



June 2015

Dear FED UP! Advocate,

By now, planning your LOCAL FED UP! Rally for International Overdose Awareness Day should be officially underway! Many of us on the Executive Committee have been planning events for years, so we know it can be challenging. However, above all else, to experience the rewards of such hard work and unity among those who have been affected by adversity is truly healing and uplifting. This work has changed our country, and because of YOU it will continue to!

To stay on par with planning, the tasks that we recommend are completed include:

- Your event location at a federal building has been selected, any necessary permits have been filled out, and your request has been approved! If you are still struggling to identify a location, reach out to Karen Carlini at kcarlini@dycinc.org.
- You've recruited a team of passionate advocates helping with planning, recruitment, communications, media, and materials. Other possible roles include fundraising, entertainment and security. Remember, these are guidelines! We encourage you to make this event your own in partnership with FED UP! Coalition.
- You've started reaching out to speakers and attendees who can provide insight and inspire action! Federal government officials, impacted individuals, subject matter experts (physicians, clinicians, first responders, etc.) and beyond are recommended to round out your message.

You should also have connected with your Fed UP! Coalition Rally Territory Coordinator! If you have NOT heard from a member of our team, please reach out to me at Chelsea@Live4Lali.org so that I can put you in contact with the appropriate person.

Please review this information and let me know if you have any questions. You can reach us at feduprally@gmail.com.

Thank you very much!

Chelsea Laliberte
Chair, International Overdose Awareness Day Committee
FED UP! Rally - www.feduprally.org
chelsea@live4lali.org; feduprally@gmail.com



“How To Be FED UP!” On International Overdose Awareness Day A Guide for Local Rally Teams – Part Two

Promoting Your Local Rally

There are many effective ways to promote your event! Your target audience is broad and each relies on different sources for information. By utilizing a combination of the following marketing mediums, you are sure to get a great response:

- **Online – Event Page, Social Media Posts, Email Blasts**
- **Local – Flyers and Letters**
- **Telephone**
- **Media – Print and Online (Coming in Toolkit Part 3)**

Online - Event Page

There are great, user-friendly websites that will allow you to create FREE event pages so you can inform the public of all details and updates, promote it via social media and email, and sign up attendees and sponsors. You can even use it to track guest lists and any donations made by local sponsors! We highly recommend utilizing any of these:

- EventBrite.com
- GuesListApp.com
- Picatic.com
- Facebook.com

Online - Social Media

Social Media is a powerful tool for spreading the word about the your rally! The organic nature which information travels via social-media is the ideal way to recruit people to attend and participate in the rally as well as disseminate our platform.

We recommend these steps:

- Reach out to current supporters of our cause including other advocacy organization or partners, and any sponsors or funding entities. Ask them to support your page via social media!
- Twitter chat in early August with the hashtags: #rallytoendoverdose, #rallywithus, or #fedup #overdoseawarenessday #endoverdosenow #ioad



- Post the platform in small chunks on Facebook and Twitter
- Have someone run the social media posts

The Social Media Platform (Twitter and Facebook)

We ask you to tweet out and post the following on Twitter and Facebook to help spread the word about the FED UP! Coalition's International Overdose Awareness Day rally. These have 2 specific purposes: First, to help spread the word about your rally and get as many people to your rally as possible. Second, introduce the general public to our platform. The FED UP! Coalition's platform consists of concise messaging, which outlines solutions to stem the public health epidemic in our country.

Tweets

Its time to end overdose in {YOUR STATE}! #endoverdosenow with us on/at {INCLUDE HASTAG OF LOCATION} 2 demand a federal response to the #opioidoverdoseepidemic feduprally.org

120 die daily from overdose! #endoverdosenow by getting Naloxone into your home and police cars @FEDUpRally feduprally.org

Join @FEDUpRally The time is now 2 demand a response 2 the #overdose deaths caused by narcotic painkillers & heroin feduprally.org

Together we must prevent our children, friends, and loved ones from becoming addicted to opioids, join @FEDUpRally feduprally.org

The @FEDUpRally calls on the @USAgov 2 allocate more funding 4 evidence-based treatmt & prevention #joinup #endoverdosenowioad feduprally.org

The @FEDUpRally calls 4 insurance carriers 2 reimburse adequately 4 treatment including long-term treatment programs feduprally.org

*If you would like to create your own unique tweets please do! Use feduprally.org as a way to link people to our full platform



Facebook Posts

Each post should be accompanied with a photo. The corresponding photo is denoted next to the number of the post. Examples of each photo are shown below the post list. Don't forget to link any mention of FED UP! Coalition in your posts!

