior to show support for overdose awareness.
- Distribution of over 150 boxes of Narcan.
- Signed letter/petition to Texas Senators Cruz and Cornyn to support H.R. 7666—Restoring Hope for Mental Health Well-Being Act of 2022.
- Voters educated on new legislation and new voters registered.
- Distribution of information about recent laws including Texas' Jessica Sosa Act (HB 1694) which provides some legal protection to those calling 911 to report an overdose.
- Distribution of resources and information from 50+ recovery agencies, grief support teams, mental health providers, research groups, military veterans, voters' league, law enforcement, universities, and basic needs providers.
- Networking with local and state organizations and agencies including the local Police Mental Health Team.
- Partnerships formed including project to provide posters and speakers for the Denton County Drug Treatment Court.
- By being held on the courthouse lawn in downtown Denton, the event enables very public conversations and attention aimed at ending the stigma surrounding SUD, addiction and overdose.
- Community unity and hope for overcoming SUD, addiction, and overdose.





INTERNATIONAL OVERDOSE AWARENESS DAY: CREATIVE EXPRESSION OF SOCIAL JUSTICE

Organised by Tri-Cities Community Action Team

Event goals

- To showcase local artists who represented mental health and substance use in their own creative expression.
- To bring together resources and service providers across Port Moody, Coquitlam and Port Coquitlam in regards to mental health, substance use, and support groups for different demographics. This included SHARE society, ACCESS youth services, The Lifeguard App, Naloxhome, Fraser Health, Tailgate Toolkit, Safe Talk and Moms Stop the Harm.
- To allow space for those to mourn and to share their own stories.
- To educate and raise awareness; topics include stigma, harm reduction, naloxone training, and staying safe.

Activity details & Outcomes

- Artists including Dizz Mcgruber (from 100 Braid St. Gallery), Allison, Surnoor Sembhi, and John Paul had their work on display.
- A memorial tree was created in the centre, where the public wrote names of their loved ones on leaves, which were then hung up in memory.
- In the Memorial Pioneer Park there was a "Phone of the Wind" which allowed people to connect to their loved ones who have passed away.
- Alongside the Phone, Moms Stop the Harm brought a Purple Chair for their Purple Chair Campaign, allowing those who lost loved ones to sit with those affected by the toxic drug supply.
- An interactive breaking down the stigmas activity, represented by bricks. Each brick had a stigma or barrier that people face when seeking help or treatment.
- Port Coquitlam Mayor Nancy McCurrach shared a speech, as well as James Musgrave from SHARE society and Vicki Cartwright from Moms Stop the Harm.

OUR JOINT ACHIEVEMENTS TO DATE

Penington Institute has been the proud convenor of IOAD since 2012. As a leading Australian public health promotion charity connecting lived experience and research to improve community safety in relation to drugs (including pharmaceuticals and alcohol) and supporting evidence-based drugs policy, we are honoured to have worked alongside the global IOAD community on this campaign for an entire decade.

Penington Institute recorded more than 810 IOAD events that took place this year, combining those formally registered on the IOAD website and others observed in global media coverage. This is an 11 per cent increase compared to last year but represents just the tip of those that took place on and around August 31.

Through an online survey of worldwide campaign organisers in September 2022, we received 181 responses – approximately one-third of all IOAD campaign organisers who have formally registered their 2022 events on the IOAD website. We are now ready to share the results with you, our valued friends and supporters of International Overdose Awareness Day.

“*[I] LOST MY SON TO
OVERDOSE IN 2021, AND NOW
I'M A CERTIFIED PEER RECOVERY
SPECIALIST.*”

- SURVEY RESPONDENT, USA

iOAD 2022 EVENT HOLDERS

In our survey, we asked participants to tell us about themselves, and the findings show that it is overwhelmingly everyday people who are taking the lead in ending the global overdose crisis.

Family members and friends of people touched by overdose are some of the fiercest advocates for overdose awareness, and we are proud to work alongside them. One in every two respondents identified as a friend or family member of someone affected by drugs.

More than half of survey respondents are not-for-profit or community-services workers. People who use drugs (9 per cent) or have previously used drugs and are currently in recovery (26 per cent) make up more than a third of all respondents.



Battleford's Indian & Metis Friendship Centre team

1ST ANNUAL DRUG OVERDOSE AWARENESS WALK

Organised by Battleford's Indian & Metis Friendship Centre

Event goals

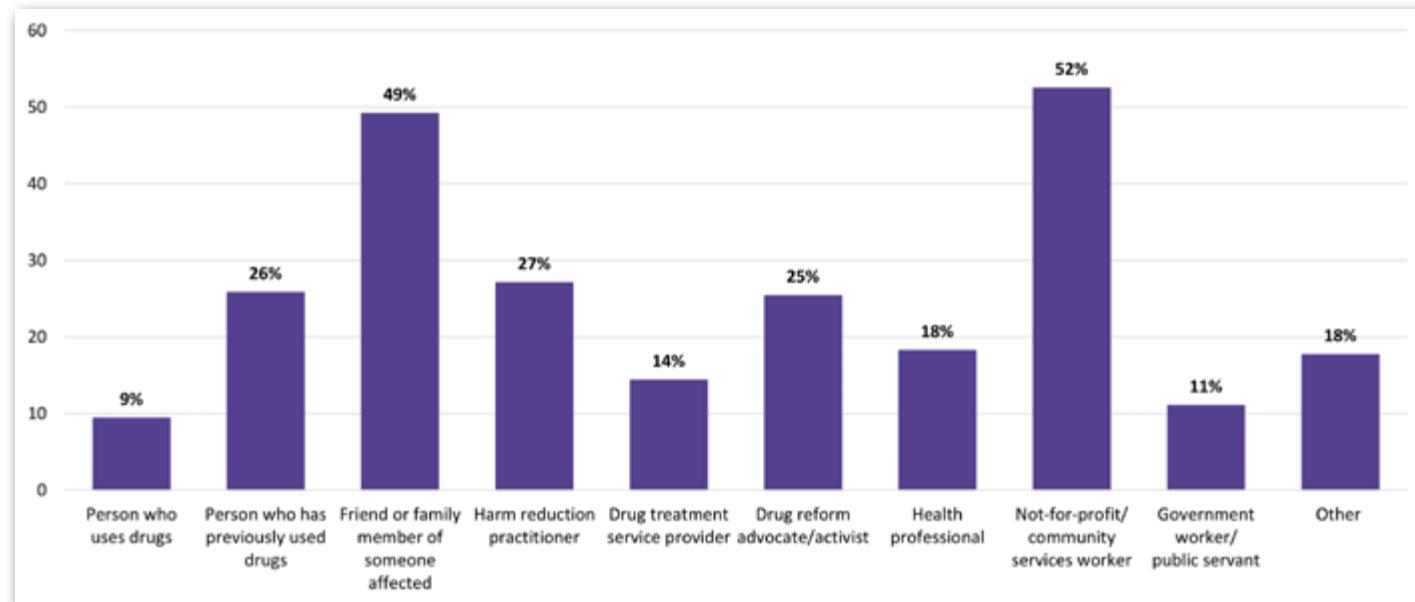
- Bring awareness to the overdose crises that is affecting the local community
- Encourage community engagement and participation
- Meaningfully involve people with lived and living experience
- Remember those who have passed on from the toxic drug supply

Activity details & Outcomes

- ~50 attendees
- A walk around the community in memory of those lost to overdose and the toxic drug supply in Canada.
- BBQ lunch
- Speeches from local dignitaries, people who have lost loved ones, and people with lived/living experience
- Free naloxone training
- Lunch, t-shirts and smudge kits provided for all attendees
- Multiple community agencies collaborated on event leading to continuing partnerships

Which of these best describes you? (You can select as many answers as needed.)

