

# EVENT SUPPORT KIT

TIME TO  
REMEMBER.  
TIME TO ACT.

A Penington Institute Initiative

 PENINGTON  
INSTITUTE

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# THANK YOU FOR CHOOSING TO SUPPORT INTERNATIONAL OVERDOSE AWARENESS DAY

**You are helping to create awareness about overdose prevention and support to families and friends who have lost loved ones to overdose. People lost due to overdose are not just statistics – they are people who are loved.**

The tragedy of overdose is far too frequent but it can be prevented.

Overdose prevention, education and recognition play a crucial role in saving lives.

Thank you for getting involved.

01.

# GETTING INVOLVED

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## **BE PART OF THE CHANGE**

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# **YOU CAN BECOME PART OF THE CHANGE.**

**By planning an event, you are taking action to help prevent overdose fatalities. You may choose to help educate people who use drugs, friends, families and the community about the signs of overdose and how to respond effectively. Or you may choose to support those who have lost a loved one to overdose by enabling them to honour and remember that person's life, what they loved about them and what they think about them.**

Organising an event, even if it is the first time you are doing one, is not as complicated as you might think.

Your event can be as big and elaborate or as small and intimate as you would like – just do it your way. It can even be held online. By bringing your community or even just a few of your friends and supporters together, you can create change.

This support kit will provide you with everything you need to plan and run your own event. The team at Penington Institute has also produced lots of resources to help you to promote your event and make it a memorable experience for yourself and everyone who attends.

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**Don't have the time to plan an event? There are still loads of other ways that you can be involved by donating to support International Overdose Awareness Day, engaging on Facebook and Twitter or by partnering with a local organisation! Read on to find out how.**

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## MAKING A DIFFERENCE

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### THIS CAMPAIGN BRINGS MUCH-NEEDED ATTENTION TO THE GLOBAL OVERDOSE CRISIS

**Together, communities, families, people who use drugs, government officials, international organisations, businesses and policy makers come together in a shared effort to reduce the tragedy of overdose.**

The goals of International Overdose Awareness Day are:

- To **call for change** in drug policies around the world to reduce the overdose toll
- To **remember** the people who have lost their lives to overdose
- To **acknowledge** the grief felt by the friends and family members left behind
- To **end** the stigma of drug-related deaths

#### WHAT CAN YOU DO TO HELP?

On or around 31 August, you can hold an event to promote awareness in the community in relation to overdose.

Events – large or small – can be really effective in increasing community understanding about the issues around safe drug use. Events provide a safe space for families to mourn the loss of their loved ones. Events also provide a great opportunity for communities to come together, learn and support each other.

The team at Penington Institute can provide you with a list of organisations in your local area that are holding International Overdose Day Awareness events. These local groups always need assistance with several tasks or might want to partner with other organisations for their event. This is another way that you can choose to be involved. Your support and involvement is crucial to highlight the significance of overdose prevention.

**Social media is an important part of our campaign. Connect with the campaign on social media to learn more about how you can make a difference and raise awareness of overdose:**



02.

# GETTING STARTED

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## PLANNING YOUR EVENT

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### BEFORE YOU GET INTO THE FINER DETAILS, HERE ARE SOME IMPORTANT THINGS TO DO:

**1. Decide what type of event to hold:**

Whether it is a memorial or vigil, overdose education, fund-raising or something else, consider what type of event you want to hold. This will help to determine what you will need to make your event successful.

**2. Understand your responsibilities:** If you are the person planning the event, much of the responsibility might be on your shoulders. Do you know about relevant local rules and laws, safety protocols, or compliance with local authorities? If you are holding an event online, have you set it up correctly using accessible technology? It is important to answer questions like these before going any further.

**3. Start your planning:** The event support kit is designed to help your event be as successful and meaningful as possible – no matter how big or small. The International Overdose Awareness Day team at Penington Institute is here to help you so please contact us if you have any queries.

**4. Register your event and spread the word:** Help our campaign and turn your event into a reality by registering it on the campaign website. This will help people in your area find events near them. Many people also create Facebook events and other materials like posters to get the word out about their events.

