

# Manitoba Harm Reduction Network

## Overdose Awareness Day Planning Kit

International Overdose Awareness Day (IOAD) is a global event held on August 31st each year and aims to raise awareness of overdose and reduce the stigma of a drug-related death. It also acknowledges the grief felt by families and friends remembering those who have met with death or permanent injury as a result of drug overdose. Please join us in spreading the word about Overdose Awareness Day!

<https://www.overdoseday.com>

There are several ways you can participate! Share posts on social media, participate or share our t-shirt fundraising campaign or plan an event of your very own! We compiled some information to make it easy!

### T-shirt Campaign

Starting August 1st the Manitoba Harm Reduction Network will be selling limited edition t-shirts through an online portal. A link will be sent out on August 1.

### Pins and Stickers

Organizations can distribute “I <3 someone who uses drugs” buttons and stickers.

Pins can be ordered here: <https://sixcentpress.com/>

Stickers can be ordered here: <https://www.stickercanada.com/> (select square vinyl sticker in desired size)

Graphic for stickers and pins:

# I ❤️ SOMEONE WHO USES DRUGS

## Social Media

Below are our recommended social media posts leading up to Overdose awareness day.

Post these on your organization's social media or visit the MHRN's social media sites to share our posts.

Facebook: <https://www.facebook.com/The595PreventionTeam>

Twitter: <https://twitter.com/mbhrn>

You can find more at:

<https://www.overdoseday.com/resources/downloadable-resources/#social>

## Monday August 28th

Did you know?

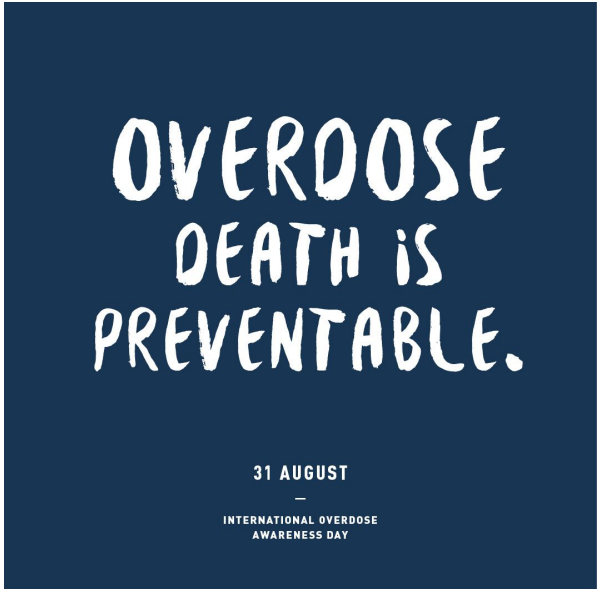
There is new legislation in place to protect YOU if you call 911 in case of an overdose. The new Good Samaritan Drug Overdose Act means that you won't be charged with drug possession if you call for help. It also protects you if you are in breach of parole, pre-trial release, a probation order or a conditional sentence. It applies to everyone seeking emergency help during an overdose, including the person overdosing. Getting emergency help can save a person's life.

<https://www.canada.ca/en/health-canada/services/substance-abuse/prescription-drug-abuse/opioids/about-good-samaritan-drug-overdose-act.html>



Tuesday August 29th

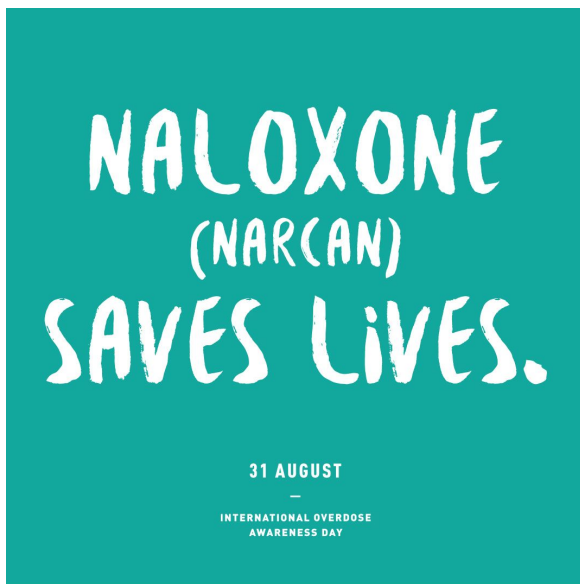
Overdose death IS preventable! Drug policy and prohibition contribute to high overdose rates and other human rights issues. Advocate today for the decriminalization of drug use, and ending the war against drugs and the people who use them!



