

# New Mexico Recovery Oriented Systems of Care (ROSC) Committee



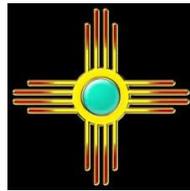
**International Overdose  
Awareness Day**

## Planning Toolkit

**OVERDOSE  
CAN AFFECT  
ANYONE.**

31 AUGUST

INTERNATIONAL OVERDOSE  
AWARENESS DAY



## International Overdose Awareness Day Toolkit

August 31

### Table of Contents

01	Thank you for choosing to support International Overdose Awareness Day in your Community	
02	Introduction/Getting Involved.....	3 - 4
03	Making a Difference In NM - What can you do to help .....	5
04	Get Started.....	7
	Planning International OD Awareness Day Activities	
05	Your Event.....	8 - 9
	Event Ideas	
	Education Awareness      Education - Awareness-raising Events	
	Memorial events	
	Faith-based events	
	Community events	
	Workplace events	

06 Promote your event.....10 - 11

- Sample text for 'save the date'
- Email to friends, family and other contacts
- Sample text for local radio announcements
- Social mediaposting/banners/images

07 TOOLS & RESOURCES.....12 - 19

- Event checklist
- Event Activity Planner
- Donation collection form
- Contact

DRAFT

*Thank you for choosing to support International Overdose Awareness Day in New Mexico. Your support is invaluable to help communities create awareness for overdose awareness and provide support to families and loved ones who have lost someone to overdose. Those lost to overdose are not just a statistic, they were someone's Son, Daughter, Mother, Father, Brother, Sister, Grandchild, Friend or Neighbor.....*

- *Between 1990 and 2015, the drug overdose death rate in New Mexico tripled (NMDOH).*
- *NM mortality rate = 24.8 per 100,000 (US = 19.8 per 100,000).*
- *New Mexico ranked 15<sup>th</sup> in the country for overdose deaths in 2016.*

*Overdose is now the leading cause of death in the U.S. for people under 50.*

## *O2 Introduction - Getting involved*

By planning an event, you are taking action to help prevent overdose fatalities. You may choose to help educate people who use drugs, friends, families and the community about the signs of overdose and how to respond effectively. Or you may choose to support those who have lost a loved one to overdose by enabling them to honor and remember that person's life, what they loved about them and what they think about them.

Organizing an event, even if it is the first time you are doing one, is not as complicated as you might think. Your Overdose Day event can be as big and elaborate or as small and intimate as you would like – just do it your way. By bringing your community or even just a few of your friends and supporters together, you can become part of the change! This event support kit will provide you with information on everything you need to plan and run your own Overdose Day event. Resources are available (eg posters, fact sheets, badges) that will help you to promote your event and make it a memorable experience for yourself and everyone who attends.

## 03 *Making a Difference In NM – What can you do to help*

The goals of Overdose Day are:

To raise awareness of overdose and reduce the stigma of a drug-related death;

And; To acknowledge the grief felt by families and friends remembering those who have met with death or permanent injury as a result of drug overdose.

Overdose Day is a global event held annually on 31 August.

### WHAT CAN YOU DO TO HELP?

On or around 31 August, you can hold an event to promote awareness in the community in relation to overdose. Events – large or small – can be really effective in increasing community understanding about the issues around safe drug use. Events provide a safe space for families to mourn the loss of their loved ones. Events also provide a great opportunity for communities to come together, learn and support each other. **The New Mexico Network of Care can provide you with a list of organizations in your local area that are holding Overdose Day related events.**

These local groups always need assistance with several tasks or might want to partner with other organizations for their event. This is another way that you can choose to be involved. Your support and involvement is crucial to highlight the significance of overdose prevention.

On August 16, 2017, Recovery Santa Fe held a memorial for those who died of overdoses in Santa Fe. Bernalillo held one on August 31<sup>st</sup> in coordination with International Drug Overdose Awareness day. A press release for the Santa Fe memorial is attached to this message. A brief video of the Santa Fe memorial (produced by an attendee, independent of Recovery Santa Fe) can be found at <https://www.youtube.com/watch?v=wN2gokNuMaA&feature=youtu.be> . The Santa Fe memorial included partnership efforts with Recovery Santa Fe, Santa Fe Prevention Alliance, Berardinelli Funeral Home, The Friendship Club joined efforts in celebrating.

