



SOCIAL MEDIA TOOLKIT

Change Your Profile Images

Add a Frederick County Goes Purple profile frame to your facebook profile photo:

https://www.facebook.com/profilepicframes/?selected_overlay_id=907943419554002

Use one of the Frederick County Goes Purple logos:

https://www.facebook.com/pg/frederickcountygoespurple/photos/?tab=album&album_id=2259586287492763

Like & Invite Your Friends

Like the Frederick County Goes Purple facebook page:

<https://www.facebook.com/frederickcountygoespurple/>

Invite your friends to “like” the page too!

Share Key Messages

Frederick County Goes Purple is a grassroots call to action to unify the community and reduce substance-related deaths and overdoses.

1: WE CARE - Frederick County supports those who struggle with addiction and their loved ones.

- We care for those who are in active addiction and people in recovery.
- We care for the families, friends, and communities that are affected by addiction.
- We support our first responders and providers who witness the realities of addiction every day.

2: HOPE/HELP IS HERE - The Frederick County community offers hope and resources.

- Treatment is effective. Visit findtreatment.samhsa.gov or call 2-1-1.
- People recover. bridgesconnected.org/substance-abuse-links
- Narcan saves lives. Learn how you can get trained in overdose response. <https://bha.health.maryland.gov/NALOXONE/Pages/Home.aspx>

3: LET'S TALK - We invest in the youth of Frederick County through prevention education.

- Prevention works. Take advantage of teachable moments. Find out how to talk to youth about substance use no matter their age. drugfree.org
- Prevent substance misuse. Lock up prescriptions and dispose of unused medicine. Learn more prevention tips at stayintheknow.org
- Addiction changes the brain. [youtube.com/watch?v=v6rEiMq7mV8](https://www.youtube.com/watch?v=v6rEiMq7mV8)

Share Facts & Resources

1. Four out of five people who use heroin started with recreational use of prescription painkillers. (NIDA)
2. Sixty-five percent of people misusing prescription painkillers get them from friends or family. (DEA)
3. Prescription painkillers are killing more people than car accidents and homicides combined. (CDC)
4. About 75 percent of teens say they can easily get prescription painkillers from a parent's medicine cabinet. (Partnership for Drug-Free America)
5. On average, over 130 people die from an opioid overdose each day. (CDC)
6. Alcohol continues to be a primary concern in Frederick as well as opioid/heroin use. (Frederick's Community Health Needs Assessment.)
7. There were 279 non-fatal and 55 fatal opioid-related overdoses that occurred in Frederick County in 2018. (Frederick County Sheriff's Office)
8. More than 1,000 people each day are treated in emergency rooms for misusing prescription painkillers. (CDC)
9. If you have any questions about how to access prevention, treatment, recovery, and harm reduction services, call the Health Department's Behavioral Health Services Division at 301-600-1755. Each day more than 650,000 painkiller prescriptions are dispensed. (DEA)
10. Fentanyl, a powerful synthetic opioid, is 50 to 100 times more potent than heroin. (NIDA)
11. More than 20 percent of people prescribed opioids for chronic pain misuse them. (NIDA)
12. After marijuana and alcohol, prescription drugs are the most commonly misused substance by Americans ages 14 and older. (NIDA)
13. The Good Samaritan Law protects people who help with an overdose from arrest and prosecution for certain crimes.
14. Opioids include prescription painkillers like Vicodin, synthetics like Fentanyl and heroin.
15. Opioid Use Disorder is a chronic, relapsing brain disease. (NIDA)
16. Narcan (naloxone) is FDA-approved for the emergency treatment of a known or suspected opioid overdose.
17. Anyone can get Narcan at a Maryland pharmacy without a prescription.
18. If you suspect an overdose, call 911 before administering Narcan AND stay with the person.
19. There are FDA-approved medications to treat opioid use disorder; talk to your treatment provider. For more information visit <https://store.samhsa.gov/system/files/pep18-treatment-loc.pdf>

Share Your Story

Frederick County Goes Purple is a community effort. If you feel comfortable, and with the permission of those involved, please share a story about why you are "Going Purple" this September.

Use a Hashtag

Use the hashtag #FrederickCountyGoesPurple on all of your posts.

THANK YOU FOR JOINING FREDERICK COUNTY GOES PURPLE!