



# Communities That HEAL

WAVE ONE CAMPAIGN DISTRIBUTION TOOLKIT

Naloxone • April 2020

**NIH**  
**HEAL**  
**INITIATIVE**

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HEALing Communities Study  
New York

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# About this Toolkit

## Purpose

This Toolkit serves as a guide to help *Communities That HEAL* Wave One communities with the naloxone campaign launch in April 2020 and includes:

- An updated campaign overview
- Suggested social media content
- Social media tips
- Sample materials (e.g., newsletter article) that can be tailored by the community

# Project Overview

## Background

Communities across the United States are dealing with the catastrophic consequences of excessive availability and use of prescription opioids, illicit opioids such as heroin, and illicitly manufactured fentanyl and related analogs. Millions of Americans are struggling with inappropriate use of opioids and opioid use disorder (OUD). The consequences of this crisis are grave, with continued tens of thousands dying each year in the United States from opioid overdose.

In addition, rates of OUD, injection drug use, acute hepatitis C virus (HCV) infections, localized outbreaks of HIV, and other serious health conditions, such as endocarditis and neonatal abstinence syndrome, continue to rise. One driver of the opioid crisis is the recognized gap between the number of individuals who could benefit from evidence-based treatment and prevention interventions to reduce opioid misuse and OUD versus those actually engaged in care. The National Survey on Drug Use and Health (NSDUH) estimates that 2.1 million Americans have OUD, yet fewer than 20% of those individuals receive specialty care in a given year.

A menu of evidence-based practices (EBPs) exists, including opioid overdose education and naloxone distribution (OEND) programs; prescription drug monitoring programs and other strategies to reduce inappropriate opioid prescribing; FDA-approved medications for opioid use disorder (MOUD) including methadone, buprenorphine and naltrexone; behavioral therapies; and recovery support services. Unfortunately, these EBPs have largely failed to penetrate community settings including addiction treatment, general medical care, social support services, schools, and the justice system. This failure is in part due to a lack of evidence-based approaches for assisting communities in the development and deployment of a data-driven, customized response strategy to adopt, deliver and use comprehensive integrated EBPs.

# Campaign Overview

## About the Campaign

The National Institutes of Health (NIH) and the Substance Abuse and Mental Health Services Administration (SAMHSA) launched the HEALing Communities Study (HCS) to investigate how tools for preventing and treating opioid misuse and OUD are most effective at the local level. The goal of the study is to reduce opioid-related overdose deaths by 40 percent over the course of three years.

To reach this goal, a core component of the HCS intervention is a series of community-based health communication campaigns. The first campaign, a pilot, will launch in all Wave One communities in April 2020, focused on naloxone education.

## The Campaign and COVID-19

As people across the United States contend with coronavirus disease 2019 (COVID-19), communities should be alert to the possibility that it could hit some populations with substance use disorders, including people with opioid use disorder (POUD), particularly hard. An increase in mandated shelter in place orders, self-quarantine conditions and other public health measures may also disrupt access to syringe services, naloxone access, and other support needed by people with OUD. It is our hope that this campaign will drive priority groups to action to request and administer naloxone during this time.

## Priority Groups

This campaign aims to target the following groups:

- Community leaders
  - Elected officials (sheriff, school board supervisors, mayor, city council members, aldermen)
  - Opinion leaders (faith-based leaders, civic leaders, employers)
- Healthcare providers
  - Pharmacists
  - Referral sources (employee assistance programs, jails, administrators)
- People with lived experience
  - People with OUD
  - Family members
  - People in recovery

## Objectives

This campaign aims to achieve the following objectives:

- Address COVID-19's effect on POUD and their family members
- Increase demand for naloxone
- Increase access to, and availability of, naloxone

## Stigma Targets

The campaign aims to achieve the following stigma targets:

- OUD is a chronic medical disease
- Naloxone is a life-saving device
- Naloxone does not enable drug use

# Campaign Distribution

Due to social distancing guidelines, shelter in place orders, and other COVID-19 restrictions, the distribution of the naloxone phase of campaign one will be most effective using digital channels, such as social media.

## Digital Distribution Ideas

### Social Media

Social media reaches audiences in a very effective, low-cost way. Additionally, it can be a helpful tool during a time when a majority of the population is confined to their homes with additional time to browse social networks.

