YOR CALIFORNIA

California Youth Opioid Response

YOR Media Toolkit 2021

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Preface

How to Use This Toolkit
This toolkit has been created with design templates, PDF handouts, sample language, and posting protocols, with the following resources:

- PDF Handout Templates
    - Drug Guide (2 Pages)
    - MAT Resources (1 Page)
    - Opioid Overdose Awareness (1 Page)
    - Opioids for Teens (2 Pages)
    - Parent Handout (1 Page)
    - Teen Handout (1 Page)
- Social Media Templates Related to Teens and Stigma
    - How Can You Tell if a Friend is Using Opioids?
    - How to Talk to Your Teen About Drugs
    - Consequences of Stigma
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        - Stigma Isolates People
        - Stigma Discourages Treatment
        - Stigma Affects How Patients Are Treated by Professional Healthcare
    - Language Matters
        - Do's and Don'ts When Helping a Loved One with Addiction
        - Choose Your Words Wisely
    - Medication Assisted Treatment (MAT)
        - How does MAT Work?
        - Statistics on Use
- Social Media Templates Related to Overdose
    - What is an Overdose?
    - Signs of an Overdose
    - How to Help Someone Who May Be Overdosing
    - Teen Overdose Facts
        - Drug Overdose Death Statistic
        - Gender Gap Statistic
        - Prescription Drugs vs. Street Drugs

It is important to note that these templates may require additional information from your agency to be complete. You can edit the Canva images from the template links listed under each post. Additionally, you can edit the handouts on Publisher by downloading the file from the links on the bottom of this page. If you have trouble accessing the files or need permission, please contact MECCA at info@ocmecca.org and include the email that will be used to access the files.

IMPORTANT NOTE <u>You will need a Canva Pro account to be able to modify these files.</u>

Picture Usage

On the social media templates, you'll find that there are images of the first slide of each training curriculum. Your agency may replace the picture of the first slide of the training curriculum in the templates with any picture you deem appropriate. The following criteria may be helpful in selecting appropriate images:

- Speaks to your target audience
- Does not convey sadness, negativity, or fear
- Is relevant to the content of the training curriculum (Ex: children's mental health)

How to Develop a Social Media Campaign

A social media toolkit can be effectively used if there is a plan in place to help guide its success. Please use the following template to help you frame your social media campaign.

Define Your Goals and Objectives

There are two questions you will need to consider:

- What accomplishment do we ultimately want to achieve?
- How will we know if the accomplishment has been achieved?

The goal is the big picture and the objective contextualizes the goal in terms of how to measure its success. There are two popular ways to consider goals:

- S.M.A.R.T Goals that are: Specific, Measurable, Attainable, Relevant, and Timebound
- A.B.C.D. Goals that focus on: Audience, Behavior, Condition, Degree

Setting goals is crucial because they provide clarity for your decisions, constrain options to keep your task in scope, empower you to create action plans, create baselines and milestones, and ultimately focus on progress and productive action.

Identify Your Target Audience

Knowing who your audience is helps you decide what you say, how you say it, how *often* you say it, and where you say it. Some questions you might ask yourself include:

- Who is this audience?
- Where do they live?
- What language(s) do they speak?
- What identities and values are important to them?
- Through what methods do they consume information?
- In what formats do they consume information?
- Who else is watching, and how would they answer these questions?
- What are their greatest challenges and assets related to our goal?

Identify Your Messages

Once you identify your audience, you'll now have the capacity to effectively tailor your messages. Consider these questions to assist with your messaging:

- What does our audience already know about our goal?
- What do we want them to know about it?
- How do they currently feel about it?
- How do we want them to feel about it?
- What action do we want them to take as a result of our outreach?
- What difference would it make for them to take that action?
- What information do they need to be able to take that action?
- How can we make it feel safe to take that action?

In addition, you may find these tips useful after considering those questions:

- Be clear, concise, attention-grabbing and culturally appropriate for the target audience.
- Tie all of your messages to a specific call to action or outcome from that message
- Align your messaging with the key principles and values you're striving to uphold

Identify Your Outreach Strategies

Messages concern the words that you say to your audience, while outreach is the strategy behind the delivery of those messages. The 4 P's of Effective Outreach is helpful in explaining this idea:

- Places – where your target audience could be found
- Products – items and modes of services that already reach your target audience
- Promotions – ways of hearing about services to reach and interest your target audience
- Price – the potential financial barrier between your goal and the target audience

The right strategy will come to you if you had already defined your audience and messages as well as clarified your goals. It is okay to incorporate multiple strategies if one does not work as intended. Remember that everything takes practice and practicing outreach strategies takes time.

Develop a Timeline

The timeline can be considered as the work plan you will use to actually implement the strategy described in previous sections. Things that may go in this would include important milestones, dates, and resources needed along the way. To help create your timeline, consider these questions:

- What are you going to do?
- When are you going to do it?
- What steps are required to accomplish this?
- When must each step occur?
- Who will do each step?

Additionally, be sure to include all relevant staff in the timeline in the conversation and creation process as well to avoid potential miscommunications.

