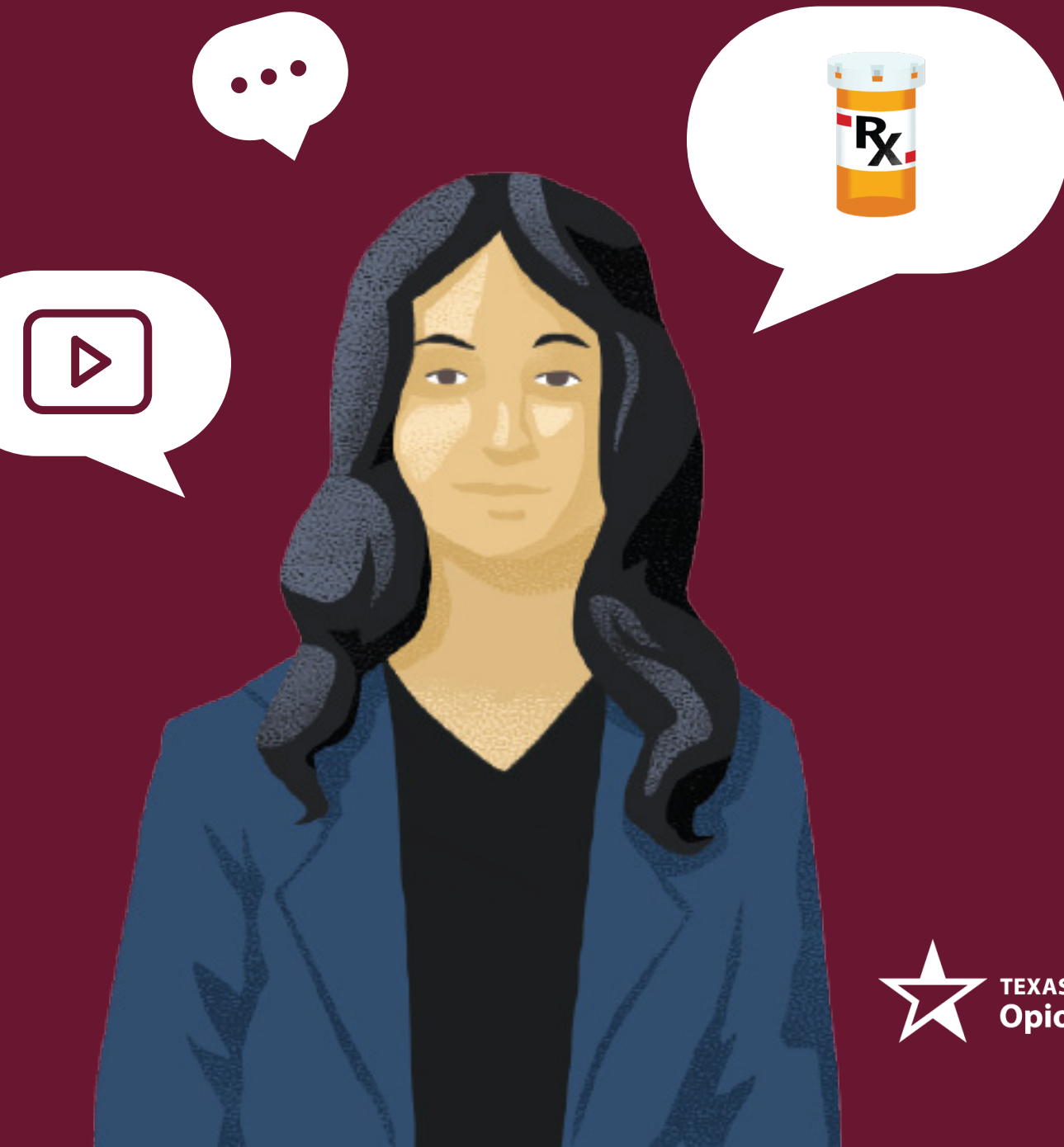


TOOLKIT

Social Media and Blog Post Guides



TEXAS TARGETED
Opioid Response

Table of Contents

| | |
|---------------------------|----|
| Introduction | 03 |
| Social Media | 04 |
| What are Opioids Blog | 07 |
| Get Help Blog | 08 |
| What is Naloxone Blog | 09 |
| Stigma Blog | 10 |
| Opioids Crisis Facts Blog | 11 |

Social Media and Blog Post Guide

This guide includes a curated list of social media topics, images and captions to aid community leaders and organizations in distributing information about how community members can play a part in addressing prescription opioid misuse.

Pre-written blog posts on a similar range of topics are also included.

