

ADDOSE OF REALITY



1

Community Website
www.doseofrealitynm.com



2

@doseofrealitynm
#doseofrealitynm

3

Social Media Objectives

Awareness about the following:

- Dangers of sharing medications
- Safe storage and disposal
- Risks of over prescribing to young adults
- Availability of and access to Naloxone (minimal, but is in contract)

Social Media Platforms @doseofrealitynm

- Facebook
- Instagram
- Snapchat

4

Social Media Platforms @doseofrealitynm

- Facebook
- Instagram
- Snapchat (to be used to create Geofilters)

Hashtag

Campaign hashtag #DoseofRealityNM

We "own" this hashtag as it hasn't been used on Facebook or Instagram

Topic specific hashtags #DangersofSharing
#SafeStorage #PrescriptionRisk #GetNaloxone

5

A DOSE OF REALITY JUNE & JULY 2017

- **Facebook** Followers: 161
 - Reach: 24,800
 - Engagement: 352
- **Instagram** Followers: 58
 - Reach: 1,157
 - Engagement: 312

6

Creative Concepts

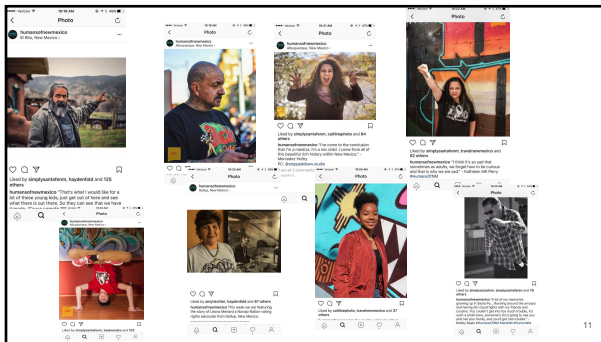
Request for testimonials from individuals

In conjunction with the Humans of NM project, request for testimonials from community members will be sought through social media and website submissions to also be used as additional content.

Geofilters – Location based marketing

- Geo filters on Snapchat, specifically targeted to geolocations/areas that are affected such as schools, universities, nightlife neighborhoods, sport centers, hospitals, clinics, high risk neighborhoods, etc. Businesses and organizations can purchase On-Demand Geofilters for a specific location.

10



11



LIVED EXPERIENCE STORYTELLING
www.humansofnewmexico.com

This is HUMANS OF NEW MEXICO.

A communal effort to record and showcase the lived experiences of everyday folks in New Mexico. In so doing, we hope to bring attention to the complex issues that affect our communities and offer a platform to voice everyday practices of resistance to societal pressures.

The site serves as an online archival interactive project which prioritizes textual and audio testimonial components along with photographs.

We invite our viewers to engage in critical testimonial practice by engaging with textual, audio and visual analysis of the diverse communities whose stories we share.

12

Creative Concepts

Testimonial collection collaboration project with Humans of New Mexico Collective

- Portraits of people in their environment who are currently or potentially affected by opioid usage including testimonials about why these issues are important to them.
 - Teacher, Parent, Significant Other, Grandparent, Business, Roommate, Healthcare Worker, Etc...
 - May be able to tap into relationships that the Collective have already cultivated through previous interviews to find subjects for the project.
- Work collaboratively with the Collective to capture these stories through still imagery, video, audio, and text. Content will be published on Dose of Reality and Humans of NM social media platforms and websites. The Collective currently has 4,343 Facebook followers and 2,103 Instagram followers. **All content will be approved before publishing on either platform.*
- Humans of New Mexico hosts a weekly 30 minute radio show on KUNM Public Radio station 89.9. Potential to have audio clips of our interviews aired during this time.
- Physical exhibit of imagery and stories after all the stories have been published online. An opening reception of this event could be an opportunity to connect with various members of communities in a real life setting.

13

Earned Media Creative Concept

Telling the prevention, treatment and recovery (continuum) story

"Day in the Life Of" Continuum Champions:

Prevention - Bernie Lieving

Recovery - Mark Garnand

Treatment - Leslie Hayes

14

Next Steps

Encourage social media sharing among adults 18+ who are some of the most active users of these social networks.

Create a distinct section on our ADOR website to educate and encourage discussion *(In process)*

Visually record and utilize real stories from New Mexicans in our social and PR campaigns to bring a "human element" to the advertising messaging. *(In process)*

"I am your neighbor, your teacher, your daughter. You smile at me in the park. I am all of those things. I am also a recovering addict. Who knows, you might be at risk for becoming an addict too. So, if you've just finished your first prescription of opioid pain medication, think hard before getting more. The euphoria you feel now will go away and your soul will go with it. And if someone suggest medication assisted treatment, jump at the chance. I promise, it will be worth everything to you and those you love."

Engage with social media influencers to create content that will positively impact our target via social media, where they rely on influencers for their information and opinions.