Track Your Progress

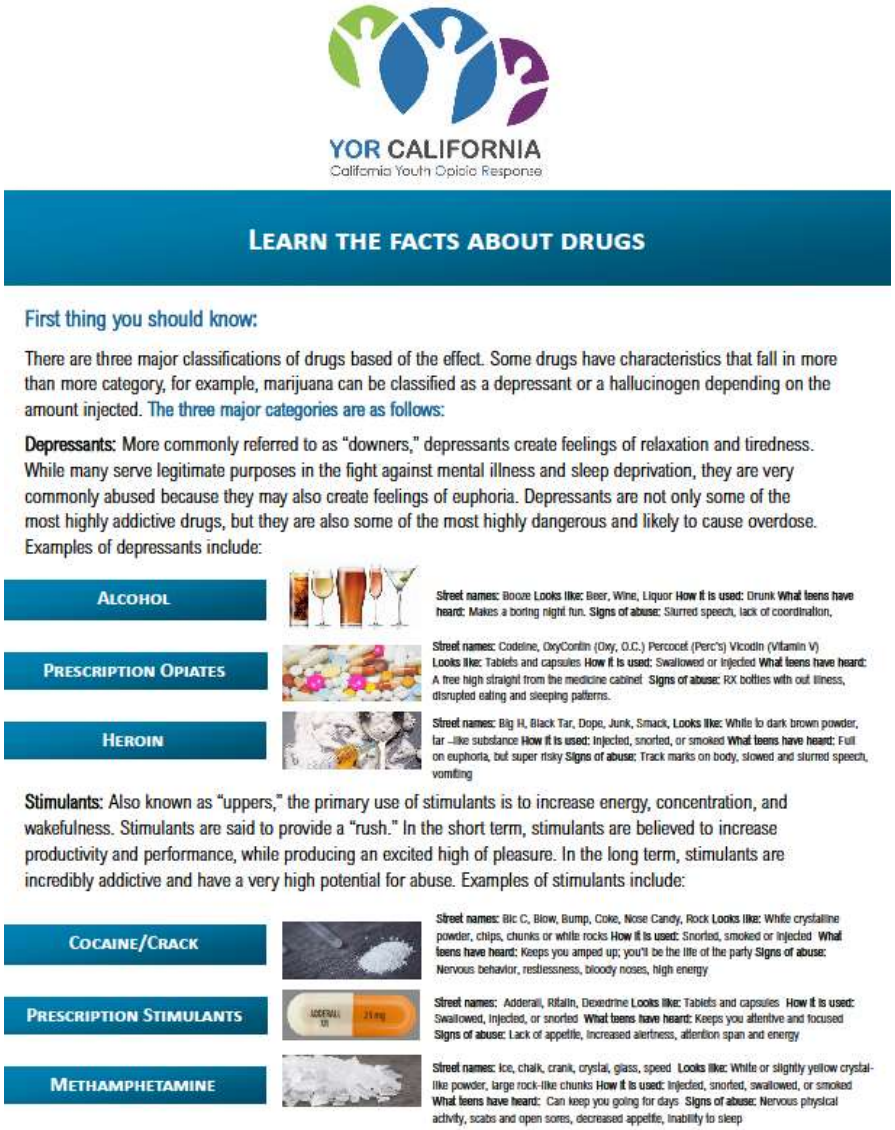
With timeline in hand, it is important to keep a report to facilitate monitoring your progress. You'll want to explain the process you put in place to track, monitor, and evaluate your campaign efforts. Every month, consider describing the outreach activities you conducted and report results of the previous month to take in feedback and keep your progress and organization accountable. Some questions to help guide the reporting may include:

- What did you say you were going to do this month?
- What did you think would happen as a result?
- What did you actually do?
- What actually happened as a result?
- What, if anything, did you learn from this?
- What, if anything, do you plan to change or adjust moving forward?

PDF Handout Templates

Drug Guide (2 Pages)

[Drug Guide - Publisher]



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LEARN THE FACTS ABOUT DRUGS

First thing you should know:

There are three major classifications of drugs based of the effect. Some drugs have characteristics that fall in more than more category, for example, marijuana can be classified as a depressant or a hallucinogen depending on the amount injected. The three major categories are as follows:

Depressants: More commonly referred to as "downers," depressants create feelings of relaxation and tiredness. While many serve legitimate purposes in the fight against mental illness and sleep deprivation, they are very commonly abused because they may also create feelings of euphoria. Depressants are not only some of the most highly addictive drugs, but they are also some of the most highly dangerous and likely to cause overdose. Examples of depressants include:

ALCOHOL

Street names: Booze **Looks like:** Beer, Wine, Liquor **How it is used:** Drunk **What teens have heard:** Makes a boring night fun. **Signs of abuse:** Slurred speech, lack of coordination,

PRESCRIPTION OPIATES

Street names: Codeine, OxyContin (Oxy, O.C.) Percocet (Perc's) Vicodin (Vitamin V) **Looks like:** Tablets and capsules **How it is used:** Swallowed or injected **What teens have heard:** A free high straight from the medicine cabinet **Signs of abuse:** RX bottles with out illness, disrupted eating and sleeping patterns.

