

# RxAWARE DIGITAL MEDIA TOOLKIT

JULY 2022



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# What is RxAware?

**This month, Partnership to End Addiction is launching RxAware, an innovative new program that aims to help curb opioid misuse by educating people on the wide array of non-opioid pain relievers available and offering ways to reduce the risks associated with opioid medications, if prescribed.**

RxAware is a personalized text messaging program that provides information for parents, caregivers and individuals about opioid medication safety and non-addictive pain relievers. After texting RXAWARE to 55753, participants can answer a short series of questions about their own – or a loved one's – pain management needs. The participant will then receive personalized messages vetted by health professionals that provide information, resources and actionable support.



# How does RxAware Work?

Text **RXAWARE** to **55753**

Answer a short series of questions about your own or a loved one's pain management goals.

Receive personalized messages to keep you and your family safe while managing pain.



# About this Toolkit

**Partnership to End Addiction, a national nonprofit uniquely positioned to reach, engage and help families impacted by addiction, aims to bring RxAware to parents, families and individuals.**

We created this toolkit to help you and any interested person or organization easily and quickly share information about this new program with friends and networks.



# What's Inside

## Email to Your Subscribers:

Many people in your network or on your email list could be interested in signing up for RxAware, whether someone in their family is currently struggling, is in recovery or wants to reduce risks associated with opioid medications.

## Email to Partner Organizations:

Community support can help prevent opioid misuse. We've included a draft email that you can use to let other local organizations, agencies or schools in your area know about RxAware.

## Social Media Copy and Images:

We've included copy and visual assets sized for Facebook, LinkedIn, Twitter and Instagram for you to post to your channels.

## Printable Flyer:

We've included a PDF flyer for your networks to print for grassroots marketing at in-person events, schools, waiting rooms, storefronts or university bulletin boards.

## Links to Related Resources:

Partnership to End Addiction is proud to develop digital tools like RxAware and regularly shares evidence-based educational resources on our website for families seeking to support a loved one using substances. We've included some related links in this toolkit.

## About Partnership to End Addiction:

Below, you will find information about Partnership to End Addiction, including our organization's mission and how we help families.

All images and the flyer are co-branded, with both the state-level lead partner's logo and Partnership to End Addiction's logo. Please feel free to edit the draft social and email copy as necessary to fit your voice.



# Email to Your Subscribers

*\*Page contains clickable links*

Hi <first name>,

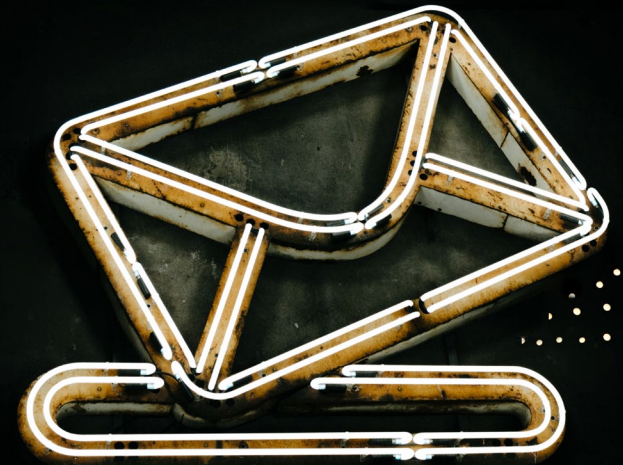
In 2020, 3,032 people died from overdoses in Tennessee, including 2,388 from opioids, and those numbers have only increased since. We need to do everything we can to support families and individuals who are at risk.

That's why TAADAS is launching RxAware, an innovative new program that aims to help curb opioid misuse. RxAware is developed and managed by [Partnership to End Addiction](#), a national nonprofit uniquely positioned to reach, engage and help families impacted by addiction. The goal of RxAware is to educate people on the wide array of non-opioid pain relievers available and offer ways to reduce the risks associated with opioid medications, if prescribed.

To join, text **RXAWARE** to **55753**.

RxAware is a personalized text messaging program that educates parents, caregivers and individuals on opioid medication safety and non-addictive pain relievers. After texting RXAWARE to 55753, participants can answer a short series of questions about their own – or a loved one's – pain management needs. The participant will then receive personalized messages vetted by health professionals that provide information, resources and actionable support.

To learn more about [RxAware and Partnership to End Addiction](#), [click here](#).



# Email to Partner Organizations

*\*Page contains clickable links*

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**Will you help us spread the word about [RxAware](#)?**

RxAware is a personalized text messaging program that educates parents, caregivers and individuals on opioid medication safety and non-addictive pain relievers. After texting RXAWARE to 55753, participants can answer a short series of questions about their own – or a loved one's – pain management needs. The participant will then receive personalized messages vetted by health professionals that provide information, resources and actionable support.

