



2024 INTERNATIONAL OVERDOSE AWARENESS DAY CAMPAIGN GUIDE



International Overdose
Awareness Day
31 August

“TOGETHER WE CAN”

2024 IOAD CAMPAIGN GUIDE

ABOUT THE INTERNATIONAL OVERDOSE AWARENESS DAY 2024 THEME: “TOGETHER WE CAN”

No one should stand alone in our fight to end overdose. While every individual action matters greatly, coming together as an international community creates a powerful collective action. One that moves us with greater speed toward our shared goal of preventing, and ultimately, ending all overdoses.

Through our 2024 theme, “Together we can” we’re highlighting the strength of coming together and standing in support of those connected to the tragedy of overdose.

For people who use drugs and those who don’t. For heartbroken friends and family members of lost loved ones. For activists who fight for sorely needed policy reform. For healthcare and harm reduction workers. For tireless advocates. Overdose can affect anyone, and we encourage you to remember the tenacity of our community. Lean into the power that we can have when we work together.

This August 31, reach out and connect with others in your local community and join the global IOAD movement. Our collective voices are stronger, louder, and the most impactful when brought together.

Let’s remember, together, we can end overdose.

[#TogetherWeCan](#) [#EndOverdose](#) [#IOAD2024](#)



For more guidance and resources to support your advocacy around ending overdose, visit our website:
overdoseday.com

“TOGETHER WE CAN”

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IDEAS TO INCORPORATE THE 2024 IOAD THEME INTO YOUR EVENT OR ACTION

1. Reach out to other groups and organizations in your community and collaborate on your event or planned actions to have bigger impact.
2. Share posts on social media encouraging others in your community to take part in IOAD, using the hashtags [#TogetherWeCan](#) [#IOAD2024](#)
3. Think about people in your community who may feel alone in their fight to end overdose and invite them into your planning or activities. Overdose affects more people in our communities than we first realize.
4. Consider ways you can connect the “Together we can” theme to your focus and goals in your campaign communications, activities, and event concept. For example:

Together we can...

- ... learn how to respond to an overdose
- ... spread overdose prevention messages
- ... remember our missed loved ones
- ... make change!

ABOUT INTERNATIONAL OVERDOSE AWARENESS DAY

International Overdose Awareness Day (IOAD), observed annually on August 31st, is a campaign to end overdose, remember without stigma those who have died and acknowledge the grief of family and friends left behind.

The awareness day was first started in Melbourne in 2001 and the campaign has been convened by [Penington Institute](#) since 2012 after being transferred from the Salvation Army.

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