HEROIN

Street names: Big H, Black Tar, Dope, Junk, Smack, **Looks like:** White to dark brown powder, tar –like substance **How it is used:** Injected, snorted, or smoked **What teens have heard:** Full on euphoria, but super risky **Signs of abuse:** Track marks on body, slowed and slurred speech, vomiting

Stimulants: Also known as "uppers," the primary use of stimulants is to increase energy, concentration, and wakefulness. Stimulants are said to provide a "rush." In the short term, stimulants are believed to increase productivity and performance, while producing an excited high of pleasure. In the long term, stimulants are incredibly addictive and have a very high potential for abuse. Examples of stimulants include:

COCAINE/CRACK

Street names: Blc C, Blow, Bump, Coke, Nose Candy, Rock **Looks like:** White crystalline powder, chips, chunks or white rocks **How it is used:** Snorted, smoked or injected **What teens have heard:** Keeps you amped up; you'll be the life of the party **Signs of abuse:** Nervous behavior, restlessness, bloody noses, high energy

PRESCRIPTION STIMULANTS

Street names: Adderall, Ritalin, Dexedrine **Looks like:** Tablets and capsules **How it is used:** Swallowed, injected, or snorted **What teens have heard:** Keeps you attentive and focused **Signs of abuse:** Lack of appetite, increased alertness, attention span and energy

METHAMPHETAMINE

Street names: Ice, chalk, crank, crystal, glass, speed **Looks like:** White or slightly yellow crystal-like powder, large rock-like chunks **How it is used:** Injected, snorted, swallowed, or smoked **What teens have heard:** Can keep you going for days **Signs of abuse:** Nervous physical activity, scabs and open sores, decreased appetite, inability to sleep

Target Audience: Youth 14-24, Providers, Family Members

Use Case: This handout can provide teens, and their providers, insight into drugs by exploring their three major categories beyond the umbrella term allowing for more intentional, informed support.

MAT Resources (1 Page)

[MAT Resources – Publisher]

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WHAT IS MEDICATION ASSISTED TREATMENT (MAT)?

Medication-assisted treatment (MAT) is the use of medications with counseling and behavioral therapies to treat substance use disorders and prevent opioid overdose. MAT is primarily used for the treatment of addiction to opioids such as heroin and prescription pain relievers that contain opiates, but MAT can also help with the treatment of alcohol dependency. The prescribed medication operates to normalize brain chemistry, block the euphoric effects of alcohol and opioids, relieve physiological cravings, and normalize body functions without the negative effects of the abused drug. Medications used in MAT are approved by the Food and Drug Administration (FDA), and MAT programs are clinically driven and tailored to meet each patient's needs.

Benefits of MAT: MAT has proven effective in helping both youth and adult patients recover from opiate addiction When prescribed and monitored properly, methadone and buprenorphine are safe, cost-effective, and greatly reduce the risk of overdose. Other benefits include the following: increased patients' retention in treatment, improved social functioning, lower risks of infectious-disease transmission through avoidance of illicitly obtained injectable drugs, and reduction in criminal activities.

MAT ACCESS IN *YOUR* COMMUNITY

Enter local MAT access information here.

THIS SERVICE IS SUPPORTED BY A FEDERAL GRANT UNDER THE STATE OPIOID RESPONSE PROGRAM, WITH FUNDING PROVIDED BY THE CALIFORNIA DEPARTMENT OF HEALTH CARE SERVICES.

Target Audience: Youth 14-24, Providers, Family Members

Use Case: This handout can provide caretakers and healthcare providers insight on Medication Assisted Treatment, including its benefits broken down to a science, to assist with Opioid addiction. Information can be customized for specific locations and demographics at the bottom of the handout.

Opioid Overdose Awareness (1 Page)

[Opioid Overdose Awareness – Publisher]

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PREVENTING OPIOID OVERDOSE: KNOW THE SIGNS, SAVE A LIFE

Prescription opioids (like hydrocodone, oxycodone, and morphine) and illicit opioids (like heroin and illegally made fentanyl) are powerful drugs that have a risk of a potentially fatal overdose. Anyone who uses opioids can experience an overdose, but certain factors may increase risk including but not limited to:

- Combining opioids with alcohol or certain other drugs
- Taking high daily dosages of prescription opioids
- Taking more opioids than prescribed
- Taking illicit or illegal opioids, like heroin or illicitly-manufactured fentanyl, that could possibly contain unknown or harmful substances
- Certain medical conditions, such as sleep apnea, or reduced kidney or liver function
- Age greater than 65 years old

WHAT IS NALOXONE?

Naloxone is a medication designed to rapidly reverse opioid overdose. It is an opioid antagonist—meaning that it binds to opioid receptors and can reverse and block the effects of other opioids.

Anyone can purchase NARCAN (a Naloxone Nasal Spray) directly from a pharmacist without a doctor's prescription at all major pharmacy chains.

Signs and Symptoms of an Opioid Overdose

During an overdose, breathing can be dangerously slowed or stopped, causing brain damage or death. It's important to recognize the signs and act fast. Signs include:

- Small, constricted "pinpoint pupils"
- Falling asleep or loss of consciousness
- Slow, shallow breathing
- Choking or gurgling sounds
- Limp body
- Pale, blue, or cold skin

What To Do If You Think Someone Is Overdosing

It may be hard to tell if a person is high or experiencing an overdose. If you aren't sure, it's best to treat it like an overdose— you could save a life.

