

Good morning,

Every year, August 31 marks **International Overdose Awareness Day**; a day to remember loved ones we have lost, and acknowledge the grief of family and friends left behind. The day also aims to raise awareness, and is a catalyst to start the conversation to decrease the stigma associated with substance use, related deaths, and overdoses. Taking action for this cause has never been more important. We ask for your support in recognizing and proclaiming August 31<sup>st</sup> as Overdose Awareness Day in your municipality. Please see the attached template for your consideration.

In addition, you can continue to show your support by:

- learning more about [mental health and addictions](#) | [la santé mentale et les dépendances](#)
- learning more about [stigma](#) | [stigmatisation](#)
- sharing and displaying the [Words Matter](#) | [Les mots parlent](#) fact sheet to help end stigma associated with substance use
- developing [opioid overdose protocols](#) for your workplace
- advocating for safe consumption sites and a continuum of accessible and trauma-informed treatment services, safe supply and decriminalization
- learning more about effective and upstream and culturally appropriate prevention strategies
- creating a **purple** theme in your work space for the week leading up to August 31<sup>st</sup>

Visit [www.overdoseday.com](http://www.overdoseday.com) to find out more about the campaign.

Please do not hesitate to contact me for more information.

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**Public Health Promoter**

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