



# Partner Toolkit

## Supporting Overdose Prevention Efforts Across Illinois

Thank you for being a valued partner in advancing health and safety in communities across Illinois. We're excited to share the **A Dose of Truth Partner Toolkit**—a curated collection of evergreen materials (*resources that remain relevant and shareable over time*) that support our shared mission of preventing opioid overdose across the state.



## Why This Toolkit Matters

[A Dose of Truth](#) is a statewide public awareness campaign focused on reducing opioid overdoses by delivering relevant and actionable information, like where to access free Naloxone and how to use it. These messages are especially important for those most at risk of overdose, including individuals your organization supports.

By sharing this content, you can leverage ready-to-use, high quality materials to enhance your services and help get accurate, potentially life-saving information into more hands.

## What's Included

- **Print-Ready Materials (English & Spanish)**  
Click on the blue links on the following pages to download materials that can be printed and strategically displayed in public spaces, clinics, community hubs, or distributed directly to at-risk populations. We encourage wide distribution within your available budget and capacity.



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## Double-Side Coaster (English)



## Double-Sided Coaster (Spanish)



## 5" x 7" Clings/Handouts (English)



## 5" x 7" Clings/Handouts (Spanish)



## 3" x 5" Sticker/Cling/Handout (English)



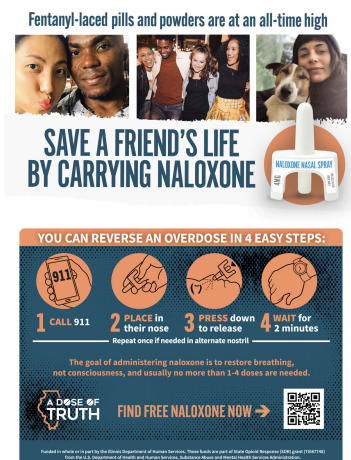
## 3" x 5" Sticker/Cling/Handout (Spanish)





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## 17" x 22" Poster (English)



## 17" x 22" Poster (Spanish)



- **Social Media Sharing Opportunities**

Follow and re-share or engage with content from A Dose of Truth on the channels below:



[/ADoseofTruthIL](https://www.facebook.com/ADoseofTruthIL)



[@adoseoftruthil](https://www.instagram.com/adoseoftruthil)

Evergreen content will be published every **Monday at 8 am**, from **August 25, 2025 through March 23, 2026**.

### Why Share?

- **Extend Your Impact:** Help your audience access critical health information that aligns with your mission.
- **Save Time:** Take advantage of our ready-made content to keep your feed active and informative.
- **Mutual Visibility:** We'll like, share, and engage with your posts in return, boosting both of our online presence.

**Thank you for your partnership and commitment to protecting Illinois communities!**  
For more guidance, check out the next page or contact [Lauren.Bozarth@prevention.org](mailto:Lauren.Bozarth@prevention.org).





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## Appendix: Best Practices for Sharing Public Awareness Campaign Content

Here are recommended strategies for community engagement and message amplification to help you make the most of this toolkit or other public health campaigns.

### 1. Strategic Placement of Print Materials

Know your community's traffic patterns and gathering places to maximize visibility of A Dose of Truth materials.

#### Placement tips:

- Ask permission before placing materials in businesses or organizations
- Choose eye-level locations where people naturally pause or wait

### 2. Effective Social Media Resharing

When resharing A Dose of Truth posts, add a caption with local context and personal touches to increase engagement.

#### Caption strategies:

- Include local data relevant to the message
- Mention specific services you provide or relevant events related to the post (ex: Naloxone distribution or training)
- Use local hashtags alongside #ADoseOfTruthIL

### 3. Tracking and Measuring Your Impact

Monitor how your local amplification efforts are performing to optimize your approach.

#### Simple tracking methods:

- **Material distribution logs:** Track locations and quantity of materials distributed
- **Social media engagement:** Note which of your reshared posts get the most local engagement (likes, shares, comments)
- **Community response:** Document any increase in people accessing your services or anecdotal feedback after campaign sharing

### 4. Maintaining Brand Integrity

When sharing materials, please don't alter the core messages or design.