

**JUNE
2020**

DRUGS MESSAGING DURING COVID-19

SOCIAL MEDIA TOOLKIT



HELP SPREAD OUR MESSAGE

There was a need to develop one point of reference where the public (and professionals) could access up to date and consistent 'headline' information about drugs during the COVID-19 pandemic.

This information is now live on NHS Inform at nhsinform.scot/covid-19-drug-advice

Working in partnership, Public Health Scotland, NHS 24 and Scottish Drugs Forum have created this toolkit to help communicate this information wider. Social media assets have been developed, directing the user to the NHS Inform content and other channels of support.

This document provides suggested posts and assets for you to use and share on your channels from today. We've not provided a schedule, as we hope you can regularly feed these messages in to your planned activity throughout the coronavirus outbreak.

OBJECTIVES & TARGET AUDIENCE

Objectives

During COVID-19/self isolation:

- People using drugs do not increase their drug use or the risk and harms associated with their use
- People understand the possibly increased risks associated with drug use
- People concerned about their drug use know where to find treatment and support
- People concerned about someone else's drug use know where to find support for themselves and others affected

Target Audience

- All drug users, including those new to drugs, regular/heavy users or recreational
- Injecting drug users
- People in recovery
- People worried about someone else's drug use



DRUGS MESSAGING

- The assets provided have been scaled for Facebook, Twitter and Instagram
- Caption sizes vary – some may not be suitable for Twitter (limit of 280 characters).

ASSET 1

SUGGESTED CAPTIONS:

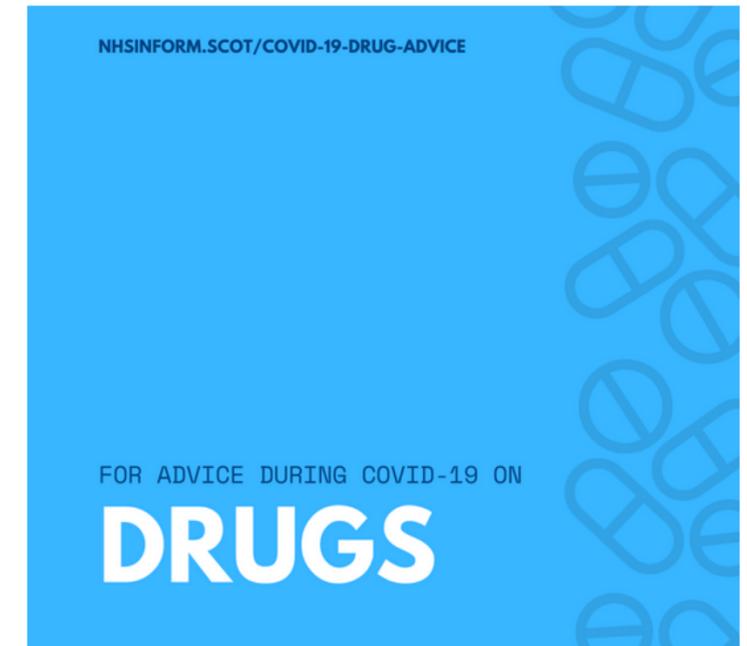
With the pressures of social distancing and feeling isolated, drug use can become more of a problem. If you are concerned about your substance use or someone else's, visit nhsinform.scot/covid-19-drug-advice to find out about support services.

OR

Lockdown can make us feel more isolated which can impact our mental wellbeing. Drug use can make it difficult to manage your mental health or can make existing conditions worse. If drug use is impacting your mental health visit nhsinform.scot/covid-19-drug-advice and reach out to the support services available.

OR

Take it easy during lockdown. It may be helpful to keep a diary of how much you are using. If you have concerns about your own or someone else's drug use visit nhsinform.scot/covid-19-drug-advice



ASSET 2

SUGGESTED CAPTIONS:

Are you concerned about your own or someone else's substance use? Help is still available during the coronavirus outbreak. Know The Score provide free, confidential drugs information and advice. For more information visit [knowthescore.org](https://www.knowthescore.org)

ADVICE DURING COVID-19



KNOW THE SCORE

Concerned about your own drug taking or worried about someone else?

