

SAFER USE, STORAGE & DISPOSAL CAMPAIGN

Social Media Toolkit

BACKGROUND

Most Oklahomans who have abused medications got them from family or friends. Using, storing, and disposing of medications properly can prevent unwanted side effects including misuse and accidental overdose. Just a few basic precautions can make a world of difference.

OBJECTIVES

- Educate everyone who has prescription drugs at home on how to safely use, store and dispose of prescription drugs to reduce the risk of misuse and accidental overdose.
- Increase awareness of safe prescription drug disposal sites, such as Medication Drop Box locations and Take Back events
- Highlight local community coalitions' work on substance-related policy, enforcement, and advocacy.

KEY MESSAGES

- When it comes to prescription drugs, be safer.
- Never share or borrow medications.
- Talk to your doctor to discover alternatives to opioids
- Label, store, and secure your medications so others can't access them.
- Dispose of old or unused medications at a Medication Drop Box near you.

TIPS AND TRICKS

- Mention or tag @odmhsas so we can reshare your post
- Use the sample messaging included below, or tell your own story in the caption!
- Post on as many social media platforms as you can – Instagram, Facebook, Twitter, etc.

SAMPLE GRAPHICS & MESSAGING - SAFER USE



STATIC

- 1 Outside of the common over-the-counter drugs for aches or a common cold, drugs are prescribed to you and only you, in order to regulate dosage, protect against abuse, and prevent accidents from happening. To learn more, visit okimready.org/safer.
- 2 Anyone can become addicted to opioids, even when prescribed by a doctor. Talk to your healthcare provider about ways to manage pain that don't involve opioids. If opioids are prescribed, talk to your doctor about the risks. For more safety tips, visit okimready.org/safer.



CAROUSEL

Using, storing, and disposing of medications properly can prevent unwanted side effects including misuse and accidental overdose. Swipe to see our tips for safer use of prescription drugs, and learn more at okimready.org/safer.

SAMPLE GRAPHICS & MESSAGING - SAFER STORAGE



STATIC

- 1 Most Oklahomans who have abused medications got them from family or friends. Let's be good neighbors, family members, and protectors to one another. Learn more about safer storage of prescription drugs at okimready.org/safer.
- 2 35,000 young children end up in the ER each year after finding and taking medications in the home. Store your medications in a safe, secure place. Lock your medicine cabinet if you can. For more safety tips, visit okimready.org/safer.



CAROUSEL

Want to learn how to label, store, and secure your medications so others can't access them? Swipe for our tips and best practices, and visit okimready.org/safer to learn more!

SAMPLE GRAPHICS & MESSAGING - SAFER DISPOSAL



STATIC

- 1** Don't leave a few pills left for a rainy day — medications don't work like that, and taking something after it's expired can lead to unexpected side effects or diminished returns. Find a Medication Drop Box location near you at obnidd.ok.gov.
- 2** Proper disposal prevents others from accidentally (or intentionally) using them – but many medications should not be flushed or thrown in the trash. Find a Medication Drop Box location near you at obnidd.ok.gov.



CAROUSEL

There are a few simple things you can do to ensure others don't access, use, or abuse your discarded medications. Swipe to see our tips for safer disposal of prescription drugs, and visit obnidd.ok.gov to find a disposal site near you.

SAMPLE GRAPHICS & MESSAGING - OVERARCHING MESSAGES



STATIC

- 1** The same prescription medications that help you feel better can hurt you or someone else when they're not used, stored, and disposed of properly. Learn SAFER ways to use, store, and dispose of medications at okimready.org/safer.
- 2** Your health is in your hands – but you are not the only one your choices touch. Learn how you can be safer with your prescription drugs at okimready.org/safer. It could save someone's life (even your own).