

A Penington Institute Initiative

# EVENT ORGANISERS' SUPPORT KIT

TIME TO  
REMEMBER.  
TIME TO ACT.

31 AUGUST

—

INTERNATIONAL  
OVERDOSE  
AWARENESS DAY



International Overdose  
Awareness Day

# CONTENTS

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|   |              |
|---|--------------|
| <b>Thank you for choosing to support International Overdose Awareness Day</b> | <b>3</b>     |
| <b>01 GETTING INVOLVED</b>  |              |
| <b>Getting involved – Introduction</b>  | <b>5</b>     |
| <b>Making a difference</b>  | <b>6</b>     |
| What can you do to help?  |              |
| <b>02 GET STARTED</b>   |              |
| <b>Planning International Overdose Awareness Day activities</b>               | <b>8</b>     |
| <b>Support from the Penington Institute team</b>                              | <b>9</b>     |
| Collateral  |              |
| Promotion via social media, emails, strategic partners                        |              |
| Discussion of overdose  |              |
| Contacts of local associations  |              |
| Badges  |              |
| Tributes  |              |
| <b>03 YOUR EVENT</b>  |              |
| <b>Event ideas</b>  | <b>12</b>    |
| Education and awareness-raising events  |              |
| Memorial events   |              |
| Faith-based events  |              |
| Community events  |              |
| Workplace events  |              |
| <b>Promote your event</b>   | <b>13-14</b> |
| Sample text for 'save the date' email to friends, family and other contacts   |              |
| Sample text for local radio announcements                                     |              |
| Social media posting/banners/images   |              |
| <b>04 TOOLS &amp; RESOURCES</b>   |              |
| <b>Event checklist</b>  | <b>17-18</b> |
| <b>Event Activity Planner</b>   | <b>19</b>    |
| <b>Donation collection form</b>   | <b>20</b>    |
| <b>Contact</b>  | <b>21</b>    |

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# THANK YOU FOR CHOOSING TO SUPPORT INTERNATIONAL OVERDOSE AWARENESS DAY (OVERDOSE DAY)!

**Your support is invaluable to help us create awareness about overdose prevention and provide support to families and friends who have lost loved ones to overdose. People lost due to overdose are not just statistics – they are family and friends.**

The tragedy of overdose is far too frequent but is ultimately preventable. Overdose prevention, education and recognition play a crucial role in saving lives and we thank you for getting involved.

01.

# GETTING INVOLVED



## GETTING INVOLVED

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# YOU CAN BECOME PART OF THE CHANGE.

**By planning an event, you are taking action to help prevent overdose fatalities. You may choose to help educate people who use drugs, friends, families and the community about the signs of overdose and how to respond effectively. Or you may choose to support those who have lost a loved one to overdose by enabling them to honour and remember that person's life, what they loved about them and what they think about them.**

Organising an event, even if it is the first time you are doing one, is not as complicated as you might think.

Your Overdose Day event can be as big and elaborate or as small and intimate as you would like – just do it your way. By bringing your community or even just a few of your friends and supporters together, you can become part of the change!

This event support kit will provide you with information on everything you need to plan and run your own Overdose Day event. Resources are available (eg posters, fact sheets, badges and wristbands) that will help you to promote your event and make it a memorable experience for yourself and everyone who attends.

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**Don't have the time to plan an event? There are still loads of other ways that you can be involved by donating to support Overdose Day, engaging on Facebook and Twitter or by partnering with a local organisation! Read on to find out how.**

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# MAKING A DIFFERENCE

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## OVERDOSE DAY DRAWS WORLDWIDE ATTENTION TO THE NEED TO PREVENT AND CREATE AWARENESS ABOUT DRUG OVERDOSE.

**Together, communities, families, people who use drugs, government officials, international organisations, businesses and policy makers come together in a shared effort to reduce the tragedy of overdose.**

The goals of Overdose Day are:

- **to raise awareness of overdose** and reduce the stigma of a drug-related death; and
- **to acknowledge the grief** felt by families and friends remembering those who have met with death or permanent injury as a result of drug overdose.