Social media messaging for the naloxone campaign can be distributed through coalition business pages on Facebook, Instagram accounts, or Twitter feeds. In some instances, it may be beneficial to share content with partner pages such as local health departments, treatment and recovery organizations, pharmacies, or news sources. Another great strategy is to ask influencers in your community - that is, people who are well respected and have large followings on social media - if they will share campaign content.

### Partner Channels

Partnerships with local organizations are a valuable asset to help distribute campaign materials where the priority groups live, work, play, and worship in your community. Reach out to partners you have identified and talk with them about the most effective communication channels they own to reach target audiences, such as websites, electronic newsletters, social media channels, and blogs.

## Media Relations

News stories help educate target audiences about naloxone access and what they can do to ensure POUD in their community receive the treatment, support, and compassion they deserve.

Media relations opportunities include:

- **Opinion-editorials (op-eds)**
  - The editorial page of a newspaper is widely read by policymakers and key leaders in the community. Placing a by-lined article in the op-ed section of the newspaper often will get the attention of and inform these particular target audiences.
- **Pitch letter**
  - A pitch letter can be used on its own or with a press release and other media relations materials to suggest story ideas, subject matter experts, and the importance of the HCS study.
- **Press release**
  - A summary of news, including quotes from spokespersons, key messages, important facts, and new information about an issue to “sell” the story idea to the media and help journalists write or produce news pieces.
- **Radio Public Service Announcements (PSAs)**
  - A short, community-oriented public service announcement that radio stations air at no cost to fulfill their obligation to serve the public interest.

## Print Distribution Ideas

### Essential Public Spaces

If you are able, it may be effective to display a few print materials (e.g. posters, palm cards) in essential public spaces that will continue to operate during the COVID-19 pandemic, such as a local pharmacy drive-up window, grocery store posting boards, or gas station bathrooms.



# Social Media

## Extending Local Reach

One of the simplest and most effective means of communicating campaign messaging is through local social media platforms. Outlined below are some tips and sample social media posts for you and your coalition partners to amplify the campaign messages in your community.

## Benefits of Use

- Increases awareness of the **#CommunitiesThatHEAL** campaign and **#opioidusedisorder** in your community
- Leverages local social media accounts as tools to reach target audiences in your community
- Provides a simple and easy partnership opportunity for third-party organizations by allowing them to support and engage in the campaign

## Incorporate Partner Organizations

- Identify local partner organizations with social media platforms you can leverage to share campaign messages and materials
- Raise social media opportunities with coalition partners to seek their involvement

### TIPS:

- Posts with images are more engaging – always include a photo, graphic, or video element
- Keep messaging concise and to the point to engage audience's attention
- Be sure to use any relevant hashtags (e.g., #CommunitiesThatHEAL) and use Twitter handles to tag partners (e.g., @NIH, @SAMHSAgov, @ColumbiaSIG)
- Encourage coalition partners to share your posts

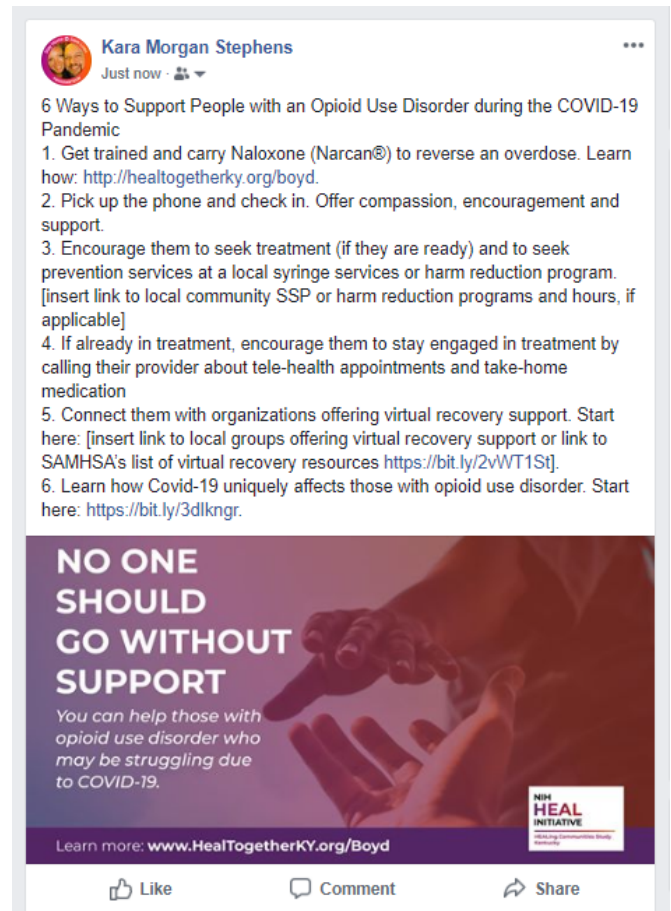
# Sample Social Media Posts

Sample copy for social media posts is provided below. Social media graphics tailored for each community can be found in the Campaign Material Toolbox (see page 23).