(Figure 1)



OVERDOSE AWARENESS DAY LANGLEY #IOADLANGLEY

Organised by Langley Community Action Team

Event Goals

- Raise awareness and reduce stigma.
- Provide connection to resources.
- Influence community leaders & politicians.
- Advocate for a health contact center (overdose prevention site).

Activity Details & Outcomes

- Memorial displays of hearts & flags representing lives lost were setup throughout the community.
- Over 150 people gathered at Douglas Park for a memorial & awareness walk.
- Moms Stop the Harm aided in painting over 200 chairs purple. The chairs were decorated & displayed empty for the day as a reminder of those we have lost.
- A community BBQ was hosted by the Lower Fraser Valley Aboriginal Society. Community leaders, peers and loved ones shared stories of lived experience & hope from the stage, as well comments that acknowledged the immense grief and frustration felt by the community. Stage activities also included music, poetry & Indigenous drummers. 300+ people in attendance including municipal and provincial politicians. 150+ meals served.
- Community agencies, educators and resources were made available as over 20 local agencies participated. 45 individuals trained in naloxone & kits distributed. 8 drug samples were tested.
- A candlelight vigil was held at dusk, where participants could memorialise & remember their lost loved ones.
- Significant opportunity for connection & healing.



INTERNATIONAL OVERDOSE AWARENESS DAY MEMORIAL EVENT

Organised by Self Help Addiction Resource Centre (SHARC)

Event goals

- To provide an opportunity for people to publicly mourn loved ones in a safe environment, some for the first time without feeling guilt or shame.
- To challenge stigma and discrimination faced by people who use or have used alcohol and other drugs and as well as those who have been affected by someone's use.

Activity details & Outcomes

- SHARC is a community of people who have either experienced overdose or been at risk of overdose; or have experienced the loss of a loved one to overdose.
- At SHARC there is a Reflection Space which commemorates the lives of the people lost to overdose. In 2021, the tree that stood in the Reflection Space blew over in the storms. For this reason, a tree planting ceremony was part of the IOAD event. A Magnolia tree was chosen to symbolise "Remembrance", "Love" and "Peace". Attendees were invited to write the names of their loved ones on stones and place them at the base of the tree.
- On the day SHARC staff spoke about the history and meaning of IOAD. Two community members also shared their experiences of loss, and reflections on the importance of having a safe space for remembering their loved ones.
- Morning tea followed the event where participants shared mutual support and reflection.
- SHARC welcomed approximately 60 staff, past and current residents of our residential support service, volunteers from the Family Drug and Gambling Helpline, families who attend Family Support Groups and members of the wider community. They were also joined by the current clients of The Basin residential rehabilitation service.



SHARC staff on International Overdose Awareness Day 2022

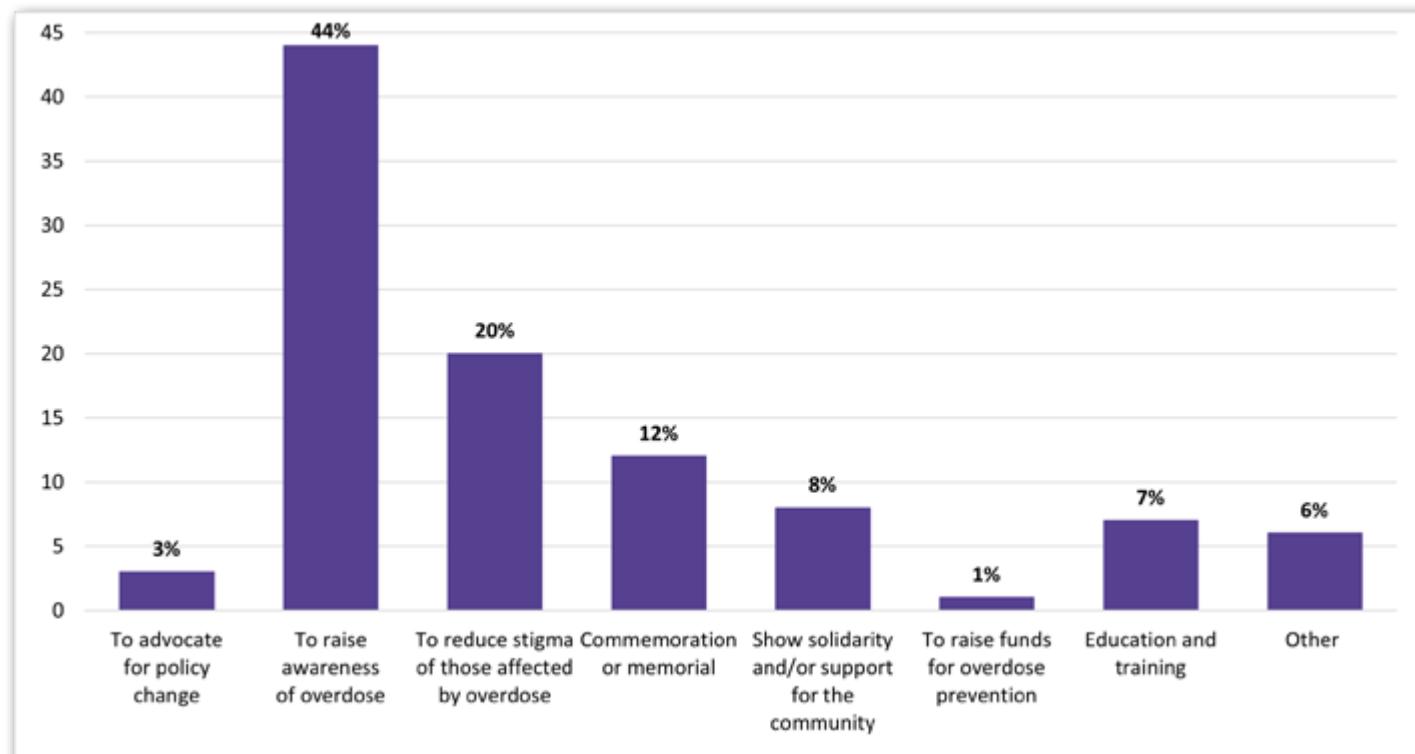
MOTIVATIONS TO HOLD EVENTS

Every IOAD event holder has a unique story, a set of beliefs and circumstances that drew them to this movement. Our IOAD partners' motivations for organising events this year span the full range of IOAD goals.

To raise awareness of overdose is the most common reason to hold an event this year among the respondents. One in every five respondents were most motivated by reducing stigma for those affected by overdose. Other popular reasons included commemorating lost loved ones and show solidarity and support for the community.

What was your main reason for holding your event or activity?

(Figure 3)



Memory Path

REGINA INTERNATIONAL OVERDOSE AWARENESS DAY EVENT

Organised by Ronni Nordal and Jenny Churchill

Event goals

To remember and to prevent overdose.

