Communications Toolkit

Manage Pain Safely

Last updated: June 2019
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Manage Pain Safely Campaign

Prescription pain medications when taken as prescribed may be safe. However, these powerful painkillers also pose the risk of encouraging overuse and potentially addiction. To raise awareness about proper prescription pain medication use and to encourage help for people seeking treatment for overuse, the Los Angeles County Department of Public Health launched the Manage Pain Safely campaign featuring a checklist to encourage conversations during doctor’s appointments about the risks of prescription pain medications as well as an addiction treatment hotline. Find resources on how to manage pain safely and treat addiction at ManagePainSafely.org.

Rx Opioids — Checklist of Questions to Ask Your Doctor

Have you been prescribed a prescription pain medication? Ask your doctor these important questions to manage your pain safely. For more information, visit ManagePainSafely.org.

Need Help with Dependency or Addiction to Prescription Painkillers?

Think you or someone you know may be struggling with a dependency or addiction to opioids? We can help. Call the Los Angeles County Substance Abuse Service Helpline anytime 24 hours a day 7 days a week for free at (844) 804-7500 to learn more about no cost treatment services available throughout Los Angeles County.

Manage Pain Safely Campaign

Every 11 minutes someone in America dies from an opioid overdose. Many prescription pain medications are opioids, and misusing them increases the risk of addiction, overdose, and death. To raise awareness of the dangers of misusing prescription painkillers and encourage those who are dependent or addicted to seek help, the Los Angeles County Department of Public Health launched the Manage Pain Safely campaign. To learn more about opioids and how to prevent overdose and addiction, go to ManagePainSafely.org.

YouTube Channel

To raise awareness of the dangers of misusing opioids and encourage those who are dependent or addicted to seek help, the Los Angeles County Department of Public Health launched Manage Pain Safely. To learn more visit ManagePainSafely.org.

If you or someone you know may be struggling with a dependency or addiction to prescription pain medications, call the Los Angeles County Substance Abuse Service Helpline anytime 24/7 for free at (844) 804-7500 to learn more about treatment services available throughout Los Angeles County.
Rx — Checklist of Questions to Ask Your Doctor

Postcard (Also available en Español.)

Questions to ask about Prescription Opioids

Ask your doctor the following questions:

☐ Are opioids right for me?
☐ How long should I take this medication?
☐ Are there non-opioid alternatives that could help with pain management?
☐ How can I reduce the risk of potential side effects from this medication?
☐ What if I have a history of addiction with tobacco, alcohol or drugs?
☐ What if there is a history of addiction in my family?
☐ Could this treatment interact with my other medicine for anxiety, sleeping problems or seizures?
☐ How can I prevent other people from taking my opioid medication?
☐ What should I do with unused opioids?
☐ Can I have a prescription for naloxone?

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

#ManagePainSafely
June 2019 — May 2020

June 27, 2019  Manage Pain Safely campaign launch  #ManagePainSafely

Month of June  National Safety Month 2019  #GoGreenforSafety  #KeepEachOtherSafe  #NSM

August 31, 2019  International Overdose Awareness Day  #EndOverdose  #IOAD  #OverdoseAware

Month of September  National Recovery Month  #RecoveryMonth  #RisforRecovery

Month of September  Pain Awareness Month  #LetsTalkAboutPain

September 15-21, 2019  National Prescription Opioid and Heroin Epidemic Awareness Week
#OpioidEpidemic  #opioidoverdose  #OpioidAddiction

October 5, 2019  NAMIWalks Los Angeles County (National Alliance on Mental Illness)
#StigmaFree  #namiwalks  #mentalhealth  #nami

October 26, 2019  National Prescription Drug Take-Back Day  #DrugTakeback  #Takebackday

January 22-27, 2020  National Drug and Alcohol Facts Week  #NDAFW  #ShatterTheMyths

February 9-15, 2020  Random Acts of Kindness Week  #KindnessStartsWithOne  #MakeKindnessTheNorm


March 8-14, 2020  National Patient Safety Awareness Week

March 15-21, 2020  National Poison Prevention Week  #NPPW  #preventpoison

April 6-12, 2020  National Public Health Week  #NPHW

April 7, 2020  World Health Day  #WorldHealthDay  #HealthForAll

April 2020, TBD  National Prescription Drug Take Back Day  #DrugTakeback  #Takebackday

Month of May  Mental Health Awareness Month / Mental Wellness Month
#MentalHealthAwarenessMonth
#ManagePainSafely Sample Social Media Content

Campaign Hashtag

We encourage you to use it in each post.