Overdose Day is a global event held annually on 31 August, an initiative supported by Penington Institute.

### WHAT CAN YOU DO TO HELP?

On or around 31 August, you can hold an event to promote awareness in the community in relation to overdose. Events – large or small – can be really effective in increasing community understanding about the issues around safe drug use. Events provide a safe space for families to mourn the loss of their loved ones. Events also provide a great opportunity for communities to come together, learn and support each other.

The team at Penington Institute can provide you with a list of organisations in your local area that are holding Overdose Day related events. These local groups always need assistance with several tasks or might want to partner with other organisations for their event. This is another way that you can choose to be involved. Your support and involvement is crucial to highlight the significance of overdose prevention.

**Social media today plays a key role in creating awareness about issues that affect your family and the community around you. You can connect to our social media channels (Facebook: /InternationalOverdoseAwarenessDay; Twitter: @OverdoseDay) and share your messages. Every person you forward information to learns a little more about how overdose affects lives and what they can do to make a difference.**

02.

# GET STARTED



# PLANNING INTERNATIONAL OVERDOSE AWARENESS DAY ACTIVITIES

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## BEFORE YOU GET INTO THE FINER DETAILS OF ORGANISING YOUR EVENT, HERE ARE A FEW THINGS TO DO NOW:

### **1 Decide what type of event you want to hold**

Whether you want to host a memorial, help spread information about how to prevent an overdose from becoming fatal, or help raise funds for Overdose Day, this will have an impact on your planning, staffing, resources and funds needed to organise your event.

### **2 Read this event support kit to understand the responsibilities of the event organiser**

No matter what the size of your event, it is important to establish your responsibilities as the organiser. This includes having knowledge about local rules and laws, safety protocols, approvals or compliance with any official council or government guidelines. This will make it easier for you to organise the event and help everyone participate in the event without any concerns.

### **3 Register your event online and let us know about your plans**

Our website is where community members interested in attending an event can find out if something is being hosted in the area. Please make sure to register it online. Once registered, we can begin promoting your event to our contacts in the area.

### **4 Begin your planning**

This event support kit is tailored to help all event organisers, no matter what the size, scale or nature of your event is. Whether you are staging a small event for a select group of people, or a ticketed major event in a high profile area, this document will help you with planning, organising and running your event. The Overdose Day team is here to help you so please contact us if you have any queries – we will do our best!

**Email: [info@overdoseday.com](mailto:info@overdoseday.com)**

# SUPPORT FROM THE PENINGTON INSTITUTE TEAM

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## POSTERS & FACT SHEETS

Fact sheets and posters are available for you to download on the Overdose Day website. Many of these are only available in English currently, however please translate these into your local language and please share with us so we can make them available to others around the world.

## PROMOTION VIA SOCIAL MEDIA, EMAILS, STRATEGIC PARTNERS

We will be using our social media channels, email database as well as our networks with regional partners to promote this year's events. Make sure you register your event to be included in this promotional activity, and follow our social media channels:

**Facebook:** /InternationalOverdoseAwarenessDay  
**Twitter:** @OverdoseDay

## DISCUSSION OF OVERDOSE

Social media plays a crucial role in engaging the community in discussions about overdose prevention. Our Facebook and Twitter channels will act as a beacon for event tips and ideas, so please join us, keep posting and sharing! For more information, please check section on 'Promote your event'.

## CONTACTS OF LOCAL ASSOCIATIONS

Event organisers like you are always on the look out for support staff and volunteers. Should you wish to partner with another organisation or be of assistance to their plans, please contact us to ask about details of events in your area. Working with them could also be an option should you wish be involved in the day but do not have the time or resources to plan your own event.

## BADGES AND WRISTBANDS

The silver badge is great way to raise awareness and show respect. Please wear the silver badge proudly whenever you can to bring attention to overdose prevention and to honour the lives lost to overdose. Silver badges can be ordered on the Overdose Day website in packs of 10, 20, 50 or more, and can be shipped worldwide. Secure payment can be made via PayPal or Direct Bank Transfer. Order your badges online now at [www.overdoseday.com](http://www.overdoseday.com).