Activity details

- Education/Awareness Tables; Naloxone Training; free Cheeseburger Meal; Take What You Need and Leave the Rest Table.
- Memory Path – Displaying pictures and ribbons in memory of lost loved ones.
- Drumming, traditional dancers, singing performances.

Outcomes

- 18 organizations set up Awareness Tables
- Memory path filled with beautiful pictures and memories
- 150+ in attendance
- Television, radio and print media in attendance



ANHN Willow Warriors Singing

FEATURED EVENT

BALLARAT IOAD COMMUNITY EVENT

Organised by Kate Davenport, Ballarat Community Health (BCH)

Event goals

- To increase community awareness and understanding of overdose
- To train the community in how to recognise and respond to an opioid overdose including the administration of naloxone
- To give community members affected by overdose, an opportunity to remember their loved ones

Activity details & Outcomes

- In the lead up to IOAD 2022, BCH commissioned a month-long billboard and media campaign. The 7-metre-long billboard located in the centre of town, read “End overdose, get naloxone, save a life” and directed readers to contact BCH or ask at their local pharmacy for more information. To promote the billboard and the BCH IOAD event, a media consultant was hired to write a media release, which was successfully picked up by three local newspapers, two news channels and two local radio channels.
- The BCH IOAD community event was held at the Ballarat Mechanics Institute on the evening of the 31st of August. Representatives of several local AOD service providers, along with interested community members, were in attendance. Guest speakers for the evening included Suzanne Powell, BCH AOD services manager; and harm reduction worker Simon Brisbane, who provided attendees with overdose prevention and response training including the administration of naloxone. Margaret Millington OAM also spoke about her work campaigning for better monitoring of prescription medications. Margaret’s extensive campaigning began after her son’s death of an accidental overdose in 2010, and eventually led to the implementation of SafeScript. The event concluded with a video created from messages community members had written to their loved ones, remembering, and celebrating their lives.
- The City of Ballarat joined in lighting up the Town Hall and Post Office Gallery clock faces and local lake fountains in purple.
- Overall, the 2022 IOAD event and related media coverage was successful. While we had average attendance (approx. 60 -70 people), the feedback we received was positive. We’re hoping we can build on this years’ event and generate more community interest (and attendance) in the future.



BCH International Overdose Awareness Day Event
Photo by Craig Spurr



BCH staff on International Overdose Awareness Day
Photo by Craig Spurr

EVENT FORMATS

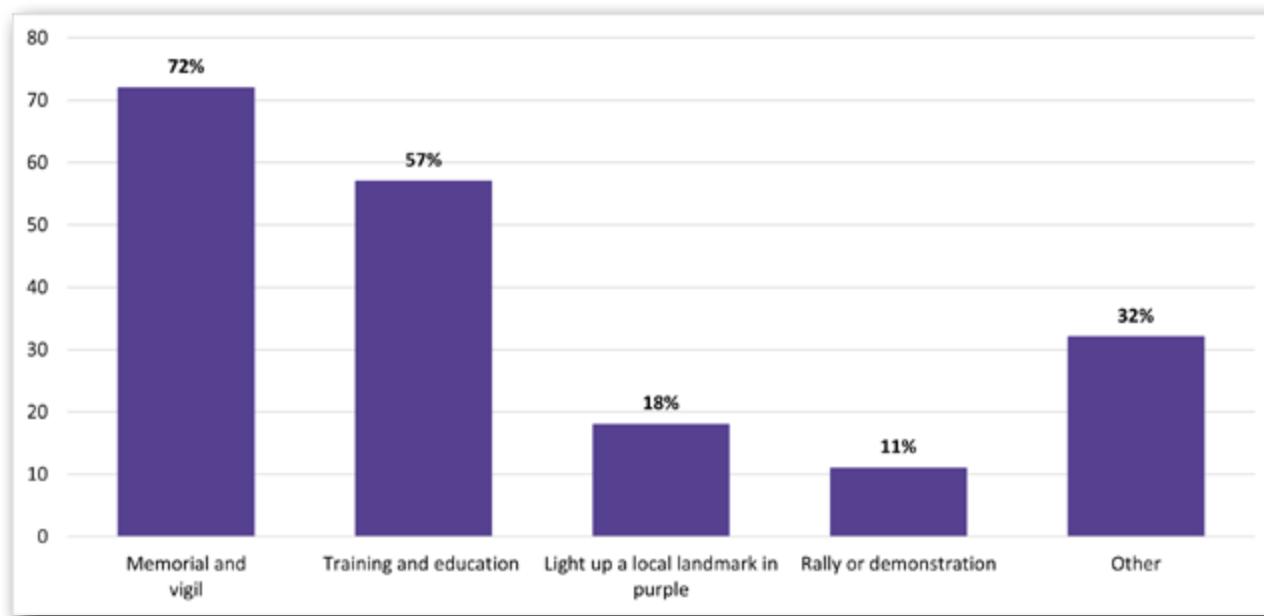
This year is the first time we have asked organisers about event formats, and we have been surprised and inspired by some of the unconventional ideas they adopted to make an impact to achieve their own local objectives, including:

- Awareness videos
- Flag and yard sign placement throughout county
- Overdose awareness and memorial walks
- Distribution of Narcan and fentanyl test strips to community
- Barbecues
- Smash the stigma community water balloon fight

- Movie and documentary premiere
- Cleanup session
- Billboard advertising naloxone
- Tree planting in reflection space
- Memorial/donation drive
- Purple ribbon campaign
- Drag show
- Motorcycle ride
- Public art memorial with chalk

What format was your event or activity? (You can select as many answers as needed.)

(Figure 4)



INTERNATIONAL OVERDOSE AWARENESS DAY CARAVAN

Organised by Prevent+Ed, SOUL (Surviving Overdose and Understanding Loss), MO Network, and H.E.A.L.: STOP HEROIN, INC.

Event goals

Remember – Prevent – End the Stigma

Activity details & Outcomes

- 120 people attended the event. 332,000 was reached through iHeart Media Radio Campaign, and 2,985,817 through 4 billboards placed around St. Louis MO. KMOV4 News in St. Louis MO covered the event.
- Attendees were invited to observe the IOAD with a caravan that traveled throughout the community. The event location and starting point of the caravan is the Jefferson County Library.
- Attendees decorated their vehicles in purple and/or pictures of loved ones.
- Tribute to lives lost by speaking your loved one's name and age. The caravan immediately followed this tribute.
- Narcan and resources were made available.
- McDonnell Planetarium at the St. Louis Science Center and the Wheel at Union Station were once again lit up purple for IOAD.

COMMUNITY RESOURCE AND RECOGNITION EVENT 2022

Organised by West Side Heroin Opioid Task Force, Convened by 8th District State Representative La Shawn K. Ford.

Event goals

- To provide critical resources to vulnerable residents on the westside of Chicago
- To provide an opportunity for people to remember loved ones lost to overdose, in a safe community environment without shame.

Activity details

- Community Resource and Remembrance Fair offered resources and information.
- Free lunch was provided for all attendees.
- Narcan training and Fentanyl test strips
- PPE, toiletries
- National Alliance on Mental Illness education destigmatizing mental health in the Black community and mental wellness tips and resources.
- CPR, First Aid and STOP the Bleed on-site Training
- 211 Emergency response information.
- Free Haircuts provided with local barber with Chicago Police Department. The 25th District Commander and three officers received haircuts sitting with people who use drugs, talking about building better community relations.
- Free Clothes Giveaway — fresh t-shirts, socks and shorts were handed out.