1 Call 911 immediately.
2 Administer naloxone, if available.
3 Try to keep the person awake and breathing.
4 Lay the person on their side to prevent choking.
5 Stay with him or her until emergency workers arrive.

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Target Audience: Youth 14-24, Providers, Family Members

Use Case: This handout can provide teens and providers valuable insight on overdose intervention that are critical in saving lives. Signs and symptoms as well as instructions are provided to equip the audience with life-saving tools.

Opioids for Teens (2 Pages)

[Opioid for Teens – Publisher]

TIPS FOR TEENS:

THE TRUTH ABOUT OPIOIDS

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So, what are opioids? Opioids are a class of drugs that include the illegal drug heroin, synthetic opioids such as fentanyl, and pain relievers available legally by prescription, such as oxycodone, hydrocodone, codeine, morphine, and many others.

What are your peers calling these drugs? O.C., Oxy, Percs, Vike, M, Monkey, White Stuff, Lean, School Boy, Sizzurp, Purple Drank, Loads, and much more.

GET THE FACTS

Opioids affect your brain. Opioids affect both the spinal cord and brain to reduce the intensity of pain-signal perception as well as brain areas that control emotion. They can also affect the brain to cause euphoria or "high."

Opioids affect your body. Opioids slow down the actions of the body, such as breathing and heartbeat. Even a single dose of an opioid can cause severe respiratory depression (slowing or stopping of breathing), which can be fatal; taking opioids with alcohol or sedatives increases this risk.

Opioids are addictive. Even though heroin is highly addictive, more people struggle with addiction to prescription pain relievers. Many young people who inject heroin report misuse of prescription opioids before starting to use heroin.

Opioids can kill you, Drug overdose is the leading cause of accidental death in the United States, with 68,690 drug overdose deaths last year. More than 46,000 of those deaths involved opioids.

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Target Audience: Youth 14-24, Providers, Family Members

Use Case: This handout can provide teens and providers valuable insight on opioids including common names, consequences of its use, signs and symptoms of its use, and a call-to-action. These equip the audience with prevention knowledge as opposed to intervention during a crisis.

Parent Handout (1 Page)

Parent Handout - Publisher

How to Talk to Your Teen About Drugs

Web Resources

cibhs.org/yorcalifornia
drugfree.org
samhsa.gov
drugabuse.gov
getsmartaboutdrugs.gov
raisinghealthyteens.org

Keep an open mind. If you want to have a productive conversation with your teen, one thing to keep in mind is that when a child feels judged or condemned, they are less likely to be receptive to your message. We suggest that, in order to achieve the best outcome for you and your teen, try to preserve a position of objectivity and openness. We understand that this is challenging and may take practice.

Put Yourself in Your Teens Shoes. For instance, consider the way you would prefer to be addressed when speaking about a difficult subject. It might be helpful to think about how you felt when you were a teenager.

Be clear about your goals. It may help to write them down. Once you know what you would like to get from the conversation, you can look back at these afterward and review what went right, what went wrong, what goals were met, which ones were saved fora later date and whether you were able to deliver them effectively.

Be calm and relaxed. If you approach your teen with anger or panic, it will make it harder to achieve your goals. If you are anxious about having a conversation with hem, find some things to do that will help relax.

What you want to achieve. You want to foster an environment where you and your teen are comfortable discussing difficult matters such as peer pressure and substance use. Gaining this insight into your child's life and building their trust is one of the most important things you can do as a parent concerned about substance use and your child.

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This service is supported by a federal grant under the State Opioid Response program, with funding provided by the California Department of Health Care Services.

Target Audience: Youth 14-24, Providers, Family Members

Use Case: This handout can provide caretakers valuable insight on facilitating healthy discussions with teens to yield intentional and impactful results.

Teen Handout (1 Page)

[Teen Handout - Publisher]

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California Youth Opioid Response

DRUGS AND YOUR BRAIN: WHAT YOU SHOULD KNOW

WEB RESOURCES

cibhs.org/yorcalifornia
drugfree.org
samhsa.gov
drugabuse.gov
getsmartaboutdrugs.gov

Your Brain is Still Developing: By the time you are a teenager. Many parts of your brain have developed. You may be able to perform complicated calculations. You may even have a sharper memory than some adults! But, one critical part of your brain — **the prefrontal cortex** — won't be developed until your mid twenties. This puts teens at a higher risk than adults for experiencing the harmful effects of drugs like opioids and alcohol.

Addiction Risks. Teens are at a higher risk of developing addiction. Scientists believe that addiction is closely linked to dopamine, the chemical that helps transmit signals to the brain. Any rewarding activity, causes a dopamine release, but the surge is much higher and more intense with drugs. The limbic system of teens are very sensitive to dopamine. Because if this, teens may crave drugs more strongly than adults. The earlier that someone starts drug use, the higher his or her addiction risk.

Long Term Brain Changes. As you grow and learn, your body strengthens pathways between neurons in the brain and gets rid ones that aren't used. Exposing the teen brain to drugs can change how these pathways function. This can cause problems with attention, memory, and problem solving that can last all the way through adulthood.

