

Campaign Launch

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HEALing Communities Study
Kentucky



CAMPAIGN MEDIA TOOLKIT



**Print & Digital
Distribution Materials**

SAVE a LIFE

WITH a SPRAY

Get naloxone (Narcan®).
Learn how to use it.



Learn More:
www.HealTogetherKY.org

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About this Toolkit

Purpose

This Toolkit serves as a guide to help Communities that HEAL wave two communities introduce the study to community members. It includes:

- A project overview
- Social media content introducing the study and evidence-based practices for reducing opioid overdose deaths


Project Overview

Communities across the United States are dealing with the tragic consequences of excessive availability and use of prescription opioids, illicit opioids such as heroin, and illicitly manufactured fentanyl and related drugs. Millions of Americans are struggling with inappropriate use of opioids and opioid use disorder (OUD). The consequences of this crisis are grave, with tens of thousands dying each year in the United States from opioid overdoses. **Kentucky has one of the highest rates of opioid overdose deaths in the nation.**¹

A menu of evidence-based practices (EBPs) exists, including opioid overdose education and naloxone distribution (OEND) programs; strategies to reduce inappropriate opioid prescribing; FDA-approved medications for opioid use disorder (MOUD), including methadone, buprenorphine and naltrexone; behavioral therapies; and recovery support services. One driver of the opioid crisis is the gap between the number of individuals who could benefit from these evidence-based practices versus those actually engaged in care.

The National Survey on Drug Use and Health (NSDUH) estimates that 2.1 million Americans have OUD, yet fewer than 20% of those individuals receive specialty care in a given year. **Nine in ten Kentuckians suffering from substance misuse or a substance use disorder (including OUD) – go untreated.**²

In partnership with your community, the University of Kentucky (UK) is participating in the HEALing Communities Study (HCS) to bridge this gap and reduce opioid-related overdose deaths by 40 percent. Working together, we know we can change practices, the culture, and the stigma that leads to continued opioid overdose deaths every day.



"We have been called, in collaboration with federal and state partners and leaders, to turn the tide... At the University of Kentucky, we ask ourselves, what is possible? When smart, determined, good-hearted people hear the trumpet sound and link arms in common cause, healing is possible. A saved life is possible. Restored dignity is possible. A renewed family is possible. A rebuilt future is possible."

Eli Capilouto,
President,
University of Kentucky

Social Media Content

PURPOSE: Sample copy for social media posts is provided below. Edit the sample copy as needed to meet the unique needs of your community and desired social media platform.

GRAPHICS: Graphics provided are 1200 x 628 pixels in size, ideal for sharing on social media. To save graphics, right click on the desired graphic and select "Save as Picture".

Post 1: What is HEAL?

The HEALing Communities Study is a research project with a goal to reduce opioid deaths by 40%. HEAL was created to find out the most effective way to prevent and treat opioid use disorder (OUD) at the local level and reduce the devastating impacts that it has had on communities in Kentucky.

HEAL wants to understand how using a combination of different approaches that science has shown decreases risk of overdose death could be more effective in treating #OUD than using one approach alone. These approaches include increasing opioid overdose education and naloxone distribution (OEND), expanding FDA-approved medications for opioid use disorder (MOUD) including methadone and buprenorphine, often with behavioral therapies, and recovery support services, and reducing inappropriate opioid analgesic prescribing.

We believe that using these methods, and working together as a community, we can be successful in treating OUD, reducing the number of overdose deaths, and helping our community heal. Learn more about the HEALing Communities Study and how we are working to save lives at <https://healingcommunitiesstudy.org/sites/kentucky.html>.



Post 2: Nine in 10

In partnership with your community, the University of Kentucky (UK) is participating in the HEALing Communities Study (HCS) to reduce opioid-related overdose deaths by 40 percent. Working together, we know we can change practices, attitudes, and reduce stigma to decrease opioid overdose deaths.

Like our page and learn more at www.HealTogetherKY.org.



**9 in 10
Kentuckians
suffering**
from substance misuse or
a substance use disorder
(including opioid use disorder) –
go untreated.

Learn More:
www.HealTogetherKY.org

Source: The Substance Abuse and Mental Health Data Archive (SAMHDA). National Survey on Drug Use and Health. Retrieved from <https://www.samhsa.gov/data/report/2016-2017-nsduh-state-specific-tables>

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Post 3: What is the Disease Model of Addiction?