OVERTOKE AWARENESS DAY 2022

Organised by Montgomery County Overdose Prevention Endeavor (M-COPE)

Event goals

To provide education, prevention and awareness information about our growing drug epidemic and allow for remembrance for those that we have lost to overdose or other drug/alcohol related deaths.

Activity details

- Speakers included Governor of Texas Greg Abbott, Dr. Joy Alonzo ME, Danny Looney, Dr. Crystal Collier, Chief James Campbell, Judge Wayne Mack and Tim Washer.
- Approximately 550-600 people in attendance.
- Narcan given to all the guests present that night.
- Release of 500 purple balloon (all biodegradable) at the end of the evening.
- A Texas Memorial Walkway was presented with 125 pictures of those that have been lost in Texas with a writeup provided by their loved ones.
- 25 resource tables for non-profit and for-profit organizations that deal with individuals and families that have substance use disorder or mental health issue.
- media coverage by 2 local TV news stations before the event along with a newspaper article and tv and newspaper coverage at the event.



THE IOAD COMMUNITY

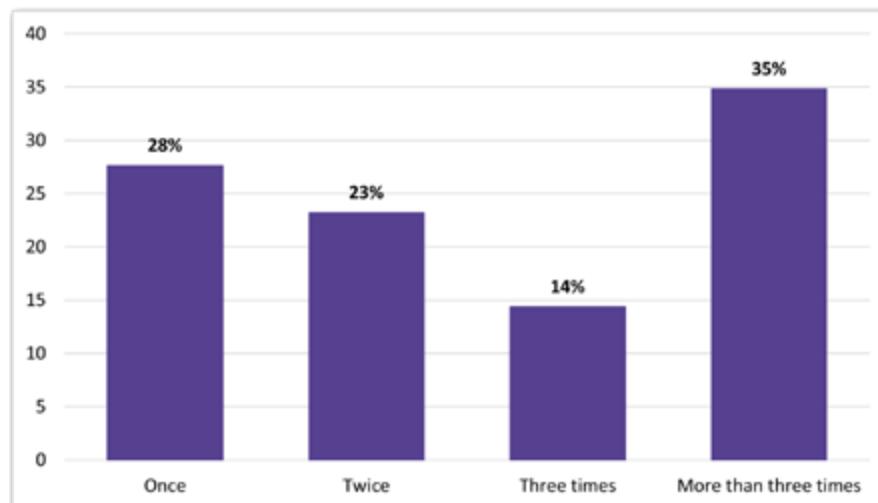
An impressive 72 per cent of all respondents have participated in IOAD for at least two years.

One in every three respondents have held IOAD events more than three times, highlighting the IOAD community's ongoing dedication to this cause.

For the remaining 28 per cent of all respondents, this year marked their first time holding an IOAD event. To these individuals, we wholeheartedly welcome you to our global movement to end overdose.

Including 2022, how many times have you held an International Overdose Awareness Day activity or event?

(Figure 5)



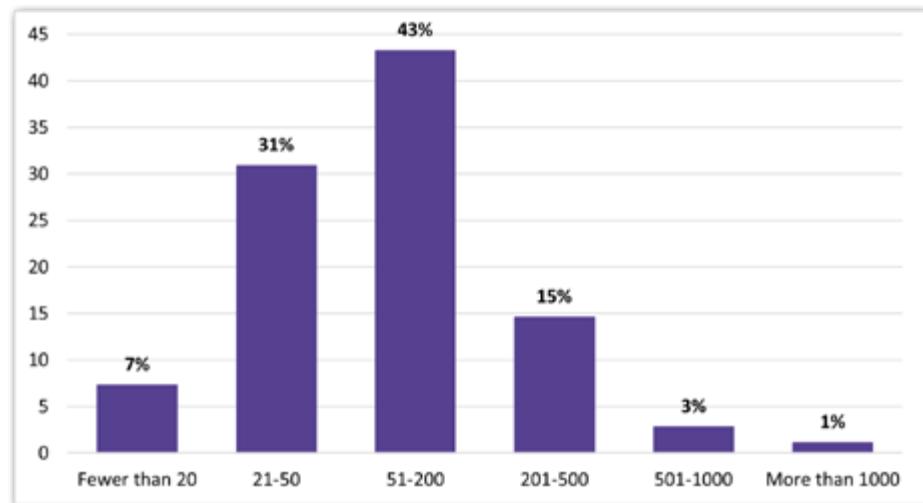
EVENT ATTENDANCE

The number of attendees ranged from fewer than 20 for small and intimate events (7 per cent) to more than 1,000 for large events (1 per cent).

Events in the range of 51-200 attendees were most common. This number is typical of events that are a combination of activities, for instance, holding commemoration or memorials as well as providing training and education. This indicates that, for most people, IOAD is a chance to call for change in their local communities.

How many people attended your main activity or event this year?

(Figure 6)





“A WALK TO REMEMBER”

Organised by Casa Grande IOAD

Event goals

Casa Grande Overdose Awareness's mission is to end overdose, raise awareness about the overdose epidemic, remember without stigma those who were lost to overdose, and acknowledge the grief of the family and friends left behind.

Activity details & Outcomes

- Butterfly Memorial Garden representing overdose deaths the previous year.
- A 1 Mile walk to remember those lost to overdose.
- A Memorial Wall with pictures of lost loved ones.
- Guest Speakers/Testimonies.
- Resource Booths.
- Food Trucks, raffle and DJ.
- Narcan Training. 200+ Narcan kits given out.
- Purple flags and 400 wristbands given out.
- 100+ Overdose Awareness T-Shirts sold
- This is our 3rd year hosting the event and we have consistently had about 400+ people attend. We advertised via the local Christian radio station. Local newspaper coverage. The Mayor wrote a proclamation for us officially declaring Aug 31 International Overdose Awareness Day in Casa Grande. Attorney County General attended, walked and spoke at the event.