## Post 1:

### 6 Ways to Support People with an Opioid Use Disorder during the COVID-19 Pandemic

1. Get trained and carry Naloxone (Narcan®) to reverse an overdose. Learn how: [insert HCS community vanity url – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].
2. Pick up the phone and check in. Offer compassion, encouragement and support.
3. Encourage them to seek treatment (if they are ready) and to seek prevention services at a local syringe services or harm reduction program. [insert link to local community SSP or harm reduction programs and hours, if applicable]
4. If already in treatment, encourage them to stay engaged in treatment by calling their provider about tele-health appointments and take-home medication
5. Connect them with organizations offering virtual recovery support. Start here: [insert link to local groups offering virtual recovery support or link to SAMHSA's list of virtual recovery resources <https://bit.ly/2vWT1St>].
6. Learn how Covid-19 uniquely affects those with opioid use disorder. Start here: <https://bit.ly/3dlkngr>.



## Post 2:

We need to look out for each other, now more than ever.

People with opioid use disorder may be at increased risk of overdose during social distancing. There is no better time to get trained and keep naloxone (Narcan®) at home. You could save a loved one's life. Learn how: [insert HCS community vanity url – e.g., [www.HEALTogetherOH.org/Ashtabula](http://www.HEALTogetherOH.org/Ashtabula)].



**Kara Morgan Stephens**  
Just now · 👤

We need to look out for each other, now more than ever. People with opioid use disorder may be at increased risk of overdose during social distancing. There is no better time to get trained and keep naloxone (Narcan®) at home. You could save a loved one's life. Learn how: [insert HCS community specific link – e.g., [www.HEALTogetherOH.org/Ashtabula](http://www.HEALTogetherOH.org/Ashtabula)].

**Most Opioid Overdoses Happen at Home.**

Recognize the signs of an opioid overdose. Learn where to get naloxone (Narcan®) and how to use it.

Learn more: [www.HealTogetherKY.org/Boyd](http://www.HealTogetherKY.org/Boyd)

Like Comment Share

## Post 3:

Social distancing puts people with opioid use disorder at increased risk for overdose-especially those who were recently released from jail, residential treatment, or a hospital. If you know someone who may be at increased risk, encourage them to get naloxone (Narcan®), learn how to use it, and to tell others where they keep it in case they overdose. Start here: [insert HCS community vanity url – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].



**Kara Morgan Stephens**  
Just now · 👤

Social distancing puts people with opioid use disorder at increased risk for overdose-especially those who were recently released from jail, residential treatment, or a hospital. If you know someone who may be at increased risk, encourage them to get naloxone (Narcan®), learn how to use it, and to tell others where they keep it in case they overdose. Start here: [healtogetherky.org/boyd](http://healtogetherky.org/boyd)

**Signs of an opioid overdose.**

1. Difficulty staying awake or unconscious
2. Slow or shallow breathing
3. Breathing difficulty (gurgling noise) from a person who cannot be awakened
4. Blue lips or fingernails

Learn more: [www.HealTogetherKY.org/Boyd](http://www.HealTogetherKY.org/Boyd)

Like Comment Share

## Post 4:

Families with loved ones who struggle with an opioid use disorder should have naloxone (Narcan®) nearby. They should also encourage their loved one to be trained, carry naloxone (Narcan), and tell their friends where they keep it in case they overdose. Learn more: [\[insert HCS community vanity url – e.g., www.HEALTogetherNY.org/Putnam\]](#).