When people continue to use opioids despite negative consequences, they are likely to be diagnosed with opioid use disorder (OUD). OUD is a type of substance use disorder – when substance use becomes overwhelming with the person losing control over their substance use, having continued cravings and use despite harmful consequences it is often called an addiction. Some people do not know that OUD or addiction is a brain disease.

OUD can be caused by a combination of behavioral, psychological, environmental, and biological factors. Even genetic factors can play a part in developing an OUD. For some, OUD can develop into a lifelong or chronic disease, like diabetes, cancer, and heart disease.

Also, like many other chronic diseases, OUD can be managed with long-term medication treatments for OUD (MOUD) that decrease risk of death. Learn more about how these life-saving medications can help people with OUD start a path to remission and recovery here: www.healingcommunitiesstudy.org/about-oud/moud.

Which of the following are chronic diseases?

- Diabetes
- Heart disease
- Cancer
- Opioid use disorder
- All of the above

Learn More:
www.HealTogetherKY.org

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Post 4: Words matter

The words we use to talk about opioid use disorder and addiction matter. Commit to changing your language and help to end stigma. Learn how you can help end stigma in [\[insert community name\]](#): healingcommunitiesstudy.org/about-oud/stigma. #EndStigma

WORDS MATTER

Use these recommended terms to reduce stigma when talking about opioid use disorder.

Instead of...	Use...
<ul style="list-style-type: none">• Addict• User• Substance or Drug Abuser• Junkie• Substance Dependent• Former Addict• Reformed Addict	<ul style="list-style-type: none">• Person with opioid use disorder (OUD) or a person with opioid addiction• Patient• Person in recovery or person in long-term remission and recovery

Learn More:
www.HealTogetherKY.org

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Post 5: What are Medications for Opioid Use Disorder

Opioid-use disorder is a chronic disease that affects many people in [insert community name]. Like other chronic diseases, it can be treated with medication. These medications are called medications for opioid use disorder (MOUD).

People who stop using opioids often relapse (return to use) if they do not use medication to help them. Stopping and then restarting opioid use increases the chance of dying from an overdose.

Medications like buprenorphine and methadone are the most effective way to save lives by preventing overdose. They also help people enter remission from opioid use disorder, stay in treatment, and achieve long-term recovery. Learn more about medications for opioid-use disorder at <https://healingcommunitiesstudy.org/about-oud/moud.html>.

MEDICATIONS FOR OPIOID USE DISORDER (MOUD)
can help people be successful in their recovery by:

- ✓ Lowering the risk of return to use
- ✓ Lowering the risk of overdose death
- ✓ Increasing the time they stay in treatment
- ✓ Improving their lives and relationships with others

Learn More:
[www.healingcommunitiesstudy.org/about-oud/moud.html](https://healingcommunitiesstudy.org/about-oud/moud.html)

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Post 6: Why Stigma about Opioid Use Disorder Matters

Opioid use disorder (OUD) contributes to tens of thousands of needless overdose deaths every year. There are effective medications and other tools that could prevent many of these deaths, but many people who suffer do not seek them out. One of the reasons for this is stigma or disapproval or discrimination against someone because of certain behaviors or characteristics. To save lives, we need address stigma about OUD, its most effective medication treatments, and why it exists.

Many people view addiction as a result of lacking willpower and medication treatment as simply replacing one drug with another. This kind of judgement from friends, family, loved ones and the community can result in social isolation, failure, or reluctance to seek treatment and poor retention in treatment. This can lead to continued drug use instead of seeking and staying in treatment to go into remission and long-term recovery. One of the most important things we can do to reduce overdose deaths and encourage people with OUD to seek treatment is teach our community about the causes OUD and how it can be successfully treated. Learn what you can do to fight stigma in [X county]: <https://healingcommunitiesstudy.org/about-oud/stigma.html>.

**Opioid Use Disorder
is not a choice.**

It's a disease that
can be treated.



Learn More:

www.healingcommunitiesstudy.org/about-oud/stigma.html

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Post 7: What is Naloxone?

One of the primary strategies of the HEALing Communities Study's effort to reduce overdose deaths is to increase opioid overdose education and naloxone distribution (OEND). Naloxone (frequently referred to as Narcan®) is a medicine that can save someone's life if they are overdosing on opioids — whether it's a prescription opioid, heroin, or a drug containing fentanyl. Naloxone quickly blocks and reverses the effects of an overdose.

Other FDA approved forms of naloxone that are available that have been approved by the FDA for overdose reversal including those administered intranasally or by injection. Naloxone is a key component of locally based efforts to reduce overdose deaths and despite its widespread use in some communities, questions about its availability, who can carry it, and how it is used remain. You can find the answers to these questions and more at:

<https://healingcommunitiesstudy.org/about-oud/naloxone.html>.