## *04 Get Started*

# *Planning International OD Awareness Day Activities*

### Things to do Now:

1. Decide what type of event you want to hold.
  - a. Whether you want to host a memorial, help spread information about how to prevent an overdose from becoming fatal, or help raise funds for Overdose day, this will have an impact on your planning, staffing, resources, funds needed to organize your event.
2. Familiarize yourself with this toolkit, as well as the IOD Awareness Day toolkit. This will make you more familiar with your responsibilities as an organizer  
  
[https://www.overdoseday.com/wp-content/uploads/PEN727\\_IOD\\_Awareness\\_Day\\_EventOrganisersSupportKit2017.pdf](https://www.overdoseday.com/wp-content/uploads/PEN727_IOD_Awareness_Day_EventOrganisersSupportKit2017.pdf)
3. Register your event on line at New Mexico Network of Care and the International OD Awareness Day website. Community members interested in attending an event can find out if something is being hosted in the area. Once registered, promotion of your event can begin.
4. Begin Your planning – This event toolkit is designed to help all event organizers, no matter what size or nature of your event. This document will help you with your planning, organizing, and running your event. Prior IOD organizers in NM are here to help you with your event. You may contact:

Tom Starke                      tomstarke@comcast.net

Jenn Manzanares              [jennmanzanares71@gmail.com](mailto:jennmanzanares71@gmail.com)

## 05 *Your Event*

### *Event Ideas*

- *Memorial events*
- *Faith-based events*
- *Community events*
- *Workplace events*
- *Education Awareness Education - Awareness-raising Events*

### **Memorial Events**

Memorial events, like candlelight vigils or a service help us remember the lives of loved ones lost and bring people together to support one another. If possible, organize with other partners for the memorial event. Often times, funeral homes, community organizations, faith groups, etc. will participate in the planning and actual support the day of the event. This is also a good way to provide information to the community about symptoms, prevention and OD awareness/naloxone training in their communities. Other memorial events can include tree planting, banner signing, tribute writing, etc.

### **Faith Based Events**

For individual or organization motivated by faith, creating a faith or religion based event could bring community together to remember the lives lost to overdose. Many in the community are motivated by faith and might seek support from avenues that reflect these values. Prayer meetings, candle lighting vigils, singing hymns and songs, could form elements for an Overdose Day event. You can also partner with local workshop leaders who can promote OD prevention messages as well as nurture a supportive environment for people who struggle with substance use, as well as their loved ones.

### **Community Events**

Community events are a great way of getting everyone from a young age involved. You can make the event as simple or elaborate as you wish depending on the time and resources you may have available. Something as enjoyable as a community meal can bring locals together to learn about overdose, and share memories with others. Location venues for the event can range from a local park to a office building.

### **Workplace Events**

Your workplace is a great avenue for spreading the messages about overdose awareness and its prevention. Information sharing on safer use of drugs and overdose prevention can be made available. This not only creates a healthier more accepting work environment that de-stigmatizes drug use but enables people to talk about the challenges and losses that they have suffered while coping with overdose.

### **Education and Awareness Raising Events**

- Create a positive vision of health and wellbeing by organizing a walk, run or ride for your community. Provide a safe, well-lit and surfaced area for the event with an eventual converging to commemorate and learn more about overdose and its prevention. As a medium sized event, this could be used as a fundraising initiative by charging participant fees.

## *o6 Promote your event*

*Don't forget to promote your event within your community and networks. It enables people to become involved and promote greater awareness about overdose prevention and honoring the lives of those who have been lost. Promoting your event within your own networks will go a long way.*

### **Email:**

Sample text for 'save the date' Email to Friends, Family and other Contacts

Subject: Save-The-Date: International Overdose Awareness Day 2018

### Content:

Each year we lose thousands of people from drug overdose not only locally, but globally. Some survive, but suffer a permanent injury which leaves a devastating impact on their friends and families.

