

**“Time to Recognize Addiction
Services as Essential Services”**

16 to 30 of June 2020

**SOCIAL MEDIA KIT
CAMPAIGN**

Implemented between June 16 and 30, the campaign “Time to Recognize Addiction Services as Essential Services” aims to increase public awareness and mobilization to recognize addiction services as essential health services and to recognize the front-line role of social and health professionals working this area to support vulnerable groups, as the current Covid-19 crisis has shown.

This Social Media Kit contains messages intended for each target audience that will accompany each animated images and is available for download on our web site:

<https://www.dianova.org/campaigns/addiction-services-are-essential-services/>

Hashtag: **#AddictionServicesAreEssential**

MESSAGES FOR SOCIAL NETWORKS

These messages are accompanied by a numbered image referenced in each of them.

The messages can be used in full for Facebook or LinkedIn or utilizing shortened versions for other networks such as Twitter and/or Instagram.

For decision makers we recommend the use of images 5, 6 and 7.

For health professionals we recommend the use of images 5, 6 and 7.

For potential donors we recommend the use of images 5, 6 and 7.

For companies we recommend the use of images 2, 4, 5 and 6.

For the general public all images can be used.

It is up to each participant in the campaign to use images that they consider most appropriate for their audiences.

IMAGE 1 (Pills for breakfast)

Linkedin

Decision makers

- All persons have the right to the highest attainable standard of health and wellbeing. Addiction services are key to ensure the Right to Health. Addiction services are essential services. **It's time to recognize addiction services as essential services.**
#AddictionServicesAreEssential
- Substance abuse disorder can take many forms. Addiction services and their professionals are experts in how to treat them. **It's time to recognize addiction services as essential services.** **#AddictionServicesAreEssential**
- Drug overdose deaths continue to impact communities worldwide. Overdoses involving opioids killed more than 47,000 people in 2018 in USA. Reversing this trend is crucial. **It's time to recognize addiction services as essential services.**
#AddictionServicesAreEssential

Foundations:

At times when people have to put off their medical care, self-medication seems to be an easy option, although potentially dangerous. Support addiction services to provide online counselling. **#AddictionServicesAreEssential**

Facebook/Instagram:

General public:

- At times when people have to put off their medical care, self-medication seems to be an easy option, although potentially dangerous. If you are in need of addiction counselling, refer yourself to online addiction services **#AddictionServicesAreEssential**

IMAGEN 2 (Drink yourself Dry) Alcohol

Linkedin:

Decision makers:

- Addiction services should receive the same attention and support as other essential health services. **It's time to recognize addiction services as essential services.**
#AddictionServicesAreEssential
- In times of crisis, more than ever, leaving no one behind matters. Addiction services are essential and it is also essential that they get the support they need from the authorities. **#AddictionServicesAreEssential**

Foundations:

- Alcohol abuse is associated with intimate partner violence. Victims are more likely to increase their alcohol use as a coping mechanism. Addiction services can help break this vicious circle. Support addiction services. **#AddictionServicesAreEssential**

Companies:

- Any consumption of alcohol or other drugs in the workplace poses a risk to people. It is crucial to make the problem more visible and give people support. Addiction services can help you. Find out! **#AddictionServicesAreEssential**

Facebook/Instagram:

General Public:

- There's nothing wrong in enjoying a glass of wine but having more than one or doing it every day might be a problem. Consult with addiction services, they are essential health services. **#AddictionServicesAreEssential**
- The WHO warns that alcohol use, especially heavy use, weakens the immune system, reducing the ability to cope with infectious diseases. Consult with addiction services, they are essential health services. **#AddictionServicesAreEssential**

IMAGEN 3 (Smoking Brain) Crack

Linkedin:

Decision makers:

- This pandemic is teaching us the pressing need to reaffirm and uphold the universal Right to Health, leaving no one behind. Addiction services are essential. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- Vulnerable groups are disproportionately impacted by the social factors that adversely affect health. Addiction services improve the health of people who use drugs. Addiction services are essential. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**

Foundations:

- Many people living with addiction or substance use issues experience stigma and discrimination. Results are loss of self-esteem, fear of seeking treatment and isolation. Support us to end stigma **#AddictionServicesAreEssential**
- Vulnerable groups are disproportionately impacted by the social factors that adversely affect health. Addiction services improve the health of people who use drugs. Addiction services are essential. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**