Suggested Hashtags

Choose 1-2 for Twitter
#ManagePainSafely #ManageAddiction #RxAwareness #opioids #opioid #painmeds #painkillers #pain #chronicpain #OpioidEpidemic #OpioidAddiction #opioidoverdose #opioidcrisis #naloxone

Choose 1-2 for Facebook
#ManagePainSafely #ManageAddiction #RxAwareness #opioids #opioid #OpioidEpidemic #OpioidAddiction #opioidoverdose #Overdose #opioidcrisis #naloxone

30 for Instagram:
#ManagePainSafely #ManageAddiction #opioids #opioid #painkillers #painmeds #painmedicine #painreliever #oxycodone #painkilleraddiction #OpioidAddiction #opioidcrisis #OpioidEpidemic #endoverdose #stopoverdose #Overdoseawareness #drugoverdoseawareness #substanceabuse #addictionawareness #addictiontreatment #OpioidAwareness #substanceabuse #endstigma #seekhelp #OurHealthOurFuture #LAPublicHealth #LosAngeles #CountyofLA #publichealth #RxAwareness

More for Instagram:
#ChronicPain #EndTheStigmaofMentalHealth #naloxone

#ManagePainSafely
### Social Media Content — Stakeholders/Partners

<table>
<thead>
<tr>
<th>Date</th>
<th>Facebook</th>
<th>Images/or video</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 27, 2019</td>
<td>“A crucial part of living a healthy life is living without addiction and the risk of overdose.” Dr. Barbara Ferrer, Director of @lapublichealth, announced a new campaign to prevent Rx opioid misuse and encourage those dependent on or addicted to opioids to get help. #ManagePainSafely</td>
<td>[a photo from the campaign launch event]</td>
</tr>
<tr>
<td></td>
<td>Visit ManagePainSafely.org for more information. For help with addiction, call 844-804-7500.</td>
<td></td>
</tr>
<tr>
<td>August 31</td>
<td>“A Every year in LA County, over 700 people overdose on prescription opioids. Anyone’s brain can get addicted to prescription opioids such as oxycodone and hydrocodone. But through treatment, the brain can recover. Direct clients to call 1-844-804-7500 to find treatment options. Learn more at ManageAddiction.org. #ManagePainSafely #EndOverdose</td>
<td><img src="Heroin_640x640-En" alt="Image" /></td>
</tr>
<tr>
<td>September 15-21</td>
<td>This National Prescription Opioid and Heroin Epidemic Awareness Week, direct community members to ManagePainSafely.org to learn why using Rx opioids puts them at risk of addiction, overdose and death. @lapublichealth #ManagePainSafely</td>
<td><img src="11-Minutes_640x640-En" alt="Image" /></td>
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## Social Media Content — Stakeholders/Partners

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<tr>
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<tbody>
<tr>
<td>June 27, 2019</td>
<td>Today, @lapublichealth launched the #ManagePainSafely campaign to raise awareness of the risks of misusing Rx opioids and to encourage those dependent on or addicted to #opioids to get help. Learn more at ManagePainSafely.org.</td>
<td>YOUR PHOTO HERE [a video from the campaign launch event]</td>
</tr>
<tr>
<td>September 15-21</td>
<td>The fact that they're prescription doesn't mean they're safe. This National Prescription #Opioid and Heroin Epidemic Awareness Week, visit @ lapublichealth’s ManagePainSafely.org for info on safe pain management and free resources. #ManagePainSafely</td>
<td><img src="Heroin_300x250-En" alt="Heroin is an opioid. So are prescription painkillers." /></td>
</tr>
<tr>
<td>September 1 – 30</td>
<td>Prescribers, #LetsTalkAboutPain. Manage chronic pain, prevent Rx opioid overuse, and refer to the CDC Guideline for Prescribing Opioids for Chronic Pain to #ManagePainSafely and save lives. <a href="https://youtu.be/EfojmJtnvFU">https://youtu.be/EfojmJtnvFU</a></td>
<td>![File: Message 15D training](Message 15D training)</td>
</tr>
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<td>[a photo from the campaign launch event]</td>
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<td>Visit ManagePainSafely.org for more information. If you need help for addiction, call 844-804-7500.</td>
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<td>June 1-30</td>
<td>Taking Rx pain medications? This National Safety Month, go to @lapublichealth’s ManagePainSafely.org for a list of questions to ask your doctor. #ManagePainSafely #NSM</td>
<td><img src="file" alt="Not-Safe_640x640-En" /></td>
</tr>
<tr>
<td>September 15-21</td>
<td>This National Prescription #Opioid and Heroin Epidemic Awareness Week, we want to remind you that using Rx opioids puts you at risk for addiction, overdose, and death.</td>
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<tr>
<td><strong>June 27, 2019</strong></td>
<td>The #OpioidEpidemic is here in LA County. Today, @lapublichealth launched the #ManagePainSafely campaign to raise awareness of the risks of misusing Rx opioids and to encourage those dependent on or addicted to opioids to get help. Go to ManagePainSafely.org to learn more.</td>
<td></td>
</tr>
<tr>
<td><strong>August 31</strong></td>
<td>Street drugs may be laced with fentanyl, a powerful #opioid that can be deadly.</td>
<td><img src="Everyone-suffers_300x250-En" alt="Fentanyl-En" /></td>
</tr>
<tr>
<td><strong>September 1 – 30</strong></td>
<td>Struggling with Rx #OpioidAddiction or dependence? Help is available. #RecoveryMonth Call 1-844-804-7500 to find treatment options.</td>
<td><img src="Everyone-suffers_300x250-En" alt="Everyone-suffers_300x250-En" /></td>
</tr>
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#ManagePainSafely Sample Social Media Content

