

SOCIAL MEDIA TOOLKIT

Grayken Center & Partnership for Drug-Free Kids


Support and Guidance for Massachusetts Families


The Grayken Center for Addiction at Boston Medical Center (BMC), which promotes innovation in the delivery of care for people affected by substance use disorders, and Partnership for Drug-Free Kids, the nation's leading nonprofit dedicated to helping families struggling with their son's or daughter's substance use, are collaborating on a [first-of-its-kind effort](#) to bring science-based resources and support dedicated to Massachusetts' families.


In the United States, there are 174 overdose deaths occurring every day, of which 115 are directly related to misuse and abuse of opioids. A recent Blue Cross Blue Shield of Massachusetts poll found that a significant proportion of Massachusetts residents see the opioid crisis as the biggest issue facing their communities and many families are affected directly.


► **Help us share these new resources to empower more Massachusetts' families to support their loved ones facing this epidemic.**


4 Ways to Connect with Our Parent Specialists


 **CALL 1-844-319-5999**
M-F: 9am-9pm ET

 **LIVE CHAT graykenaddictionsupport.org**
M-F: 5pm-10pm ET
Weekends: 12pm-5pm ET

 **TEXT HopeMA to 55753**

 **EMAIL support@helpandhope.drugfree.org**


 Partnership[™] for Drug-Free Kids
Where families find answers


 Grayken Center for Addiction
Boston Medical Center

FACT:

1 in 4 MASSACHUSETTS adults know someone who died of an OPIOID OVERDOSE.

Source: Blue Cross Blue Shield of MA 2018 poll

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Boston Medical Center

► Sample Social Posts

Concerned about your child's substance use? Get support for you and your family—call 1-844-319-5999; connect by text, live chat or email; or visit graykenaddictionsupport.org. #FamiliesCanHeal



There's hope and help for families struggling with a loved one's opioid use. Get help now. Call 1-844-319-5999; connect by text, live chat or email; or visit graykenaddictionsupport.org. #FamiliesCanHeal



"I realize there are a lot of families that are torn apart, but families can heal." Get hope and help for your loved one's substance use at 1-844-319-5999. #FamiliesCanHeal <https://youtu.be/infSTBf4NE>