## TRIBUTES

Tributes are wonderful ways of expressing our love and appreciation to those we have lost and will always value. These tributes are one of the nicest ways through which a departed loved one can be honoured and remembered by those he or she has left behind. We encourage you to post tributes on the IOAD website – this in turn will help others grieve and celebrate their loved one's life.



31 AUGUST

INTERNATIONAL  
OVERDOSE  
AWARENESS DAY

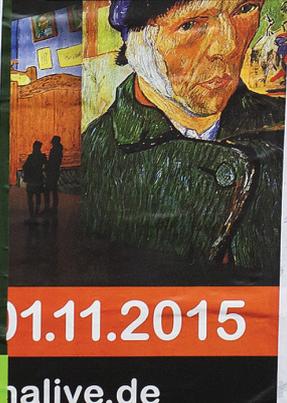
# SOMEONE'S BEST FRIEND

 International Overdose  
Awareness Day

TIME TO  
REMEMBER.  
TIME TO ACT.



ers & more | Good Stuff, Carefully Composed since 2002



01.11.2015

alive.de

## MOONDAY THE WEEKEND MOVES ON...

EVERY MONDAY DEEP-TECH-HOUSE

- 04-05-15 SUN JAMO | YOSH HOUZER
- 11-05-15 TORUS PROJECT | N.O.B.
- 18-05-15 EDUARDO DE LA TORRE | TORUS PROJECT
- 25-05-15 MARINGO | N.O.B. | YOSH HOUZER

03.

# YOUR EVENT

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# EVENT IDEAS

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## EDUCATION AND AWARENESS-RAISING EVENTS

Walk/ride to remember. Create a positive vision of health and wellbeing by organising a walk, run or ride for your community. Provide a safe, well lit and surfaced area for people to undertake these activities, eventually converging to commemorate and learn more about overdose and its prevention. As a medium-sized endeavour, this could be used as a fundraising initiative by charging participation fees.

## MEMORIAL EVENTS

Memorial events, like candlelight vigils or a walk, help us remember the lives of loved ones lost and bring people together to support one another. If possible, organise a guest speaker and provide time for story sharing. This can be done with a lunch event or morning tea. This is also a good way to provide information to the community about symptoms, prevention and naloxone including any overdose prevention training. Other memorial events could include tree planting, banner signing, tribute writing, singing songs and public speaking.

## FAITH-BASED EVENTS

For individual or organisation motivated by faith, creating a faith or religion based event could bring the community together to remember the lives lost to overdose. Many in the community are motivated by faith and might seek support from avenues that reflect these values. Prayer meetings, lighting candles in remembrance of their loved ones, singing hymns and songs, could form elements of an Overdose Day event. You can also take advantage of local worship leaders who can promote overdose prevention messages as well as nurture a supportive environment for people who use drugs and their loved ones.

## COMMUNITY EVENTS

Community events are a great way of getting everyone from the age of 7 to 77 to get involved – anything from small and fun bowling games, bingo nights to music concerts, lunch/dinner with raffles. You can make it as simple or as elaborate as you wish depending on the time and resources you have available. Something as enjoyable as a community meal can bring locals together to learn about overdose and share memories with others.

## WORKPLACE EVENTS

Your workplace is a great avenue for spreading the messages about overdose awareness and its prevention. Hold morning/afternoon tea with information on safer use of drugs and overdose prevention made available. If you can, find someone to present education on safer use of drugs. This not only creates a healthier, more accepting work environment that de-stigmatises drug use but enables people to talk about the challenges and losses that they have suffered while coping with overdose.

**If you have event ideas that you would like to organise, please do share with us!**

# PROMOTE YOUR EVENT

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**Don't forget to promote your event within your community and networks. It enables people to become involved and promote greater awareness about overdose prevention. Promoting your event within your own networks will go a long way.**

Here are some templates you can use to promote your event.