Facebook/Instagram:

General public:

- Don't let your brain go up in smoke! Addiction services are available in times of crisis, they are essential health services. Do not hesitate to contact addiction services - they can help you! **#AddictionServicesAreEssential**

IMAGEN 4 (Tech singularity)

Linkedin:

Decision makers:

- Substance abuse and other addictive disorders are a public health issue. Addiction services must be considered as essential. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- Addiction services for tech addiction should receive the same attention and support as other essential health services. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- Technology has become fundamental to keep contact when physical distancing must be enforced. Abusing it however can have dangerous effects. Tech addiction is a health problem. Addictions services are essential. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- Evidence shows that people who overuse technology may develop brain chemistry and neural patterning that imitate addiction to substances. Internet and technology addiction services should receive the same attention and support as other essential health services. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- In 2018, WHO included gaming disorder in the International Classification of Diseases. Tech addiction is a health issue. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**

Foundations:

- Technology has become fundamental to keep contact when physical distancing must be enforced. Abusing it, however, may have harmful consequences. Tech addiction is a health problem. Help us educate people to use it adequately. **#AddictionServicesAreEssential**
- Evidence shows that people who overuse technology may develop brain chemistry and neural patterning that imitate addiction to substances. Support education for responsible use. **#AddictionServicesAreEssential**
- Evidence shows that people who overuse technology may develop brain chemistry and neural patterning that imitate addiction to substances. Addiction services for tech addiction should receive the same attention and support as other essential health services. Support addiction services. **#AddictionServicesAreEssential**

Companies:

- Overuse of technology may lead to addiction and it's everyone's responsibility to limit their use. Treatment services are essential to prevent and help treat addictive behaviours online. Do you want to know more? **#AddictionServicesAreEssential**

Facebook/Instagram:

General public:

- Addiction to technology might change your brain structure and affect emotions, attention and decision making. Consult with addiction services, it is a health issue. **#AddictionServicesAreEssential**

IMAGEN 5 (House comfort) Professionals

Linkedin:

Decision makers:

- The work of addiction professionals is to look out for vulnerable populations. The work of decision-makers is to ensure they can do so safely. Please call on decision-makers to support addiction services. **#AddictionServicesAreEssential**
- Investing in addiction services is investing in public health. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- It is necessary that the authorities recognize and make addiction services more visible as an essential means to improve public health. Help us to make this happen. **#AddictionServicesAreEssential**
- When everything is in pause, some of us must go on. Professionals who dedicate their lives to serving the most vulnerable need to see their right to health protected. Addiction services and their professionals are essential and require support from authorities **#AddictionServicesAreEssential**

- When everything is in pause, some of us must go on. It is necessary for the authorities to ensure that addiction service professionals can carry on their work safely. **#AddictionServicesAreEssential**
- Substance use and other addictive disorders are a public health issue. Addiction services should therefore be considered as essential. **#AddictionServicesAreEssential**
- Addiction services must receive the same care and support as other essential health services. **#AddictionServicesAreEssential**
- During pandemic outbreaks, vulnerable people using drugs are at higher risk of contamination. It is essential to support them and to give addiction professionals the means to mitigate the spread of the disease. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**
- During outbreaks, people who use drugs are at higher risk of relapse. Addiction services are essential to support them. **It's time to recognize addiction services as essential services. #AddictionServicesAreEssential**

Foundations:

- Addiction services must cope with emergencies, to ensure everybody who needs help is adequately assisted. Help us to support them **#AddictionServicesAreEssential**
- During pandemic outbreaks, vulnerable people using drugs are at higher risk of contamination. It is essential to support them and to give addiction professionals the means to mitigate the spread of the disease **#AddictionServicesAreEssential**

Companies:

- In times of crisis, Corporate Responsibility is more necessary than ever. Many thanks for your contribution. (link with donation) **#AddictionServicesAreEssential**

Social and health professionals (addiction sector):

