



Harm Reduction Saves Lives Toolkit

Implementation Guide

Welcome to the Harm Reduction Saves Lives Toolkit!

This toolkit was developed in response to the direct needs of communities in Wisconsin. Rural communities have been, and continue to be, affected by the opioid epidemic. Evidence shows that harm reduction strategies can have an impact on reducing the number of lives lost to overdose.

Harm Reduction Saves Lives aims to educate the general public on what harm reduction is and what resources are available in their community.

Table of Contents:

Implementation Tips	2
PowerPoints	3
Social Media	4
Handouts & Infographics.....	8
Billboard	10
Additional Harm Reduction Resources.....	10

There are images of the toolkit components throughout this guide. To download original copies of the items, please visit northwoodscoalition.org.



Implementation Tips

- **Go Slow.** Harm reduction can be a touchy subject, especially in rural communities. It may take time to get people on board with accepting harm reduction.
- Find a **Champion.** Not only can these people help promote your campaign, but there are also a few places throughout the toolkit for you to add quotes from community members.
- **Be Responsive to Your Community.** Every community is at a different place when it comes to accepting the idea of harm reduction. Get to know where your community is at and meet them where they are. Perhaps they are only ready for a few social media posts right now, but in six months they may be ready to get their first naloxone box.

Use of Campaign Materials:

Materials were created and are owned by Marshfield Clinic Health System (MCHS). Materials should be used with integrity. Should coalitions wish to use materials outside of its original purpose, they must first consult with MCHS to receive approval prior to utilization. Coalitions will have the opportunity to add a logo to campaign materials for branding purposes.

The funding and Narcan® Nasal Spray statements found throughout the products are **not** to be removed.



PowerPoints

What is Harm Reduction?

- *Intended Use:* Educate the general public on what harm reduction is, what it looks like, why it matters, and why they should care.
- *Pairs well with:* Opioids in Our Community Infographic
- *Notes:*
 - Areas to edit and customize are highlighted in yellow. Be sure to remove the yellow before presenting.

What is a Naloxone Box?

- *Intended Use:* Educate stakeholders on what a naloxone box is and why it is a helpful resource to have in the community.
- *Pairs well with:* Naloxone Box Implementation Guide, Opioids in Our Community Infographic
- *Notes:*
 - Areas to edit and customize are highlighted in yellow. Be sure to remove the yellow before presenting.

What is Harm Reduction?

And why should we care about it?



What is a Naloxone Box?

And why should we consider implementing one?



Social Media

Posting Recommendations:

- *Order:* Post in the order listed below, but feel free to adjust based on what your community needs.
- *Captions:* We highly recommend you use the captions provided to keep the messaging the same across all organizations, helping to create a unified impact.
- *Frequency:* 1-2 times per week
- *Platform:* These graphics fit best for Facebook and/or Instagram.
- *Saving Images:* The social media graphics will download as PowerPoint files for ease of editing. If you are unsure how to save a PowerPoint file as an image, [here is a helpful resource.](#)

Content:

1. What is Harm Reduction?



Suggested Caption: Welcome to the Harm Reduction Saves Lives campaign! Over the next few weeks, we will post information about what harm reduction is, naloxone and its use, hear from someone in recovery, and much more. Join us for the month of (Insert Month) as you learn how you can help break the stigma around harm reduction. In the meantime, learn more about harm reduction and what you can do to help at <https://www.samhsa.gov/find-help/harm-reduction>



1. What is Harm Reduction? Cont'd

Note: These two graphics are meant to be posted together, kicking off a series of posts over about a month's time. However, you can simply post the second graphic on its own if you wish (see next page for suggested caption).

