**Carry It Toolkit:**

**SAMPLE SOCIAL MEDIA CONTENT**

|  |  |
| --- | --- |
| POST | IMAGE |
| The **#OpioidCrisis** in Canada is real and growing, even on **#Postsecondary #campus**. It claimed 4,460 lives in 2018 alone. Learn more at [www.cmha.ca/carryit](http://www.cmha.ca/carryit) |  |
| It’s a myth that **#opioid #overdose** isn’t a campus issue. Being prepared for opioid overdose is necessary wherever you live, work or study. Learn why everyone should carry naloxone at [www.cmha.ca/carryit](http://www.cmha.ca/carryit) **#OpioidCrisis** |  |
| Help prevent **#OpioidOverdose** on your campus with **#naloxone**. Learn more and create a campus protocol at [www.cmha.ca/carryit](http://www.cmha.ca/carryit) **#OpioidCrisis** |  |
| When it comes to **#SubstanceUse**, youth in Canada are at high risk. Show #compassion and learn the facts at [www.cmha.ca/carryit](http://www.cmha.ca/carryit) **#OpioidCrisis** |  |

For shareable images to accompany these posts, please visit [www.cmha.ca/carryit](http://www.cmha.ca/carryit) to download.