

Knock Out Opioid Abuse Day Sample Virtual and Social Media Strategies

Facts & Statistics -

- Every day 130 people in the United States die from an opioid overdose. Help to raise awareness and spread the word to combat substance use disorder. Join @DrugFreeNJ's #KnockOutOpioidAbuse Day on October 6th. #KOOAD
- Of the 67,367 drug overdose deaths in the United States in 2018, 46,802, or 68%, involved opioids. Join in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th and help to raise awareness and put an end to opioid abuse. #KOOAD
- The [New Jersey Office of the Attorney General](#) reported that nearly 4 million prescriptions for opioid painkillers were dispensed in NJ in 2019. #KnockOutOpioidAbuseDay is October 6. Join @DrugFreeNJ and educate your community about the risks associated with opioid use and the link between prescription painkillers and heroin. #KOOAD

Participation-

- We are excited to be participating in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th! Join us in spreading the word and helping to combat this terrible disease. #KOOAD
- We are ready to knock out opioid abuse with @DrugFreeNJ on October 6th. It is important to spread the word and raise awareness to help in the fight against opioid addiction. #KnockOutOpioidAbuseDay #KOOAD
- @DrugFreeNJ's #KnockOutOpioidAbuseDay is coming up October 6th! Go to knockoutday.drugfreej.org to utilize the media toolkit and help advocate and educate your community to help beat this terrible disease of addiction. #KOOAD
- October 6th is #KnockOutOpioidAbuseDay! We will be joining @DrugFreeNJ to raise awareness about opioid abuse and its effects. Get involved and spread the word to combat the opioid crisis. #KnockOutOpioidAbuseDay #KOOAD
- We are planning to take part in @DrugFreeNJ's #KnockOutOpioidAbuseDay on October 6th! Help to spread the word throughout your community about the dangers of opioids. Go to knockoutday.drugfreej.org to learn more.