

Overdose awareness at festivals - social media messages

August 1, 2017

Who is this for?

This toolkit is for festival organizers, health authorities, non-profits and other public health organizations using social media in a professional capacity.

Please use the hashtag #stopoverdose and tag Island Health if possible: Twitter/Facebook: @VanIslandHealth

Key messages

- Take one drug at a time (don't mix with alcohol)
- Use with friends and tell them what you've taken
- Know the signs of fentanyl overdose
 - Slow or no breathing
 - Blue lips and fingertips
 - Unresponsive to noise, name or pain
 - Gurgling or snoring sounds
 - Pinpoint pupils or clammy skin
- Know how to respond
 - Call 911 and festival first-aid
 - Clear and open airway
 - Provide rescue breathing
 - Administer Naloxone and continue rescue breathing

Sample posts

Facebook

From house parties to music festivals, overdoses can happen to anyone. Reduce the risk by knowing the signs of fentanyl overdose and how to respond:

<http://www.viha.ca/mho/overdose.html>

If you're getting high, remember to use with friends, take one drug at a time, and avoid mixing with alcohol. Reduce risk by carrying naloxone and having an overdose plan. For more information on overdose signs, prevention, resources, and prevention services, visit:

<http://www.viha.ca/mho/overdose.html>

Twitter

Festival glamping? Use with friends, take a drug at a time & avoid mixing with alcohol. Safe festival tips: <http://www.viha.ca/mho/overdose.html> #Stopoverdose

Roll safe this weekend. Know the signs of an overdose and what to do:

<http://www.viha.ca/mho/overdose.html> #StopOverdose

Slow/no breathing, blue lips, unresponsive & clammy skin? It might be an #overdose: <http://www.viha.ca/mho/overdose.html>

Know how to respond: call 911 & festival first-aid, clear airway, rescue breathing, naloxone #stopoverdose <http://www.viha.ca/mho/overdose.html>

It can happen to anyone. #Fentanyl overdose signs and response:

<http://www.viha.ca/mho/overdose.html> #StopOverdose

#Naloxone saves lives. Carry a kit and have an overdose plan #StopOverdose

<http://www.viha.ca/mho/overdose.html>

Help #StopOverdose and call 911. The Good Samaritan Law protects you:

<http://www.viha.ca/mho/overdose.html>

Accompany posts with campaign images.