



Partner Communication Social Media Toolkit: Strategies to Avoid Opioid Misuse & Prevent an Accidental Overdose

Essential Tools for Opioid Overdose Prevention: Fentanyl Test Strips & Naloxone

Summer 2022

The Partnership @drugfreeNH (The Partnership) has prepared a series of Spotlight Fact Sheets to support New Hampshire's prevention community's response to the rise in opioid misuse and overdoses, including fentanyl-related overdoses. The following social media toolkit includes sample messages and images that will support your organization's digital communications and dissemination. Messages can be modified to suit your needs.

Tagging The Partnership

Please tag The Partnership in your social media posts. Use the following tags depending on the platform you are posting on:

- Facebook: [@DrugFreeNH](#)
- Instagram: [@drugfreenh](#)
- Twitter: [@DrugFreeNH](#)
- LinkedIn: [The Partnership @drugfreeNH](#)

Sample Messages - Avoiding Opioid Misuse

- How you and your loved ones use opioids to manage pain is important to think and talk about. Make sure your children know that even prescription medicine has its risks. The Partnership has a factsheet to help you navigate those essential conversations: <https://bit.ly/3OqpXGI>. #ThePartnershipNH @DrugFreeNH
- When taken as prescribed, pain medications are safe, effective, and have a low risk of addiction for most people with short-term use. When misused, prescription pain medications can be dangerous and can lead to substance use or a disorder. Learn how to spot the difference with our factsheet by The Partnership: <https://bit.ly/3OqpXGI>. #ThePartnershipNH @DrugFreeNH
- Help children you care for understand the risks of prescription medicines and keep any you may have in a safe, secure place, locked away if possible. The Partnership has created a factsheet to help you start the conversation, with safe storage tips and alternative pain management suggestions: <https://bit.ly/3OqpXGI> #ThePartnershipNH @DrugFreeNH



- Many young people believe prescription pain relievers are safe to use because a doctor has prescribed them -- and they can be for many people - when taken as prescribed. Make sure young people understand the risks associated with opioid use and to never take a prescription that was not written for them. Visit this factsheet made by The Partnership, **Strategies to Avoid Opioid Misuse**, to learn more: <https://bit.ly/3OqpXGI>. #ThePartnershipNH @DrugFreeNH
- Talking early and often with your children about the dangers of prescription medicines can prevent misuse later on. Two-thirds of teens who report misuse of prescription medicine get it from friends, family, and acquaintances, with many taking and sharing prescription medication. Use this factsheet created by The Partnership to start the conversation: <https://bit.ly/3OqpXGI> #ThePartnershipNH @DrugFreeNH
- Prescription medicine and pain relievers are most often opioids, and opioids have a very real potential to be addictive and fatal. Make sure your family and your community understand the facts. The Partnership developed a factsheet to help you do just that: <https://bit.ly/3OqpXGI> #ThePartnershipNH @DrugFreeNH

Sample Messages - Preventing an Accidental Overdose

- Accidental Overdose can happen to anyone taking an opioid -- but it doesn't need to be fatal. You can help keep your family and community safe by following the proven prevention strategies in our factsheet: <https://bit.ly/3EwGZy9>. #ThePartnershipNH #Naloxone @DrugFreeNH
- When taken as prescribed, pain medications are safe, effective, and have a low risk of addiction for most people for short-term use. When misused to get a high, prescription pain medications can be dangerous, addictive, and even lethal. Learn how to prevent accidental overdose with Narcan/Naloxone and our factsheet: <https://bit.ly/3EwGZy9>. #ThePartnershipNH @DrugFreeNH
- Many believe pain relievers and medicines are safe to use because a doctor has prescribed them. Make sure your community understands the dangers of misuse, and how to prevent an accidental overdose. Visit our factsheet, **Preventing an Accidental Overdose**, to learn more: <https://bit.ly/3EwGZy9>. #ThePartnershipNH @DrugFreeNH
- Can you recognize the difference between a person high from prescription medicine vs. a person having an overdose? Knowing can help you prevent an accidental overdose. Naloxone is available free and without prescription, and always make sure to dial 9-1-1 when in an emergency. Visit The Partnership's factsheet to learn more: <https://bit.ly/3EwGZy9>. #ThePartnershipNH @DrugFreeNH



Sample Messages - Fentanyl Awareness

- The rise of fentanyl-laced drugs is of concern in NH, and fentanyl test strips and naloxone/Narcan are important tools to protect people who have taken a drug from unintentional overdose. Find them at a Doorway-NH near you. Learn more about preventing accidental overdoses with our factsheet: <https://bit.ly/3QdvKil>. #ThePartnershipNH #TheDoorwayNH @DrugFreeNH
- Fentanyl test strips and naloxone/Narcan can be life-saving resources for young people who could be experimenting with any drug. Make sure you know where to get them by visiting a Doorway near you, and read our **Essential Tools for Opioid Overdose Prevention** factsheet developed by The Partnership here: <https://bit.ly/3QdvKil>. #ThePartnershipNH #TheDoorWayNH @DrugFreeNH
- Many counterfeit pills laced with fentanyl are made to look like prescription opioids such as alprazolam (Xanax®) or stimulants like amphetamines (Adderall®). Make sure your teen knows the risks of taking any medication not provided through a trusted source such as a doctor or pharmacist. Download The Partnership's factsheet, **Essential Tools for Opioid Overdose Prevention**: <https://bit.ly/3QdvKil>. #ThePartnershipNH @DrugFreeNH
- Fentanyl test strips (FTS) and naloxone (Narcan) are lifesaving tools that protect people from unintentional fentanyl poisoning, overdose, and death. Visit a Doorway-NH location near you to help prevent an accidental overdose. Download The Partnership's factsheet, **Essential Tools for Opioid Overdose Prevention**: <https://bit.ly/3QdvKil>. #ThePartnershipNH @DrugFreeNH

International Overdose Awareness Day - August 31st

- August 31st is International Overdose Awareness Day. With the opioid crisis in New Hampshire, it's crucial to have naloxone (Narcan) and fentanyl test strips on hand and know how to use them and remember without stigma those who have died. Download The Partnership's fentanyl factsheet to learn how to recognize a fentanyl overdose and understand how you can prevent it from being fatal: <https://bit.ly/3QdvKil>. #iOAD2022 #EndOverdose #ThePartnershipNH @DrugFreeNH
- Today is International Overdose Awareness Day: the world's largest annual campaign to end overdose. Find out how you can prevent a fentanyl-related overdose with fentanyl test strips and naloxone (Narcan). Download The Partnership's factsheet, **Essential Tools for Opioid Overdose Prevention**: <https://bit.ly/3QdvKil>. #EndOverdose #ThePartnershipNH #iOAD2022 @DrugFreeNH

- Opioid overdose is one of the world's worst public health crises. This International Overdose Awareness Day. Time to remember. Time to Act. Find out where you can get fentanyl test strips and naloxone in your community. There is still time to act, and it could save a life. Learn more about Essential Tools for Opioid Overdose Prevention with The Partnership's factsheet: <https://bit.ly/3QdvKil>. #EndOverdose #iOAD2022 #ThePartnershipNH @DrugFreeNH

Sample Images

The images below are available to download on our website and can be paired with **sample messages**. These images can be used on Instagram, Facebook, Twitter, or LinkedIn.