EVENT ATTENDANCE

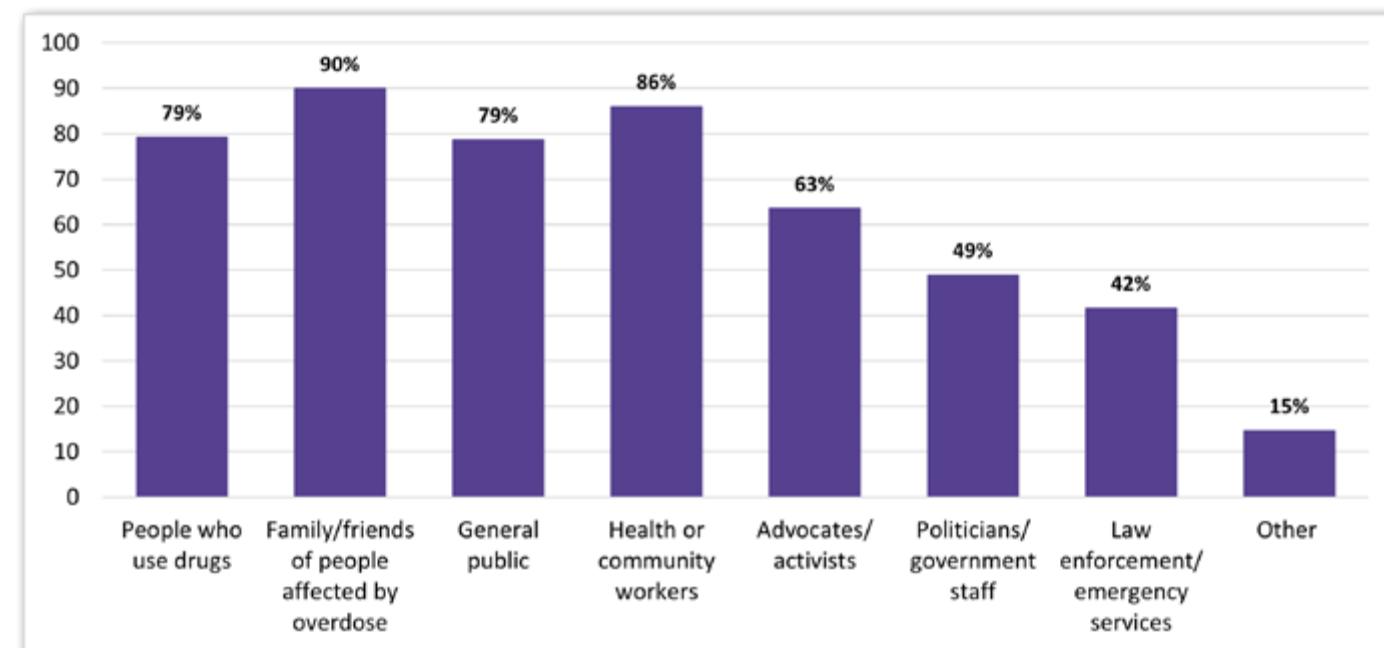
Who attended IOAD events this year? The answer is: people from all walks of life.

As was the case in previous years, most events included family and friends of people affected by overdose, health and community workers, people who use drugs, and advocates/activists. These people will always be the heart and soul of the IOAD campaign.

It is also heartening to see the share of events that included the general public, politicians/government staff and law enforcement/emergency services. Increasing the visibility of IOAD within these groups is vital to the success of our movement.

Who participated in your event or activity? (You can select as many answers as needed.)

(Figure 7)



CAMPAIGN RESOURCES

Our IOAD community is resourceful, innovative and frugal – based on our 2022 findings, 35 per cent of events are run on a budget of USD200 or less.

Compared to last year, the percentage of those who invested USD1,000 or more is slightly higher. This is likely due to in-person events returning as COVID-19 restrictions relaxed in many parts of the world.

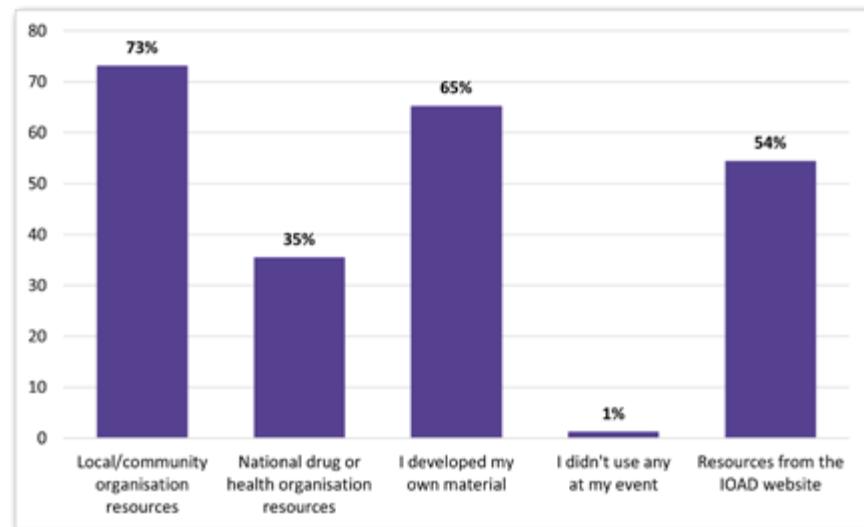
Did your event or activity have a budget? (Please approximate in USD)
(Figure 8)



We asked our IOAD partners about the resources they used to help plan, promote or run their IOAD events this year.

73 per cent of survey respondents used local community organisations' resources while 65 per cent even developed their own resources, suggesting that IOAD remains, at its core, a grassroots campaign driven by local issues.

What material did you use to help plan, promote or run your activity or event? (You can select as many answers as needed.)
(Figure 9)





DRIVERS WANTED

MUST HAVE GOOD A GOOD SAFETY RECORD, STRONG INTERPERSONAL SKILLS, AND ABLE TO TREAT AN OVERDOSE.

RIGHT NOW, AN INVISIBLE ARMY ARE FIGHTING THE OVERDOSE EPIDEMIC ALONE. THEY NEED YOUR HELP.

SIGNS OF OVERDOSE 101

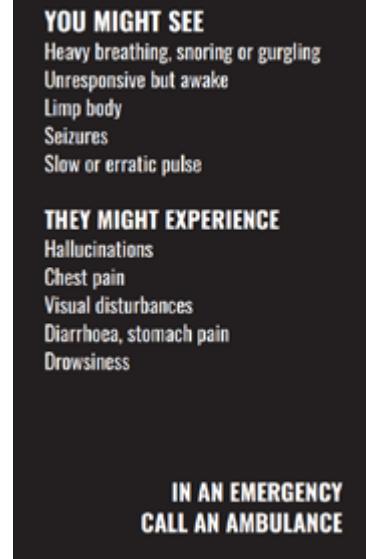
OVERDOSEDAY.COM



WAITERS WANTED

MUST BE SKILLED IN MAKING HOT AND COLD BEVERAGES, CUSTOMER SERVICE, AND TREATING OVERDOSES.

RIGHT NOW, AN INVISIBLE ARMY ARE FIGHTING THE
OVERDOSE EPIDEMIC ALONE. THEY NEED YOUR HELP.



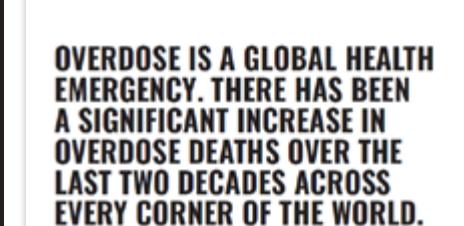
YOU MIGHT SEE

- Heavy breathing, snoring or gurgling
- Unresponsive but awake
- Limp body
- Seizures
- Slow or erratic pulse

THEY MIGHT EXPERIENCE

- Hallucinations
- Chest pain
- Visual disturbances
- Diarrhoea, stomach pain
- Drowsiness

**IN AN EMERGENCY
CALL AN AMBULANCE**



Dear Sender/Recipient: _____

I am a member of the _____ community. I am willing to you today because I strongly believe that more needs to be done to address autism within our community.

Overdose is a global health emergency. There has been a significant increase in overdose deaths over the last two decades across every corner of the world.

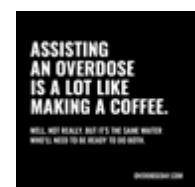
It's not in their job description, but ordinary community members – waiters, librarians, cab drivers, friends and teachers – are having to act as frontline responders due to government inaction. It is unacceptable that we rely on these unprepared responders to protect ourselves and respond to this ongoing epidemic.

There is strong evidence to support practical solutions such as providing free access to naloxone, test-and-treat kits and opioid substitution treatment.

I would like to know how you plan to address this issue in our community.

