

# B.C. OVERDOSE PREVENTION AND RESPONSE SOCIAL MEDIA TOOLKIT

## Hashtags:

- #StopOverdose
- #DrugsDontDiscriminate
- #ItCanHappenToAnyone
- #Fentanyl
- #Naloxone

## Tweets

### Drugs don't discriminate

- Lethal drugs are circulating. Know the signs of an #overdose and learn more. #StopOverdose  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Any drug can be contaminated with #fentanyl. #StopOverdose  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Do you know the dangers of #Fentanyl? #ItCanHappenToAnyone #StopOverdose  [<link to https://www.gov.bc.ca/gov/content/overdose/what-is-fentanyl/>](https://www.gov.bc.ca/gov/content/overdose/what-is-fentanyl/)

### It can happen to anyone:

- From house party to music festival. Overdoses can happen to anyone. #ItCanHappenToAnyone #StopOverdose  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Overdoses are on the rise in B.C. #ItCanHappenToAnyone  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)

### Overdose signs:

- Do you know the signs of an overdose? #DrugsDontDiscriminate #StopOverdose  [<link to https://www.gov.bc.ca/gov/content/overdose/help-and-resources/signs-of-an-overdose/>](https://www.gov.bc.ca/gov/content/overdose/help-and-resources/signs-of-an-overdose/)
- Cold & clammy, tiny pupils, slow breathing? These might be signs of an overdose. #StopOverdose  [<link to https://www.gov.bc.ca/gov/content/overdose/help-and-resources/responding-to-an-overdose/>](https://www.gov.bc.ca/gov/content/overdose/help-and-resources/responding-to-an-overdose/)
- Unresponsive, choking sounds, pale? Might be an overdose. Find out what to do. #StopOverdose  [<link to https://www.gov.bc.ca/gov/content/overdose/help-and-resources/responding-to-an-overdose/>](https://www.gov.bc.ca/gov/content/overdose/help-and-resources/responding-to-an-overdose/)

### Tips to prevent overdose:

- Be Aware. #Fentanyl can be deadly in any amount. #StopOverdose  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Do you know the SAVE ME steps to respond to an overdose? #DrugsDontDiscriminate #StopOverdose  [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)

# B.C. OVERDOSE PREVENTION AND RESPONSE

## SOCIAL MEDIA TOOLKIT

- Don't use alone, carry a #naloxone kit and make a plan. #DrugsDontDiscriminate #StopOverdose [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- You might not know if your drug contains #fentanyl until it's too late. #StopOverdose [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Don't let a weekend party be your last. Find out how to #StopOverdose #ItCanHappenToAnyone [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)

### Facebook Posts

#### Sample Facebook posts:

- Opioid overdoses are on the rise: it can happen to someone you know. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Overdoses are happening at an alarming rate in B.C. You or your loved ones could be affected. Find out more about overdose signs, prevention and resources. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Fentanyl can be deadly, and any drug can be contaminated with it. Find out about Fentanyl and why it's dangerous. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Do you know about the dangers of Fentanyl? It can be deadly in any amount. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Learn the signs of an overdose and what to do. Shallow or no breathing, severe sleepiness or not responsive, slow heartbeat, cold & clammy, tiny pupils? Call 9-1-1 and use SAVE ME protocol. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- If you suspect an overdose, call 9-1-1 right away, then use SAVE ME steps. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Naloxone can save a life: get a kit and learn how to use it. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Naloxone can reverse the effects of an opioid overdose. Carry a kit and save lives. [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)
- Prevent overdose. Save lives. Learn more [gov.bc.ca/overdose](http://www.gov.bc.ca/overdose). [<link to http://www.gov.bc.ca/overdose>](http://www.gov.bc.ca/overdose)