



Seirbhís Sláinte
Níos Fearr
á Forbairt

Building a
Better Health
Service

INTERNATIONAL OVERDOSE AWARENESS DAY 2021 WEBINAR & VISUAL CAMPAIGN

COMMUNICATIONS TOOLKIT

DRUGS.ie



International Overdose Awareness Day

International Overdose Awareness Day is the world's largest annual campaign to raise awareness about overdose, those who have died and to acknowledge the grief of the family and friends left behind.

The campaign raises awareness of overdose and promotes action and discussion about evidence-based overdose prevention.

International Overdose Awareness Day is a time for communities throughout Ireland to remember those who have died as a result of drug overdose and to raise awareness about the measures which can prevent overdose.



Irish International Overdose Awareness Day Activities 2021

1. **Poster campaign:** create your own message to promote locally and online
2. **Community awareness:** wear a badge to show your support
3. **‘Our Health Service’, stories from front line workers:** Share online and through your social media
4. **HSE and Department of Health event** ‘Time to remember, time to act – overdose affects us all’
5. **National events:** Find out more about local events throughout Ireland from the IOAD website: www.overdoseday.com/events-2021/



IOAD 2021 Campaign Objectives:

We want to raise awareness on:

- The importance of IOAD and remembering those who lost their lives to drug overdose
- The voices of people who use drugs and their IOAD message
- The diverse communities in Ireland impacted by drug overdose
- Overdose prevention and harm reduction measures
- The importance of getting help in overdose emergencies
- Current drug trends and overdose risks in Ireland

ABOUT THE TOOLBOX

This toolkit provides you with a variety of free resources to use from HSE's Drugs.ie.

We are asking for your support, to raise awareness and share our harm reduction messages by directing people to Drugs.ie – [International Overdose Awareness Day 2021](#)

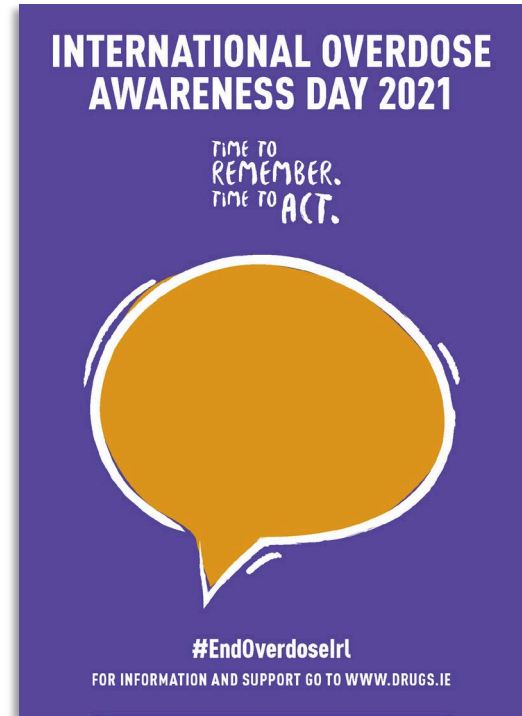
You do not need permission to use the materials unless you are making changes to adapt them to your context

All our resources are available [here](#)