Suggested Caption for What is Harm Reduction only: Learn more about harm reduction and what you can do to help save lives at <https://www.samhsa.gov/find-help/harm-reduction>

2. Harm Reduction is Everywhere

Suggested Caption: Harm reduction isn't just about drug use; it can be applied to lots of things! In fact, you may be surprised by how much harm reduction naturally occurs in daily life. To learn more about what harm reduction looks like in Wisconsin, visit

<https://www.dhs.wisconsin.gov/aoda/harm-reduction.htm>



3. Overdose Deaths

 <p>There have been ___ opioid overdose deaths in *community name* in *year/time*.</p> <p>But harm reduction can save a life from overdose!</p>	 <p>How can harm reduction save a life from overdose?</p>  <p>Medicine lock boxes prevent opioids from getting into the hands of youth and/or pets.</p>	 <p>How can harm reduction save a life from overdose?</p>  <p>Naloxone reverses the effects of an overdose and helps someone start breathing again.</p>	 <p>How can harm reduction save a life from overdose?</p>  <p>Drug testing strips can provide more information on what someone may be putting in their body.</p>
---	--	--	---

Suggested Caption: Our community is not immune to losing loved ones to overdose death. Here are just a few ways harm reduction can save a life from overdose death. To learn more about how you can be a part of the solution to preventing overdose death, visit <https://www.dhs.wisconsin.gov/opioids/overdose.htm>

Notes: This is an editable post. Be sure to insert your community's name and statistic before posting.



4. Naloxone – A Harm Reduction Tool

Naloxone:
A harm reduction tool everyone should know about.

What is naloxone?
A medicine that reverses the short-term effects of an opioid overdose.

Can naloxone hurt someone?
No, even if a person is not experiencing an overdose naloxone will not harm them.

Who can get naloxone?
Anyone! The medicine is for purchase available for purchase and for free at many locations.

How is naloxone given?
It most commonly comes as a nasal spray, but naloxone is also available as an injection.

How can naloxone save a life?
Naloxone helps someone experiencing an overdose to start breathing again until help arrives.

What is naloxone also known as?
Brand names of naloxone include NARCAN® Nasal Spray, Kloxxado, and Rezenopy.

Suggested Caption: Naloxone is a common form of harm reduction. Check out these frequently asked questions, then learn more about how naloxone saves lives at <https://www.samhsa.gov/medications-substance-use-disorders/medications-counseling-related-conditions/opioid-overdose-reversal-medications/over-the-counter-naloxone-faqs>

5. Addiction

1 out of every 4 people
in the U.S. experience **addiction**.

Chances are, someone you know – a coworker, friend, family member – could be struggling with substance use.

“
Insert quote from someone in recovery
”

— Nemo of Individual, Community Resident

Suggested Caption: Addiction is more common than you think. Stigma is one of the main reasons people do not talk about it. Learn more about what addiction could look like here: <https://www.addictioncenter.com/addiction/addiction-statistics/>

Note: This post requires inserting a quote from someone in recovery. Find someone in your community to be this champion. If you don’t have a quote, do not include the second graphic when posting.



6. Harm Reduction in Our Community



Location Name

We offer...
Insert harm reduction services/supplies



Address
Phone Number



What is harm reduction?

According to SAMHSA, "Harm reduction is a practical and transformative approach that incorporates community-driven public health strategies — including prevention, risk reduction, and health promotion — to empower people who use drugs (and their families) with the choice to live healthy, self-directed, and purpose-filled lives."

Suggested Caption: Did you know we have harm reduction resources right here in our community? ___(organization)___ offers ___(service)___ to ___(population)___. Visit their website at _____ to learn more!

Notes:



- This post contains two slides. They are intended to be posted together.
- We encourage you to customize and post this graphic as many times as needed depending on how many harm reduction resources may be in your community.

7. Living Because of Harm Reduction




Everyone deserves a chance to live a happy, healthy life.

Harm reduction can help someone recover!

"I am living because of harm reduction."

~ Name of Individual / Anonymous



"I am living because of harm reduction."