## SUPPORT FROM THE PENINGTON INSTITUTE TEAM

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### DOWNLOADABLE RESOURCES

Our campaign team has prepared many different types of resources to support your event. This includes important fact-sheets, colourful and educational posters, and advocacy resources to create change in your community.

### PROMOTING YOUR EVENT

Our team is always happy to promote a good International Overdose Awareness Day event, so get in touch. We promote events using our social media channels, email database as well as our networks with regional partners to promote events. Make sure to register your event and connect with us on social media.

### CONNECTING WITH LOCAL GROUPS

Event organisers like you are always on the look out for support staff and volunteers. Should you wish to partner with another organisation or be of assistance to their plans, please contact us to ask about details of events in your area. Working with them could also be an option should you wish be involved in the day but do not have the time or resources to plan your own event.

### MERCHANDISE

Buying International Overdose Awareness Day merchandise and handing it out at your event is a great way to increase awareness and promote our campaign. You can buy badges, wristbands and lanyards from our website. Order ahead of time to make sure your merchandise arrives in time for your event.

### TRIBUTES

Sharing a tribute is a beautiful way to remember a lost loved one. Post a tribute on the International Overdose Awareness Day website or, if you also want to share a photo, via the [Overdose Tribute Instagram page](#).



od Status carefully Composed since 2002



31 AUGUST

INTERNATIONAL  
OVERDOSE  
AWARENESS DAY

SOMEONE'S  
BEST FRIEND

TIME TO  
REMEMBER.  
TIME TO ACT.

 International Overdose  
Awareness Day

# MOONDAY THE WEEKEND MOVES ON...

EVERY MONDAY DEEP-TECH-HOUSE

04-05-15 SUN IAMO | YOSH HUIZER

03.

# YOUR EVENT

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# PLANNING YOUR EVENT

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## EDUCATE AND RAISE AWARENESS

Invite a guest speaker to address a crowd. Teach people how to use life-saving naloxone by holding a demonstration event. Create a positive vision of health and wellbeing by organising a walk, run or ride for your community. Provide a safe, well-lit and surfaced area for people to undertake these activities, eventually converging to commemorate and learn more about overdose and its prevention. You can cover your costs by charging a small fee.

## MEMORIALS AND VIGILS

Memorial events help us remember our lost loved ones, share stories, and bring people together. This is also a good way to provide information to the community about symptoms, prevention and naloxone including overdose awareness and prevention training. Other memorial events could include tree planting, banner signing, ribbon tying, tribute writing, or the creation of memorial art.

## FAITH-BASED EVENTS

Faith-based International Overdose Awareness Day events can bring the community together to remember the lives lost to overdose. Many in the community are motivated by faith and might seek support from avenues that reflect these values. Prayer meetings, lighting candles in remembrance of their loved ones, singing hymns and songs, could form elements of a faith-based event. You can also take advantage of local faith leaders who can promote overdose prevention messages as well as nurture a supportive environment for people who use drugs and their loved ones.

## COMMUNITY EVENTS

Community events are a great way of getting everyone in your local area involved – anything from small and fun bowling games, bingo nights to music concerts, lunch/dinner with raffles can make for a great International Overdose Awareness Day event. You can make it as simple or as elaborate as you wish depending on the time and resources you have available. Something as enjoyable as a community meal can bring locals together to learn about overdose and share memories with others.

## WORKPLACE EVENTS

Your workplace is a great way to spread the word about overdose awareness and prevention. Hold a morning/afternoon tea with information on safer use of drugs and overdose prevention. If you can, find someone to present education on safer use of drugs. This not only creates a healthier, more accepting work environment that de-stigmatises drug use but enables people to talk about the challenges and losses that they have suffered while coping with overdose.

## DIGITAL EVENTS

Holding events online is an increasingly popular and practical way support the International Overdose Awareness Day campaign. Almost any kind of event – awareness or education raising, a vigil or memorial, or something that brings the community together – can be held online. Check out our [Digital Campaign and Event Guide](#) for more details.

**If you have event ideas that you would like to organise, please do share with us!**

# PROMOTE YOUR EVENT

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**Don't forget to promote your event within your community and networks. It enables people to become involved and promote greater awareness about overdose prevention. Promoting your event within your own networks will go a long way.**

Here are some templates you can use to promote your event.