Wednesday August 30th

Naloxone saves lives! It is a safe and effective drug that temporarily reverses the effects of an opioid overdose. If you're at risk for an overdose, you can get a free take-home-naloxone kit and get overdose recognition and response training at over 40 distribution sites across

Manitoba and in many First Nations Communities. Find out where to get your kit at [http://streetconnections.ca/content.php?navigation\\_id=2294](http://streetconnections.ca/content.php?navigation_id=2294)



## Thursday August 31

Every community has been impacted by overdose, from deaths to permanent injury. Overdose doesn't discriminate - people from all walks of life are affected, from first time to experienced users, from those who use casually and infrequently to people who use daily.

We have the power to prevent overdose harms, through evidence based-harm reduction initiatives like naloxone programs and supervised consumption sites, and through changing legislation that stigmatizes and criminalizes people who use drugs, isolating them and pushing them to unregulated drug markets where you can never know exactly what you're getting.

Speak up now, act with courage, demand change. We all love someone who uses drugs.



## Traditional Media

Develop a press release about Overdose Awareness Day to be sent to media outlets on Monday, August 28. MHRN will develop a template press release that will be provided to network members for customization.

Develop an op-ed to submit to your local newspapers and/or contact journalists to pitch an article about Overdose Awareness Day.

## Interested in Planning an Event?

Check out this overdose awareness day event planning kit:

[https://www.overdoseday.com/wp-content/uploads/PEN727\\_IODAD\\_EventOrganisersSupportKit2017.pdf](https://www.overdoseday.com/wp-content/uploads/PEN727_IODAD_EventOrganisersSupportKit2017.pdf)

Some Canada Specific Ideas Include:

## Publicizing the Good Samaritan Law

This could be as simple as printing out and distributing the leaflets attached to this email! Or talking about the legislation at one of your regular groups or activities.

Some ideas include

1. Connecting with RCMP/local police services for a lunch and learn or training on the legislation
2. Doing training for peers/community that includes Good Samaritan Legislation
3. Outreach style handing out of postcard about Good Samaritan Legislation

Some background on the Good Samaritan Legislation:

The Good Samaritan Drug Overdose Act provides some legal protection for individuals who seek emergency help during an overdose. The act became law on May 4, 2017.

The act can protect you if you are in breach of the following conditions under section 4 (1) of the Controlled Drugs and Substances Act:

- parole
- pre-trial release
- probation orders
- simple possession

- conditional sentences

The Good Samaritan Drug Overdose Act applies to anyone seeking emergency support during an overdose, including the person experiencing an overdose. The act protects those who either stay or leave from the overdose scene before help arrives.

The act does not provide legal protection against more serious offences, such as:

- outstanding warrants
- production and trafficking of controlled substances
- all other crimes not outlined within the act

<https://www.canada.ca/en/health-canada/services/substance-abuse/prescription-drug-abuse/opioids/about-good-samaritan-drug-overdose-act.html>

## Organizing a Naloxone Distribution Event

Partner with the a health region or pharmacy in your region to host a naloxone training and distribute kits to the people that need them most! A list of distribution sites for the Manitoba take home naloxone program can be found here:

[http://streetconnections.ca/content.php?navigation\\_id=2294](http://streetconnections.ca/content.php?navigation_id=2294)

If you have health care professionals on staff, you may be eligible to become a naloxone distribution site. Download the site criteria here:

<http://www.manitoba.ca/fentanyl/service-providers.html>

### Background on Naloxone:

Naloxone is an antidote to opioid overdose. During an overdose, it can be injected into a muscle. This can temporarily reverse the effects of opioid drugs. Naloxone has no effect on drugs that are not opioids.

People who are at risk of opioid overdose may access free take-home-naloxone kits and get overdose recognition and response at participating distribution sites.

## Hosting an Overdose Intervention Training in your Community

If you can't distribute Naloxone you can still save lives by sharing information about what to do in case of overdose.

Manitoba's training manual can be found here:

[https://www.gov.mb.ca/health/publichealth/docs/training\\_manual\\_overdose.pdf](https://www.gov.mb.ca/health/publichealth/docs/training_manual_overdose.pdf)

An online, interactive training course can be adapted for a live training or group activity:

<http://towardtheheart.com/naloxone-course/>

## Want to Attend an Event?

In Winnipeg: A memorial at the leg, hosted by parents of people who have been lost due to overdose is being organized. More information will be available soon.

This section will be updated as we receive details about other events in the province. If you are planning an event, please send the details to [anlina@the595.ca](mailto:anlina@the595.ca). They will be added to this list and promoted on Facebook.