

Know what you're mixing

awareness campaign stakeholder kit

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About the "Know what you're mixing..." campaign

The "Know what you're mixing..." campaign was developed by the Tackling Accidental Pharmaceutical Medicines Overdose (TAPMO) Local Drug Action Team (LDAT). The team consists of the Drug Education Network, University of Tasmania, Pharmacy Guild of Tasmania, Alcohol, Tobacco & Other Drugs Council, and Pharmaceutical Society of Australia.

Acronyms aside, the LDAT is about a community collaboration that works to prevent alcohol and other drugs (AOD) harms by working together on a specific community problem or harm.

In this case, the harm we are seeing in Tasmania is that more individuals die from accidental overdose of prescribed medicine than from illegal drugs or from road deaths. And beyond this, many Tasmanians end up in hospital caused by accidental overdose of prescribed medicines. And this is preventable.

To find out more about "Know what you're mixing" you can visit the dedicated landing page at: <https://www.atdc.org.au/mixing/>

For media enquiries, please contact Dan Vautin on 0427 123 717

For project enquiries, please contact Cathy Gibson on 0460 545 947

How to use this campaign kit

This kit has been designed so you can share this awareness campaign across digital channels in your local community.

You will find three images and some text to use on social media. We recommend scheduling each of the three images and corresponding text at least once each across your social media channels. Our project partners will initially be promoting and sharing the campaign throughout May and June 2021, but we encourage you to continue to reuse these resources.

Target audience

The campaign has focused on a building, construction and farming theme as the most at-risk group according to research conducted by the Pennington Institute are men aged 40-49.

However, the messaging is also appropriate for a wider Tasmanian audience, and we expect the campaign will broadly appeal.

Social media templates

The following social media templates have been created so you can easily upload images and copy to your various social media feeds.

Step 1.

Choose an image ([download full size images here](#)).



Step 2.

Choose the text to accompany the image.

Text 1:

Drinking alcohol and using pain killers or sleeping pills? Know your risks. Talk to your pharmacist.

Text 2:

Some medicines should never be mixed with alcohol. Know your risks. Talk to your pharmacist.

Text 3:

Mixing alcohol with pain killers, sleeping pills or other medications can be dangerous. Know your risks. Talk to your pharmacist.

And a warm "thank you" from the TAPMO team

We appreciate your help in promoting this campaign through your networks. Together, we hope that we can stop the loss of life to accidental prescribed medicine overdose.