Taking chances is a part of growing up. But it can be dangerous when it comes to drugs and alcohol

THIS SERVICE IS SUPPORTED BY A FEDERAL GRANT UNDER THE STATE OPIOID RESPONSE PROGRAM, WITH FUNDING PROVIDED BY THE CALIFORNIA DEPARTMENT OF HEALTH CARE SERVICES.

Target Audience: Youth 14-24

Use Case: This handout can provide teens with contextual knowledge on the risks of addiction through a scientific lens.

Social Media Templates Related to Teens and Stigma

How Can You Tell if a Friend is Using Opioids?

Posts:

https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:

Do you know the signs and symptoms of opioid addiction? You'd be surprised how often many of these are overlooked.

#OpioidAwareness #OpioidAddiction #KnowTheSigns #YORCalifornia

Instagram Sample Copy:

Do you know the signs and symptoms of opioid addiction? You'd be surprised how often many of these are overlooked.

#OpioidAwareness #OpioidAddiction #SubstanceAbuse #KnowTheSigns #YORCalifornia #OrangeCounty

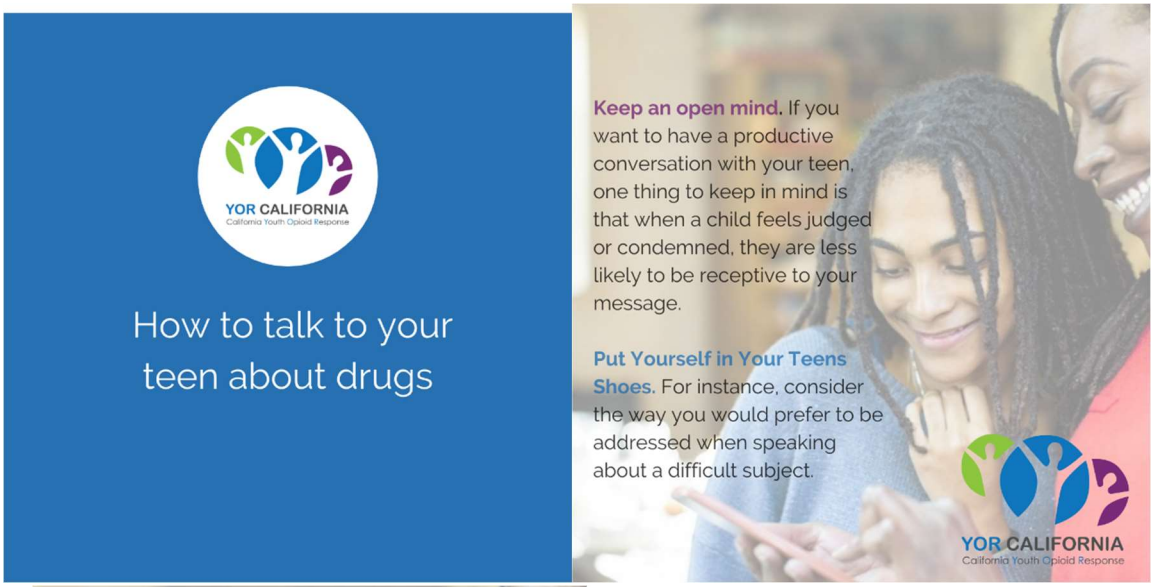
Twitter Sample Copy:
Do you know the signs and symptoms of opioid addiction? You'd be surprised how often many of these are overlooked.

#OpioidAddiction #SubstanceAbuse #KnowTheSigns #YORCalifornia

Target Audience:
Youth Ages 14-24

How to Talk to Your Teen About Drugs

Posts:



https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:
Talking to your teen about drugs may be difficult, but these 5 tips can make it easier. Keeping an open perspective and setting the appropriate tone with your teen can is essential to a beneficial conversation.

#SubstanceAbuse #HealthyConversations #TeenHealth #YORCalifornia

Instagram Sample Copy:
Talking to your teen about drugs may be difficult, but keeping an open perspective and setting the appropriate tone with them can help. Save these 5 tips for your next conversation with your teen.

#SubstanceAbuse #HealthyConversations #TeenHealth #YORCalifornia #OrangeCounty

Twitter Sample Copy:
Talking to your teen about drugs may be difficult, but keeping an open perspective and setting the appropriate tone with them can help. Save these 5 tips for your next conversation with your teen.

#SubstanceAbuse #TeenHealth #YORCalifornia

Target Audience:
Parents and Providers of Teens

Consequences of Stigma

Stigma Fuels the Crisis

Posts:

https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:

Did you know? There are several consequences of stigma. Drug overdoses are the number one cause of accidental deaths in the US, and its rise can be attributed to stigma.

#StopTheStigma #SubstanceUse #YORCalifornia

Instagram Sample Copy:
Did you know? There are several consequences of stigma. Drug overdoses are the number one cause of accidental deaths in the US, and its rise can be attributed to stigma. Share this post to bring awareness.

#StopTheStigma #SubstanceAbuse #YORCalifornia #OrangeCounty

Twitter Sample Copy:
Did you know? There are several consequences of stigma. Drug overdoses are the number one cause of accidental deaths in the US, and its rise can be attributed to stigma.

#StopTheStigma #SubstanceUse #YORCalifornia

Target Audience:
Youth 14-24, Providers, Family Members

Stigma Isolates People

Posts:

https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:

Did you know? There are several consequences of stigma. One consequence is the isolation people experience as a result of stigma.