A screenshot of a Facebook post by Kara Morgan Stephens. The post text reads: "Families with loved ones who struggle with an opioid use disorder should have naloxone (Narcan®) nearby. They should also encourage their loved one to be trained, carry naloxone (Narcan), and tell their friends where they keep it in case they overdose. Learn more: [healtogetherky.org/boyd](http://healtogetherky.org/boyd)". Below the text is a promotional image for naloxone. The image features a hand holding a white naloxone auto-injector. The text on the image says "Protect your loved one from opioid overdose." and "Carry naloxone (Narcan®). Save a life!". At the bottom of the image is the logo for the "NH HEAL INITIATIVE" and the URL "www.HealTogetherKY.org/Boyd". The Facebook interface shows "Like", "Comment", and "Share" buttons.

## Post 5:

If you use opioids (like heroin, fentanyl, or prescription painkillers in ways other than prescribed) and were recently released from jail, residential treatment, or a hospital, you may be at risk for an opioid overdose. Get naloxone (Narcan®) and learn how to use it. Be sure to tell your friends where you keep your Narcan® and teach them to use it in case of an overdose. Learn more: [\[insert HCS community vanity url – e.g., www.HEALTogetherNY.org/Putnam\]](#).

A screenshot of a Facebook post by Kara Morgan Stephens. The post text reads: "If you use opioids (like heroin, fentanyl, or prescription painkillers in ways other than prescribed) and were recently released from jail, residential treatment, or a hospital, you may be at risk for an opioid overdose. Get naloxone (Narcan®) and learn how to use it. Be sure to tell your friends where you keep your Narcan® and teach them to use it in case of an overdose. Learn more: <http://healtogetherky.org/boyd>". Below the text is a promotional image for naloxone. The image features a hand holding a white naloxone auto-injector. The text on the image says "SAVE A LIFE WITH A SPRAY". At the bottom of the image is the logo for the "NH HEAL INITIATIVE" and the URL "www.HealTogetherKY.org/Boyd". The Facebook interface shows "Like", "Comment", and "Share" buttons.

### Post 6:

Save a life. Recognize the signs of an opioid overdose. Learn where to get naloxone (Narcan®) and how to use it. Learn more: [insert HCS community vanity url – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].



### Post 7:

If you use opioids (like heroin, fentanyl, or prescription painkillers in ways other than prescribed), talk to your doctor or pharmacist about Naloxone (Narcan®). It can save your life. Learn more: [insert HCS community vanity url – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].



### Post 8:

Let's not allow the Covid-19 pandemic to reverse the important work our community has done to address the opioid epidemic. Learn more: [insert HCS community vanity url – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].





## Post 9:

Emergency medical services may be stretched during the COVID-19 pandemic and slower to respond to 911 calls. Protect yourself and others from #opioidoverdose with the following tips:

1. Get naloxone (Narcan®) and learn how to use it. Start here: [insert HCS community specific link – e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)].
2. If you are alone, start slow. Use less than your normal amount to test the strength.
3. If you are with friends, make an overdose plan. Tell them where you keep your Narcan® and make sure they know how to use it. Take turns in case one of you needs Narcan®.
4. Read more harm reduction tips: <https://harmreduction.org/wp-content/uploads/2020/03/COVID19-safer-drug-use-1.pdf>

**Kara Morgan Stephens**  
Just now · 🧑 · 📄

Emergency medical services may be stretched during the COVID-19 pandemic and slower to respond to 911 calls. Protect yourself and others from #opioidoverdose with the following tips:

1. Get naloxone (Narcan®) and learn how to use it. Start here: [insert HCS community specific link – e.g., [www.HEALTogetherOH.org/Ashtabula](http://www.HEALTogetherOH.org/Ashtabula)].
2. If you are alone, start slow. Use less than your normal amount to test the strength.
3. If you are with friends, make an overdose plan. Tell them where you keep your Narcan® and make sure they know how to use it. Take turns in case one of you needs Narcan®.
4. Read more harm reduction tips: <https://harmreduction.org/wp-content/uploads/2020/03/COVID19-safer-drug-use-1.pdf>

**SAVE *a* LIFE**  
**Get naloxone (Narcan®).**  
**Learn how to use it.**

Learn more: [www.HealTogetherKY.org/Boyd](http://www.HealTogetherKY.org/Boyd)

NPI  
HEAL  
INITIATIVE  
National Harm Reduction Initiative

Like Comment Share

## Post 10:

Click on the following links to find resources about coronavirus (COVID-19) to help individuals, people with substance use disorders and in recovery, providers, the justice system, communities, and states across the country:

- National Institute of Drug Abuse [link to <https://www.drugabuse.gov/related-topics/covid-19-resources>]
- National Institutes of Health [link to <https://www.nih.gov/health-information/coronavirus>]
- Substance Abuse and Mental Health Services Administration [link to <https://www.samhsa.gov/coronavirus>]



The image is a screenshot of a Facebook post. At the top left is the profile picture of Kara Morgan Stephens, a woman with short blonde hair. To her right is her name 'Kara Morgan Stephens' and the text 'Just now' with a privacy dropdown arrow. The main text of the post reads: 'Click on the following links to find resources about coronavirus (COVID-19) to help individuals, people with substance use disorders and in recovery, providers, the justice system, communities, and states across the country:'. Below this text are three bullet points, each with a link to a government website: '• National Institute of Drug Abuse [link to https://www.drugabuse.gov/related-topics/covid-19-resources]', '• National Institutes of Health [link to https://www.nih.gov/health-information/coronavirus]', and '• Substance Abuse and Mental Health Services Administration [link to https://www.samhsa.gov/coronavirus]'. Below the text is a large image of a coronavirus particle, showing its characteristic spherical shape with a grey outer shell and red, spike-like proteins protruding from the surface. At the bottom of the image is a white information icon. Below the image is a caption that reads 'DRUGABUSE.GOV COVID-19 Resources'. The bottom of the screenshot shows the beginning of the Facebook post's footer, including the text 'The COVID-19...'.

# Sample PSA Script

**PURPOSE:** A public service announcement (PSA) is a short, community-oriented message that radio stations air at no cost in order to fulfill their obligation to serve the public interest. Through appropriate distribution, they can be targeted to preferred demographics and markets.

## **PSA: Naloxone During the COVID-19 Epidemic**

Every day, more than 130 people in the United States die of an overdose from prescription opioids, heroin, or fentanyl, creating an epidemic in communities across the nation. For patients currently taking high doses of opioids as prescribed for pain, individuals misusing prescription opioids, individuals using illicit opioids such as heroin or fentanyl, healthcare providers, family and friends of people who have an opioid use disorder, and community members who come into contact with people at risk for opioid overdose, knowing how to use the overdose-reversing drug naloxone and keeping it within reach can save a life. Together, we can HEAL our communities. Spread the word about naloxone and save lives.

Learn more and find resources on the HEALing Communities Study website at [healingcommunitiesstudy.org](https://healingcommunitiesstudy.org).



# Sample Newsletter Article

**PURPOSE:** Send this to partner organizations and ask them to include in their newsletters to help increase reach of the campaign materials, key messages, and calls to action.

## **[INSERT NAME OF COMMUNITY COALITION] Joins Pilot Campaign to Help Reduce Opioid-Related Overdose Deaths**

Many people living in [INSERT NAME OF COMMUNITY] are worried about a relative, friend, or neighbor with opioid drug use problems. Often, people want to help others get the help they need, but they don't know what to do.

They are not alone. The National Survey on Drug Use and Health (NSDUH) estimates that 2.1 million Americans have opioid use disorder, yet fewer than 20% of those people receive the specialty care they need in a given year. The good news is that there are many proven treatments that can help people with opioid drug use problems.

These are called evidence-based practices, and they include opioid overdose education and naloxone (Narcan®) distribution programs; prescription drug monitoring programs; and FDA-approved medications for opioid use disorder (such as Suboxone, Vivitrol [names of best-known drugs]), often used in combination with behavioral therapies and recovery support services.

Unfortunately, these evidence-based practices may be unavailable, underused, or difficult to access in many communities. That is the reason [INSERT NAME OF COMMUNITY COALITION] is participating in the HEALing Communities Study pilot campaign, led by the National Institutes of Health (NIH) and the Substance Abuse and Mental Health Services Administration (SAMHSA).

The campaign aims to increase prescribing and use of medications for opioid use disorder and increase access to and availability of naloxone to save lives in our communities. To do so, the campaign will be reaching out to pharmacists and doctors about prescriptions, community leaders about policies, and the general public about the importance of medication in successful treatment of opioid use disorder and preventing overdose deaths.

The goal is an ambitious and important one: to reduce overdose deaths resulting from opioid use disorder by 40% in [NAME OF COMMUNITY].