This content can be used as is or expanded to include additional information relevant to your community. Citation is required wherever this copy is utilized and any additional copy that appears in a post and is not included in this document must be indicated as such.

Suggested Citation:

Texas Health and Human Services Commission. (2022). *Texas Targeted Opioid Response Social Media and Blog Post Guide*. txopioidresponse.org.

Social Media Posts

| Topic | Copy | Images |
|---|---|--|
| 1. Understanding State Programs | The opioid crisis is a big priority for Texas. Check out how Texas is working to prevent opioid use disorder and overdose at txopioidresponse.org . #TxOpioidResponse | <p>High-quality images have been shown to increase user engagement on social media.</p> <p>Click here to download free images numbered to correspond with each post.</p> |
| 2. Where can I find help? | Help is available. Get started on a path to treatment and recovery. Find a list of resources at txopioidresponse.org . #TxOpioidResponse | |
| 3. How to support friends/family | Supporting someone struggling with opioid addiction can go a long way. Help them find resources to get started on a path to treatment and recovery. Find more information and resources at txopioidresponse.org . #TxOpioidResponse | |
| 4. Protect yourself | Protect yourself and your family. Learn what you can do to prevent prescription opioid misuse and overdose at txopioidresponse.org . #TxOpioidResponse | |
| 5. Naloxone | Naloxone can reverse an overdose as it's happening and save someone's life. It's available at TX pharmacies without a prescription. Learn more about how to get and use naloxone at txopioidresponse.org . #TxOpioidResponse | |
| 6. Stigmatizing language | Addiction is a disease, not a moral failing. There's a better way to talk about addiction. Learn how: txopioidresponse.org/opioid_crisis | |

Social Media Posts

| Topic | Copy | Images |
|---|---|--|
| 7. Talking About Substance Use Disorder | <p>Saying something can save someone's life. Talking about opioid addiction can be challenging, but it's the first step toward better health.</p> <p>Learn how to protect yourself and your loved ones at txopioidresponse.org. #TxOpioidResponse</p> | <p>High-quality images have been shown to increase user engagement on social media.</p> <p>Click here to download free images numbered to correspond with each post.</p> |
| 8. Talking About Substance Use Disorder | <p>Use "I" statements when talking with a loved one about substance use to minimize defensiveness: "I feel scared when you stay out all night with your friends."</p> <p>Life-saving conversations begin with a few words. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | |
| 9. Talking About Substance Use Disorder | <p>One way to address substance use with a loved one is to share concerning changes you've noticed. Help them see how substance use affects family, friends, work or sports.</p> <p>Life-saving conversations begin with a few words. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | |
| 10. Talking About Substance Use Disorder | <p>When talking with someone about opioid addiction, don't take it personally if they get defensive. Remind them that you care about them.</p> <p>Life-saving conversations begin with a few words. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | |

Social Media Posts

| Topic | Copy | Images |
|---|---|--|
| 11. Talking about SUD | <p>When talking about substance use, it can help to share a story of recovery. Talk about a friend or story you heard recently in the news to avoid making your loved one feel attacked.</p> <p>Life-saving conversations begin with a few words. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | <p>High-quality images have been shown to increase user engagement on social media.</p> <p>Click here to download free images numbered to correspond with each post.</p> |
| 12. Talking about SUD | <p>After talking with a loved one about substance use, make a concrete plan together. Set up an appointment with a doctor, get naloxone to reverse an overdose and research treatment sites in your area.</p> <p>Learn more at txopioidresponse.org. #TxOpioidResponse</p> | |
| 13. Perceived Susceptibility | <p>Opioid addiction is a disease that can happen to anyone without realizing it. Knowing the signs and when to say something can save a life. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | |
| 14. Talking to a Partner | <p>Talking with your partner about prescription opioid misuse or addiction is hard, but you can face it together. Talk about it and you can walk the road to recovery together. Learn how at txopioidresponse.org. #TxOpioidResponse</p> | |
| 15. Talking to a Parent or Older Adult | <p>Helping a parent recognize their opioid addiction is hard, but it can save their life. Life-saving conversations begin with a few words. Learn what to do to help them seek treatment at txopioidresponse.org. #TxOpioidResponse</p> | |
| 16. Talking to a Friend | <p>Are you worried that a friend might be addicted to prescription opioids? Life-saving conversations start with a few words. Learn the signs of opioid use disorder and how to talk about it at txopioidresponse.org. #TxOpioidResponse</p> | |

What are Opioids Blog

Prescription opioids are a class of powerful pain management medications. Vicodin, Ultram, OxyContin and Percocet are all common brands of prescription opioids. A doctor may prescribe opioids to help with the pain of a serious injury, surgery, a C-Section birth, cancer and more. While opioids are one way to safely manage pain when used as prescribed, there are significant risks involved. These medications are much more powerful than over-the-counter pain medications like Tylenol and work in a very different way.