## EMAIL

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### SAMPLE TEXT FOR 'SAVE THE DATE' EMAIL TO FRIENDS, FAMILY AND OTHER CONTACTS

**Subject:**

Save-the-date: International Overdose Awareness Day

**Content:**

*Each year, hundreds of thousands of people around the world are lost to overdoses. Others survive but suffer permanent injury, with devastating impact to their families and friends.*

***[insert name of town/city]** is not immune. You may have been affected in some way. It could easily happen to someone you love.*

*For too long, the overdose crisis has been hidden in the shadows. International Overdose Awareness Day provides an opportunity for us to talk about and prevent overdose in our community. Knowing the real facts about drugs and what to do when you see someone experiencing an overdose saves lives. International Overdose Awareness Day events that aim to educate our communities about drugs can really help. **[insert your name or organisation name]** are playing our part to support the day with a **[insert event details, e.g. candlelight vigil]** on **[insert event***

*date]* at **[insert event time]**. The event will help you understand how overdose affects us all and how you can make a difference. **[if required insert further description of your event that encourages people to attend]**.

**Event Details:**

Insert event location

Insert any entry fees or donation details

\*if applicable\*

Insert contact details

Insert silver badge details / wristband

*This is your opportunity to help make **[insert name of town/city]** remember and recognise the loss we have all suffered. Come and share your most important reason for making it a safe and healthier community.*

*We hope to see you at our event!*

**[insert signature block]**

**[insert [www.overdoseday.com](http://www.overdoseday.com)]**

**[insert Twitter @OverdoseDay]**

**[insert Facebook /**

**InternationalOverdoseAwarenessDay]**

## PROMOTE YOUR EVENT (CONTINUED)

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### RADIO & PODCASTS

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#### SAMPLE TEXT FOR LOCAL RADIO ANNOUNCEMENTS

*“Everyday, we see lives around us being changed and lost to overdose. Overdose does not discriminate – it could be you or someone you love, a friend, colleague or your neighbour.*

*This year on International Overdose Awareness Day, **[insert town/city]** needs your support.*

*Get involved to prevent the tragedy of overdose. Knowing the drugs you take, its effects on your body and how to prevent overdose does make all the difference.*

*Join us on **[insert date of event]** at **[insert times]** at **[insert location of event]** for a **[insert nature of event]**.*

*Come join us to understand how this affects each one of us. Come join us to remember the loved ones we have lost. It's time to Remember. It's time to Act.”*

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### GETTING ACTIVE ON SOCIAL MEDIA

**Connect with us on our social media channels and feel free to share the resources we create and the content we will post in the run-up and on August 31st. Share stories, pictures and event tips to help others make a success of their event too. We would love to hear from you and see what you are doing!**

Stay connected through our social media channels as we will release International Overdose Awareness Day banners and images that you can use on your pages and share with your followers and friends.

Should you wish to tweet a personalised message promoting your event, please use #OverdoseAware or #EndOverdose and if possible, include @OverdoseDay. This will help us promote your event globally!

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#### SAMPLE TWEETS

*This @OverdoseDay help us prevent overdose fatalities in **[insert town/city]**. Attend your local event **[insert hyperlink to International Overdose Awareness Day events page]** #OverdoseAware*

*Overdose does not discriminate & families in **[insert town/city]** need your support. Attend a **[insert nature of event e.g. candlelight vigil]** this @OverdoseDay. For more info **[insert hyperlink to International Overdose Awareness Day events page]** #OverdoseAware*

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Create Page

- Recent
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- 2014
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- 2012
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31 AUGUST

INTERNATIONAL  
OVERDOSE  
AWARENESS DAY

31 AUGUST



TIME TO  
REMEMBER.  
TIME TO  
ACT.

Timeline About Photos Reviews More

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ABOUT

Melbourne, VIC

(03) 9650 0699

Typically replies within a day  
Message Now

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

PHOTOS

Status

Write something on this Page...



International Overdose Awareness Day  
5 hrs ·

Posting a tribute can be a powerful way to remember a loved-one. To make a tribute visit: <http://overdoseday.com/tributes/post-a-tribute/>

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reness

International Overdose Awareness Day | Post a Tribute

Remembering those who have died – or been injured – because of overdose is an important part of International Overdose Awareness Day. If you...

