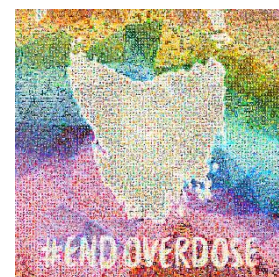




## INTERNATIONAL OVERDOSE AWARENESS DAY (IOAD) Tuesday, 31<sup>st</sup> August 2021



### Stakeholder Kit

**Be a part of ending overdose. How many origami cranes can you fold?**

Drug overdose continues to impact many Tasmanians. In the past five years, more Tasmanians died from unintentional drug overdose than in car crashes.

#### HOW TO PARTICIPATE

##### 1. FOLD A CRANE *Time to remember, time to act*

- **Nominate a Crane Champion** in your organisation to coordinate crane folding sessions and to attend International Overdose Awareness Day events
- **Hold a crane folding session** with friends, family, or workmates. How many can you fold?
- **Be part of an artwork** of origami cranes, by coming to an event in your region and placing your cranes on the artwork.
- **Talk about overdose.** Anyone can be affected, talking about overdose can save a life. For information see [atdc.org.au/overdoseday](https://atdc.org.au/overdoseday)
- **Upload photos of cranes** to social media #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas

Free paper packs available from:

- ATDC, 175 Collins Street, Hobart
- City Mission, 48 Frederick Street, Launceston
- Anglicare Tasmania, 31 King St, Devonport
- YFCC, 129 Wilson Street, Burnie

##### 2. ATTEND AN IOAD COMMUNITY EVENT *And be a part of ending overdose in Tasmania*

- **Bring folded cranes to your local community event and contribute to the region's artwork.** Events will be held in Devonport, Launceston and nipaluna/Hobart and will include crane folding, placing cranes as part of an artwork, talks and a minute's silence to remember those we have lost to overdose.
- **Haven't folded a crane? Can't fold a crane? We have you covered.** Pre-folded cranes will be available on the day so everyone can be part of creating the art installation. For community event details see [atdc.org.au/overdoseday](https://atdc.org.au/overdoseday)

##### 3. RAISE AWARENESS *Share with your networks*

- **Change your Facebook Profile Frame.** For full details visit [atdc.org.au/overdoseday](https://atdc.org.au/overdoseday)
- **Add a banner to your email signature.** For full details visit [atdc.org.au/overdoseday](https://atdc.org.au/overdoseday)
- **Promote IOAD** by using the promotional materials provided below.

**FOR MORE INFORMATION** visit [atdc.org.au/overdoseday](https://atdc.org.au/overdoseday) or phone Cathy on 6231 5002.

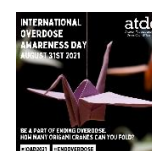
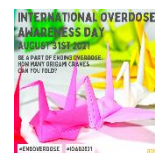
**So where did the origami cranes come from?** Senbazuru is a Japanese tradition that says if you fold 1,000 origami cranes you will be granted a wish. The ATDC is calling on members of the Tasmanian community to help fold Japanese origami cranes to contribute to artworks across the state raising awareness of overdose and to wish for an end to overdose in our community.

## GUIDELINE for ACTIVITIES and EVENT PROMOTION

1. Crane Folding	1 <sup>st</sup> - 15 <sup>th</sup> July	16 <sup>th</sup> - 31 <sup>st</sup> July	1 <sup>st</sup> - 15 <sup>th</sup> August	16 <sup>th</sup> - 24 <sup>th</sup> August	25 <sup>th</sup> - 30 <sup>th</sup> August	31 <sup>st</sup> August
Arrange crane folding sessions						
Crane folding promotion	Social Media Post 1	Social Media Post 2	Social Media Post 3			
	Put up posters					
Crane folding sessions held						
2. Community Event						
Community Event promotion			Social Media Post 1	Social Media Post 2	Social Media Post 3	
Community Event						

### Social Posts

- Choose a crane tile from [atdc.org.au/overdoseday-resources](https://atdc.org.au/overdoseday-resources)
- Choose the text or come up with your own to accompany the image.
  - Be part of ending overdose! Join us in folding origami cranes and contribute to a local art installation. #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas
  - Be part of ending overdose! Commemorating International Overdose Awareness Day (IOAD) by folding origami cranes, contribute to an art piece, and attend an overdose awareness event on 31 August, 2021. #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas
  - Fold an origami crane and raise awareness of overdose. Instructions: <https://www.atdc.org.au/origami-instructions/> #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas
  - We are getting on-board to fold origami cranes to commemorate International Overdose Awareness Day. Contact us if you would like to join our event. #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas
  - More people die of unintentional overdose than from car crashes. Talking about overdose could save a life. #EndOverdose #OverdoseAware #IOAD2021 @OverdoseDay @atdctas



### Origami Crane Folding Sessions

- If you hold your own folding session or would like to advertise folding events in major centres you can use posters available at [atdc.org.au/overdoseday-resources](https://atdc.org.au/overdoseday-resources).

**Questions?** Please email Cathy at [cathy@atdc.org.au](mailto:cathy@atdc.org.au), call the ATDC on (03) 6231 5002 or visit our website for loads of resources and more detail on how you can be a part of ending overdose.