Opioids change how pain signals are sent to and processed by your brain, reducing your perception of pain without treating the source of it. Opioids also affect how your brain controls emotions by increasing the flow of dopamine, which regulates how we experience pleasure.

Your body and brain quickly get used to the medication and expect the physical and emotional effects to continue. Soon, the prescribed amount becomes less effective and you need more to manage the pain, which greatly increases the risk of misuse and overdose.

Just seven days of taking prescription opioids can result in physical dependence, potentially setting your body on a path toward addiction.

An opioid overdose happens when a person takes too much of an opioid or a combination of opioids and other drugs, at a level that is toxic to the body. Slurred speech, slowed or stopped breathing, unresponsiveness, cold or clammy skin are all signs of an overdose.

To stay safe, take your medications only as prescribed. Never increase, cut back or stop taking your medication before talking to your doctor. Opioids are powerful medications for people with chronic or short-term pain, but misusing them can be dangerous or even deadly.

If you or someone you love is struggling with prescription opioids, treatment is available and recovery is possible. Learn more at txopioidresponse.org.

Get Help Blog

Help is here

For anyone struggling with opioid addiction, help is available. Explore these resources funded by [Texas Targeted Opioid Response](#) (TTOR) and other credible organizations to get started on a path to treatment and recovery. If you or someone else needs immediate medical attention, call 9-1-1.

Crisis Lines

Need help right away? Connect with someone now at a 24/7 helpline.

- [SAMHSA National Helpline](#)
 Call 1-800-662-HELP (4357)
 Free, confidential 24/7 treatment referral and information for individuals and families facing mental health and/or substance use disorders (in English and Spanish).
- [National Suicide Prevention Lifeline](#) | Call 988
 Provides support for people in distress, as well as prevention and crisis resources for you or your loved ones at no cost. Services are confidential and available 24/7.
- [Crisis Text Line](#)
 Text HOME to 741741
 Free, 24/7 crisis support and volunteer training to support people in crisis.
- [Mental Health Texas](#)
 Provides learning and treatment opportunities for those coping with mental health conditions and those who support them. Call, chat, or text someone to get help now.

Opioid Overdose Reversal Medication

Naloxone (also known as Narcan®) is a life-saving medication that can reverse an overdose from opioids, including heroin, fentanyl, and prescription opioid medications. Naloxone is a safe and easy to use nasal spray or auto-injector.

Naloxone is available at many Texas pharmacies without a prescription. For example, naloxone is dispensed at all CVS Pharmacy and Walgreens locations. Many health insurance plans cover the cost of naloxone. If you or someone you know is at increased risk for opioid overdose, please carry naloxone and keep it at home.

- [How to Use Naloxone](#): Learn how to safely and effectively use naloxone to reverse an opioid overdose from the Harm Reduction Coalition.
- [More Narcan Please](#): A resource for community leaders and organizations to order naloxone in bulk.

Get Help Blog (cont.)

Treatment & Recovery Programs

Getting the medical care that's necessary to treat opioid use disorder is critical. In Texas, there are many places to start.

- [Substance Use Program Centers in Texas:](#)
Find treatment programs for substance use disorder near you via the Texas Health and Human Services directory map. Services include mental health, substance use, youth and outpatient programs.
- [SAMHSA Substance Use Treatment Locator:](#)
Find treatment that works from state-licensed providers who specialize in treating substance use disorders, addiction and mental illness.
- [SAMHSA Opioid Treatment Program Directory:](#)
Find treatment for opioid use disorder from providers who specialize in medication assisted treatment (MAT).
- [SAMHSA Buprenorphine Practitioner & Treatment Program Locator:](#)
Find practitioners authorized to treat opioid dependence with buprenorphine, a prescription medication that helps relieve the symptoms of opiate withdrawal.
- [Outreach, Screening, Assessment & Referral Information and Locations:](#)
A starting point for individuals interested in substance use services to begin their path to treatment and recovery. OSAR services are incorporated into Local Mental Health Authorities across the 11 Texas Health and Human Services regions.

What is Naloxone Blog

Protect Your Loved Ones from Overdose with Naloxone

Unintentional overdose involving prescription opioids is a leading cause of injury-related deaths in the United States. Should a bad reaction to opioids or accidental ingestion by another family member occur, having a tool on hand to reverse it can make the difference in saving someone's life. Naloxone can prevent opioid overdose deaths.