Post #1 (Photo 1)

Now is the time to ensure that people suffering from opioid use disorder have access to affordable, evidence-based treatment and Naloxone, the overdose reversal drug! No one deserves to die from a drug overdose! The FED UP! Coalition and {NAME OF YOUR ORGANIZATION} calls on the Federal Government to make this a reality. Join us in honor of International Overdose Awareness Day at {NAME AND ADDRESS OF EVENT LOCATION} on August 31, 2015 from 1-3 PM

Post 2 (Photo 2)

Are you FED UP with the lack of awareness/access to Naloxone in your community? 120 people will die today from a drug overdose that could have been reversed by this miracle drug. Join us {NAME OF ORGANIZATIONS} for FED UP! Coalition's International Overdose Awareness Day Rally AT {LOCATION AND ADDRESS} on August 31, 2015 from 1-3 PM!

Post 3 (Photo 3)

The Opioid Epidemic has silenced too many voices! This has caused most of those voices to be forever silenced due to death from drug overdose. The time is now for you to remember those gone too soon by asking our federal government to do more to support those suffering from substance use disorder. These are our siblings, parents, spouses, grandparents, friends, colleagues and fellow humans! Join us {NAME OF ORGANIZATIONS} for FED UP! Coalition's International Overdose Awareness Day Rally AT {LOCATION AND ADDRESS} on August 31, 2015 from 1-3 PM!



Photo 1 –
See
Appendix C
for a
customizable
copy to use
when
promoting!
Insert it in
place of this
template in
your
Facebook
post



Monday, August 31st

Calling for an end to our nation's epidemic of addiction and overdose deaths attributed to opioids (including heroin) and other prescription drugs

www.feduprally.org www.facebook.com/feduprally @FEDUpRally feduprally@gmail.com

Time and Location:

Type your location information in this text box using *Arial Narrow (Bold & Italic if you like) or Impact.*

These 3 boxes are adjustable and can be made smaller or larger to fit all of your text. Click on the box and realize it using the blue squares.

To move the box, hover your cursor over the edge of the box until you have a 4-way arrow to move the box.

Adjust text size to fit all of your information.

Contact Information:

Type your contact information in this text box using the same font options as above.

Leave the FED UP! Logo at the right or replace it with a JPG of your own logo. Your logo isn't square? That's ok! The logo box can also be adjusted to fit your logo.

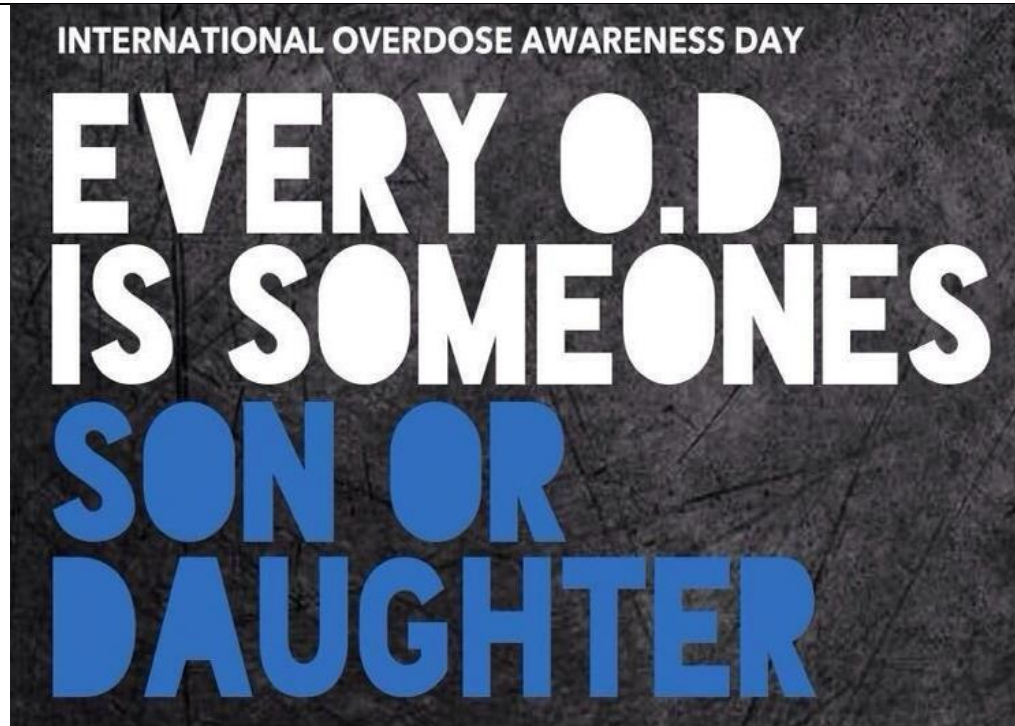


Photo 2





Photo 3



Online - Email Blasts

Email to current/past supporters and affiliated groups:

Hello Friend/Supporter of {NAME OF YOUR ORGANIZATION}:

We appreciate your continued support for the {NAME OF YOUR ORGANIZATION}! We know that the more people rallying in honor of the FED UP! Coalition's International Overdose Awareness Day at {NAME OF LOCATION} on August 31st, the more chance we'll have of real change and support for our local communities. We are emailing you today to support us in a new way. Please help us by spreading the word about the rally via social media.

We have taken the time to prewrite Facebook and Twitter posts that you can send out to help us on our mission to persuade our Federal Government to enact a comprehensive, strategic response to the opioid epidemic in our nation.

Please review the attached "Social Media Platform". If you have any questions, please reach out to {YOUR NAME} at {YOUR EMAIL ADDRESS} or {YOUR PHONE NUMBER}.



Print – Flyer

See Appendix C for the flyer template! See appendix D for an example of a flyer created by The Steve Rummier Hope Foundation. In the designated areas, please add in information about your rally including location (and address) and organizer contact information. This can be used for both online and print marketing. Put these bad boys up in your local coffee shops, restaurants, and community boards in addition to other agencies that interact with community members!

Print – Letters

See Appendix's' A & B for examples of letters to use for outreach! These were also included in part one of the toolkit.

Telephone

Social media and email blasts are not the only way! In fact, there is a very large community out there who is NOT social media savvy and prefers to communicate by talking on the phone or texting. Here's a very basic sample phone script you can use when reaching out to invite people to your rally!

Hi, I'm [YOUR NAME] and I'm calling from [NAME OF YOUR ORGANIZATION]. How are you?

Wait for response.

We've been working in [NAME OF YOUR COMMUNITY] to let people know about the opioid and overdose epidemic, and are planning a rally for International Overdose Awareness Day on August 31st to remember those we have lost to overdose. Would you be interested in attending or helping us spread the word?



Optional Promotional Materials and Displays

We know each rally is unique to the groups planning it! We also know that making it simple tends to be the best solution! So, we've made it as easy as possible for all groups across the U.S. and Canada to represent the cause and have supportive and BOLD materials and demonstrations at the event. None of these options are mandatory, but we strongly encourage each rally to order these for a more unified presence across the country! Phase Three of the toolkit will outline how media and press can get involved. This is one of those features that make for phenomenal national and even international press. Perfect for such an international remembrance event.

FED Up! Coalition Banner

Approximate Costs: \$54 plus shipping and handling fees

Ordering Instruction:

See attached PDF file (Appendix E) for the full size banner artwork.

Banners are 3' x 8'. We recommend ordering your banner through the following website -

<http://www.buildasign.com/CustomBanners>. You may save money by calling the 800 number on the website and asking for a promo code. They often have sales running.

Here are step-by-step instructions for a successful banner ordering experience.

- 1) Save the banner file to your hard drive.
- 2) Click the link above to go to the BuildASign website.
- 3) Scroll about 2/3 of the way down to "Start from Scratch" (right side)
- 4) Enter your quantity and size (3' x 8').
- 5) Click "Get Started" and a new window will open.
- 6) Click "Upload Image", and then click "Browse".
- 7) A window will open from your computer, find the banner file and double click on it.
- 8) You will see the file name in the box, then click the blue "Upload Image" button.
- 9) The art will appear in the design box. Resize the image to fit the banner shape by dragging the bottom right corner all the way to the lower right corner of the banner shape.
- 10) When ready, click "Save and Continue". You will have the opportunity to view a proof at this time.



- 11) Choose any finishing options that you desire such as Clear Tabs or Grommets for hanging.
- 12) Double-check your quantity.
- 13) When ready, click "Add to Cart".
- 14) Continue with order by filling in your shipping and payment information.

If you prefer, you may also order a banner from a local sign or banner shop using the same PDF file.

