



International Overdose Awareness Day

prevention and remembrance

Communications Toolkit (2019)

Overview

International Overdose Awareness Day is a global event held on **August 31** each year and aims to raise awareness of overdose and reduce the stigma of drug-related death. It is also an opportunity to stimulate discussion about evidence-based overdose prevention and drug policy. International Overdose Awareness Day spreads the message that the tragedy of overdose death is preventable.

URL:

<https://www.overdoseday.com/>

Accounts to follow:

- [@OverdoseDay](#)
- [@GovCanHealth](#)
- [@GinettePT](#) / [@CDNMinHealth](#)
- [@CPHO_Canada](#)
- [@CCSACanada](#)

Hashtags:

- #EndOverdose
- #OverdoseAware
- #IOAD

Overdose Day Content



On the International Overdose Awareness Day website there is a range of [downloadable resources](#), including social media graphics, posters, factsheets, and more.

CPhA Content

CPhA has a range of resources for both the profession and the public that can be shared, including:

Videos

- [A Canadian Pharmacist's Story: Reaching patients where they live](#) (Craig Plain)
- Naloxone Made Easy ([English](#) / [French](#))
- Administering Naloxone Nasal Spray ([English](#) / [French](#))
- The Opioid Crisis: A Mother's Story About How Pharmacists Can Help
 - [How Does Stigma Affect Patient Care](#) (short video)
 - [How Pharmacists Can Help](#) (short video)



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- [Full video interview](#)

Opioid guideline and related resources:

- [How You can be an Opioid Steward: Implementing the 2017 Canadian Opioid Guideline into Your Practice](#) (conference Recording – Log-in required)
Presented by: Laura Murphy, PharmD, ACPR, BScPhm; Feng Chang, BScPhm; PharmD, Shelita Dattani BSc.Pharm., PharmD.
Original presentation date: Tuesday, June 5, 2018
Accreditation: 1.0 CEU, #8002-2018-2539-I-P
- [A pharmacist framework for implementation of the Canadian Guideline for Opioids for Chronic Non-Cancer Pain](#) (Canadian Pharmacists Journal)
- [Pharmacist Framework for Opioid Guidelines - Canadian Pharmacists Journal](#) (Video teaser)

Webinars:

CPhA has a series of webinar recordings for pharmacists on a variety of related topics. Members will need to log-in to [CPhA's Webinar Archive](#) to view. Related webinars include:

- [An Interprofessional Approach to Treating Patients with Opioid Use Disorder \(Part 1 and 2\)](#)
Date: March 22 and March 29, 2019
Presented by: Mona Kwong, BSc(Pharm), PharmD, MSc, Pharmacy Adviser for the BCPSU, Sukhpreet Klaire (MD) and Emma Garrod (RN)
- [La crise des opioïdes en 2019 : le rôle du pharmacien](#)
Date : le 27 mars 2019
Conférencier : Frédéric Normand, B.Pharm (Pharmacien propriétaire, Pharmacie F. Normand et S. Gibeault)
- [Thinking Nationally, Acting Locally: How Pharmacists are Taking on Canada's Opioid Crisis](#)
Date: December 14, 2018
Presented by: Shelita Dattani, CPhA
- [Pharmacists Facing the Opioid Crisis with Evidence and Experience](#)
Date: November 15, 2018
Presented by: Loren Regier, BSP BA, Program Coordinator, RxFiles and Sohail Mulla, PhD, Scientific Advisor, CADTH
- [Street Fentanyl and Its Analogues — What Pharmacists Need to Know](#)
Date: September 28, 2018
Presented by: Michael Beazely, BSP, PhD, Associate Director, Curriculum, School of Pharmacy, University of Waterloo

Additional resources can be found at www.pharmacists.ca/opioids

Social Media

Tomorrow is International Overdose Awareness Day. For resources and to learn more about events happening near you, visit www.overdoseday.com #OverdoseAware #EndOverdose #IOAD



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Today is International Overdose Awareness Day. Do you know the signs and symptoms of an overdose?

<http://ow.ly/5lJZ30IzFEB> #OverdoseAware #EndOverdose #IOAD

Be prepared – How to give #naloxone in a few simple steps <https://youtu.be/dPy168bpe6A> #OverdoseAware #EndOverdose #IOAD

Be prepared – learn the signs of an overdose and how to administer #naloxone: <https://youtu.be/dPy168bpe6A> #OverdoseAware #EndOverdose #IOAD

How to use #naloxone nasal spray in a few simple steps: <https://youtu.be/aR3qA63TrAl> #OverdoseAware #EndOverdose #IOAD

Check out @CPhAAPhC's opioid crisis resource page for a range of info/tools on how to administer #naloxone: <http://www.pharmacists.ca/opioids> #OverdoseAware #EndOverdose #IOAD

DYK #naloxone is available without a prescription in many #pharmacies? Learn where to get naloxone in your province or territory: <http://ow.ly/saPb30IzGJp> #OverdoseAware #EndOverdose #IOAD

Talk to your #pharmacist! Many #pharmacists across Canada provide addiction management services and are an accessible source of info/advice. #OverdoseAware #EndOverdose #IOAD

With #BacktoSchool2019 just around the corner, here are some helpful tips/info from a #pharmacist & mother to help you talk to your kids about opioids: <http://ow.ly/MJkW30IzF8m> #OverdoseAware #EndOverdose #IOAD

There were 4,460 apparent opioid-related deaths in Canada in 2018. Learn the signs of an overdose and how to administer #naloxone in a few simple steps: <https://youtu.be/dPy168bpe6A> #OverdoseAware #EndOverdose #IOAD

According to @StatCan_eng survey, only 10% of Canadians indicated they know how to administer #naloxone. Be prepared, get started by watching this short how-to video: <https://youtu.be/dPy168bpe6A> #OverdoseAware #EndOverdose #IOAD

Check out @CPhAAPhC's webinar library for some great content for #pharmacists on facing the opioid crisis, treating patients with opioid use disorder, and more: <http://ow.ly/YeK450vMMU9> #OverdoseAware #EndOverdose #IOAD

CPhA Chair Christine Hrudka sat down this year with patient advocate @MagioritisMarie from Moms Stop the Harm to talk about her personal connection to the #opioidcrisis. <https://youtu.be/dRAvR0kkaig> #OverdoseAware #EndOverdose #IOAD

Do you know the signs of overdose? Learn more about the signs and symptoms and how to respond: <http://ow.ly/67Xn30IAHL6> #OverdoseAware #EndOverdose #IOAD

Be #OverdoseAware - Simple changes in the language you use about people who use drugs can help reduce stigma. Make a positive change and help #endstigma and #EndOverdose. <http://ow.ly/PVqL30IAHxB> #IOAD

How can #pharmacists make evidence-based contributions as #opioid stewards? Read the #pharmacist framework published in @CPJ_RPC earlier this year. You can have a big impact through short interactions with patients: <http://ow.ly/9nqk30nAqRX> #IOAD