

NALOXONE

**NOW**

STAND AGAINST OPIOID OVERDOSE

NALOXONE **NOW**

**"WHAT IS NALOXONE?"** CAMPAIGN MEDIA KIT

Materials are supported fully through a State Opioid Response (SOR) grant to the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery from the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration (TI-081699).

# NALOXONE **NOW**

STAND AGAINST OPIOID OVERDOSE

**Naloxone NOW: Stand Against Opioid Overdose** is a public awareness campaign in Illinois. The objectives of this campaign are:

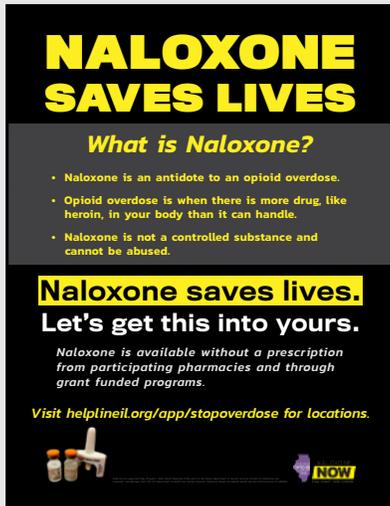
- *To inform adults 18-80 of the risks associated with illicit opioid misuse, and*
- *Increase awareness of naloxone, an antidote for opioid overdose.*

## **PHASE TWO "WHAT IS NALOXONE?"**

Naloxone is an antidote to an opioid overdose. Opioid overdose is when there is more drug, like heroin, in your body than it can handle. Naloxone is not a controlled substance and cannot be abused.

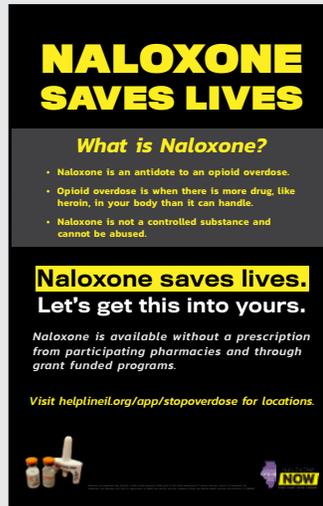
# IN-OFFICE PRINT MATERIALS

8.5 x 11 FLYER



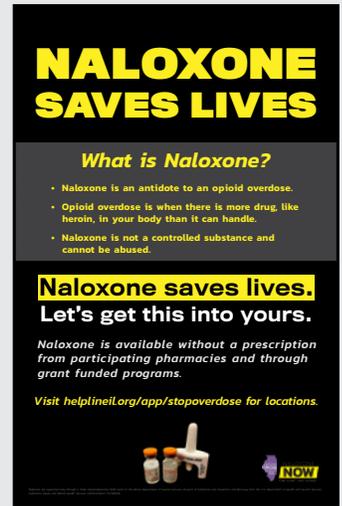
CLICK IMAGE TO DOWNLOAD

5.5 x 8.5 POSTER



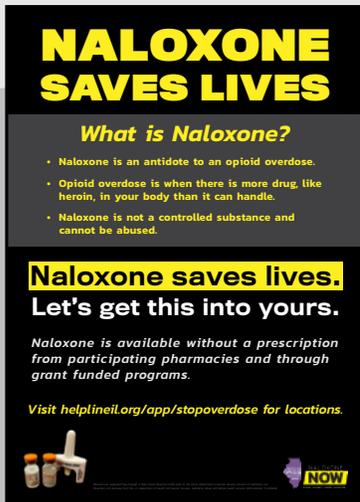
CLICK IMAGE TO DOWNLOAD

11 x 17 POSTER



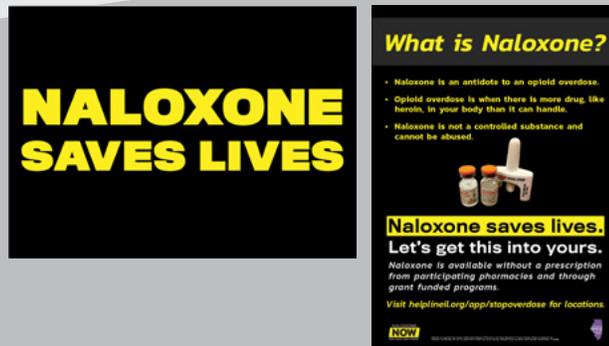
CLICK IMAGE TO DOWNLOAD

7 x 5 FLYER



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5 x 7 2-SIDED FLYER



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# SOCIAL MEDIA MATERIALS

Social Posts – Static – 1200px x 1200px



**Naloxone saves lives.**  
**Let's get this into yours.**  
*Naloxone is available without a prescription from participating pharmacies and through grant funded programs.*  
*Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations.*

NALOXONE  
**NOW**  
STAND AGAINST OPIOID OVERDOSE

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## **NALOXONE SAVES LIVES**

*What is Naloxone?*

- Naloxone is an antidote to an opioid overdose.
- Opioid overdose is when there is more drug, like heroin, in your body than it can handle.
- Naloxone is not a controlled substance and cannot be abused.

*Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations.*

NALOXONE  
**NOW**  
STAND AGAINST OPIOID OVERDOSE

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## **NALOXONE SAVES LIVES**



**Let's get this into yours.**  
*Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations.*

NALOXONE  
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## **NALOXONE SAVES LIVES**

**Let's get this into yours**  
*Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations.*

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# WEB AD MATERIALS

Medium Rectangle  
300px x 240px



CLICK IMAGE TO DOWNLOAD

Medium Rectangle  
300px x 240px



CLICK IMAGE TO DOWNLOAD

Medium Rectangle  
300px x 240px



CLICK IMAGE TO DOWNLOAD

Half Page Ad  
300px x 600px



CLICK IMAGE TO DOWNLOAD

Half Page Ad  
300px x 600px



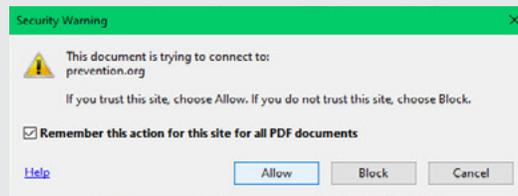
CLICK IMAGE TO DOWNLOAD



# USING THE TOOLKIT

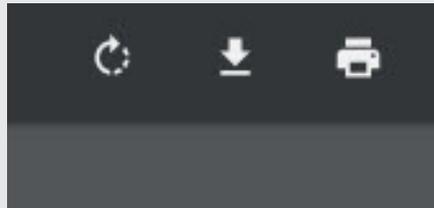
## Accessing the media content

Each image serves as a link to the selected media file. Clicking the image will open a web browser and direct you to the hosted file. The type of content selected will determine how to download the file. When clicking a thumbnail for the first time, it will trigger a permission warning because the document is trying to access the web. Select allow for the toolkit to be fully functional.



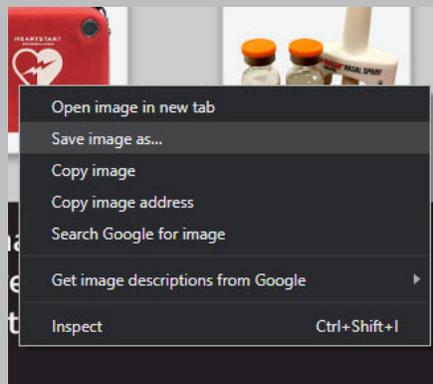
### *In Office Print Materials:*

- These files are pdf's and will open with document functions in the browser window. When moving the cursor, there will be a menu bar at the top with three buttons on the far right. To download the file, select the button in the center that looks like an arrow pointing down onto a center line. A save window will open, select a folder for the file and click 'Save' to complete the download.



### *Social Media and Web Materials:*

- These files are .png files. They're like jpeg's but interfaced for solely for web functions. Right click the image in the browser window and select 'Save Image As.' A save window will open. Select a folder for the file and click 'Save' to complete the download.



# TIPS AND TOOLS

## Using Social Media

There are four basic platform types in social media to use as targets for campaign messages. Social networking (Facebook), Microblogging (Twitter), Photo sharing (Instagram), and Video sharing (YouTube). Using social media to distribute campaign messages can be a valuable way to leverage resources. Below is a brief guide in using social media.

## Why Social Media?

In 2017, statistics show that there were 2.46 billion social media users worldwide and made up for 71% of all internet use, with that figure expected to continue to grow. It is estimated that by the end of 2019, there will be around 2.77 billion active users on social media. Any messages worth marketing must be done in these spaces to maximize visibility and reach.

## Which Social Media?

Each platform has its own dedicated userbase who may use other social media sites but tend to stick to their preferred platforms. Each platform will provide you with a specific audience so it's imperative to use them in conjunction for successful social media arm in a campaign. The big 3 are Facebook with 1.76 billion registered users, Instagram with 1 billion registered users, and Twitter with 321 million active registered users.

## Developing Messages

Framing the conversation to "Ending Opioid Misuse" vs opioid crisis or epidemic. This will help encourage action for change.

- EXAMPLE: The original tweet from CSIP refers to an #opioidcrisis rampaging America. While it is certainly true that this is a significant problem, our message is that it is a problem we can solve. In social media, we can do that by connecting to the resource and adding our message "Working to End Opioid Misuse" #EOM #NaloxoneNOW.



# TIPS AND TOOLS

## Strategizing your Social

When framing campaign messages, consistency is key to a successful social media arm of any marketing campaign. To be effective, setting reminders into your calendar/schedule for posts or using a third-party social media management to post during the platform's 'prime time' will result in much higher engagements than randomly. Different platforms are found to have different prime time for user engagement. Below we provide those times for the big 3 social media platforms.