With your help, we can make sure as many people as possible learn and take action with this new program.

To learn more about RxAware and [Partnership to End Addiction](#), [click here](#).



# Social Media Copy and Tags

## Post 1 - Day press release is released:

Today, we introduce an innovative text messaging program where you can learn about the wide array of non-addictive options for pain management. And, if you're prescribed an opioid pain reliever, learn ways to reduce your or your family's risk. Get started by texting RXAWARE to 55753. Answer a short series of questions and begin receiving personalized messages – vetted by health professionals – with information, resources and support. Working together with Partnership to End Addiction [tag us], this needed resource will help families and individuals make decisions about ways to manage pain effectively and safely.

## Post 2 - Two days after press release is released:

Should you consider alternatives if you or a loved one has been prescribed an opioid pain reliever? The good news is that there are many non-addictive options for pain management, and RxAware is a text messaging program that can help you decide what's right for you or your family member. Text RXAWARE to 55753. After answering a short series of questions about pain management, you will receive personalized messages, vetted by health professionals, where you will learn how to safely manage pain for yourself or a loved one.



# Social Media Copy and Tags

\*Page contains clickable images & links

## Post 3 - One week after press release is released:

If you or someone you love has been prescribed an opioid pain reliever, one of your first concerns may be about safety. What are the risks? How should I keep these safe? RxAware is a text messaging program that provides answers. Text RXAWARE to 55753. After answering a short series of questions about pain management, you will receive personalized messages, vetted by health professionals, that provide educational information, resources and actionable support.

## Post #4: Two weeks after press release is issued:

There is a nationwide surge in counterfeit pain medications, fake pills that look nearly identical to those you get at the pharmacy. Many are laced with fentanyl, a powerful and often deadly painkiller. It's more important than ever to have the right information and find the best solutions to help you or your family address pain. RxAware is a text messaging program from TAADAS and Partnership to End Addiction [tag us] that provides personalized messages to help you prevent misuse, as well as manage and safeguard your prescription medications.

## How to tag Partnership to End Addiction on social media:

- Facebook – [@PartnershipToEndAddiction](#)
- Instagram - [@PartnershipToEndAddiction](#)
- Twitter – [@ToEndAddiction](#)
- LinkedIn – [@PartnershipToEndAddiction](#)

## Printable Flyer

Download a PDF version of our printable flyer for easy printing.