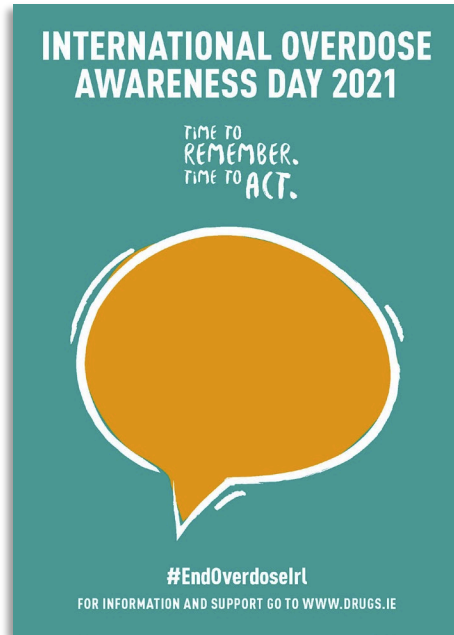


WHAT'S IN THE TOOLBOX

- Key messages
- Tips on awareness raising
- Social Media Messages



OUR KEY MESSAGES



Resources are available [here](https://www.drugs.ie) on Drugs.ie

- Time to Remember. Time to Act.
- Overdose Can Affect Anyone
- Don't be afraid to get medical help
- Reduce the harms– follow harm reduction measures
- Emerging and changing drug trends increase the risk of overdose in Ireland

Poster campaign

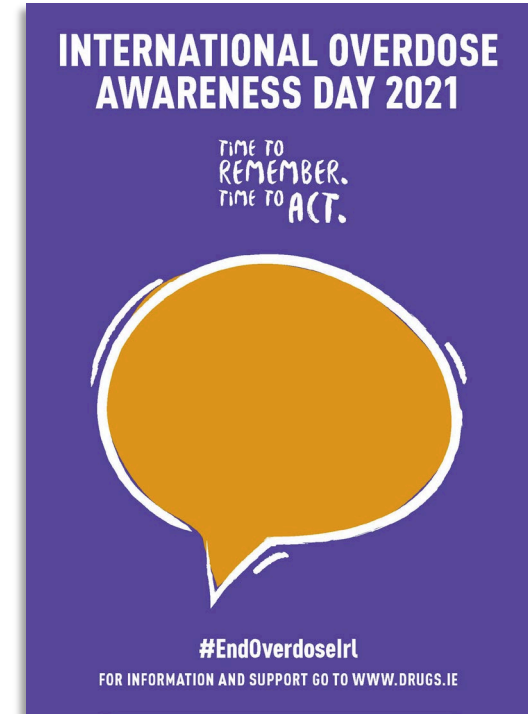
Services, Drug and Alcohol Task Forces and CHO Managers have been sent posters from the HSE.

Our 4 posters are also available to download and print from the [LOAD section](#) of drugs.ie

Download a poster and create your own ILOAD message.



- Create your own IOAD message
- Host an event to gather messages from people who use drugs
- Display the posters in your service
- Display the posters in public locations in your community
- Ask community representative to develop messages
- Upload your message to social media and include #EndOverdoseIrl



Show your support

We have sent badges to services, Drug and Alcohol Task Forces and HSE CHO managers. Badges are good conversation starters to encourage people to discuss the topics of drugs, overdose and reducing harm.

Show your support and start the conversation!



Naloxone Saves Lives

As part of a wider campaign, and in collaboration with UISCE and The Naloxone Project, these badges will be used to raise awareness about Naloxone and it's ability to save lives. Learn more about Naloxone here: www.drugs.ie/resources/naloxone/



SOCIAL MEDIA

We have a variety of social media images available from the [IOAD section](#) of Drugs.ie that you can share online.

We would appreciate if you would:

- share our social media posts
- share the key messages with your online community
- Upload your poster or picture with your badge



Use the [#EndOverdoseIrl](#) and [#ReduceTheHarms](#)

Follow & tag [@drugsdotie](#), [@HSELive](#) and [@HSE_SI](#)

Who's involved?

Our 2021 partners:

Drug Policy and Social Inclusion - The Department of Health

UISCE - Advocacy for People Who Use Drugs

See Change - See Change is working positively to reduce the stigma and discrimination associated with mental health problems and to ensure that everyone enjoys the same rights on an equal basis.

See IOAD Global Website [here](#) also.

KEY CONTACTS

HSE Social Inclusion/Drugs.ie Contact

Nicki.Killeen@hse.ie

Sarah.Hamza@hse.ie

HSE Media and Campaign Contacts

HSE Communications: Sally Downing@hse.ie

Press lead: Karen O'Grady