**Story 1**

- **Opioids:** can be powerful prescription painkillers.
- **Opioids:** can be powerful prescription painkillers, and they can be highly addictive.
- **Examples of opioids:** oxycodone, hydrocodone
- **Learn how to manage pain and treat addiction at:** ManagePainSafely.org

**Story 2**

- **Every 11 minutes, someone in America dies from an opioid overdose.**
- **If you or a loved one struggles with prescription painkillers.**
- **Talk to your doctor and go to ManagePainSafely.org**

**How to Post a Story**

1. Go to your Facebook page and click the plus sign next to your page’s profile picture. This will give you the option to create a story.
2. Click Photo/Video to upload the first image in the story.
3. Make sure “Your Page’s Story” is checked and “News Feed” is unchecked.
4. Click “Share Now.”
5. Upload the next image in the story and repeat steps 3 and 4 above.
6. Repeat this process for each image in the story.

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Vídeos

Where’s Dad?
https://youtu.be/wySyGljYF9k

¿Dónde está papá?
https://youtu.be/5jpjg9NRXcc

Make It Stop
https://youtu.be/jReJEdKv3w

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/wySyGljYF9k"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/5jpjg9NRXcc"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>

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<iframe width="560" height="315" src="https://www.youtube.com/embed/jReJEdKv3w"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Banners — Addiction (En Español)

Preguntas para hacerse uno mismo

¿Cree que tiene una adicción a los analgésicos recetados?

Cada 11 minutos, alguien en los Estados Unidos muere por sobredosis de opioides.

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

#ManagePainSafely
Banners — Everyone Suffers (English)

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

#ManagePainSafely
DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Banners — Heroin (English)

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Banners — Heroin (En Español)

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Banners — Not Safe (English)

Just because your painkillers are prescription doesn’t mean they’re safe.

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

#ManagePainSafely
Banners — Not Safe (En Español)

Que sus analgésicos sean recetados no significa que sean seguros.

APRENDA MÁS

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Animated GIFs

Fentanyl
(English)

Frame 1

Doesn’t know the cocaine he bought has Fentanyl in it.

Frame 2

Fentanyl can be fatal.

Fentanyl
(En Español)

Frame 1

No sabe que la cocaína que compró contiene fentanilo

Frame 2

Fentanilo puede ser fatal.

Just In Case
(English)

Frame 1

Takes prescription pain pills “just in case.”

Frame 2

Sounds like an addiction.

Just In Case
(En Español)

Frame 1

Toma analgésicos recetados “por si acaso”

Frame 2

Suena como una adicción.

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
Animated GIFs

Frame 1

Multiple Doctors
(English)

Tries to get prescription pain pills from multiple doctors.

Frame 2

Sounds like an addiction.

Multiple Doctors
(En Español)

Intenta obtener analgésicos recetados de varios médicos.

Suena como una adicción.

Not In Pain
(English)

Takes prescription painkillers even when she’s not in pain.

Suena como una adicción.

Not In Pain
(En Español)

Toma analgésicos recetados incluso cuando no tiene dolor.

DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

#ManagePainSafely