

# MEDIA RELEASE

## Cranes are flying in ahead of International Overdose Awareness Day 2020

Wednesday, 5 August 2019

The Tasmanian community is once again throwing their support behind raising awareness of the risks of overdose, by folding origami cranes to commemorate International Overdose Awareness Day - observed on the 31st of August every year.

Following the incredible success of the campaign last year, the Alcohol, Tobacco and other Drugs Council chief executive Alison Lai says that the response to this year's call-out is once again exceeding expectations [refer [images attached](#)].

"In 2019 we asked the Tasmanian community to fold 1,000 origami cranes, and were inundated with 4,239 cranes", Ms Lai said.

"This year because of COVID-19 we are doing things a bit differently, and rather than asking people to send their cranes into us, we've been asking them to send us a photo of each crane that they've folded, which will become part of a larger digital artwork that we will launch to commemorate International Overdose Awareness Day 2020 at the end of this month."

Despite the different approach, Ms Lai said that she was impressed by the response, not only because of the number of people and organisations folding cranes, but also the number of cranes being folded by individuals, which for some was in the hundreds.

"We've already seen an incredible amount of support from our members and the wider Tasmanian community, and we'd like to thank each and every person who has folded a crane to raise awareness of overdose", she said.

"There's a wide range of organisations getting involved including The Link, Launceston City Mission, Anglicare Tasmania, the Tasmanian Aboriginal Centre, Legal Aid to Bethlehem House and the Tasmania Prison Service.

"We also have a number of photos coming of cranes folded by everyday Tasmanians who are commemorating someone they may have lost."

While the concept of folding cranes has captured the imagination of many, Ms Lai said that the reason behind the initiative was a very important one.

"Drug overdose impacts Tasmanians of all backgrounds, and over the past five years we've been losing on average one Tasmanian every week," Ms Lai said.

"The majority of these overdoses are accidental and can be caused by alcohol or illicit drugs but pharmaceutical medicines continue to be the leading cause.

"If someone is taking pharmaceutical medications for pain or anxiety, or both, their risk of an overdose will increase and even more so if they also drink alcohol.



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"Being overdose aware is an important message that we need to get out into the community, particularly during COVID-19 where people may be less willing to leave the house to visit their doctor, they may be stockpiling medications and experiencing increased levels of stress or anxiety at this time.

"All of these factors mean that we need to be increasingly aware of the risks and one of the first things someone can do to help prevent an overdose is to talk about it.

"Talking about drug use, including pharmaceutical medication use, can be challenging due to the stigma surrounding it but it's a very important one to have to reduce the risk of overdose, and folding a crane is a gentle way to start that conversation."

**ATDC Media Contact:** Alison Lai, CEO – 0450 517 017

## International Overdose Awareness Day 2020

### How to get involved:

Senbazuru is the art of folding 1,000 paper cranes. It is said that if you fold 1,000 paper cranes and make a wish, it will come true. The ATDC is calling on members of the Tasmanian community to fold a crane or share a story of a loved one or a personal experience of drug overdose.

[atdc.org.au/overdose](https://atdc.org.au/overdose)

### Frequently asked questions

**How do I make an origami crane?** [See here for instructions](#). You can also find many videos online. If you're stuck or would like a virtual demonstration, contact [katie@atdc.org.au](mailto:katie@atdc.org.au).

**What can I use to make an origami crane?** Origami paper is the easiest to fold, however if you don't have any, all you need is a flat, foldable square. You can try things such as copy paper, newspaper, wrapping paper, fabric, thin plastic, cellophane or even fabric.

**Where can I get origami paper?** You can buy paper from many retailers around Tasmania or online, look for stationery, art supplies or even discount stores. The ATDC can provide you with paper to build one (or 100!) cranes – contact [katie@atdc.org.au](mailto:katie@atdc.org.au).

**How do I submit my crane?** Take a photo of your crane and send the photo to us through the website ([atdc.org.au/overdose](https://atdc.org.au/overdose)).

**What do I do with my crane?** For now, keep it! You can display your crane(s) in your home or workplace to share the word about International Overdose Awareness Day. Have you displayed your cranes in a creative way? Share your ideas with us!

**Where can I see the finished cranes?** The ATDC will launch an online display of cranes on International Overdose Awareness Day, Monday 31 August 2020. [Follow us on Facebook](#) or [subscribe to our eNews](#) to see updates on cranes as they are submitted.



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**How much time do I have?** All crane photos need to be submitted by **Tuesday 18 August**.

**How do I share a tribute?** You can use the website ([atdc.org.au/overdose](http://atdc.org.au/overdose)), email [katie@atdc.org.au](mailto:katie@atdc.org.au) or message us on Facebook [@ATDCtas](https://www.facebook.com/ATDCtas). If you would like to submit your tribute in another way, contact us.



**What can I include in my tribute?** Your tribute can be in many different forms, whether it be for one person or the whole community. Things you can share include (but are not limited to) poems, song lyrics, photos, stories or anecdotes. You may also like to write your tribute on your paper before you fold it into a crane.

**What will happen to my tribute?** Your tribute will be collated with other tributes in a memorial to all those affected by overdose, and shared along with the online display of cranes on International Overdose Awareness Day Monday 31 August 2020. Depending on the medium of your tribute, your tribute may also appear in printed resources.

**Who are the ATDC?** The Alcohol, Tobacco and other Drugs Council of Tasmania is the peak body representing and supporting community organisations, and the people they assist, to reduce alcohol, tobacco and other drug related harm for all Tasmanians.

Our vision is a Tasmania without alcohol, tobacco or other drug related harm or discrimination.

**LANGUAGE MATTERS** – Language is powerful, especially when discussing alcohol and other drugs and the people who use them. Stigmatising language reinforces negative stereotypes. “Person-centred” language focuses on the person, not their substance use.

When reporting on people who use alcohol and other drugs....	
Try this 	Not this 
Substance use, non-prescribed use	Abuse, misuse, problem use, non-compliant use
Person who uses drugs	Drug user, drug abuser
Person with a dependence on....	Addict, junkie, druggie, alcoholic
Person experiencing drug dependence	Suffering from addiction, has a drug habit
Person who has stopped using drugs	Clean, sober, drug-free
Person with lived experience of drug dependence	Ex-addict, former addict, used to be a...
Please see the attached Language matters resource attached or at: <a href="http://www.nada.org.au/resources/language-matters/">www.nada.org.au/resources/language-matters/</a>	



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