#StopTheStigma #SubstanceUse #YORCalifornia

Instagram Sample Copy:

Did you know? There are several consequences of stigma. One consequence is the isolation people experience as a result of stigma. Share this post to bring awareness.

#StopTheStigma #SubstanceAbuse #YORCalifornia #OrangeCounty

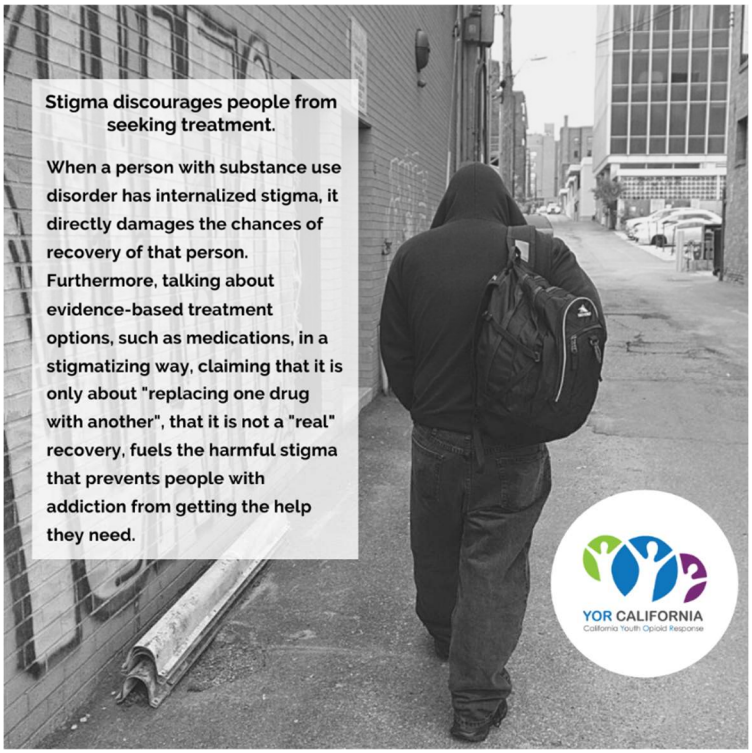
Twitter Sample Copy:
Did you know? There are several consequences of stigma. One consequence is the isolation people experience as a result of stigma.

#StopTheStigma #SubstanceUse #YORCalifornia

Target Audience:
Youth 14-24, Providers, Family Members

Stigma Discourages Treatment

Posts:



https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:
Did you know? There are several consequences of stigma. One of which is that people are discouraged from seeking treatment.

#StopTheStigma #SubstanceUse #YORCalifornia

Instagram Sample Copy:
Did you know? There are several consequences of stigma. One of which is that people are discouraged from seeking treatment. Share this post to bring awareness.

#StopTheStigma #SubstanceAbuse #YORCalifornia #OrangeCounty

Twitter Sample Copy:
Did you know? There are several consequences of stigma. One of which is that people are discouraged from seeking treatment.

#StopTheStigma #SubstanceUse #YORCalifornia

Target Audience:
Youth 14-24, Providers, Family Members

Stigma Affects How Patients Are Treated by Professional Healthcare

Posts:

https://www.canva.com/design/DAEUWyIX6Ls/C48wk-gBXfE27fvtoZdEew/view?utm_content=DAEUWyIX6Ls&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:
Did you know? There are several consequences of stigma. One of which is the chance for healthcare professionals to provide less care to patients.
#StopTheStigma #SubstanceUse #YORCalifornia

Instagram Sample Copy:
Did you know? There are several consequences of stigma. One of which is the chance for healthcare professionals to provide less care to patients. Share this post to bring awareness.

#StopTheStigma #SubstanceAbuse #YORCalifornia #OrangeCounty

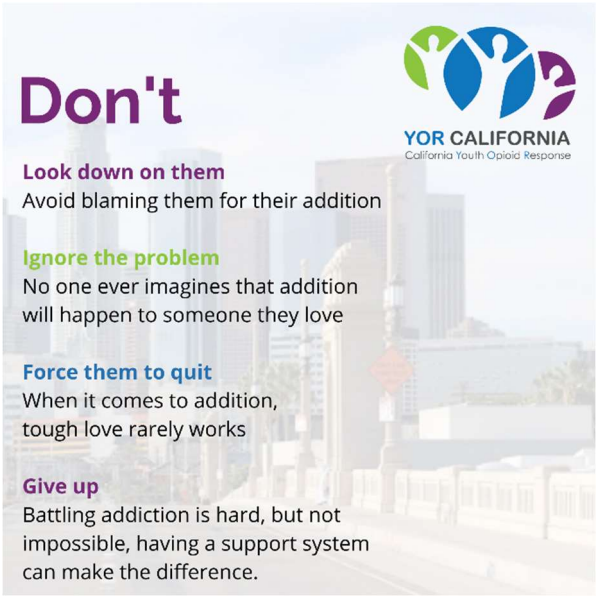
Twitter Sample Copy:
Did you know? There are several consequences of stigma. One of which is the chance for healthcare professionals to provide less care to patients.