**(Insert Name of Town/City)** is not immune. You may have seen it, or has happened to those around you. Tomorrow it could happen to someone you love. This is not an invisible issue. **(Insert a personal story or details if comfortable).**

International Overdose Awareness Day provides an opportunity for us to reflect on practical ways to prevent overdose in our community. Overdose is preventable. Knowing the facts about drugs and what to do when we see someone experiencing an overdose does save lives. Overdose Day events aim to honor our loved ones, and educate our communities.

**(Insert your name or organization)** are planning on supporting this day with **(Insert event details; memorial, candlelight vigil)** on **(Insert Date)** at **(Insert event time).**

The event will help you understand how overdose affects every single one of us, and how you can make a difference. **(if possible insert further description of your event that encourages people to attend)**

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### Email Cont:

#### Event Details:

Insert Event Location

Insert any donation/fees details if applicable

Insert Contact details

This is an opportunity to help make **(insert name of town/city)** remember the losses we have all suffered. Come and share your reason for making it a safe and healthier community. **We hope to see you at the event:**

(Insert Signature: [www.overdoseday.com](http://www.overdoseday.com); Facebook link, Twitter @Overdoseday)

### Radio:

#### Sample text for Local Radio Announcements:

“Everyday, we see lives around us being changed and lost to overdose. Overdose does not discriminate – it could be your or someone you love. A friend, a colleague or a neighbor. This year on International Overdose Awareness Day, **(Insert town/city)** needs your support.

Get involved to prevent the tragedy of overdose. Education makes all the difference. Join us on **(Insert date of event)** at **(Insert times)** at **(Insert location of event)** for a **(Insert nature of the event)**.

Come join us to better understand how this affects each one of us. Join us as we remember the loved ones we have lost. It’s time to remember, it’s time to act.

### Social Media Postings/Banners/Images

Stay connected through social media. Banners and images can be personalized to meet your events needs. Postings can mirror your email or radio announcements.

## 07 *Tools and Resources*

### Sample Event Checklist and Event Schedule:

This event checklist is a sample used for the 2017 Santa Fe Memorial. Activity planner samples are also available on [www.overdoseday.com](http://www.overdoseday.com).

#### \*\*\*BEFORE THE MEMORIAL DATE\*\*\*

- \*All will distribute the announcement (distributed by Tom)
- \*Tom will produce the memorial pottery shards with each person's first name painted on one.
- \*Tom brings music for start of memorial. (Music to be selected by Terence of Berardinelli)
- \*Berardinelli will prepare and print programs (bringing them to the memorial)
- \*Tom will send out press releases and an e-blast to those interested in attending also, place ads in New Mexican, and post event on community calendars (on line)
- \*Tom brings two folding tables, two chairs, 2 ea. 10x10 awnings, sandwich sign stand, shards, 10 copies of the press release, and a portable, battery powered PA system,
- \* Berardinelli will provide the (to be signed) poster, flowers, 100 waters (can be adjusted based on weather forecast), a basket, pens/markers for the poster, a candle for the memorial table, two table clothes suitable for a 30" x 6 foot table, and a few boxes of Kleenex.
- \* Jessica will bring the "more information" email sign-up slips.

#### \*\*\*WEDNESDAY, August 16<sup>th</sup>, 2017\*\*\*

##### 2:00:

- \*Tom, Jessica, and Tiffany will arrive and set up awnings, tables, and chairs.

##### 2:15pm-ish:

- \* Joshin, Jenn, and Shelley arrive to set up. Tom will check in with the church staff to let them know we are there. Tom will invite several community service workers, but no guarantee they'll come.
- \*Tom will bring: two tables, six folding chairs, sandwich board stand with event announcement poster, pottery fragments with names written on them, cards with the names on them for Joshin to read during memorial
- \*Berardinelli will bring: table 2 clothes, water, flowers, a basket for shards, poster to be signed, Sharpies to sign poster, Kleenex, and a candle (and something to light it).
- \*Jenn will bring: tape, pretty quote for the poster signing table
- \*Joshin will bring: a drum

##### 2:50pm-ish: (ten minutes)

- \*Tom will begin playing welcoming music? Cell phone playing into the PA microphone
- \*Attendees begin signing the poster. (*We will have a reception table monitor*)—Jessica Shover

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**3:00pm:** (five minutes)

\*Tom Starke, Recovery Santa Fe, welcomes and offers official remarks, then introduces Jenn.