[INSERT QUOTE FROM YOUR COALITION'S SPOKESPERSON]

For more information about the campaign and local resources available, visit [HEALingCommunitiesStudy.org](https://HEALingCommunitiesStudy.org) or contact (NAME OF CONTACT AT EMAIL/PHONE).

# Sample Press Release

**PURPOSE:** A summary of the campaign, including quotes from spokespersons, key messages, important facts, and new information about an issue to “sell” the story idea to the media and help journalists write or produce news pieces.

[ADD DATE] [INSERT NAME OF COMMUNITY COALITION/STEERING COMMITTEE] is excited to join 33 other communities across New York, Kentucky, Massachusetts, and Ohio in launching the first communications campaign for the Healing Communities Study. The campaign aims to increase demand for medications for opioid use disorder (MOUD) and naloxone (also known as Narcan®), increase MOUD prescribing, and increase access to and availability of naloxone. The campaign also aims to achieve three stigma targets: educating audiences that opioid use disorder (OUD) is a disease; people with OUD deserve the best medical care possible and anyone can develop an OUD. The campaign will run from [START DATE] to September 2020.

The first phase of the campaign is focused on naloxone, a medicine that can save someone’s life if they are overdosing on opioids, whether it’s a prescription opioid pain medicine, heroin, or a drug containing fentanyl. Anyone – EMS, firefighters, family members and friends – can be a first responder and give naloxone to someone who is overdosing from opioids.

[INSERT QUOTE FROM YOUR COALITION’S SPOKESPERSON]

## **About the HEALing Communities Study**

The National Survey on Drug Use and Health (NSDUH) estimates that 2.1 million Americans have OUD, yet fewer than 20% of those individuals receive specialty care in a given year. A menu of evidence-based practices (EBPs) exists, including opioid overdose education and naloxone distribution programs, prescription drug monitoring programs, FDA-approved medications for opioid use disorder (MOUD), behavioral therapies, and recovery support services. Unfortunately, these EBPs have largely failed to penetrate community settings. As a result, the National Institutes of Health (NIH) and the Substance Abuse and Mental Health Services Administration (SAMHSA) launched the HEALing Communities Study (HCS) to investigate and identify the EBPs for preventing and treating OUD that are most effective at the local level. The goal of the study is to reduce opioid-related overdose deaths by 40 percent over the course of three years. To reach this

goal, a core component of the HCS intervention is a series of community-based health communication campaigns.

To learn more about the study or participate in the Coalition, please visit:

- Website: [insert community vanity url e.g., [www.HEALTogetherNY.org/Putnam](http://www.HEALTogetherNY.org/Putnam)]
- Facebook: [insert coalition Facebook you will be sharing information on if applicable]
- Twitter: [insert coalition Twitter account you will be sharing information on, if applicable]

# Sample Media Alert

**PURPOSE:** Informs the media the campaign is taking place. Send to local news and radio outlets.

MEDIA ALERT CONTACT:

FOR IMMEDIATE RELEASE

[ADD DATE]

The National Survey on Drug Use and Health (NSDUH) estimates that 2.1 million Americans have opioid use disorder (OUD), yet fewer than 20% of those individuals receive specialty care in a given year. A menu of evidence-based practices (EBPs) exists, including opioid overdose education and naloxone distribution programs, prescription drug monitoring programs, and FDA-approved medications for opioid use disorder (MOUD). Unfortunately, these EBPs have largely failed to penetrate community settings.

As a result, the National Institutes of Health (NIH) and the Substance Abuse and Mental Health Services Administration (SAMHSA) recently launched the HEALing Communities Study (HCS) to investigate and identify the EBPs for preventing and treating opioid misuse and OUD that are most effective at the local level. The goal of the study is to reduce opioid-related overdose deaths by 40 percent over the course of three years.

[NAME OF COALITION/ORGANIZATION] received funding from the HCS to implement the study in [NAME OF COUNTY].

To reach this goal, the HCS will implement a series of community-based health communication campaigns. The first campaign will launch in April 2020. The campaign aims to increase demand for medications for opioid use disorder (MOUD) and naloxone (also known as Narcan®), increase MOUD prescribing, and increase access to and availability of naloxone. The campaign also aims to achieve three stigma targets: educating audiences that opioid use disorder (OUD) is a disease; people with OUD deserve the best medical care possible and anyone can develop an OUD.