Official FED Up! Coalition International Overdose Awareness Day T-Shirts



Approximate Costs (per shirt): \$23.00 (including shipping costs)

Ordering Instructions:

1. Go to the link to buy your t-shirt: http://teespring.com/fed-up-local-rallies-nation_archive1
2. Click on Buy It Now button
3. Select Quantity/Size/Style (there is only one style – Unisex)



4. Click on Checkout button
5. Add Contact Information – Email, Shipping and Payment Details
6. Click on Place Your Order button

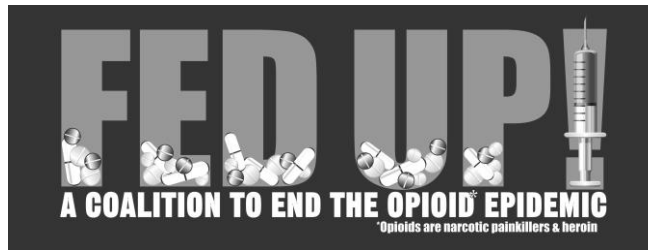
Please circulate full ordering instructions to your attendees so they can come dressed to rally!

Tombstones

Displaying 120 tombstones to reflect the number of individuals who die each day from overdose is a powerful and emotional visual statement. Illinois started this trend two years ago at their International Overdose Awareness Day rally by creating the infamous Styrofoam tombstones that traveled from awareness event to residential and commercial lawns to fire departments to police departments and beyond all throughout the summer, leading up to their remembrance ceremony on August 31st. Here is an article from NPR that described the effort: <http://www.npr.org/2014/08/22/342479674/sending-a-message-about-drug-use-with-a-fake-graveyard>



The tombstones are relatively easy and inexpensive to make, and if you choose to, you can offer them to families in your area (for a nominal fee - \$5 or \$10 per tombstone) to decorate in remembrance of their loved one. Come August 31st, there is not a person in attendance who wouldn't be impacted by seeing the group of them displayed together.



Here's what you will need to create the tombstones:

1. Plywood - 4ft x 8ft. Thickness is based on personal preference
<http://www.homedepot.com/p/Unbranded-Underlayment-Common-7-32-in-x-4-ft-x-8-ft-Actual-0-196-in-x-48-in-x-96-in-431178/203183010>
2. 2x2 tombstone template. We recommend wood! The photo is of a Styrofoam option, however, cardboard or thick poster board will also work.
3. Skill Saw
4. Paint
5. Screws (for wood) or gorilla glue (for Styrofoam/card board)

How to make the tombstones:

1. Begin by drawing out your tombstone template. The suggested measurement for each individual tombstone is 2x2.
2. Cut your tombstones out of the plywood (or Styrofoam sheet) with a skill saw. On a 4-8 ft piece you will get between 6-8 tombstones, depending on the cut accuracy.
3. Paint your tombstones with the suggested colors of purple, orange, black, grey and white.
4. To create stands for the tombstones (is great for all surfaces – in grass or on concrete/flat surfaces), cut right triangles out of the spare wood you have and secure in the tombstones either with screws or gorilla glue on both sides of the bottom of the tombstone.

Steps of Change

At a rally organized by Change Addiction Now (C.A.N.) in Washington State, shoes were displayed around a track, on government steps and in grassy areas. It gives those the time to be recognized, reflects the loss and brings change. In Columbiana County, WA alone, there were 45 pair of shoes. Those attending brought other names totaling 73 pairs of shoes during one of the Ohio Steps of Change events. To organize a Steps of Change effort:

1. Advertise shoe collection on social media, email blasts and other promotions along with the flyer and event information.





2. On the day of the event, place the shoes in an organized fashion at the focal points of the rally such as around the stage (if you will have one), on stairs, around a monument or call out a specific area and develop your own display.
3. Purchase tags at your local Michael's or Hobby Lobby craft stores to attach to each pair and write the name of a deceased overdose victim on the tag along with the date of birth and day of death.





Naloxone Training

With so many people (hopefully) in attendance comes the opportunity to educate and equip those who need it most – users and their loves ones. Overdose prevention/harm reduction is becoming a standard of care practice across the country. If your state has active policies allowing for use of Naloxone by laypeople and a Good Samaritan Overdose Law, we highly recommend facilitating a training during the event. If your state does not currently support this important harm reduction intervention, we can help facilitate the process for making this happen. Please reach out to me (Chelsea) for information.





