



Campaign Toolkit: COVID-19 Naloxone Public Awareness and Overdose Prevention Resources

Updated January 22, 2021

The Rhode Island Department of Health (RIDOH) has developed a communication toolkit containing ready-made materials and messaging to promote Rhode Island’s COVID-19 naloxone public awareness campaign and PreventOverdoseRI.org (PORI) resources. Community partners and State agencies can use these materials to inform the general public about the availability of free naloxone, naloxone training, and other overdose prevention resources through the 10,000 Chances Project.

Assets to Use and Share	
Campaign Landing Page	<p>People can visit PORI to order free naloxone and safer drug use supplies, recovery support services, and naloxone training. Information is available in English and Spanish.</p> <ul style="list-style-type: none"> • PreventOverdoseRI.org/Get-Naloxone/
Helpful URLs	<ul style="list-style-type: none"> • PreventOverdoseRI.org • PreventOverdoseRI.org/COVID-19/ • Request Free Naloxone Solicitar Naloxona • Naloxone Training Curso de Naloxona
YouTube Videos	<ul style="list-style-type: none"> • Mantente Preparado. Siempre Tengo Naloxone A La Mano. (:30) • Be Prepared. Carry Naloxone. (:30) • End Overdose RI: Be A Part of the Solution (1:52) • How to Use a Fentanyl Test Strip (1:29)
Posters	<ul style="list-style-type: none"> • Order color posters for high-traffic areas (three max per organization) on RIDOH’s Order Publications webpage.
Digital Banners	<p>Add these banners to a website, newsletter, or other digital communication, and link to PORI’s Get Naloxone webpage. Email Rachael.elmaleh@health.ri.gov to access the high-resolution web banner files.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>

Sample Message #1 (English-Facebook)



HELP STOP OVERDOSES
GET FREE NALOXONE AND RECOVERY SERVICES
PreventOverdoseRI.org
PREVENT OVERDOSE RI 

Do you or someone you know need naloxone (also called Narcan®) and other supplies to prevent an overdose? Get free naloxone, safer drug use supplies, and connection to a certified peer recovery support specialist by visiting Prevent Overdose RI:

<https://preventoverdoseri.org/get-naloxone/>

Click the link below to like and share this content from RIDOH's Facebook:

<https://www.facebook.com/HealthRI/photos/a.265179196856080/5085377638169521/>

Sample Message #1 (Spanish-Facebook)



AYUDE A PARAR LAS SOBREDOSIS
Obtenga gratis la naloxona y servicios para la recuperación
PreventOverdoseRI.org
PREVENT OVERDOSE RI 

Usted o alguien que conoce necesita naloxona (también denominada Narcan®) y otros suministros para prevenir una sobredosis? Visite 'Prevent Overdose RI' y obtenga naloxona gratis, además de suministros para el uso de medicamentos más seguros y poder establecer contacto con un especialista certificado en apoyo de recuperación. Aprenda más:

<https://bit.ly/3nb6LOc>

Click the link below to like and share this content from RIDOH's Facebook:

<https://www.facebook.com/HealthRI/photos/a.265179196856080/5085388028168482/>

Shareable Social
Media
Messaging/Graphics

Sample Message #2 (English- Facebook)




**Prevent Overdose
Rhode Island:
Naloxone (Narcan)
Training**
START COURSE

What increases a person's risk for a breathing emergency from opioids? How can someone be saved if they are having a bad reaction to opioids? Find out the answers to these questions and more with PreventOverdoseRI.org's free, interactive naloxone training: <https://bit.ly/3odWkLb>

PREVENT OVERDOSE RI 

Click the link below to like and share this content from RIDOH's Facebook:

<https://www.facebook.com/HealthRI/photos/a.265179196856080/5080984048608880/>

<p style="text-align: center;">Shareable Social Media Messaging/Graphics</p>	<p>Sample Message #2 (Spanish-Facebook)</p>  <p style="text-align: center;">PREVENT OVERDOSE RI </p> <p>Click the link below to like and share this content from RIDOH's Facebook: https://www.facebook.com/HealthRI/photos/a.265179196856080/5081026335271318/</p>	<p>¿Qué aumenta el riesgo de una persona de sufrir una emergencia respiratoria a causa de los opioides? ¿Y cómo podemos salvar a alguien que está teniendo una mala reacción a los opioides? Aprenda más: https://bit.ly/3hugw8H</p>
	<p>Sample Message #3 (English-Twitter)</p>  <p style="text-align: center;">PREVENT OVERDOSE RI </p> <p>Click the link below to retweet this content from @RIHEALTH: https://twitter.com/RIHEALTH/status/1352638395462393858/photo/1</p>	<p>Overdoses are on the rise during COVID-19. Learn what you can do to help prevent one @PreventOD_RI: https://preventoverdoseri.org/get-naloxone/</p>
	<p>Sample Message #3 (Spanish-Twitter)</p>  <p style="text-align: center;">PREVENT OVERDOSE RI </p> <p>Click the link below to retweet this content from @RIHEALTH: https://twitter.com/RIHEALTH/status/1352638931469283328/photo/1</p>	<p>Las sobredosis han aumentado durante el COVID-19. Está informado de lo que puede hacer para prevenir una sobredosis. Aprende más @PreventOD_RI: https://bit.ly/3nb6LOc</p>
<p>Additional COVID-19 Overdose Prevention Resources</p>		
<p>Fact Sheets/Flyers</p>	<p>These fact sheets/flyers can be shared online with community members or downloaded and printed for in-person distribution.</p> <p>COVID-19 Harm Reduction Resources (Spanish, Portuguese)</p>	
	<p>Add these infographics to a webpage, e-newsletter, or other digital communication, and link the graphics to PORI.</p>	

