



OPIOID PAINKILLER ADDICTION AWARENESS DAY

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## Making a difference together

**September 22nd, 2016** will be the second annual **Opioid Painkiller Addiction Awareness Day (OPAAD)**. OPAAD coincides with both *Pain Awareness month* and *National Recovery month*, so is the ideal time to focus on opioid painkiller addiction and the people affected by it. Last year there was a fantastic response, this year the aim is to make an even bigger impact.

Opioid painkiller addiction is an under-recognised problem in the UK, even though nearly one in ten UK adults believe they are, or have been, addicted to opioid painkillers.<sup>1</sup> Many people don't know where to turn for help, and aren't able to get the support they need. Because of this, raising awareness and helping to remove the stigma associated with opioid painkiller addiction is crucial.

### **This OPAAD, we can all help make a difference**

On **September 22nd**, join the conversation on social media throughout the day. Check out the social media resources page on [turntohelp.co.uk](http://turntohelp.co.uk) for the OPAAD logo and other pictures and facts to use on your website, blog, newsletter, facebook, Twitter or Instagram to raise awareness of this important issue. Make sure you use the **hashtag #OPAAD** to make it easier for people to follow.

Why not plan an awareness-raising event in your local area? This could be anything from a small social gathering to a large-scale public event

One of the simplest and most effective ways to spread the word is to talk about opioid painkiller addiction. Do you know a person who would be happy to speak about their experience of opioid painkiller addiction and how it affected their life?

Just make sure you post about what you're doing online with the **hashtag #OPAAD**. You could even involve the local media – this can really boost the numbers of people that you can reach.

**If you have any other ideas of events, post them online using the hashtag #OPAAD, and join the conversation in the run-up to September 22nd.**

#### References

1. Data on file: IND-UK-0001.

**Awareness is a first step toward prevention and treatment**