

INTERNATIONAL OVERDOSE AWARENESS DAY 2023

2023 Theme Campaign Guide

ABOUT INTERNATIONAL OVERDOSE AWARENESS DAY

International Overdose Awareness Day (IOAD), observed annually on August 31st, is a campaign to end overdose, remember without stigma those who have died and acknowledge the grief of family and friends left behind. The awareness day was first started in Melbourne in 2001 and the campaign has been convened by Penington Institute since 2012 after being transferred from the Salvation Army.



IOAD 2023 THEME: RECOGNIZING THOSE PEOPLE WHO GO UNSEEN.

Overdose touches people and communities in many ways.

With our theme for 2023, “Recognizing those people who go unseen,” we honor the people whose lives have been altered by overdose. They are the family and friends grieving the loss of a loved one; workers in healthcare and support services extending strength and compassion; or spontaneous first responders who selflessly assume the role of lifesaver.

This year, we would like to say to these people: #weseeyou.

Theirs are the voices we should amplify, and their strength and experience should be held up as examples to us all. Too often, however, they are left to bear the burden of this crisis alone and in silence.

This year on August 31, let's acknowledge and support the people in our communities who go unrecognized by raising awareness of the hidden impacts of overdose, promoting education of overdose response, and reaching out to politicians to make lasting, lifesaving policy changes.

It's time to act. Who are the people affected by overdose who go unseen in your community who you would like to recognize this IOAD?

IDEAS TO BRING THE IOAD 2023 THEME INTO YOUR ACTIVITIES OR EVENT

1. Think of ways you could amplify the voices and stories of those people who go unseen in your community through your networks, IOAD event, and other channels.
2. Share a post on social media to give a shout-out to those people you would like to acknowledge in your community using the hashtag [#weseeyou](#).
3. Invite people affected by overdose that you would like to acknowledge to your IOAD event as guest speakers to share their knowledge and experiences.
4. Collaborate with other community groups or organizations on IOAD activities and events to raise awareness of the hidden impacts of overdose and draw attention to those people affected by overdose who go unseen.



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HASHTAGS

[#endoverdose](#)

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GET INVOLVED IN IOAD 2023!



**Download
Resources**



Register your Event



Post a Tribute



Donate

To support IOAD, you can add a tribute to a loved one, post on social media, put up a poster, host an event, and more. Every action makes a difference!