Secondly,

177



**ASSISTING
AN OVERDOSE
IS A LOT LIKE
MAKING A COFFEE**

WELL, NOT REALLY, BUT IT'S THE SAME THING.
YOU'LL HAVE TO BE READY TO GET DOWN.

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CAMPAIGN RESOURCES

This year, we delivered a brand-new suite of IOAD campaign assets highlighting the first responders to overdose after months of planning, preparation and consultation.

Every day, 44 Americans and 21 Canadians lose their lives to prescription opioid-related overdose. This is an epidemic, and we cannot afford to ignore it; but right now, it is being left to a group of unrecognised first responders to step up. People just like you and me.

People who use drugs. Families and friends. Librarians. Waiters. Cab drivers.

Centred around this theme, we prepared posters, pull-tab posters, response cards, social media tiles and banners, email banners and advocacy letter templates – ready for you to download and use in your IOAD advocacy activities.

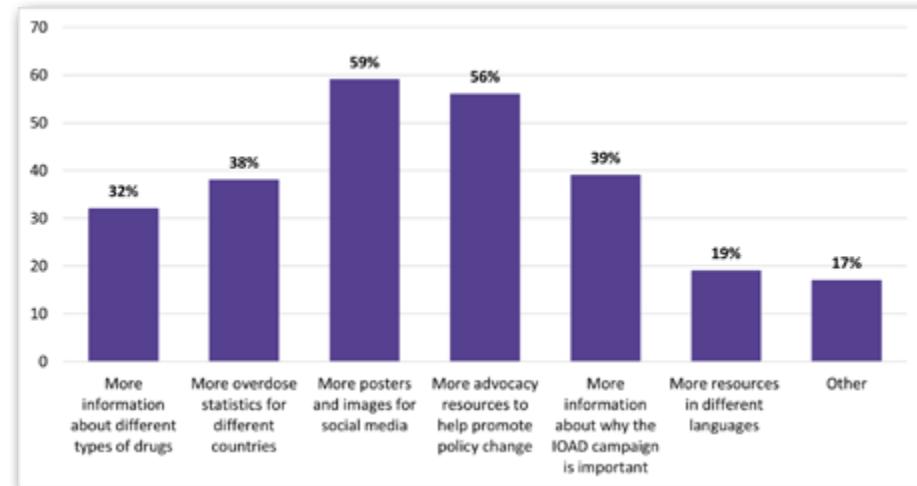
The new suite of campaign assets has been well received by the global IOAD community, having been downloaded more than 1,000 times since its launch in August.

When asked about the resources they'd like to see more of on the IOAD website, more posters and images for social media is the most common answer, followed by more advocacy resources to help promote policy change. The variety of responses shows the diversity of IOAD goals among the respondents, and provides us with inspirations on how we could better support the global IOAD community.

When it comes to satisfaction with the support they received throughout the campaign this year, 36 per cent said they were “very satisfied” with the support provided by the IOAD team, while close to half of all respondents (45 per cent) said they were “satisfied” with the support provided.

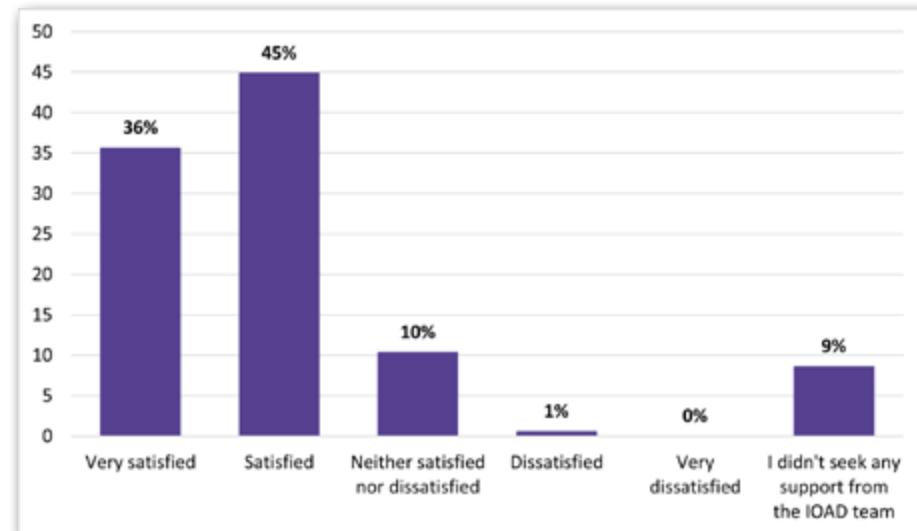
What resources would you like to see more of on the IOAD website? (You can select as many answers as needed.)

(Figure 10)



How satisfied are you with the support, including advocacy resources, provided by the International Overdose Awareness Day team in 2022?

(Figure 11)

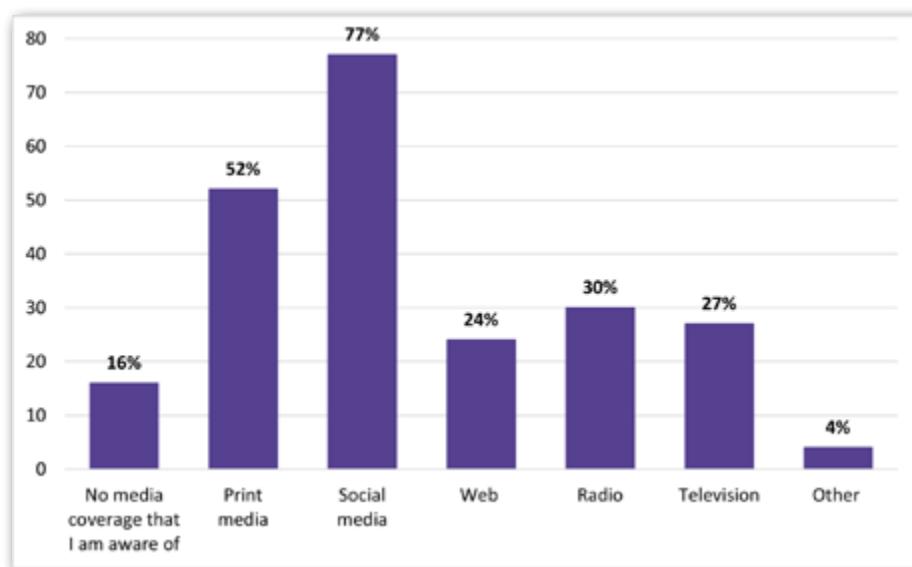


MEDIA COVERAGE

84 per cent of IOAD events received media coverage by at least one form of media. This is strong evidence that the issue of overdose is highly relevant and important for both the media and communities.

Out of all forms of media, social media, print and radio were the most common channels that covered the IOAD events. More than two-thirds of events were covered on social media, suggesting that the global IOAD community is highly active on digital platforms. More than half of all events received coverage in print media, showing a high level of interest from local media in IOAD events.

How was your event covered? (You can select as many answers as needed.)
(Figure 14)



The survey results only captured a small part of the impact of this year's IOAD. To measure the true global impact of IOAD, we need a comprehensive media analysis.

In terms of geographic spread, IOAD 2022 was reported in at least 13 languages across 39 countries.

As measured by an independent monitoring agency, during the July—mid-September period when IOAD received most media attention, the term 'International Overdose Awareness Day' earned in total 32,500 incidents of media exposure worldwide in print, digital radio and TV. This is 69 per cent higher than last year.