## EMAIL

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### **SAMPLE TEXT FOR 'SAVE THE DATE' EMAIL TO FRIENDS, FAMILY AND OTHER CONTACTS**

**Subject:**

*Save-the-date: International Overdose Awareness Day*

**Content:**

*Each year we lose thousands of people from drug overdose globally. Some survive but suffer a permanent injury, with devastating impact to their families and friends.*

*[insert name of town/city] is not immune. You may have seen it, it has happened to people around you. Tomorrow, it could happen to someone you love. This is not an invisible issue. [insert personal story or details if comfortable]*

*International Overdose Awareness Day provides an opportunity for us to reflect on practical ways to prevent overdose in our community. Overdose is preventable. Knowing the real facts about drugs and what to do when you see someone experiencing an overdose DOES save lives. Overdose Day events that aim to educate our communities about drugs can really help.*

*[insert your name or organisation name] are playing our part to support the day with a [insert event details, e.g. candlelight vigil] on [insert event date] at [insert event time].*

*The event will help you understand how overdose affects every single one of us and how you can make a difference. [if required insert further description of your event that encourages people to attend].*

**Event Details:**

*Insert event location*

*Insert any entry fees or donation details  
\*if applicable\**

*Insert contact details*

*Insert silver badge details / wristband*

*This is your opportunity to help make [insert name of town/city] remember and recognise the loss we have all suffered. Come and share your most important reason for making it a safe and healthier community.*

*We hope to see you at our event!*

*[insert signature block]*

*[insert [www.overdoseday.com](http://www.overdoseday.com)]*

*[insert Twitter @OverdoseDay]*

*[insert Facebook / InternationalOverdoseAwarenessDay]*

# PROMOTE YOUR EVENT (CONTINUED)

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## RADIO

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### SAMPLE TEXT FOR LOCAL RADIO ANNOUNCEMENTS

*"Everyday, we see lives around us being changed and lost to overdose. Overdose does not discriminate – it could be you or someone you love, a friend, colleague or your neighbour.*

*This year on International Overdose Awareness Day, [insert town/city] needs your support.*

*Get involved to prevent the tragedy of overdose. Knowing the drugs you take, its effects on your body and how to prevent overdose does make all the difference.*

*Join us on [insert date of event] at [insert times] at [insert location of event] for a [insert nature of event].*

*Come join us to understand how this affects each one of us. Come join us to remember the loved ones we have lost. It's time to Remember. It's time to Act."*

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## SOCIAL MEDIA POSTING/ BANNERS/IMAGES

**Please join us on our social media channels and feel free to share the content that we will post in the run-up and on the day. Feel free to also share stories, pictures and event tips to help others make a success of their event too. We would love to hear from you and see what you are doing!**

Stay connected through our social media channels as we will release International Overdose Awareness Day banners and images that you can use on your pages and share with your followers and friends.

Should you wish to tweet a personalised message promoting your event, please use **#OverdoseAware** or **#EndOverdose** and if possible, include **@OverdoseDay**. This will help us promote your event globally!

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### SAMPLE TWEETS

*This @OverdoseDay help us prevent overdose fatalities in [insert town/city]. Attend your local event [insert hyperlink to Overdose Day events page] **#OverdoseAware***

*Overdose does not discriminate & families in [insert town/city] need your support. Attend a [insert nature of event e.g. candlelight vigil] this @OverdoseDay. For more info [insert hyperlink to Overdose Day events page] **#OverdoseAware***

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Create Page

- Recent
- 2016
- 2015
- 2014
- 2013
- 2012
- 2001

Timeline About Photos Reviews More

Search for posts on this Page

2,946 people like this

4.8 stars - 30 reviews

Invite friends to like this Page

ABOUT

Melbourne, VIC

(03) 9650 0699

Typically replies within a day

Message Now

http://www.overdoseday.com/

Status

Write something on this Page...