~ Name of Individual / Anonymous Community Member

Cont'd on next page



7. Living Because of Harm Reduction Cont'd

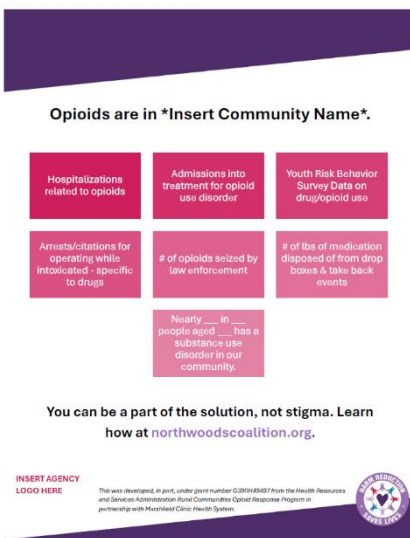
Suggested Caption: Harm reduction truly does save lives. This individual is now living a happier and healthier life because they had access to Narcan/clean needles/treatment. Visit northwoodscoalition.org to learn more about what harm reduction is and to gain access to additional harm reduction resources.

Notes:

- This post requires you to find a champion in your community willing to be your advocate for harm reduction. They should have experience using harm reduction services. Do not use images 2 or 3 if you do not have a specific person.
- There are two versions of this post. Use slide 2 if you have an image; use slide 3 if you do not have an image.

Handouts & Infographics

Opioids in our Community Infographic



Intended Use: To bring awareness to how opioids are impacting your specific community. Meant to inform and be used as a supporting document to leverage key stakeholders or to use when applying for funding.

Additional Information for use: Editable document that allows you to add in local statistics all in one place and space to add your agency/coalition's logo at the bottom.

Pairs well with: What is Harm Reduction and/or Naloxone Box PowerPoints



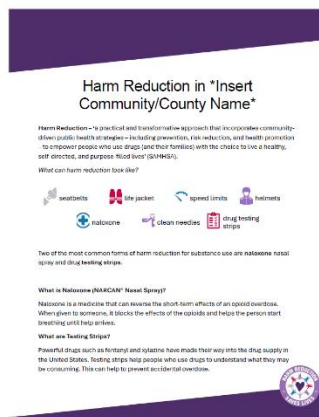
Naloxone Box Implementation Guide

Intended Use: To assist with the implementation of a new naloxone box. This guide covers basic information on what a naloxone box is, where to purchase supplies for a naloxone box, important considerations, and tips on sustaining a naloxone box.

Pairs well with: Naloxone Box PowerPoint



Harm Reduction Resource Guide



Intended Use: To educate the community on what harm reduction is including a few basic harm reduction strategies. This guide also provides space to advertise what harm reduction services are available in a specific community.

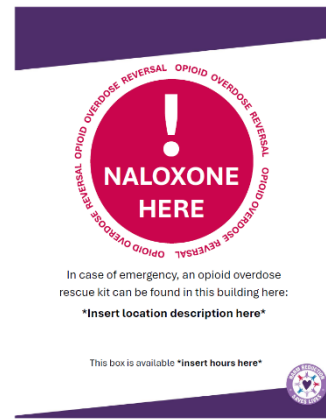
Pairs well with: What is Harm Reduction PowerPoint

Note: This document is primarily intended to keep in an electronic format. Resource guides can quickly go out of date so keeping it electronic, helps make sure the most up to date version is always available to the community. A great location to house this resource would be on your agency's website.

Naloxone Here Poster

Intended Use: To post on the front door of a building with a naloxone box inside. This poster makes it easy for those entering a building to know exactly where overdose emergency supplies are located.

Note: This poster does require an agency to input custom information before printing and posting.



Billboard

Harm reduction saves lives

Learn more at northwoodscoalition.org



This billboard is sized to 40 x 10. Agencies are encouraged to place their logo beneath the Harm Reduction Saves Lives logo on the right-hand side.

Additional Harm Reduction Resources

More information on harm reduction can be found on northwoodscoalition.org, or by visiting the resources below.

- [Wisconsin Department of Health Services](#)
- [National Harm Reduction Coalition](#)
- [Substance Abuse and Mental Health Services Administration – Harm Reduction](#)

