Appendix A to FED UP! Coalition International Overdose Awareness Day Toolkit

DRAFT INVITATION LETTER/EMAIL

Dear {Name of Friend/Family Member/Colleague/etc.},

We are rallying on *International Overdose Awareness Day* on Wednesday, August 31st from {Time of Event} at {Location of Event}, and invite you to join us. It is our hope that you will want to be a part of this rally and join us in calling for an immediate and coordinated federal response to the national opioid crisis.

Many of our friends and families in (name of town, county or state/province) have been impacted by the opioid addiction epidemic, a problem that the United States Centers for Disease Control and Prevention has called the “worst drug epidemic in U.S. history.” Prescription painkiller overdose deaths in the United States have more than quadrupled since 2000, reaching 18,893 in 2014. The number of heroin-related overdose deaths has increased six-fold to more than 10,500. Drug overdose deaths now surpass motor vehicle crashes as the leading cause of accidental death. However, overdose deaths are just the tip of an iceberg. Other consequences of our opioid crisis include soaring rates of opioid addiction, opioid-related hospital visits and infants born opioid-dependent. This crisis is devastating our families throughout (name of your state/province)!

The FED UP! Coalition to End the Opioid Epidemic is working to organize rallies to be held simultaneously on August 31st in cities and towns across the U.S. and Canada. It will be a day for peaceful demonstrations calling for action, and a day to remember the thousands who have been lost to overdose. No one is immune to the disease of addiction. It’s time to speak out against the stigma and the policies that have led to this epidemic.

Participation in our *International Overdose Awareness Day Rally* is free. Anyone wishing to be involved is welcome.

To get involved with our rally or to join us on August 31, please contact {Name} at {Phone Number} or {Email Address}.

Sincerely,

{Name}

Coordinator for FED UP! Rally in Town/Area

(Your contact Information)

Visit us at [www.feduprally.org](http://www.feduprally.org)

