

Last updated:
June 2019



Manage

Pain Safely

Communications Toolkit

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Web Content

***Manage Pain Safely* Campaign**

Prescription pain medications when taken as prescribed may be safe. However, these powerful pain killers 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.

***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.

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.

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.



#ManagePainSafely


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?

TALK TO YOUR DOCTOR
ManagePainSafely.org 

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



#ManagePainSafely

Relevant Days and Months for #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 **NAMI Walks 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
- February 17, 2020 **Random Acts of Kindness Day** #RandomActsOfKindnessDay
- 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.



#ManagePainSafely

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

Date	Facebook	Images/or video
<p>June 27, 2019 #ManagePainSafely Campaign Launch</p>	<p>“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</p> <p>Visit ManagePainSafely.org for more information. For help with addiction, call 844-804-7500.</p>	<div data-bbox="1084 390 1513 625" style="border: 1px solid black; padding: 10px; text-align: center;">YOUR PHOTO HERE</div> <p>[a photo from the campaign launch event]</p>
<p>August 31 International Overdose Awareness Day</p>	<p>“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.</p> <p>Learn more at ManageAddiction.org. #ManagePainSafely #EndOverdose</p>	 <p>File: 11-Minutes_640x640-En</p>
<p>September 15-21 National Prescription Opioid and Heroin Epidemic Awareness Week</p>	<p>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</p>	 <p>File: Heroin_640x640-En</p>





Social Media Content – Stakeholders/Partners

Date	Twitter	Images/or video
<p>June 27, 2019 #ManagePainSafely Campaign Launch</p>	<p>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.</p>	<div data-bbox="1084 388 1513 625" style="border: 1px solid black; padding: 10px; text-align: center;">YOUR PHOTO HERE</div> <p>[a video from the campaign launch event]</p>
<p>September 15-21 National Prescription Opioid and Heroin Epidemic Awareness Week</p>	<p>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</p>	 <p>Heroin is an opioid. So are prescription painkillers.</p> <p>LEARN MORE </p> <p>File: Heroin_300x250-En</p>
<p>September 1 – 30 Pain Awareness Month</p>	<p>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. https://youtu.be/EfojmJtnvFU</p>	 <p>File: Message 15D training</p>

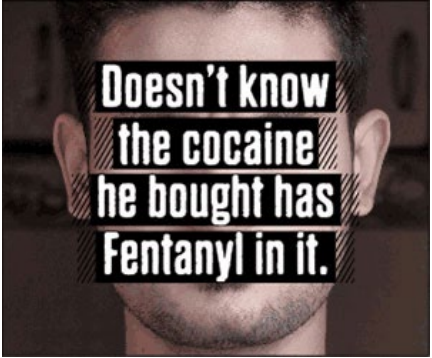



Social Media Content – Consumers

Date	Facebook	Images/or video
<p>June 27, 2019 #ManagePainSafely Campaign Launch</p>	<p>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 prescription painkillers to get help.</p> <p>Visit ManagePainSafely.org for more information. If you need help for addiction, call 844-804-7500.</p>	<div style="border: 1px solid black; padding: 20px; text-align: center;"> <p>YOUR PHOTO HERE</p> </div> <p>[a photo from the campaign launch event]</p>
<p>June 1-30 National Safety Month</p>	<p>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</p>	 <p>File: Not-Safe_640x640-En</p>
<p>September 15-21 National Prescription Opioid and Heroin Epidemic Awareness Week</p>	<p>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.</p> <p>Visit ManagePainSafely.org for more information. If you need help for addiction, call 844-804-7500. #ManagePainSafely @lapublichealth</p>	 <p>File: 11-Minutes_640x640-En</p>