Naloxone

Naloxone is a medication approved by the Food and Drug Administration designed to block the effects of opioids and rapidly reverse an opioid overdose. It is an opioid antagonist, meaning it binds to opioid receptors and can reverse and block the effects of other opioids, such as oxycodone, hydrocodone or heroin. If a person isn't breathing or is unresponsive from an overdose, naloxone helps them breathe normally again. Naloxone is not a controlled substance and cannot be misused. Naloxone only works when there are opioids in a person's system — the medication has no effect if opioids are absent.

You can ask for naloxone without a prescription at any pharmacy in Texas.

Signs of an overdose

- Face is extremely pale and/or feels clammy to the touch
- Body goes limp
- Fingernails or lips have a purple or blue color
- Vomiting or making gurgling noises
- Cannot be awakened or are unable to speak
- Breathing or heartbeat slows or stops

How to save a life

- Try to wake the person up
- Call 911 right away
- Give naloxone
- Begin rescue breathing or CPR
- Turn the person on their side to prevent choking
- Stay with the person until help arrives

Visit the [National Harm Reduction Coalition](https://www.nationalharmreductioncoalition.org/) website for more detailed information about recognizing and responding to an overdose.

Stigma Blog

How Texans Talk about Opioid Use Disorder

When talking about opioids, our words matter. Stigmatizing language can cause harm to people with opioid use disorder (OUD). Addiction is a disease, not a moral failing. Language that labels or blames people can make them feel ashamed, alone or hopeless, and less likely to seek help.

It’s hard sometimes to keep up with all the language changes, but doing so can have important implications. An effective approach to avoid stigmatizing someone is to talk about OUD with person-first language. This means putting the subject of your sentence before any words that describe them, separating the person from the condition.

For example, we no longer say “AIDS victim”; we say “a person living with AIDS.” Rather than referring to someone as “a handicapped person,” we say “a person with a physical disability.” Instead of saying, “she is bipolar,” we say, “she has bipolar disorder.” So, by saying, “person with a substance use disorder,” it has a neutral tone and distinguishes the person from their diagnosis, rather than something such as “drug addict,” which essentializes a person using a single trait.

Check out these examples of words and phrases you can use to talk about opioid use disorder that are helpful for everyone.

| Words to Avoid | Words to Use |
|--------------------------------|------------------------------------|
| Drug user, abuser, doing drugs | A person who misuses medication |
| Doctor shopping | Medication-seeking behavior |
| Addict, pill popper, junkie | A person with opioid use disorder |
| Clean, dirty | Negative, positive, substance-free |

For more information and resources about the opioid crisis in Texas, visit txopioidresponse.org

Opioids Crisis Facts Blog

Quick Facts about the Opioid Crisis in Texas

Opioids are a type of medication used to reduce pain. When taken as directed by a doctor, prescription opioids — such as Vicodin, Ultram, Oxycontin or Percocet — are one way to safely manage severe short-term and chronic pain. However, misusing prescription opioids has serious risks, including overdose and death.

In the late 1990s, pharmaceutical companies reassured the medical community that patients would not become addicted to opioid pain relievers and healthcare providers began to prescribe them at greater rates.

Increased prescription of opioid medications led to widespread misuse of both prescription and non-prescription opioids before it became clear that these medications could indeed be highly addictive.

In 2017, the United States Health and Human Services declared opioid use disorder a [public health emergency](#).

Every day, 128 people in the United States die after an overdose involving either prescription or illicit opioids like heroin. Nationwide, nearly 80% of people who use heroin report misusing prescription opioids prior to heroin.

- One in four Texans has experienced an opioid overdose or knows someone who has. *(Based on results from panel surveys conducted in 2020 and 2021 with a total of 3,347 adult participants throughout the state of Texas. Participants were selected to reflect current Texas demographics, including age, gender and ethnicity.)*
- Prescription drug overdose is a leading cause of maternal deaths in Texas *(Texas Department of State Health Services)*.
- Four of the nation's top 25 cities for opioid misuse are in Texas — Texarkana, Amarillo, Odessa and Longview *(Texas Department of State Health Services)*.
- 1,372 Texans died from an opioid overdose in 2019 *(Texas Department of State Health Services)*.
- Of Texas high school students, one in five has taken prescription drugs without a doctor's prescription *(Texas School Survey of Drug and Alcohol Use)*.

No one sets out to be addicted to opioids. It can happen to anyone, and it's easier than you may think. Treatment is safe and effective. Talk with your doctor about treatment for opioid use disorder if you are concerned.