# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>3</td>
</tr>
<tr>
<td>PDF Handout Templates</td>
<td>7</td>
</tr>
<tr>
<td>Drug Guide (2 Pages)</td>
<td>7</td>
</tr>
<tr>
<td>MAT Resources (1 Page)</td>
<td>8</td>
</tr>
<tr>
<td>Opioid Overdose Awareness (1 Page)</td>
<td>9</td>
</tr>
<tr>
<td>Opioids for Teens (2 Pages)</td>
<td>10</td>
</tr>
<tr>
<td>Parent Handout (1 Page)</td>
<td>11</td>
</tr>
<tr>
<td>Teen Handout (1 Page)</td>
<td>12</td>
</tr>
<tr>
<td>Social Media Templates Related to Teens and Stigma</td>
<td>13</td>
</tr>
<tr>
<td>How Can You Tell if a Friend is Using Opioids?</td>
<td>13</td>
</tr>
<tr>
<td>How to Talk to Your Teen About Drugs</td>
<td>15</td>
</tr>
<tr>
<td>Consequences of Stigma</td>
<td>17</td>
</tr>
<tr>
<td>Stigma Fuels the Crisis</td>
<td>17</td>
</tr>
<tr>
<td>Stigma Isolates People</td>
<td>19</td>
</tr>
<tr>
<td>Stigma Discourages Treatment</td>
<td>20</td>
</tr>
<tr>
<td>Stigma Affects How Patients Are Treated by Professional Healthcare</td>
<td>21</td>
</tr>
<tr>
<td>Language Matters</td>
<td>23</td>
</tr>
<tr>
<td>Medication Assisted Treatment (MAT)</td>
<td>26</td>
</tr>
<tr>
<td>How does MAT Work?</td>
<td>26</td>
</tr>
<tr>
<td>Statistics on Use</td>
<td>27</td>
</tr>
<tr>
<td>Social Media Templates Related to Overdose</td>
<td>29</td>
</tr>
<tr>
<td>What is an Overdose?</td>
<td>29</td>
</tr>
<tr>
<td>Signs of an Overdose</td>
<td>31</td>
</tr>
<tr>
<td>How to Help Someone Who May Be Overdosing</td>
<td>32</td>
</tr>
<tr>
<td>Teen Overdose Facts</td>
<td>34</td>
</tr>
<tr>
<td>Drug Overdose Death Statistic</td>
<td>34</td>
</tr>
<tr>
<td>Gender Gap Statistic</td>
<td>34</td>
</tr>
<tr>
<td>Prescription Drugs vs. Street Drugs</td>
<td>36</td>
</tr>
</tbody>
</table>
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
    - Stigma Fuels the Crisis
    - 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** You will need a Canva Pro account to be able to modify these files.
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?
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.
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

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.
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.
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)

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:


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
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:


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
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

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

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:


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
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

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

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
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
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 #OrangeCounty

Twitter 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

Target Audience:
Youth 14-24, Providers
Choose Your Words Wisely Posts:


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:

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.

#OpioidAddiction #MedicationAssistedTreatment #YORCalifornia #OrangeCounty

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

#OpioidAddiction #MedicationAssistedTreatment #YORCalifornia

Target Audience:
Youth 14-24, Providers

Statistics on Use
Posts:

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

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

Target Audience:
Youth 14-24, Providers
Social Media Templates Related to Overdose

What is an Overdose?

Posts:

https://www.canva.com/design/DAEEt2g/S/HbZUnnwCn_w02QLZYKvz5A/view?utm_content=DAEEt2g&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
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:
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 #OrangeCounty

Twitter 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

Target Audience:
Youth 14-24, Providers
Signs of an Overdose

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

#Overdose #SubstanceAbuse #Opioid #OpioidAddiction #YORCalifornia

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.

#Overdose #SubstanceAbuse #Opioid #OpioidAddiction #YORCalifornia #OrangeCounty
**Twitter 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

**Target Audience:**
Youth 14-24, Providers

**How to Help Someone Who May Be Overdosing**

**Posts:**

![Image](https://www.canva.com/design/DAEEszOf0hk/-s7kMk6Y8MkwRT3KavYFtw/view?utm_content=DAEEszOf0hk&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)

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

#OpioidAddiction #Substance Abuse #Intervention #GoodSamaritan #YORCalifornia #OrangeCounty

Twitter 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

Target Audience:
Youth 14-24, Providers
Teen Overdose Facts

Drug Overdose Death Statistic

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

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

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

Target Audience:
Youth 14-24, Providers

Gender Gap Statistic

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

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

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

Target Audience:
Youth 14-24, Providers
Prescription Drugs vs. Street Drugs

Posts:

https://www.canva.com/design/DAEEneexQGU/DZnB7HBeo2kiPN-WZiOYJg/view?utm_content=DAEEneexQGU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

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

Instagram 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 #OrangeCounty

Twitter 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
Target Audience:
Youth 14-24, Providers