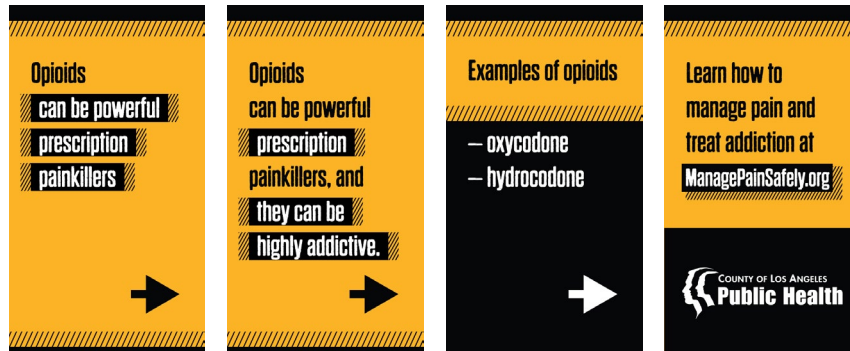
Social Media Content – Consumers

Date	Twitter	Images/or video
<p>June 27, 2019 #ManagePainSafely Campaign Launch</p>	<p>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.</p>	<div data-bbox="1084 388 1513 625" style="border: 1px solid black; text-align: center; padding: 20px;">YOUR PHOTO HERE</div> <p>[a video from the campaign launch event]</p>
<p>August 31 International Overdose Awareness Day</p>	<p>Street drugs may be laced with fentanyl, a powerful #opioid that can be deadly.</p> <p>Fentanyl-related deaths have increased 5x in the last 3 years. Learn how to #EndOverdose at ManageAddiction.org.</p>	 <p>File: Fentanyl-En</p>
<p>September 1 – 30 National Recovery Month</p>	<p>Struggling with Rx #OpioidAddiction or dependence? Help is available. #RecoveryMonth</p> <p>Call 1-844-804-7500 to find treatment options.</p>	 <p>File: Everyone-suffers_ 300x250-En</p>



#ManagePainSafely Sample Social Media Content

Story 1



Story 2



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



#ManagePainSafely

Videos



Where's Dad?