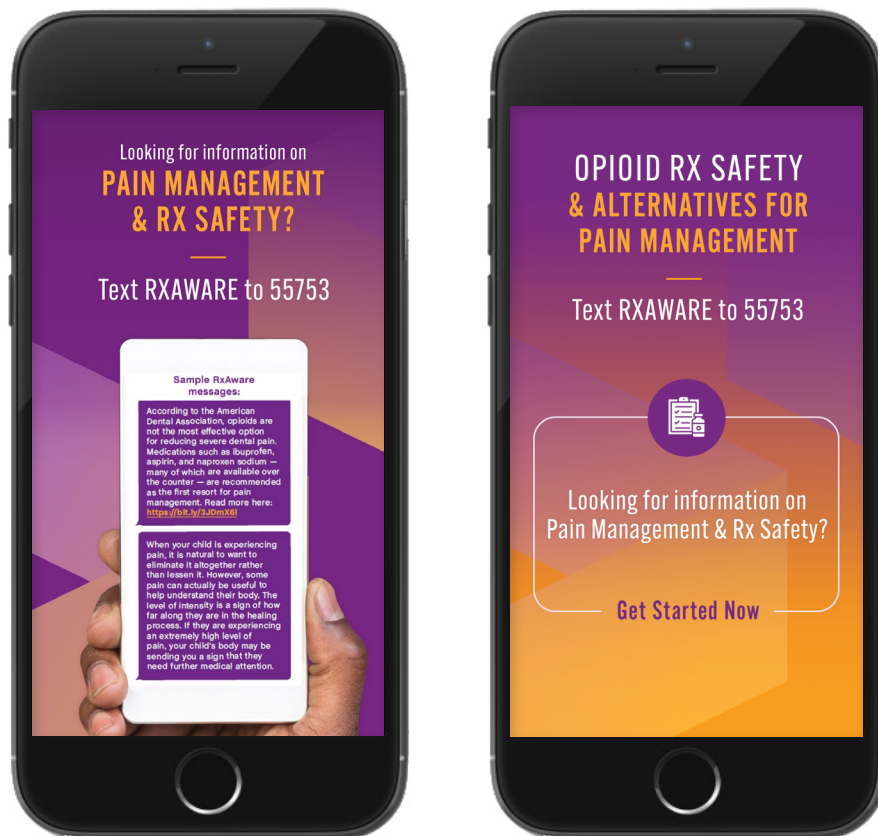


# Social Media Assets

\*Click images to download assets

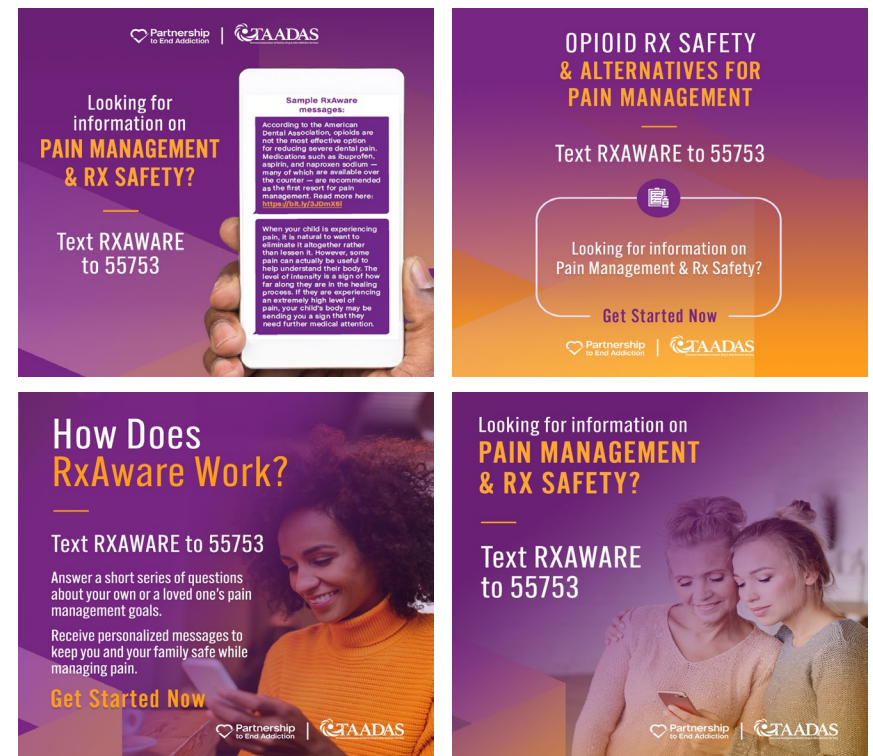
## Stories

A temporary slideshow format for casual viewing.



## Feed Post

Traditional square posts that appear in your follower's feeds.



Download all assets

# Links to Resources

*\*Page contains clickable links*

[What are opioids?:](#) Opioids are pain-relieving drugs either naturally derived from poppy flowers or lab-made, semi-synthetic substitutes. They work by attaching to particular sites in the brain called opioid receptors, which carry messages to the brain. The message the brain receives is changed so that pain is no longer perceived as painful. Medications are often formulated in combination with other substances, such as ibuprofen or acetaminophen.

[Alternatives to opioids:](#) While opioid medications may be effective for treating pain in the short-term, they have an extremely high propensity for addiction. The good news is that there are many alternatives to opioids that can help alleviate your loved one's pain. We help to spell them out for you and provide guidance on how to ask your doctor about these alternatives.

[Fentanyl-laced drugs and counterfeit pills:](#) Fentanyl-laced drugs, including heroin, cocaine, meth and counterfeit pills, are the primary driver of overdose deaths reported by the CDC. Overdose deaths from fentanyl are fastest growing among 14- to 23-year-olds.

[Family Support:](#) So many other parents and families have gone through, and are going through, the same challenges you're facing now. We're here to help.

[More on RxAware:](#) Find answers to best help you and your family make decisions about managing pain effectively and safely. Knowing how to prevent opioid misuse, as well as manage and safeguard your prescription medications, is important for everyone's well-being.



# About Partnership to End Addiction



Partnership to End Addiction is a national nonprofit uniquely positioned to reach, engage and help families impacted by addiction. We offer evidence-based services and resources – [helpline](#), [online support communities](#), [peer parent coaching](#), and more – that empower families to prevent and treat addiction and support recovery for their children and other loved ones. From our decades of research and experience, we know that families play a vital role in preventing, intervening in and supporting recovery from substance use disorder. Outcomes are better when families are involved.

*After contacting our helpline, 84% of families report feeling more knowledgeable, 82% say they are more hopeful and 89% feel satisfied with their help.*

In addition to RxAware, parents have the opportunity to sign up for personalized messages to help support their children by texting **JOIN** to **55753**. Parents can also connect with a helpline specialist and search for resources on [drugfree.org](#).

