

Overdose awareness at festivals - social media messages

August 2018

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 on Twitter, Facebook, and Instagram: @VanIslandHealth

Key messages

- Locate first-aid and harm reduction services as soon as you arrive
- Take one substance at a time, this includes alcohol or prescriptions
- Use with friends and tell them what you've taken
- Carry a naloxone kit and know how to use it
- Know the signs of fentanyl opioid overdose
 - Slow or no breathing
 - Blue/greyish lips and fingertips
 - Unresponsive to name, noise 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 (every 5-7 seconds)
 - Administer naloxone and continue rescue breathing

The Safe Festivals materials were developed with feedback from harm reduction organizations Karmik and WILD.

Sample posts

Facebook

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

<https://bit.ly/2LyJ0Ri> <https://www.islandhealth.ca/overdose>

Roll safe, use with friends, only take one substance at a time, don't mix with alcohol or prescriptions. Carry naloxone and have an overdose plan, know the signs. For more information on overdose prevention, visit: <https://www.islandhealth.ca/overdose>

Twitter

Festival glamping? Don't use alone, take one substance at a time & avoid mixing with alcohol or prescriptions. Safe festival tips: <http://bit.ly/5TipsSaferDrugUse>

<https://www.islandhealth.ca/overdose> #Stopoverdose

Roll safe this weekend. Know the signs of an overdose: slow/no breathing, blue lips/fingers, unresponsive to noise, nausea, pain, snoring, pinpoint pupils, clammy skin. <https://bit.ly/2LyJ0Ri>

<https://www.islandhealth.ca/overdose> #StopOverdose #knowthesigns

Slow/no breathing, blue lips, unresponsive & clammy skin? It might be an #overdose:

<https://bit.ly/2LyJ0Ri> <https://www.islandhealth.ca/overdose> #knowthesigns

Know how to respond: call 911 & festival first-aid, clear airway, rescue breathing,

naloxone #stopoverdose <https://bit.ly/2LyJ0Ri> <https://www.islandhealth.ca/overdose>

It can happen to anyone. Know #Fentanyl overdose signs and response: <https://bit.ly/2LyJ0Ri>

<https://www.islandhealth.ca/overdose> #StopOverdose

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

<http://bit.ly/5TipsSaferDrugUse> <https://www.islandhealth.ca/overdose>

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

<http://towardtheheart.com/assets/uploads/1505411688Qgm0PwNT8lxlogPhlnwYhaFnm6NplciKfb2EY2.pdf> <https://www.islandhealth.ca/overdose>

Accompany posts with campaign images available under Safer Festivals at

<https://www.islandhealth.ca/overdose>