<https://youtu.be/wySyGljYF9k>

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>
```



¿Dónde está papá?

<https://youtu.be/5jjpg9NRXcc>

Embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/5jjpg9NRXcc" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```



Make It Stop

<https://youtu.be/jReJEdKVp3w>

Embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/jReJEdKVp3w" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

Banners – Addiction (English)

1000x300

Ask Yourself
These Questions

Think you have
an addiction to
**prescription
painkillers?**

This banner is split into two horizontal sections. The top section has a black background with white text on the left and a photo of a man looking thoughtful on the right. The bottom section has a photo of a woman covering her mouth on the left and white text on a black background on the right.

300x250

Every 11 minutes, someone in America
dies from an opioid overdose.

LEARN MORE

COUNTY OF LOS ANGELES
Public Health

This vertical banner features a yellow background with a black pill bottle icon containing a skull and crossbones. The text is in white and black, and the County of Los Angeles Public Health logo is at the bottom.

640x640

Every 11 minutes,
someone in America
dies from an
opioid overdose.

LEARN MORE

COUNTY OF LOS ANGELES
Public Health

This square banner has a yellow background with a black pill bottle icon. The text is in white and black, and the County of Los Angeles Public Health logo is at the bottom.

160x600

Every 11 minutes,
someone in America
dies from an
opioid overdose.

LEARN MORE

COUNTY OF LOS ANGELES
Public Health

This vertical banner has a yellow background with a black pill bottle icon. The text is in white and black, and the County of Los Angeles Public Health logo is at the bottom.

300x600

Every 11 minutes,
someone in America
dies from an
opioid overdose.

LEARN MORE

COUNTY OF LOS ANGELES
Public Health

This vertical banner has a yellow background with a black pill bottle icon. The text is in white and black, and the County of Los Angeles Public Health logo is at the bottom.

728x90

Every 11 minutes, someone in America
dies from an opioid overdose.

LEARN MORE

COUNTY OF LOS ANGELES
Public Health

This horizontal banner has a yellow background with a black pill bottle icon. The text is in white and black, and the County of Los Angeles Public Health logo is at the bottom.

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



#ManagePainSafely

Banners – Addiction (En Español)

1000x300

Preguntas para hacerse uno mismo

¿Cree que tiene una adicción a los analgésicos recetados?

300x250

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

APRENDA MÁS

CONDADO DE LOS ANGELES
Salud Pública

640x640

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

APRENDA MÁS

CONDADO DE LOS ANGELES
Salud Pública

160x600

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

APRENDA MÁS

CONDADO DE LOS ANGELES
Salud Pública

300x600

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

APRENDA MÁS

CONDADO DE LOS ANGELES
Salud Pública

728x90

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

APRENDA MÁS

CONDADO DE LOS ANGELES
Salud Pública

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



#ManagePainSafely

Banners – Everyone Suffers (English)

728x90



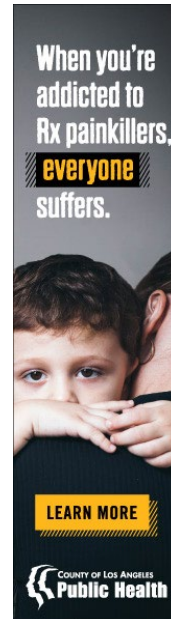
300x250



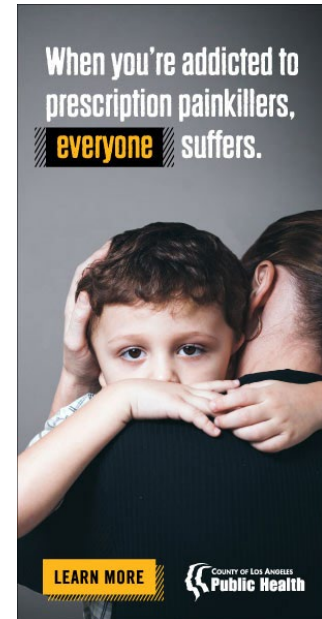
640x640



160x600



300x600



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



#ManagePainSafely

Banners – Everyone Suffers (En Español)

728x90



300x250



640x640



160x600



300x600



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



#ManagePainSafely

Banners – Heroin (English)

728x90



300x250



640x640



160x600



300x600



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



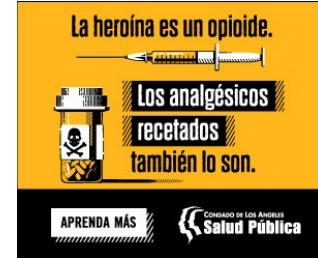
#ManagePainSafely

Banners – Heroin (En Español)

728x90



300x250



640x640



160x600



300x600



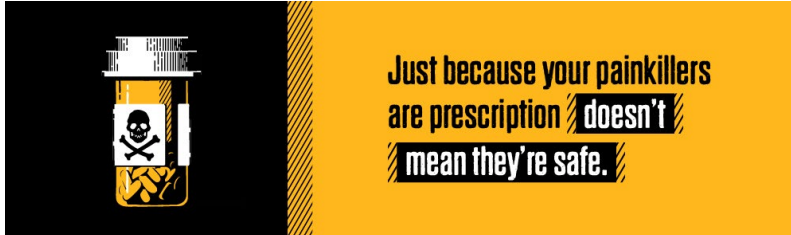
DOWNLOADS AVAILABLE AT: publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm



#ManagePainSafely

Banners – Not Safe (English)

1000x300



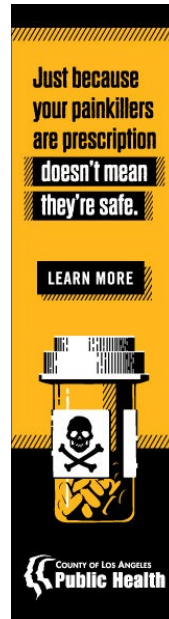
300x250



640x640



160x600



300x600



728x90



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



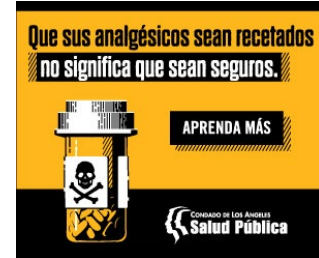
#ManagePainSafely

Banners – Not Safe (En Español)

1000x300



300x250



640x640



160x600



300x600



728x90



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



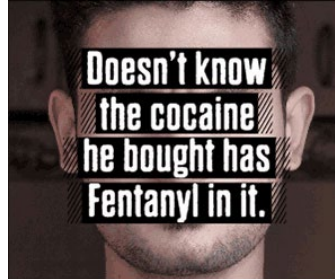
#ManagePainSafely

Animated GIFs

Fentanyl

(English)

Frame 1



Frame 2



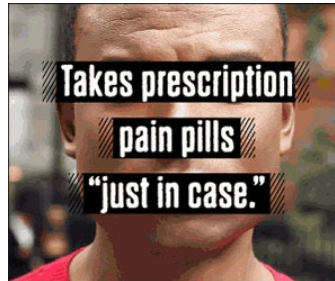
Fentanyl

(En Español)



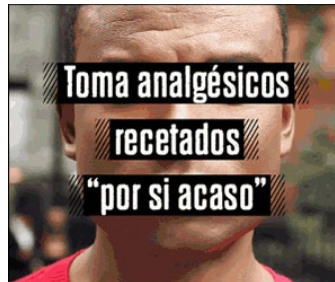
Just In Case

(English)



Just In Case

(En Español)



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



#ManagePainSafely

Animated GIFs

Multiple Doctors (English)

Frame 1



Frame 2



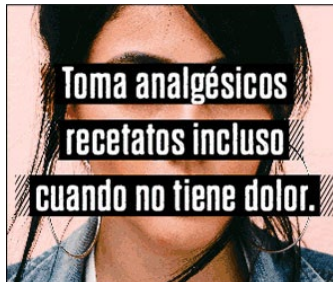
Multiple Doctors (En Español)



Not In Pain (English)



Not In Pain (En Español)



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



#ManagePainSafely