International Overdose Awareness Day

Posting a tribute can be a powerful way to remember a loved-one. To make a tribute visit: <http://overdoseday.com/tributes/post-a-tribute/>

International Overdose Awareness Day | Post a Tribute

Remembering those who have died - or been injured - because of overdose is an important part of International Overdose Awareness Day. If you...

OVERDOSEDAY.COM

Like Comment Share

04.

# TOOLS & RESOURCES



# EVENT CHECKLIST

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**This event checklist provides you with a plan to ensure that your Overdose Day event is well-organised and within budget. Use our activity planner (attached) as a guide to help you plan and stay on track. We have listed our top tips that will help you run your event smoothly and be as stress-free as possible:**

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## PLAN YOUR EVENT

- Choose venue/locations
- Allocate committee or group of friends/staff who can help you with the event
- Set objectives for event – fundraising, awareness raising or memorial
- Set budget or financial goal (if fundraising)
- Register your event with us
- Check Overdose Day website to download promotion materials

## VENUE AND OTHER LOGISTICS

- Consider weather conditions – outdoor versus indoor venue
- Negotiate prices for venue based on your event requirements (if applicable)
- Source and book catering (if applicable)
- Read all contractual obligations (terms and conditions)
- For outdoor events, please ensure you check that the area is secure and safe. It might also be beneficial to have an alternate plan in the case of bad weather (for example an indoor venue with clear plan to redirect people in and out)
- Determine what audio-visual equipment you will need (laptop, projector, sound system, microphone, TV and DVD player etc) and if any of these are provided free of charge by the venue (or by the local community)
- Check venue/area for safety hazards, fire exits and availability of a first-aid kit
- Ensure venue/area as well as washroom facilities are well lit and wheelchair accessible
- Ensure that parking requirements are adequate

# EVENT CHECKLIST (CONTINUED)

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## PROMOTION

- Get in touch with your local media – local newspaper, community magazines and radio station and know their deadlines
- Source local business support and/or sponsorship for catering, printing and other requirement
- Source ambassadors in local area if required, encourage people to share their stories in their community
- Use Overdose Day supplied material to write to local councils and politicians to create awareness about overdose and its prevention
- Send invitations and emails to friends and supporters to attend event
- Use social media and emails to encourage friends and supporters to attend event, retweet and share content from Overdose Day's social media pages to spread awareness
- Seek permission and post or handout flyers in local shopping and community areas, schools, workplaces and cafes

## THE DAY OF YOUR EVENT

- Talk about why overdose awareness and prevention is important to your community!
- Print suitable handout materials for attendees (e.g. fact sheets, posters)
- Prepare a task list for yourself and your team
- Provide event runsheet to volunteers to inform them of what happens when
- Obtain photography/video consent from attendees before commencing event
- If collecting donations, ensure that you provide receipts for every donation (at the event or collect address to mail them the receipt) and that you have a safe place to store donations
- Remember to enjoy the event – know that you are making a big difference!

## AFTER YOUR EVENT

- Do not forget to thank everyone who has helped you plan, organise and manage your event
- Send a follow-up email/communication to all attendees to share with them the impact of your event if you know who they are
- If you have collected a list of attendees and have their prior consent to collect and forward their details, please send this list to us as we will then ensure that they are sent communication from us in the future regarding any new activities, events, developments, news and ways they could be involved
- Send us your photos and event experiences. We want to celebrate your successes and show the breadth of Overdose Day around the globe. Stories help us motivate future event organisers and inform them about the impact of your event.





A Penington Institute Initiative

CONTACT US FOR MORE  
INFORMATION, OR VISIT  
[WWW.OVERDOSEDAY.COM](http://WWW.OVERDOSEDAY.COM)

**INTERNATIONAL OVERDOSE  
AWARENESS DAY**

**c/- Penington Institute**  
95 Drummond Street  
Carlton VIC 3053 Australia

**Email** [info@overdoseday.com](mailto:info@overdoseday.com)

 [facebook.com/InternationalOverdoseAwarenessDay](https://facebook.com/InternationalOverdoseAwarenessDay)

 [twitter.com/OverdoseDay](https://twitter.com/OverdoseDay)

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