- To addiction workers and professionals: THANK YOU for your time and dedication during the crisis. You've been working hard not to leave anyone behind. You are essential! **#AddictionServicesAreEssential**
- All our teams have taken very strict precautions to keep their residents and staff safe, while providing the best care for people suffering from mental health and substance use disorders. THANK YOU! **#AddictionServicesAreEssential**
- When everything is on pause, some of us must go on. Even if confronted with great challenges, addiction professionals have carried on working during the pandemic. **THANK YOU! #AddictionServicesAreEssential**
- We would like to pay warm tribute to the hard work, dedication, and innovative attitudes of all addiction professionals in these times of doubt and emergency. **THANK YOU! #AddictionServicesAreEssential**
- With limited means and many challenges, addiction professionals have continued to work throughout the pandemic to ensure that no one is left behind. **#AddictionServicesAreEssential**

- CONGRATS to all professionals working in the addiction sector. You are essential!
#AddictionServicesAreEssential

Facebook/Instagram:

General public

- With your support, we can buy protective equipment to assist people with addictive disorders. Your contribution can make a big difference. **#AddictionServicesAreEssential**

IMAGE 6 (Stressors – Mental health)

Linkedin:

Decision makers

- The job of mental health professionals is to care for the most vulnerable people. The decision makers' job is to ensure they can do it safely. Help us to make it happen.
#AddictionServicesAreEssential
- Substance abuse disorder and other addictive disorders are a public health issue. **It's time to recognize addiction services as essential services.**
#AddictionServicesAreEssential
- In times of crisis, more than ever, we must ensure that no one is left behind. Mental health services are essential and require support from authorities.
#AddictionServicesAreEssential
- Situations of emergency inevitably provoke stress and heighten anxiety, two near-universal triggers for addiction and drug use. Support professionals to continue reaching out to those in need **#AddictionServicesAreEssential**
- Mental health and addictions are linked and impact one another. Research shows 50% of those who are seeking help for an addiction also have a mental illness. Support addiction and mental health services **#AddictionServicesAreEssential**

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Companies:

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Social and health professionals (addiction sector):

- Mental health professionals provide crucial services, particularly in times of crisis. THANK YOU for your hard work! **#AddictionServicesAreEssential**

Facebook/Instagram:

General public:

- Feeling anxious, cannot sleep? It's normal in times of crisis. When faced with uncertainty, it is important that we look after our mental health. Don't shy away from seeking professional help. It is a health issue. **#AddictionServicesAreEssential**

IMAGE 7 (Trash your addiction) telemedicine

LinkedIn:

Decision makers:

- When everything is in pause, some of us must go on. Authorities must ensure that addiction service professionals can carry on their work safely **#AddictionServicesAreEssential**
- Substance use and other addictive disorders are a public health issue. Addiction services should therefore be considered as essential. **It's time to recognize addiction services as essential health services. #AddictionServicesAreEssential.**
- Addiction services must receive the same care and support as other essential health services. **#AddictionServicesAreEssential**
- In times of crisis, addiction services have innovated and implemented telemedicine services to ensure that no one is left behind. It is a matter of public health. **#AddictionServicesAreEssential**
- During emergencies, health professionals continue to support people undergoing addiction treatment. **#Telemedicine** is an effective way to assist, when physical distancing is mandatory. Invest in it **#AddictionServicesAreEssential**
- Emergency situations provoke stress and heighten anxiety, two near-universal triggers for addiction and drug use. Online tools allow professionals to continue assisting their patients. Invest in it **#AddictionServicesAreEssential**
- Online counselling, interventions and support groups are some examples of what we can do, with your support, to help people address their addiction problem in times of crisis. Contact us **#AddictionServicesAreEssential**

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Social and health professionals (addiction sector):

- To all professionals in the addictions sector: THANK YOU for innovating, THANK YOU for your continuous training, THANK YOU for being there. THANK YOU for leaving no one behind. **#AddictionServicesAreEssential**

Facebook/Instagram:

General public

- Practice physical distancing without isolating yourself: call, text and write to your friends, colleagues, neighbours and relatives. If in need, use technology to connect with qualified professionals. **#AddictionServicesAreEssential**
- Online counselling, interventions and support groups are some examples of what we can do, with your support, to help people address their addiction problem in times of crisis. Contact us **#AddictionServicesAreEssential**
- Online interventions for substance use disorders provided by professionals offer greater anonymity and privacy. Check out what type of help is available online **#AddictionServicesAreEssential**
- Online addiction services are available in times of crisis. Check the option that makes you feel more comfortable and give yourself the chance you deserve **#AddictionServicesAreEssential**

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