

TOOLKIT

Social Media and Blog Post Guides



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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. A fentanyl social media toolkit is available at [OnePillKillsTx.com](https://www.onepillkillsTX.com).

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.

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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	High-quality images have been shown to increase user engagement on social media. Download free images numbered to correspond with each post.
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 #TxOpioidResponse	

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>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 more 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 more 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 more at txopioidresponse.org. #TxOpioidResponse</p>	

Social Media Posts

Topic	Copy	Images
11. Talking About Substance Use Disorder	<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 more at txopioidresponse.org. #TxOpioidResponse</p>	<p>High-quality images have been shown to increase user engagement on social media.</p> <p>Download free images numbered to correspond with each post.</p>
12. Talking About Substance Use Disorder	<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 more 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 more 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 Prescription 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, or 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:

- Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline | Call 800-662-4357 (800-662-HELP)
Free, confidential 24/7 treatment referral and information for people and families facing mental health and/or substance use disorders (in English and Spanish).
 - Crisis Text Line | Text HOME to 741741
Free, 24/7 crisis support and volunteer training to support people in crisis.
- 9-8-8 Suicide and Crisis Lifeline | Call or text 9-8-8
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.
 - Mental Health Texas
Provides learning and treatment opportunities for those coping with mental health conditions and those who support them. To find resources or a provider visit [MentalHealthTexas.org](https://www.MentalHealthTexas.org)

Opioid Overdose Reversal Medication

Naloxone is a life-saving medication that can reverse an overdose from opioids, including heroin, fentanyl and prescription opioid medications. Naloxone is safe and effective.

Over-the-counter naloxone is available for purchase without a prescription in places like pharmacies, convenience stores, grocery stores, gas stations and online. 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.
- [Naloxone Texas](#): A resource for community leaders and organizations to order naloxone in bulk.

Get Help Blog

Help is here (cont.)

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.

Treatment and 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 for a substance use disorder near you through the Texas Health and Human Services directory map. Find mental health, substance use, youth and outpatient programs by visiting [texashhs.org/substanceuseservicelocations](https://www.texashhs.org/substanceuseservicelocations).
- Outreach, Screening, Assessment and Referral (OSAR) information and locations: A starting point for people interested in substance use services to begin their path to treatment and recovery. OSAR services are incorporated into local mental health authorities and local behavioral health authorities across the 11 Texas Health and Human Services regions. Visit [texashhs.org/findtxsubstanceuseservices](https://www.texashhs.org/findtxsubstanceuseservices).
- SAMHSA Substance Use Treatment Locator:
Find treatment that works from state-licensed providers who specialize in treating substance use disorders, addiction and mental illness. Visit [findtreatment.gov](https://www.findtreatment.gov).
- SAMHSA Opioid Treatment Program Directory:
Find treatment for opioid use disorder from providers who specialize in medications for opioid use disorder. Visit dpt2.samhsa.gov/treatment.

What Is Naloxone Blog

Protect Your Loved Ones from Overdose with Naloxone

Accidental opioid overdoses (also referred to as poisonings) take the lives of ordinary Texans every day. They happen to friends and family just like yours. But you can make a difference by carrying naloxone, an easy-to-use medication that reverses the effects of an opioid overdose.

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 heroin, fentanyl, and prescription opioid medications. 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.

Over-the-counter naloxone is available for purchase without a prescription in places like pharmacies, convenience stores, grocery stores, gas stations and online.

Signs of an overdose:

- Small, constricted "pinpoint pupils."
- 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.
- For people with lighter skin, the skin may turn blue or purple. For people with darker skin, the skin may turn gray or ashen.

How to save a life:

1. Call 9-1-1 right away.
2. Try to wake the person up.
3. Tilt the person's head back and give naloxone, if available.
4. Begin rescue breathing or CPR.
5. Turn the person on their side to prevent choking.
6. Stay with the person until emergency services arrive.

Overdose first aid training is available at [NaloxoneTexas.com](https://www.naloxonetexas.com).

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. 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 opioid use disorder with person-first language. This means putting the subject of your sentence before any words that describe them, separating the person from the condition.

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."

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 2017, the U.S. Department of Health and Human Services declared opioid use disorder a [public health emergency](#).

In 2021, 220 people died each day from an opioid overdose, according to the Centers for Disease Control and Prevention.

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.)

In 2021, there were 2,546 opioid poisoning-related deaths in Texas, according to the Texas Department of State Health Services.

Of Texas students in grades 7-12, one in six has taken prescription drugs without a doctor's prescription, according to the 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.