15

Content Needs

Photographs

Videos

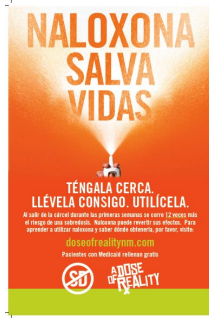
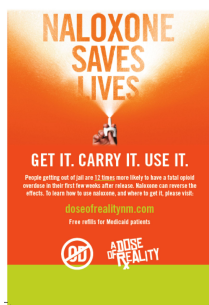
Articles

Cross-promotion

- Content from other states/organizations with similar campaigns
- Ask friends/followers to share and promote

Share with Simply Social Media at hello@simplysocialmedianm.com

16



17

STR

Adapt and expand the existing PR "A Dose of Reality" (ADOR) campaign for:

- Prescribed and illicit opioid prevention
- Treatment and recovery activities for opioid use disorder (OUD) to emphasize a Network of Care.

Our marketing program will educate, raise awareness and promote activities to:

1. Address barriers to receiving treatment by reducing the cost of treatment
2. Promote the developing systems of care to expand access to treatment, engage and retain patients in treatment
3. Address discrimination associated with accessing treatment, including discrimination that limits access to MAT.
4. Support innovative telehealth in rural and underserved areas to increase capacity of communities to support OUD prevention and treatment.
5. Support access to healthcare services, including services provided by Federally certified opioid treatment programs or other appropriate healthcare providers to treat substance use disorders.

18

PREVENT

Overdose can happen if you are taking prescription pain killers or heroin. Too much opioid in your system can cause your breathing to slow down or stop.

- Try not to mix your opioids with alcohol, cocaine or benzodiazepines (Xanax®, Valium®, Klonopin®, Ativan®).
- If you are taking drugs, try to be with other people if you're alone no one can help.
- Most overdoses occur at home and are reduced by having your friends who can call for help.

WHO IS AT RISK?

- Anyone who uses heroin or pain medications.
- People with reduced tolerance following detox or relapse from jail.
- Someone who had a prior non-fatal overdose.

SEE AN OVERDOSE? CALL 911

Don't leave a friend to sleep it off. N95's Good Samaritan law protects you when 2 people find drugs or powder paraphernalia. The protections do not extend to people with outstanding warrants, probation or parole violations, or if there is evidence of other criminal activity at the scene.

GET NALOXONE

- Naloxone is free for people who have Medicaid – ask your local pharmacist.
- If you live in Maryland, Texas, Pa, Fla, Idaho or D.C. you can get it for free. In other states you can also contact a pharmacist drug overdose (PDS) coach.
- Manufacturer: Brand Name: **Nuvera**™ (Nasal Spray) (500) 333-1331 or Nuva (English & Spanish), Sunovion (500) 270-5544 & Spanish (505) 875-4229
- Ask the pharmacist if naloxone kits are available upon your release.
- Visit doseofrealitynm.com for how and where to get naloxone.

STOP OVERDOSE DEATHS

Dosage Safety & How to Give Naloxone

DOSE OF REALITY

doseofrealitynm.com

49

RECOGNIZE

- The person won't wake up, even if you yell their name and rub them hard on their breast bone.
- Breathing is slow, shallow or even stops.
- If the person is still breathing, you may hear snoring or gurgling sounds.
- Lips and fingernails turn blue or gray.

RESPOND

- Immediately call 911 – Say "Someone is not breathing" or "Someone is unresponsive" and give a clear address and location.
- Do rescue breathing. Place on back on their side, tilt head back and pinch their nose closed. Make a seal over mouth and give two normal breaths, one right after the other. Chest should rise, not stomach in between breaths, let go of their nose.
- Give naloxone if you have it.
- Continue rescue breathing for 3 minutes, one breath every 3 seconds.
- If no response in 3 minutes, give second dose of naloxone.
- Continue rescue breathing.
- Do not leave them alone.

HOW TO GIVE NALOXONE

1. Place the person on their back, tilt their head back, and pinch their nose closed. Make a seal over mouth and give two normal breaths, one right after the other. Chest should rise, not stomach in between breaths, let go of their nose.
2. If you have naloxone, give it. If you don't have naloxone, continue rescue breathing for 3 minutes, one breath every 3 seconds.
3. If no response in 3 minutes, give second dose of naloxone.
4. Continue rescue breathing.
5. Do not leave them alone.

AFTER NALOXONE

Naloxone wears off in 30 to 90 minutes and the person could experience another overdose. Seek medical help right away, even if the person has been revived.

Lay the person in the recovery position after they wake up. Bend them on their side, bend their top knee up and support their head with their hand.

If you don't get medical help, stay with the person for at least 2 hours and don't let them use more drugs. Naloxone is temporary and can wear off before the opioids, leading to another overdose.

ONLY WORKS ON OPIOIDS

Naloxone only works on Opioids.

Common Opioid (Narcotic) Prescriptions:

- Oxycodone - Brand Names: **Oxycodone**®, **Percocet**®, **Percocet**®/Hydrocodone
- Brand Names: **Vicodin**®, **Lorazepam**®, **Oxycodone**®, **Brand Name: Loxone**®
- Morphine - Brand Names: **Morphine**®, **Avia**®, **Avia**®/MS
- Codeine - Brand Name: **Codeine**®
- Phenylephrine - Brand Name: **Phenylephrine**®
- Hydrocodone - Brand Name: **Hydrocodone**®
- Morphine - Brand Name: **Morphine**®

20

Questions?

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21