One cannot disregard social media when talking about media coverage, especially when it comes to our dynamic and tech-savvy IOAD community. IOAD 2022 appeared in 25,600 social media posts, peaking on August 31 with a potential audience of 170 million people, according to the independent monitoring agency.

Penington Institute engages, supports and informs communities through four dedicated social media channels on three of the most popular mainstream platforms: [@InternationalOverdoseAwarenessDay](#) on Facebook, [@OverdoseDay](#) on Twitter, and both [@overdoseawarenessday](#) and [@overdosetribute](#) on Instagram.

We are pleased to report that the IOAD Facebook page has accumulated 47,700 followers; the Twitter account has over 6,000 followers; the Instagram account has over 5,000 followers and the overdose tribute page is approaching 2,000 followers.

Ultimately, IOAD's true impact is measured by how it fulfills its mission: to end overdose, to remember without stigma those no longer with us, and to acknowledge the grief of loved ones left behind. This campaign aims to save lives and transform them for the better by enhancing the capacity and resilience of communities to respond to overdose-related harms.

In 2022 the joint efforts of our IOAD community reached new heights in promoting an understanding of overdose and the actions required to end it.

IOAD PARTNERS SATISFACTION

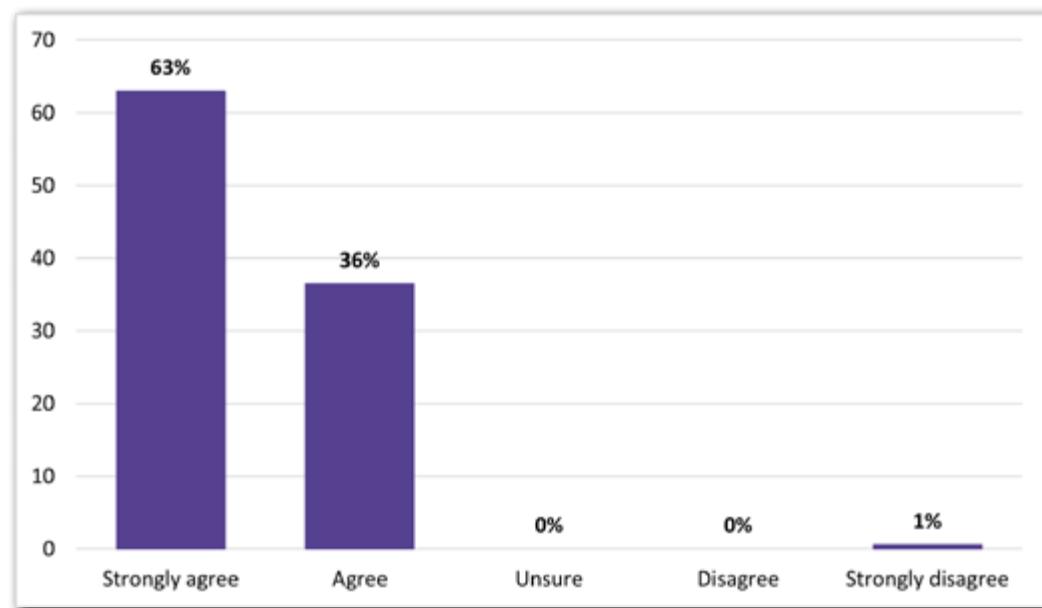
Every IOAD partner has devoted valuable time and resources to planning and delivering their event. We are excited to report that the hard work of our IOAD community has paid off: A remarkable 99 per cent of survey respondents rated their IOAD 2022 event as successful – the highest we have seen since the start of our partners' surveys!

To all involved, we extend our heartfelt thanks and congratulations.

The diversity of events and the robust growth in involvement is a reminder of the urgency of the global overdose crisis, but is also an uplifting testament to the IOAD community's enthusiasm and determination to end overdose once and for all.

Based on the reason you had for holding your event or activity, your event was a success.

(Figure 12)



TILLAMOOK COUNTY'S FIRST INTERNATIONAL OVERDOSE AWARENESS DAY EVENT

Organised by Rachel Koljesky, Tillamook County Community Health Center

Event goals

To highlight and educate the community on Tillamook County's broad approach to the overdose issue which includes partnerships between public health, health care systems and law enforcement.

Activity details & Outcomes

- Speakers: Rachel Koljesky with TCCHC's Harm Reduction and Syringe Program. Jennifer Barksdale, a Prime+ Peer.
- Music performance by a local artist who has also become a symbol of hope and recovery in the local community through working with Peers.
- There was a local resource fair.
- About 75 people in attendance throughout the 2-hour event.
- 50 people sat through an Overdose and NARCAN training.
- Gave out 32 kits of Narcan.
- Tillamook County local government declared August 31st 2022 as International Overdose Awareness Day and passed with full support from all commissioners.
- Secured funding to host another event in 2023.
- 2 organizations that were present (Prime + Peers and Dual Diagnosis Anonymous) were able to establish a professional connection and a brand-new Men's SMART Recovery Group was formed in the county.
- There has been an increased interest in businesses having Narcan on hand.

INDIVIDUAL STEPS TAKEN IN 2022

Some of the hundreds of individual steps taken around the world included:

US – President Joe Biden formally proclaimed August 28–September 3, 2022, as Overdose Awareness Week. In October, President Biden announced a pardon of all prior federal offences of simple possession of marijuana and urged all Governors to do the same with regard to state offences.

Canada – British Columbia was granted a subsection 56(1) exemption under the Controlled Drugs and Substances Act (CDSA), meaning adults will not be subject to criminal charges for personal possession of small amounts of certain illegal drugs.

Australia – National rollout of the Take Home Naloxone program began in July. Penington Institute released the Global Overdose Snapshot and Australia's Annual Overdose Report 2022 on IOAD.

Finland – Several cities including Oulu, Vantaa, Lappeenranta, Turku lit up landmarks and public spaces in purple on IOAD.

India – The Manipur State AIDS Control Society identified 25 government hospitals to provide treatment facilities for drug overdose cases.

Ireland – Health Service Executive publishes the second instalment of their Drug Insights Report Series – Naloxone Administration by Addiction & Homeless Service Providers in Ireland: 2018-2020 to review the national naloxone program launched in 2015.

New Zealand – The New Zealand Drug Foundation called on the government to support a proposal for a three-year pilot of an overdose prevention centre in Auckland CBD.

South Africa – In Greyville, The Bellhaven Harm Reduction Centre hosted their third annual vigil to remember local community members who have been lost to overdose.

UK – The North Yorkshire Council announced an expansion of the naloxone program to make kits more widely available. A successful naloxone pilot project in Cambridgeshire was extended to Fenland. Police have begun carrying naloxone in Shetland.

Zimbabwe – Zimbabwe Civil Liberties and Drug Network called for the government to share information with communities about substance overdose.

MEDIA COVERAGE IN
AT LEAST
39
COUNTRIES

FEATURED EVENT

INTERNATIONAL OVERDOSE AWARENESS DAY CAMPAIGN VICTORIA BC CANADA

Organised by Moms Stop the Harm (MSTH)

Event goals

- To raise awareness of deaths from toxic drug poisonings in the local community and province, and the associated harms.
- To demand that the government change Canada's failed drug policies and enact safe supply to save people from dying and remember those lost through toxic drug poisoning.