#StopTheStigma #SubstanceAbuse #YORCalifornia #OrangeCounty

Target Audience:
Providers

Language Matters

Do's and Don'ts When Helping a Loved One with Addiction Posts:



https://www.canva.com/design/DAECumEVOmA/o4F4VPgvtINbnY1G6nVCuQ/view?utm_content=DAECumEVOmA&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Facebook Sample Copy:

Intending to help someone is great, but ensuring the impact is positive is crucial. Let's learn the Do's and Don'ts to follow when helping a loved one with addiction.

#IntentVersusImpact #OpioidAddiction #SubstanceAbuse #YORCalifornia

Instagram Sample Copy:
Intending to help someone is great, but ensuring the impact is positive is crucial. Let's learn the Do's and Don'ts to follow when helping a loved one with addiction.

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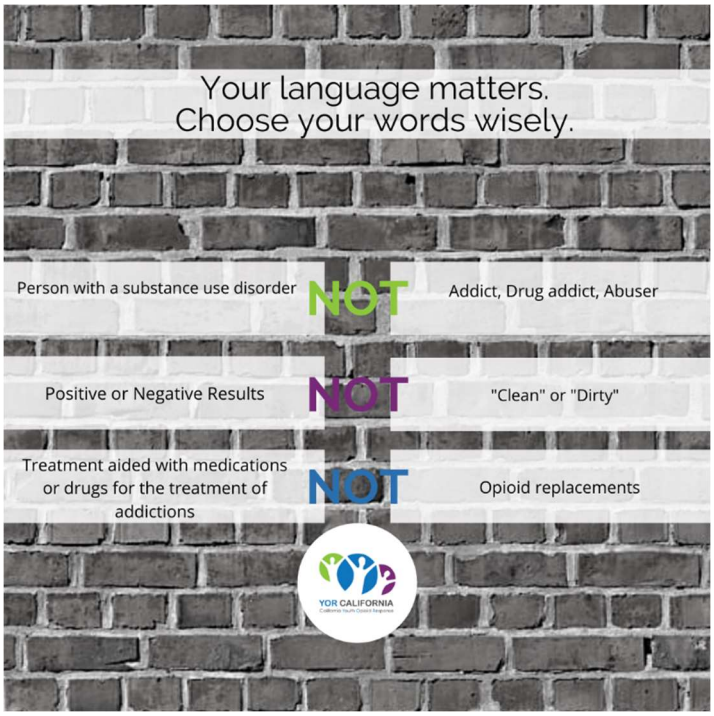
#IntentVersusImpact #OpioidAddiction #SubstanceAbuse #YORCalifornia

Target Audience:
Youth 14-24, Providers

Choose Your Words Wisely Posts:



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Facebook Sample Copy:

Learn these affirming ways to effectively shape your dialogue around substance use disorders.

#YourLanguageMatters #AffirmativeLanguage #SubstanceUse #YORCalifornia

Instagram Sample Copy:

Learn these affirming ways to effectively shape your dialogue around substance use disorders. Be sure to share this post to your story.

#YourLanguageMatters #AffirmativeLanguage #SubstanceUse #YORCalifornia #OrangeCounty

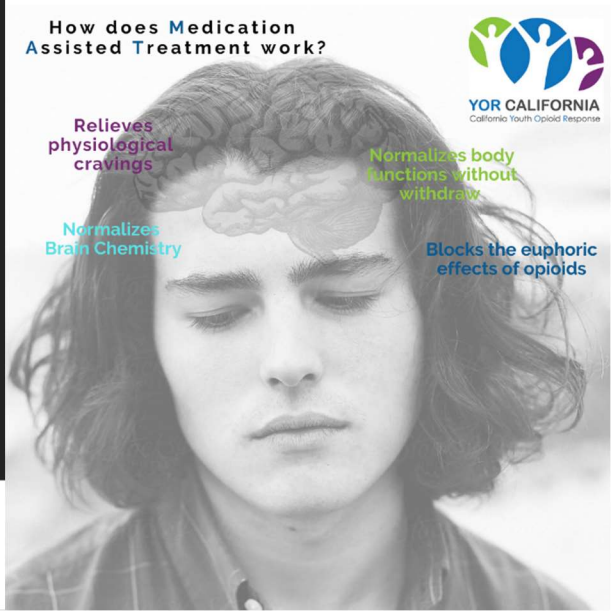
Twitter Sample Copy:
Learn these affirming ways to effectively shape your dialogue around substance use disorders.

#YourLanguageMatters #AffirmativeLanguage #SubstanceUse #YORCalifornia
Target Audience:
Youth 14-24, Providers

Medication Assisted Treatment (MAT)

How does MAT Work?

Posts:



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Facebook Sample Copy:
Let's learn more about Medication-Assisted Treatment and why it is a viable solution to opioid addictions.

#OpioidAddiction #MedicationAssistedTreatment #YORCalifornia

Instagram Sample Copy:
Let's learn more about Medication-Assisted Treatment and why it is a viable solution to opioid addictions.

