

CAMPAIGN KIT USE GUIDE

How to use the 'Unrecognized First
Responders' Campaign Kit



ABOUT THE UNRECOGNIZED FIRST RESPONDERS KIT

This kit is designed for people who want to run a local area advocacy campaign to raise awareness about the overdose epidemic and advocate for change to help end overdose.

All the materials provided in this kit are centered around the unassuming first responders to overdose who often go unnoticed - people who use drugs, people in recovery, families and friends, librarians, waiters, cab drivers... People just like you and me.

When policies and systems fail to protect our community from overdose harm, it is time to call for better support for these unrecognized everyday heroes.

We hope this kit will help you run a successful campaign in your community.

BENEFITS OF USING THIS CAMPAIGN KIT

- You can help raise awareness about overdose in your community or workplace
- You can help raise awareness that we must take practical action to prevent overdose
- You can help the message of overdose awareness reach more people to grow our amazing, dedicated IOAD community
- This campaign kit is ready to use!

WHEN TO START YOUR CAMPAIGN

Anytime from now leading up to August 31! The earlier you start the campaign, the more people you can reach with these important messages.

CAMPAIGN USER JOURNEY

This campaign works by appealing to the curiosity of people who see the campaign poster. To learn more about the message, they will scan the QR code and come to the IOAD website where they can discover IOAD and become part of the community.



See a poster or advertisement

Redirected to the
IOAD website

Sign up to newsletter and
get involved in IOAD

Social media tiles

Available in 3 variations.

You can use these tiles on social media as part of your digital campaign.

**ASSISTING
AN OVERDOSE
IS A LOT LIKE
MIXING A DRINK.**

**WELL, NOT REALLY. BUT IT'S THE SAME FRIEND
WHO'LL NEED TO BE READY TO DO BOTH.**

OVERDOSEDAY.COM

Posters

Available in three variations, can be printed in A1 & A3 sizes.

These posters can be put up on notice boards, communal areas of workplaces, student accommodations, community centres, and public spaces.

Please ensure that posters are displayed thoughtfully and responsibly so as not to be in breach of local laws and regulations.

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

**WELL, NOT REALLY. BUT IT'S THE SAME WAITER
WHO'LL NEED TO BE READY TO DO BOTH.**



OVERDOSEDAY.COM

Pull-tab Posters

Available in three variations, can be printed in A4 & A3 sizes.

These posters can be put up on notice boards, communal areas of workplaces, student accommodations, community centres, and public spaces.

Please ensure that posters are displayed thoughtfully and responsibly so as not to be in breach of local laws and regulations.



Social media banners

DAY.COM OVERDOSEDAY.COM OVERDOS
OVERDOSEDAY.COM OVERDOSEDAY.COM
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OVERDOSEDAY.COM OVERDOSEDAY.COM
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OVERDOSEDAY.COM OVERDOSEDAY.COM

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Available in three variations.

Letter templates to elected officials

Available in three variations: US version, Canada version and Global version.

**OVERDOSE IS EVERYWHERE.
IN THE UNITED STATES,
OVERDOSE DEATH INCREASED
BY 30% BETWEEN 2019 AND
2020, WITH APPROXIMATELY
107,000 DEATHS IN 2021 ALONE.**

Dear Senator/Representative _____,

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

Overdose is everywhere. In the United States, overdose deaths increased by 30% between 2019 and 2020, with approximately 107,000 deaths in 2021 alone.

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 unexpected responders to prevent, recognize and respond to this growing epidemic.

There is strong evidence for practical solutions to prevent overdose deaths, such as providing free access to naloxone, fentanyl testing kits and opioid substitution treatment.

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

Sincerely,

MS/MRS/MR/MX _____

OVERDOSEDAY.COM

**OVERDOSE IS EVERYWHERE.
THE PUBLIC HEALTH AGENCY
OF CANADA REPORTED 7,560
APPARENT OPIOID TOXICITY
DEATHS IN 2021. THAT'S
APPROXIMATELY 21 DEATHS
PER DAY.**

Dear Senator/Representative _____,

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

Overdose is everywhere. The Public Health Agency of Canada reported 7,560 apparent opioid toxicity deaths in 2021. That's approximately 21 deaths per day.

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 unexpected responders to prevent, recognize and respond to this growing epidemic.

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

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

Sincerely,

MS/MRS/MR/MX _____

OVERDOSEDAY.COM

Response cards

Dimensions: 55 x 90 mm

Can be printed and distributed as an education tool about overdose signs and first response.

SIGNS OF OVERDOSE 101

OVERDOSEDAY.COM

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**

CONTACT US

If you are interested in meeting with us to discuss running an advocacy campaign in your local area, please don't hesitate to reach out on info@overdoseday.com.

If you have photos of your campaign activities, please share them with us via email or tag us on social media. We would love to see your work in action!

Twitter: [@OverdoseDay](#), [@PeningtonNews](#)

Facebook: [@InternationalOverdoseAwarenessDay](#)

Instagram: [@OverdoseAwarenessDay](#), [@OverdoseTribute](#)