Activity details & Outcomes

- This is the third year of the Purple Ribbon Campaign. MSTH volunteers meet a month before IOAD to create and hang 100 purple ribbons throughout downtown Victoria. The ribbons have placards attached with a picture of a lost loved one and an explanation of the significance of IOAD.
- The city hung a banner across the main street of downtown Victoria in support of IOAD.
- A proclamation was read out in Victoria City Council Chambers explaining the significance of IOAD. In conjunction with purple ribbons hung downtown, MSTH also encouraged members, individuals, and families via social media and posters to hang purple ribbons on their property marking IOAD.
- MSTH members painted purple chairs which were used to mark the place of the loved one lost to toxic drug poisoning.
- Approximately 150 people attended the IOAD rally and marched to the Ministry of Health Building to demand action from political leaders to end toxic drug deaths in the local community and province. There were an estimated 150 people at the march. A beautiful banner with pictures of deceased loved ones with hearts and ribbons was hung in front of the Ministry of health. The media covered the event but the elected officials, as in previous years, chose to remain absent.
- Pop-up education and awareness events were held in local shopping malls the week before IOAD to raise awareness and provide education about the toxic drug crisis. Naloxone training and information of MSTH support programs were also provided for those struggling with the loss of a loved one and those with loved ones impacted by the toxic drug crisis. Many people of all backgrounds and ages approached to share their stories, gather information and participate in naloxone training. 180 naloxone kits were given out.
- During the evening of IOAD, an estimated 100 people attended the vigil for those who have lost loved ones to toxic drug poisonings, held on the steps of the provincial parliament buildings. The parliament and fountain were lit up with purple lights and glowing candles. Speakers included the chief provincial coroner and the founder of Moms Stop the Harm; Leslie McBain, and local musician Jill Cooper, brought tears to the eyes. The stigma of drug use and toxic drug death means, for many people, it can be difficult to express and have their loss publicly acknowledged. The vigil is so important because it creates an environment where people who have lost a loved one can express their loss in a supportive setting.
- IOAD Events were also held in the municipality of Sooke.
- Media coverage in print, radio, and television in British Columbia and across the country. CTV, CBC and Global all carried stories of MSTH events and interviewed team members.
- One of the local mayors came out to the pop-up events and the vigil to lend his support.

“

SADLY, WE ARE STILL LOSING
21+ PEOPLE A DAY IN CANADA
[TO OVERDOSE].”



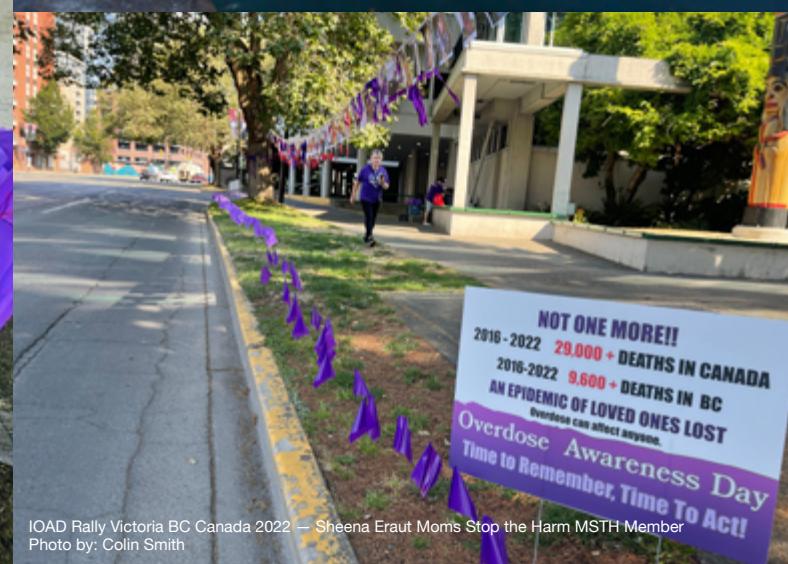
MSTH IOAD 2022 Victoria BC Canada — Banner of Lost Loved Ones
Photo by: Colin Smith



Purple Chair MSTH IOAD 2022 Victoria BC Canada
Photo by: Sheena Eraut



MSTH IOAD Vigil 2022 Victoria BC Canada



IOAD Rally Victoria BC Canada 2022 — Sheena Eraut Moms Stop the Harm MSTH Member
Photo by: Colin Smith



IOAD 2022 Victoria BC Canada Pop-up tent — Correne Gillies Antrobus, Jennifer Howard, Sharon Dunn
Photo by: Colin Smith

OUR NEXT STEPS

Penington Institute nurtures opportunities and relationships for IOAD all year round, and we are already well underway with our preparations for 2023.

In 2022 we reached out to hundreds of Australian politicians and initiated more than 30 formal meetings with global industry professionals, organisations, forums, service providers, and government bodies. To obtain a comprehensive and up-to-date understanding of the global overdose crisis, we will continue our endeavours from previous years to connect and consult with partners, stakeholders, and priority communities based in different parts of the world.

Moving forward, our goal is to develop global community engagement and stakeholder advisory groups to help us strategically plan, educate, and increase awareness of IOAD.

810+
EVENTS
WORLDWIDE

20+
**NATIONAL
LANGUAGES**

35%
**EVENTS
DELIVERED ON
A MICRO BUDGET**

BECOMING PART OF THE SOLUTION

Now more than ever, we need people to get involved in the movement to build on our education and awareness-raising efforts.

We invite approaches from governments and their departments, agencies, corporations, not-for-profit organisations, and individuals interested in becoming part of the IOAD campaign.

To get started, please express your interest by emailing info@overdoseday.com. We are here to help you take charge of the many ways you can participate in IOAD events and smash stigma in our communities.

Here is a list of ideas to get involved in IOAD:

- Create or participate in community engagement events to educate and raise awareness.
- Sponsor IOAD with media opportunities.
- [Post a tribute](#)
- Organise or participate in community forums to discuss overdose, its impact on the local community and potential solutions. Encourage community members to share their lived experience of drug use and overdose with different audiences. Stories can be anonymous.
- Share your ideas with us on the type of promotional items needed to make a difference with your priority audiences.
- If you are aware of upcoming events that we

should be involved in, please email all the details so we can support your efforts.

- Check out IOAD [merchandise](#) available
- Follow us on social media: Instagram, Facebook, and Twitter.
- Subscribe to our [newsletter](#)
- [Donate](#) to our campaign

We look forward to hearing from you, friends of International Overdose Awareness Day.

International Overdose Awareness Day

A Penington Institute initiative

95 Drummond Street

Carlton VIC 3053

Australia

www.overdoseday.com



InternationalOverdoseAwarenessDay



OverdoseDay



OverdoseAwarenessDay



Overdose Tribute Page

Published December 2022

99%
**OF EVENTS RATED
“SUCCESSFUL”**

“ I WOULD LIKE MY EVENT
NEXT YEAR TO BE BIGGER AND
BETTER. THE LIVES LOST ARE NOT JUST
STATISTICS, THEY WERE SONS, DAUGHTERS,
SIBLINGS, MOMS AND DADS.”

- SURVEY RESPONDENT, USA



International Overdose
Awareness Day

Penington | PENINGTON
INSTITUTE



Photo by Jon Rendall

INTERNATIONAL OVERDOSE AWARENESS DAY

A Penington Institute Initiative