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Post 8: Safe Disposal

Unused medications often linger in our medicine cabinets, bathroom drawers, nightstands, and other places around the house. Many people who misuse prescription #opioids report getting them from a friend or family member, sometimes without their knowledge. A critical part of reducing the risk of opioid misuse and overdose is to remove unused opioids from your home. Learn how to safely dispose of opioids and other prescription medications at www.HealTogetherKY.org.

Dispose medication safely, especially prescription opioids.

- Protects the environment
- Prevents accidental poisoning
- Prevents prescription drug misuse



Learn More:

www.healingcommunitiesstudy.org/sites/kentucky.html

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Post 9: Stand up to Stigma

Stigma is the disapproval of or discrimination against a person based on a negative stereotype. Stigma often affects how people with opioid use disorder are treated, making it difficult for them to find jobs, places to live, and medical care. Even if unintentional, the hurtful words and actions of others can keep people who are struggling with addiction from getting help and staying in treatment for as long as they need it. #EndStigma www.HealTogetherKY.org.

Stand up to Stigma

Stigma often affects how people with opioid use disorder are treated, making it difficult for them to find jobs, places to live, and medical care.



Learn More:

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Post 10: Remission and Recovery

The HEALing Communities study is committed to helping people with opioid use disorder enter remission and stay in recovery. Many people are familiar with “remission” for cancer or other diseases. Because opioid use disorder (OUD) is a chronic disease, people with OUD can also be in remission. #OUD #EndStigmaEndShame www.HealTogetherKY.org

Defining Terms

Remission
Stopping opioid use and having no symptoms of opioid use disorder.

Recovery
The process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential.

Learn More:
www.healingcommunitiesstudy.org/sites/kentucky.html

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Post 11: How do Medications for Opioid Use Disorder Work

Studies show that people with opioid use disorder (OUD) who stop taking opioids, even under the guidance of a health care provider, are very likely to return to using the drug. Return to use is common and can be life threatening because it increases the risk of a fatal overdose. However, there are FDA-approved medications for opioid use disorder that can lower the risk of return to use and overdose. But how do they work?

Medications for opioid use disorder (MOUD) reduce the negative effects of withdrawal and cravings without producing the positive effects like energy or just feeling normal that the original drug of abuse caused. MOUD works by acting on opioid receptors, the parts of the brain that are activated by drugs like opioids, heroin, and morphine. However, not all MOUD treatments work the same way. To learn more about the different types of MOUD and how they work, visit <https://healingcommunitiesstudy.org/about-oud/moud.html>.

How do Medications for Opioid Use Disorder Work

Medications for opioid use disorder (MOUD) reduce the negative effects of withdrawal and cravings that can lead to a return to use and prevent opioid overdose.

MOUD works by acting on opioid receptors, the parts of the brain that are activated by drugs like heroin, fentanyl and oxycodone.

Opioid Receptor



Methadone

Buprenorphine (Suboxone®)



Opioid Receptor

Learn More:

www.healingcommunitiesstudy.org/sites/kentucky.html

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Post 12: iPledge

PURPOSE: Use the sample text and graphics below to encourage your community members to make a pledge to support reducing opioid overdose deaths.

1. 2,391 Kentuckians died from drug overdoses in 2021 up from 2,104 in 2020. Ending overdoses is possible but requires all of us working together. What will you pledge to #EndOverdose in [insert community name]?
2. Kentucky has one of highest rates of opioid overdose deaths in the nation. 9 in 10 Kentuckians suffering from substance misuse or a substance use disorder—including opioid use disorder—go untreated. Ending overdoses is possible but requires all of us working together. What will you pledge to #EndOverdose in [insert community name]?
3. Ending the opioid overdose crisis requires all of us to take action. What will you pledge to #EndOverdose in [insert community name]? Small actions like learning more about overdose, completing a ten-minute training and carrying naloxone, or supporting someone with opioid use disorder can have a huge impact. Join us!
4. Every day, drug overdoses and deaths devastate our families and community. This health crisis calls for effective solutions at the local level and contributions from all of us – big and small. The HEALing Communities study (HCS) is a partnership between the University of Kentucky (UK) and [insert community name] to reduce opioid-related overdose deaths by 40 percent. Will you join us? Like our page to receive regular updates.



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I PLEDGE

**TO STOP USING
STIGMATIZING
LANGUAGE**



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I PLEDGE

**TO STAND UP
AGAINST STIGMA**



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