[INSERT NAME OF COALITION] will hold a [INSERT NAME OF EVENT, E.G., PRESS CONFERENCE] at [INSERT ADDRESS] on [INSERT DATE] at [INSERT TIME].

For more information, contact:

[INSERT NAME, PHONE, AND EMAIL]

# Sample Outreach Support Letter

**PURPOSE:** Send this to partner organizations to secure their support in expanding the campaign's reach in your community

Dear [INSERT NAME],

As most of you know, [INSERT NAME OF COMMUNITY] is participating in the HEALing Communities Study (HCS) to investigate how tools for preventing and treating opioid misuse and opioid use disorder (OUD) are most effective at the local level. The goal of the study is to reduce opioid-related overdose deaths by 40 percent over the course of three years. HCS is supported by funding from the National Institute on Drug Abuse (NIDA) and the Substance Abuse and Mental Services Administration (SAMHSA).

Today, we are excited to announce the launch of a new communications campaign that will support our efforts to reduce opioid deaths in our community. The campaign aims to increase demand for medications for opioid use disorder (MOUD) and naloxone (also known as Narcan®), increase MOUD prescribing, and increase access to and availability of naloxone. The campaign also aims to achieve three stigma targets: educating audiences that opioid use disorder (OUD) is a disease; people with OUD deserve the best medical care possible and anyone can develop an OUD. The campaign will run from [START DATE] to September 2020. All 34 HCS communities from across New York, Kentucky, Massachusetts, and Ohio will be participating in the campaign.

The first phase of the campaign is focused on increasing awareness and distribution of naloxone or Narcan in our community. [DISCUSS HOW YOU ARE DISTRIBUTING THE CAMPAIGN & WHY IT IS STILL RELEVANT DURING COVID (IF APPROPRIATE)] I'm reaching out to you today because you are a valuable partner and we need your support. By working together we can amplify the campaign here in [INSERT COUNTY OR CITY] and ensure that people with OUD receive the best medical care possible.

Partnering and support can take many forms. It could mean distributing campaign materials and messages through your communication channels (website, social media, newsletter, etc.), promoting the campaign at meetings and events, participating in interviews in local media outlets, just to name a few.

Can we count on [INSERT NAME OF ORGANIZATION] support for our campaign?

If YES, please let us know what [INSERT NAME OF ORGANIZATION] can commit to:

- Sharing images and content on social media (we can provide drafted posts)
- Posting a link to our website on your website
- Publishing a joint press-release
- Hosting or co-hosting a community education event
- Displaying campaign posters or materials at your organization's locations
- Other

Lastly, if you are already working on an opioid use disorder campaign, please tell us about it so we can help with your efforts. Thank you in advance for your support and collaboration.

If you have any questions, you may contact [INSERT NAME] at [INSERT PHONE NUMBER] or email at [INSERT EMAIL].

INSERT NAME

INSERT TITLE

INSERT NAME OF COMMUNITY COALITION

# Campaign Material Toolbox

A Campaign Material Toolbox has been developed for Wave One communities. The online toolbox contains tailored campaign materials for each community that can be downloaded easily, saved onto office or home computers, and printed or electronically disseminated.

To download campaign materials, visit <https://www.hcscampaigntoolbox.com/newyork>.

## Vanity URLs

**PURPOSE:** Use your community's vanity url where applicable to navigate the end-user to the HCS website.

### **Cayuga**

[www.HealTogetherNY.org/Cayuga](http://www.HealTogetherNY.org/Cayuga)

### **Columbia**

[www.HealTogetherNY.org/Columbia](http://www.HealTogetherNY.org/Columbia)

### **Erie (Buffalo)**

[www.HealTogetherNY.org/Erie](http://www.HealTogetherNY.org/Erie)

### **Greene**

[www.HealTogetherNY.org/Greene](http://www.HealTogetherNY.org/Greene)

### **Lewis**

[www.HealTogetherNY.org/Lewis](http://www.HealTogetherNY.org/Lewis)

### **Putnam**

[www.HealTogetherNY.org/Putnam](http://www.HealTogetherNY.org/Putnam)

### **Suffolk**

[www.HealTogetherNY.org/Suffolk](http://www.HealTogetherNY.org/Suffolk)

### **Ulster**

[www.HealTogetherNY.org/Ulster](http://www.HealTogetherNY.org/Ulster)

**NIH**  
**HEAL**  
**INITIATIVE**

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