**3:05pm:** (ten minutes)

\*Jenn offers stories about several of the individuals who passed away—only mentioning first names, then introduces Joshin Brian Byrnes, Vice Abbot of the Upaya Zen Center.

**3:15pm:** (five minutes)

\*Joshin begins with a moment of silence and then shares some spiritual words

**3:20pm:** (twenty minutes)

\*Joshin leads the reading of the first names

-All the pottery fragments inscribed with names are organized on the table

-Joshin will have names on cards

-Joshin will explain the process to the crowd and asks everyone to stand in a big circle

-As he slowly reads each name, then he (*or perhaps another Upaya person??*) will strike a drum to commemorate the person, then whoever in the crowd feels moved can step up and take that person's pottery shard and return to the circle, and meanwhile we will all say a mantra/phrase after the ding of the bell. (Should no one come forward for a particular shard, one of us will come forward and take it.)

-The mantra/phrase is up to Joshin to decide, but suggestions include the following..."you are not forgotten", "we remember you with love", "you are always with us", or something similar.

- Tom or Jenn will be standing by the rock table to help people find the correct rock

-Joshin will indicate that family members of those who passed should have priority over getting their rock

-We will also honor Everyone Unknown and the Unborn individuals.

**3:40pm:** (1 minute)

\*Joshin leads us all in a moment of silence

**3:41pm:** (five minutes)

\*Dr. Laura Brown's tribute to all who work to prevent overdose deaths

**3:46pm:** (5 minutes)

\*Ben, Shift Supervisors from St. Elizabeth Shelter, perform a touching song that holds space for all of our emotions. Potentially this will be a song everyone knows and can join in.

**3:51pm:** (10 minutes or so)

**2018 International Overdose Awareness Day**

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\*Joshin facilitates our open forum, where attendees are able to share stories, thoughts, poems, tributes, etc. about those who passed away. ~~He will also make sure to acknowledge any family members that are present and their loss.~~

**4:01pm:** (1 minute)

\*Joshin leads a final moment of silence for us all to feel grounded as we close the ceremony.

**4:02pm:** (1 minute)

\*Joshin offers closing remarks, thanks people for coming, encourages guests to sign our Memorial Poster.

\*Whoever is able to stays and schmoozes, helps clean up, etc.

### Equipment List:

1. Folding table (Tom)
2. 2 ea, 10x10 awning (Tom)
3. 6 ea. Folding chairs (Tom)
4. Pottery fragments with names (Tom)
5. Sandwich board stand with memorial poster (Tom)
6. Candle (Berardinelli)
7. Flowers (Berardinelli)
8. Programs (Berardinelli)
9. Poster (Berardinelli)
10. Basket for shards (Berardinelli)
11. Cards with names on them (to be read by Joshin) (Tom)
12. Pens and markers for poster signing (Berardinelli)
13. Box of Kleenex (Berardinelli)
14. Case of bottled water (Berardinelli)
15. Microphone stand (Berardinelli)

# Sample Press Release:

## FOR IMMEDIATE RELEASE

**Contact: Tom Starke, 505 412 0860, tomstarke@comcast.net**

### **Santa Fe Memorial commemorating people who died from Accidental Drug Overdoses in 2016**

Wednesday, August 16, 2017, 3-4 pm, Santa Fe, New Mexico.

Our Lady of Guadalupe Old Church Courtyard, 417 Agua Fria St (corner of Guadalupe and Agua Fria).

Recovery Santa Fe, the Friendship Club, Santa Fe Prevention Alliance, Berardinelli Family Funeral Service, Upaya Zen Center, and Santa Fe Recovery Center will host the first annual memorial commemorating the 45 people who died from accidental drug overdoses during 2016. This is a terrible loss to individuals, families, and our community. It's a community tragedy that very few acknowledge because of the shame felt by those struggling with addiction, and their families. The purpose of this memorial is to provide a space and time for our community to gather and jointly acknowledge this tragedy.