The 2015 Fed Up! Coalition Platform

- According to the CDC, the opioid (narcotic painkillers and heroin) crisis is the worst drug addiction epidemic in our nation's history.
- Overprescribing of opioids has led to skyrocketing rates of opioid addiction and overdose deaths.
- Many opioid-addicted individuals are switching from painkillers to heroin.
- The epidemic is having a catastrophic impact on families and communities and is placing a tremendous strain on our health care system, workforce, legal system, and local and state governments.
- To date, the response from the federal government has been slow and tragically ineffective.
- By allowing pharmaceutical companies to promote opioid use for common problems, the FDA has failed in its mission to protect public health.

Together, we must find new ways to:

1. Prevent our children, friends, and loved ones from becoming addicted to opioids;
2. Ensure that people suffering from opioid use disorders have access to effective and affordable treatment;
3. Reduce opioid overdose deaths.

To these ends, we – the Fed Up! Coalition – call on our federal government to take the following actions:

1. Take all measures necessary to ensure that opioids and other controlled substances are prescribed cautiously.
2. Prohibit pharmaceutical companies from advertising controlled substances to prescribers and consumers.
3. The U.S. Food and Drug Administration should enforce the Federal Food, Drug, and



Cosmetic Act by prohibiting marketing of drugs for conditions where risks are likely to outweigh benefits.

4. Immediately reduce barriers to buprenorphine treatment.
5. Allocate more funding for evidence-based treatment and prevention programs, especially for communities and populations hit hardest by the epidemic, including our military service personnel and veterans.
6. Ensure that public and private health insurance carriers and the Veterans Health Administration provide adequate coverage for evidence-based addiction treatment.
7. Improve access to naloxone use and improve legal protection for individuals who administer it and/or call 911.
8. Incentivize states to make use of Prescription Drug Monitoring Programs (PDMPs) mandatory.

These commonsense interventions could save countless lives and help bring this epidemic under control.



Key Contacts

We are grateful for your willingness to help with a FED UP! Rally in your local area. These rallies, held simultaneously across the U.S. and Canada, will go a long way in drawing much needed attention to this public health crisis. While we are unable to help you with all of the details of planning your Rally, please feel free to contact us if you have questions about the information in this toolkit. We hope that it will be helpful. Part Three is coming soon.

General Questions:

Chelsea Laliberte

FED UP! IOAD Committee Chair

Email: Chelsea@Live4Lali.org

Rally Territory Managers:

Canada (All Provinces)

Contact: Ada Guicide-Tompson

Email: adatompson@rogers.com

Northwest U.S.

Alaska, Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska

Contact: Duana Wilkins

Email: duana@changeaddictionnow.org

Southwest U.S.

California, Nevada, Utah, Arizona, Colorado, New Mexico, Texas

Contact: Tess Benham

Email: tess.benham@nsc.org

Midwest U.S.

Kansas, Oklahoma, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio

Contact: Cindy Koumoutzis

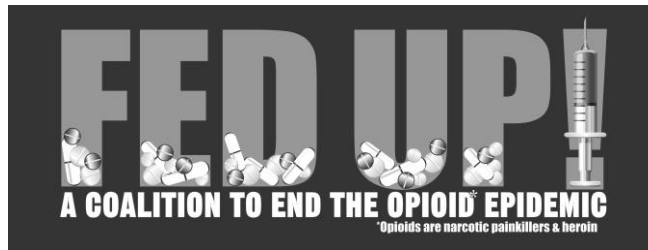
Email: cindykoumoutzis@gmail.com

Southeast U.S.

Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, Alabama, Georgia, Florida, S. Carolina, N. Carolina

Contact: Chelsea Laliberte

Email: Chelsea@Live4Lali.org



Eastern U.S.

Virginia, W. Virginia, Washington D.C., Maryland, Delaware, New Jersey, Connecticut, Rhode Island, Massachusetts, New Hampshire, Pennsylvania, New York, Vermont, Maine

Contact: Chelsea Laliberte

Email: Chelsea@Live4Lali.org

Event Location Assistance:

Karen Carlini

FED UP! IOAD Location Coordinator

Email: kcarlini@dycinc.org

Media/Communications:

Dr. Andrew Kolodny

FED UP! IOAD Communications Coordinator

Email: andrewjkolodny@gmail.com

FED UP! Coalition Information:

Judy Rummler

FED UP! Coalition Chair

Email: judy@steverummlerhopefoundation.org