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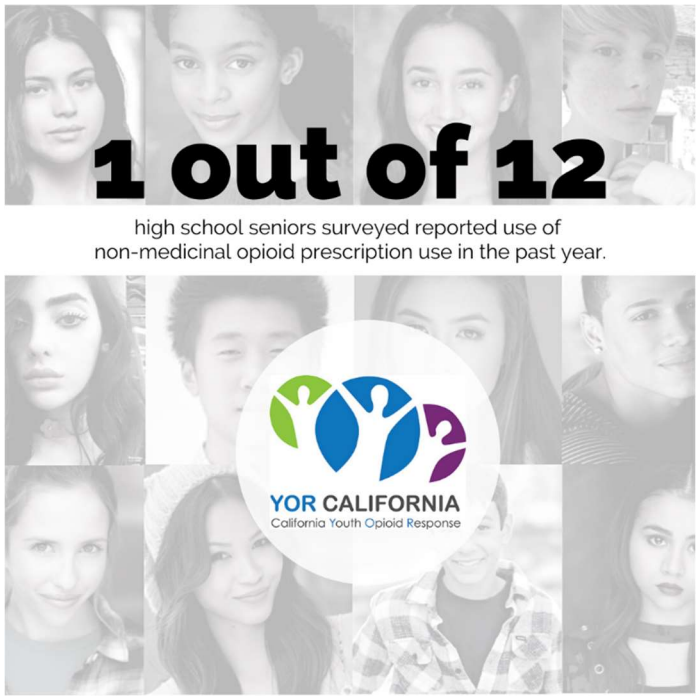
Youth 14-24, Providers

Statistics on Use

Posts:



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Facebook Sample Copy:
Did you know? Opioid use amongst teens is more prevalent than most people think. #OpioidAddiction #Opioids #SubstanceUse #YORCalifornia

Instagram Sample Copy:
Did you know? Opioid use amongst teens is more prevalent than most people think. #OpioidAddiction #Opioids #SubstanceUse #YORCalifornia #OrangeCounty

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Target Audience:
Youth 14-24, Providers

Social Media Templates Related to Overdose

What is an Overdose?

Posts:

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Facebook Sample Copy:
Let's learn about the dangers of overdoses and the different actions that lead up to one. Situations vary from case to case, but it's important to remain informed on the facts. #SubstanceUse #SubstanceAbuse #Opioids #OpioidAddiction #YORCalifornia

Instagram Sample Copy:
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Twitter Sample Copy:
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Target Audience:
Youth 14-24, Providers

Signs of an Overdose

Posts:

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Facebook Sample Copy:

Do you know the signs of an overdose? Staying informed may just save the life of a loved one.

#Overdose #SubstanceAbuse #Opioid #OpioidAddiction #YORCalifornia

Instagram Sample Copy:

Do you know the signs of an overdose? Staying informed may just save the life of a loved one.

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Target Audience:
Youth 14-24, Providers

How to Help Someone Who May Be Overdosing

Posts:

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Facebook Sample Copy:
Overdoses are preventable. Learn the ways to help someone who may be overdosing and avoid hesitation. These instructions may save a life.

#OpioidAddiction #SubstanceAbuse #Intervention #GoodSamaritan #YORCalifornia

Instagram Sample Copy:
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Target Audience:
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Teen Overdose Facts

Drug Overdose Death Statistic

Posts:

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Facebook Sample Copy:
Did you know? Death by drug overdoses are more common than people realize. #OpioidAddiction #DrugOverdoses #YORCalifornia

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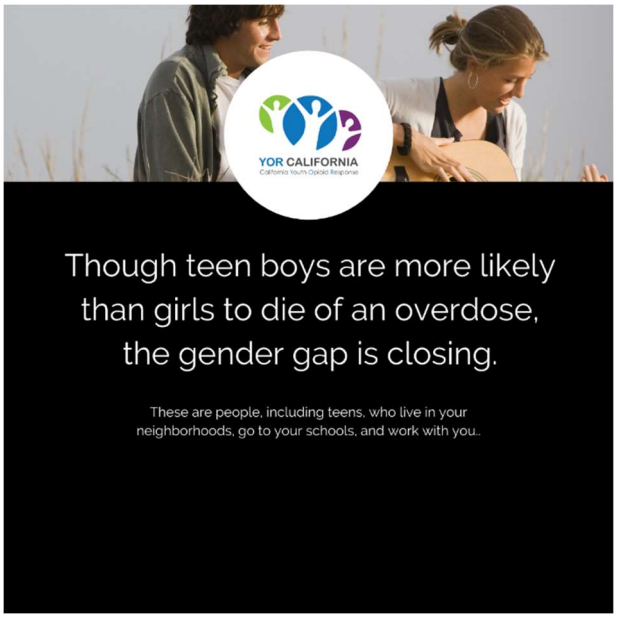
Target Audience:
Youth 14-24, Providers

Gender Gap Statistic

Posts:



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Facebook Sample Copy:
Did you know? Overdoses affect people of all genders.
#OpioidAddiction #DrugOverdoses #YORCalifornia

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Target Audience:
Youth 14-24, Providers

Prescription Drugs vs. Street Drugs

Posts:

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Facebook Sample Copy:

Did you know? It's a common myth that prescription drugs are safer than street drugs. As a matter of fact, prescription drugs are significantly higher in terms of substance abuse and is the leading case of overdose deaths amongst teenagers.

#OpioidAddiction #DrugOverdoses #YORCalifornia

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