The memorial will include remembrances of those who've passed, a tribute to those working to treat addiction and prevent overdose, a spiritual perspective from Joshin Byrnes, Vice-Abbot of the Upaya Zen Center, a reading of first names, a moment of silence, music, and further remembrances from those attending.

For 2016, the NM Department of Health reported that 11.3% of New Mexican adults said they used illicit drugs in the past 30 days. For Santa Fe County that translates to almost 13,000 people. The horrible consequences of drug addiction are wounding our community.

Santa Fe's memorial is being held in coordination with the International Overdose Awareness Day memorials being held around the world on August 31. <https://www.overdoseday.com/>

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Recovery Santa Fe is a nonprofit advocating for people in recovery from alcohol and drug addiction. It supports programs and policies that end the stigma and discrimination against people in recovery—and those struggling to begin recovery. It holds an annual recovery rally, this year on September 23<sup>rd</sup> at Railyard Park. [recoverysantafe.org](http://recoverysantafe.org)

The Friendship Club is a multi-use community center that promotes activities and events focusing on mental, spiritual and physical recovery. It provides an inviting, supportive environment where people in recovery can heal and help one another. [friendshipclubsantafe.org](http://friendshipclubsantafe.org)

The Santa Fe Prevention Alliance's Santa Fe Opiate Safe committee works collaboratively with community and agency stakeholders to prevent and reduce opiate overdose and misuse in and around Santa Fe County. Strategies used to proactively address the issue include provider training and support, overdose training and Narcan access, and treatment and recovery advocacy. [santafepreventionalliance.com](http://santafepreventionalliance.com)

The Santa Fe Recovery Center provides residential and outpatient drug and alcohol treatment. The Center works with individuals to sustain lifelong recovery from alcoholism, addictions, and related mental illness, by providing culturally relevant evidence-based treatment and education in partnership with other community organizations. [sfrecovery.org](http://sfrecovery.org)

The Upaya Zen Center provides a context for community practice, education in Buddhism and social service in the areas of death and dying, [prison work](#), the environment, women's rights, and peacework. It endeavors to fulfill the vision of the Five Buddha Family Mandala, by understanding the integration of all of its functions. [upaya.org](http://upaya.org)

Berardinelli family Funeral Service offers a comforting and inviting place to gather in remembrance and celebration of lives lived well. Our experienced staff is committed to this vision and passionate about making your time with us as memorable and uplifting as possible. We bring together decades of experience caring for families of all cultural backgrounds and diverse walks of life. We pledge to treat you and your loved ones just like family, and we guarantee to offer services that meet all of your specifications while exceeding all of your expectations. [berardinellifuneralhome.com](http://berardinellifuneralhome.com)

## Sample Budget:

3/27/2017 Budget

1. Advertising	
a. Reporter ad	\$98
b. New Mexican ad	\$285
c. Flyer posting service	\$40
d. Facebook boosting	\$40
e. Pre-event handouts for booths/presentations (including graphic design) (500)	\$160
2. Event program	
a. Graphic design contractor	\$60
b. Copies (100)	\$20
3. Totems (50 to be personalized for each individual)	\$200
4. Event insurance	\$100
 Total	 \$1003

**INSERT Sample Memorial Book – Scan from 2017**

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### **Posters and Fact Sheets**

Fact sheets and posters are available for you to download on the Overdose Awareness Day website. Additional resources may be available locally.

### **Promotion Via Social Media, Emails, Strategic Partners**

Social media channels, email databases, and agency networks are all useful resources in getting the word out. IOD media channels include:

Facebook: /InternationalOverdoseAwarenessDay

Twitter: @OverdoseDay

### **NM Local Resources:**

**Do you or someone you know, need help now?  
Call the New Mexico Crisis & Access Line 855-NMCRISIS ([855-662-7474](tel:855-662-7474)).  
Confidentially talk to a therapist – 24/7, and get a referral to talk to someone near you.**