## Hashtags

What is a hashtag? Any word or phrase without spaces, starting with # symbol. This creates an index of posts that include the corresponding hashtag. Clicking on a hashtag shows you other tweets that include that same hashtag. Popular hashtags become trending topics.

When crafting a message directly related to the efforts to the Naloxone NOW campaign objectives, include the #NaloxoneNOW and #EOM hashtags. This will allow us to be more prevalent in that conversation.

When retweeting/sharing that is relevant to the campaign, be sure to add #NaloxoneNOW and #EOM.

Click on the #NaloxoneNOW and #EOM hashtags to access partner posts for sharing. This strengthens the campaign without saturation from just one source. This also affects the algorithm on the various platforms allowing the content to reach further than the audience in your network.

## Tagging/Mentioning

What is tagging/mentioning? @(name of organization or individual) Whomever you tag/mentioned will be notified. Tagging is used in Facebook and Mentioning is used in Twitter. This creates a link, so people can click & learn more. This is used to ask a question, thank someone, or highlight their content.

- Consider including Illinois and local partners in the message (Twitter) by using the @ symbol so that they can easily retweet

EXAMPLE: Seeing the Whole Elephant... Thank you, Maria Bruni @ILHuman Services for sharing the critical role of collaboration as we work to end opioid misuse. #EOM #NaloxoneNOW

# TIPS AND TOOLS

## Facebook:

Users log in to Facebook on mobile devices and desktop computers, both at work and at home. Use heavily depends on the audience.

- During the week the best time to post is 1-4 p.m., when clickthrough rates have shown to be at their highest.
- Specifically, 12-1 p.m. is prime time on Saturday and Sunday.
- During the week, the same goes for Wednesday at 3 p.m., as well as Thursday and Friday between 1-4 p.m.
- The worst times are weekends before 8 a.m. and after 8 p.m.

## Instagram:

Instagram is for use on mobile devices. Half of U.S. users use the app daily, with more content engagement during off-work hours than during the workday.

- In general, the best times to post on Instagram are on Monday and Thursday, at any time other than 3-4 p.m.
- The best time to post videos or animated graphics is 9 p.m.-8 a.m., on any day.
- Hashtags on Instagram can be combined with up to 20 other corresponding hashtags to maximize visibility in multiple topic streams.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

## Twitter:

Like Facebook, Twitter users are on both mobile devices and desktop computers at work and at home. Audience determines use -- but people often treat it like an RSS feed, and something to read during down times on commutes, breaks, and so on.

- Good times to tweet average around 12-3 p.m., with peaks at 5 p.m., correlating with evening commutes.
- Weekdays show a stronger performance, though some niche markets might have active weekend audiences.
- Schedule postings for 8 a.m., noon, 3 p.m., or 5-6 p.m.
- Some outlets have reported success on Mondays between 8-9 a.m., correlating with morning commutes.

# TIPS AND TOOLS

## Framing the Message

Think of social media platforms like interstates on the information highway. When traveling on the highway, we see many different signs and billboards sending us messages. Those signs and billboards only have seconds to make an impact and drive their messages home. The same goes for employing infographic “memes” on social media. Some signs are more complex than others due to the depth of the message needing presented while others are simple for compounding on spirit of the message or brand. Some ways to use the assets on social media:

- If the graphic is simple in design or vague with information, use the post or image caption to relay the more in-depth message, hashtag, and/or web links.
- If the graphic is more complex in design, or is filled with information, use the post or caption to double down or simply link to outside sources or simply post with the corresponding hashtag.

## Sample Posts:

Here are some framed messages that can be used with the social posts of this media kit.

- What is Naloxone? Naloxone is an antidote to an opioid overdose. Opioid overdose is when there is more drug, like heroin, in your body than it can handle. Naloxone is not a controlled substance and cannot be abused. #NaloxoneNOW #EOM
- Naloxone is available without a prescription from participating pharmacies and through grant funded programs. Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations. #NaloxoneNOW #EOM
- What is Naloxone? Naloxone is an emergency tool used to reverse the effects of an opioid overdose from drugs such as Heroin and Fentanyl. Naloxone is available without a prescription from participating pharmacies and grant funded programs. Naloxone saves lives. Let's get this into yours. #NaloxoneNOW #EOM

Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations.

- Do you know someone who's at risk for an opioid overdose? Having Naloxone readily available during an opioid overdose can be the difference between life and death. Naloxone is an emergency tool that acts as an antidote to opioids such as Heroin and Fentanyl in the event of an overdose. Naloxone is not a controlled substance and cannot be abused. Naloxone saves lives. Let's get this into yours. Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations. #NaloxoneNOW #EOM
- Do you know someone who's at risk for an opioid overdose? Having Naloxone readily available during an opioid overdose can be the difference between life and death. Naloxone saves lives! Let's get this into yours. Naloxone is available without a prescription from participating pharmacies and through grant funded programs. Visit [helplineil.org/app/stopoverdose](http://helplineil.org/app/stopoverdose) for locations. #NaloxoneNOW #EOM