OVERDOSEDAY.COM

Like Comment Share

04.

# TOOLS & RESOURCES

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## EVENT CHECKLIST

**This event checklist provides you with a plan to ensure that your International Overdose Awareness Day event is well-organised and within budget. Use our activity planner, attached here, as a guide to help you stay on track. We have listed our top tips that will help you run your event smoothly and as successfully as possible.**

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### PLAN YOUR EVENT

- Choose venue/locations
- Allocate committee or group of friends/staff who can help you with the event
- Set objectives for event – fundraising, awareness raising or memorial
- Set budget or financial goal (if fundraising)
- If you're holding a digital event, decide which platform (e.g. Facebook, Zoom, Skype) you will use
- If you're holding a digital event, have you invited people? Have you checked if the technology works?
- Register your event with us
- Check International Overdose Awareness Day website to download promotion materials

### VENUE AND OTHER LOGISTICS

- Consider weather conditions – outdoor versus indoor venue
- Negotiate prices for venue based on your event requirements (if applicable)
- Source and book catering (if applicable)
- Read all contractual obligations (terms and conditions)
- For outdoor events, please ensure you check that the area is secure and safe. It might also be beneficial to have an alternate plan in the case of bad weather (for example an indoor venue with clear plan to redirect people in and out)
- Determine what audio-visual equipment you will need (laptop, projector, sound system, microphone, TV and DVD player etc) and if any of these are provided free of charge by the venue (or by the local community)
- Check venue/area for safety hazards, fire exits and availability of a first-aid kit
- Ensure venue/area as well as washroom facilities are well lit and wheelchair accessible
- Ensure that parking requirements are adequate

## EVENT CHECKLIST (CONTINUED)

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### PROMOTION

- Get in touch with your local media – local newspaper, community magazines and radio station and know their deadlines
- Source local business support and/or sponsorship for catering, printing and other requirements
- Source ambassadors in local area if required, encourage people to share their stories in their community
- Use International Overdose Awareness Day supplied material to write to local councils and politicians to create awareness about overdose and its prevention
- Send invitations and emails to friends and supporters to attend event
- Use social media and emails to encourage friends and supporters to attend event, retweet and share content from International Overdose Awareness Day's social media pages to spread awareness
- Seek permission and post or handout flyers in local shopping and community areas, schools, workplaces and cafes

### THE DAY OF YOUR EVENT

- Talk about why overdose awareness and prevention is important to your community!
- Print suitable handout materials for attendees (e.g. fact sheets, posters)
- Prepare a task list for yourself and your team
- Provide event runsheet to volunteers to inform them of what happens when
- Obtain photography/video consent from attendees before commencing event
- If collecting donations, ensure that you provide receipts for every donation (at the event or collect address to mail them the receipt) and that you have a safe place to store donations
- Remember to enjoy the event – know that you are making a big difference!

### AFTER YOUR EVENT

- Do not forget to thank everyone who has helped you plan, organise and manage your event
- Send a follow-up email/communication to all attendees to share with them the impact of your event if you know who they are
- If you have collected a list of attendees and have their prior consent to collect and forward their details, please send this list to us as we will then ensure that they are sent communication from us in the future regarding any new activities, events, developments, news and ways they could be involved
- Send us your photos and event experiences. We want to celebrate your successes and show the breadth of International Overdose Awareness Day around the globe. Stories help us motivate future event organisers and inform them about the impact of your event.





CONTACT US FOR MORE  
INFORMATION OR VISIT  
[WWW.OVERDOSEDAY.COM](http://WWW.OVERDOSEDAY.COM)

**INTERNATIONAL OVERDOSE  
AWARENESS DAY**

**c/- Penington Institute**

95 Drummond Street  
Carlton VIC 3053 Australia

**Email** [info@overdoseday.com](mailto:info@overdoseday.com)

-  [InternationalOverdoseAwarenessDay](https://www.facebook.com/InternationalOverdoseAwarenessDay)
-  [OverdoseDay](https://twitter.com/OverdoseDay)
-  [OverdoseAwarenessDay](https://www.instagram.com/OverdoseAwarenessDay)
-  [Overdosetribute](https://www.instagram.com/Overdosetribute)

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