- You can chat to someone at **0333 230 9468**
- Monday-Friday 9am-9pm
- Saturday-Sunday 10am-4pm
- Live chat is available at [knowthescore.info](https://www.knowthescore.info)

ASSET 3

SUGGESTED CAPTIONS:

We Are With You are available to provide free, confidential support about drugs. For more information visit wearewithyou.org.uk

ADVICE DURING COVID-19



WE ARE WITH YOU

Provides free, confidential support with alcohol and drugs via a local service or online

- You can chat to someone at **0800 915 4624**
- Monday-Friday 9am-9pm
- Saturday-Sunday 10am-4pm
- Webchat is available at wearewithyou.org.uk

ASSET 4

SUGGESTED CAPTIONS:

If you are concerned about the effects of drug use in the home, and the impact this is having on you or other family members, Scottish Families are still available to provide help during lockdown. Call or visit sfad.org.uk for more information.

ADVICE DURING COVID-19



SCOTTISH FAMILIES AFFECTED BY ALCOHOL & DRUGS

Offers support for anyone concerned about someone else's alcohol or drug use

- You can chat to someone at **08080 101 011**
- Monday-Friday 9am-11pm
- Visit sfad.org.uk for more information

ASSET 5

SUGGESTED CAPTIONS:

Lockdown can make us feel more isolated which can impact our mental wellbeing. Drug use can make it difficult to manage your mental health or can make existing conditions worse. If drug use is impacting your mental health, Breathing Space may be able to help. Visit **breathingspace.scot** for more information.

OR

Drug use can make it difficult to manage your mental health or can make existing conditions worse. For tips on staying connected, you can call 0800 83 85 87 or visit **breathingspace.scot** for more information.

ADVICE DURING COVID-19



BREATHING SPACE

Experiencing low mood, depression or anxiety?
Breathing Space provide a free, confidential, phone
service for those in Scotland (+16 years old)

- You can chat to someone at **0800 83 85 87**
- Monday-Thursday 6pm-2am
- Friday 6pm to Monday 6am

ASSET 6

SUGGESTED CAPTIONS:

Drug support and treatment services are offering a more flexible service under lockdown. To find out how they can support you, contact your local service today using the drugs service directory at bit.ly/3doaNyq

OR

If you are concerned about your substance use - help is available. Reach out for support and treatment today. You can contact your GP or local drug treatment and support service using the directory bit.ly/3doaNyq. Services are still welcoming people at this difficult time.

ADVICE DURING COVID-19



SUPPORT IS STILL AVAILABLE

People who use drugs might be using them more often than usual and those in recovery may also be more vulnerable to relapse.

During the coronavirus outbreak, support services are still available online and on the phone.

ASSET 7

SUGGESTED CAPTIONS:

Using large amounts and mixing drugs is the riskiest way to use. If you are using, start with a small amount and wait two hours before taking anymore. This will reduce the risk of a bad experience or overdose. For more information on how to stay safe, visit nhsinform.scot/covid-19-drug-advice

OR

In some areas, lockdown has caused changes to drug supply. It is important to be careful with all new batches of drugs as they will likely be cut with other substances that can be harmful or have unpredictable effects. For more information on how to stay safe, visit nhsinform.scot/covid-19-drug-advice

ADVICE DURING COVID-19

- **Be careful with all new batches of drugs** - in some areas, lockdown has caused some changes to drug supply
- **Start low and go slow** - if you are taking drugs, start with a small amount (test dose) and wait for at least two hours before taking anymore
- **Avoid mixing drugs with other substances** - including alcohol and prescribed medication

ASSET 8

SUGGESTED CAPTIONS:

If you inject drugs, it is important to use clean equipment every time you use. Lockdown has changed some needle exchange services. To find out about these changes and whether postal needle exchange is available in your area visit [needleexchange.scot](https://www.needleexchange.scot.nhs.uk)

OR

If you are unable to access new injecting equipment, it is important to clean any existing equipment using the three container method – and remember not to share these cups. Information on how to do this can be found at bit.ly/2TZcKK7

ADVICE DURING COVID-19



If you inject drugs, protect yourself:

- Stay safe, don't share any paraphernalia, including injecting equipment such as needles, water or spoons
- Avoid sharing from the same bag of drugs and prepare your drugs yourself
- Use fresh, clean equipment every time you use
- Ensure you have a supply of naloxone

ASSET 8 (CONT.)

SUGGESTED CAPTIONS:

If you inject drugs, stay safe and don't share. To protect yourself from COVID-19 and bacterial infections, make sure you wash your hands, wash your injecting site and look out of signs of injection site infections (swelling or redness). For more information on wound care, visit bit.ly/2U4P3Qt

OR

Mixing depressant and opioid drugs such as alcohol, benzodiazepines (e.g. valium) and heroin, carry an especially high risk of overdose. Make sure you have a naloxone supply. More information about naloxone can be found at bit.ly/3c1FgMj

ADVICE DURING COVID-19



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ASSET 9

SUGGESTED CAPTIONS:

Mixing depressant and opioid drugs such as alcohol, benzodiazepines (e.g. valium) and heroin, carry an especially high risk of overdose. Make sure you have a naloxone supply. More information about naloxone can be found at bit.ly/3c1FgMj

OR

If you use heroin or opioid drugs, make sure you have a naloxone kit to hand. Naloxone is easy to administer and even if it does not help, it will do no harm. For more information on injecting equipment provider services, many of which will also dispense naloxone, visit bit.ly/2U2Priy

ADVICE DURING COVID-19



If you take heroin or other opioids, protect yourself - ensure you have a supply of naloxone:

- Naloxone can be accessed through your local drug service or pharmacy
- Naloxone is a medicine that can temporarily reverse the effects of an opioid overdose
- Even if it does not help, it will do no harm

ASSET 10

SUGGESTED CAPTIONS:

Using drugs alone is risky. If you use alone, ask a family member or friend if they can check in on you. For further advice during the coronavirus outbreak visit nhsinform.scot/covid-19-drug-advice



ASSET 11

SUGGESTED CAPTIONS:

If you are a child or young person, worried about or affected by someone in your households drug use then don't stay silent – reach out. Childline is available online or over the phone, to those aged 19 or under - they can support you. Visit [childline.org.uk](https://www.childline.org.uk) for more information.

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CHILDLINE

Provides a free, private and confidential service where you can talk about anything

- You can call someone on **0800 11 11**
- 7 days a week - 9am-Midnight
- A 1-2-1 counsellor webchat is also available at [childline.org.uk](https://www.childline.org.uk)

ASSET 12

SUGGESTED CAPTIONS:

For those in recovery, this might be a particularly difficult time. These simple steps may help. For information about support services and further tips on how to maintain your recovery visit nhsinform.scot/covid-19-drug-advice

OR

Some people may find it difficult to maintain their recovery during the coronavirus outbreak. Mutual Aid organisations can provide resources and connect people to their nearest local groups. Information about Mutual Aid and recovery communities can be found at scottishrecoveryconsortium.org

ADVICE DURING COVID-19

MAINTAINING RECOVERY

It is important to:

- **Be aware of your triggers** - boredom, loneliness, depression and anxiety increase the chances of relapse
- **Stay connected** - reach out to support networks, family or friends online or over the phone
- **Be kind to yourself** - by practising good self care - build a routine, include eating sensibly and physical activity



**If you require any further information
about this toolkit, please contact:**

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