



CARRY A SECOND CHANCE  
**NALOXONE**

# PARTNER TOOLKIT

The Carry A Second Chance overdose prevention campaign was designed by the Benton-Franklin Health District.

This toolkit is a communications resource for community leaders, partners and businesses to facilitate conversations on how to save a life with naloxone, to reduce overdose deaths in Benton and Franklin counties.

[www.CarryASecondChance.com](http://www.CarryASecondChance.com)

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# CAMPAIGN GOALS

Overdose deaths are one of the nation's most pressing public health epidemics. There are ways that we can work together as a community to save lives.

To make it easier for residents in our community to access local resources and find naloxone, the Benton-Franklin Health District created an overdose prevention campaign **Carry a Second Chance** and launched a dual-language website, [www.CarryASecondChance.com](http://www.CarryASecondChance.com). This website combines critical information into one location. The site includes a guide to access naloxone, how to use it to save lives, and where someone struggling with addiction can reach out for help.

## OVERDOSE DEATHS IN OUR COMMUNITY

2020 Data in Benton & Franklin counties:



**100%** Increase in overdose deaths among the Construction, Trade and Labor Industry, which has maintained the highest incidence of overdose deaths of any occupation since 2016.

**300%** Increase in overdose deaths among Food Service Workers.

[BFHD Overdose Data Power BI Dashboard](#)

**NALOXONE  
FINDER**



**AVAILABLE  
RESOURCES**



**OVERDOSE  
SIGNS**



## HOW TO SAVE LIVES

1. Educate your community and employees about naloxone, how to use it to reverse an opioid overdose and where to access it.
2. Ensure your first-aid kit at your place of work and home includes naloxone, then add a **Carry a Second Chance** sticker on the front of the kit (the QR code directs someone to instructions).
3. Break the stigma of addiction by talking openly to make it easier for people to open up, be compassionate, and use people-first language.

# KEY TALKING POINTS

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## CREATE A SAFE SPACE

- **Suspect no one, expect anyone, and respect everyone.** Accidental overdose can happen to anyone, regardless of race, gender, or socioeconomic status.
- Post Carry a Second Chance flyers around the office, workspace or restaurant for employees and customers to access live-saving resources if they are struggling.
- Check your first-aid kit at work and at home to make sure naloxone is included and encourage others to do the same. Then post the Carry a Second Chance sticker on the outside of your first-aid kit to help guide people to instructions on how to use naloxone.

## PROMOTE NALOXONE

- Naloxone is commonly called Narcan. Naloxone is a medication that may **stop an opioid overdose**, including those caused by fentanyl.
- Naloxone blocks the effects of opioids and can help restore normal breathing in two to three minutes.
- It can be administered in two ways: nasal spray and injectable via a syringe.
- **There are no negative effects if you use it on someone not experiencing an opioid overdose.**

## WA LAW PROTECTS YOU

- **Good Samaritan Law** - In Washington State: "If you seek medical assistance in a drug-related overdose, you cannot be prosecuted for drug possession. The overdose victim is also protected from drug possession charges. Anyone in WA State who might have or witness an opioid overdose is allowed to carry and administer naloxone."

## SAFER USE PRACTICES

- Don't use drugs/opioids alone; even if you call or FaceTime another person, have someone who knows your location and stay on the line with you until they know you are ok.
- If someone has an interruption in use, even 1-2 days, it changes how much they could start using again: "Go low (dose) and go slow."

## ACCESS NALOXONE

- Find locations and links to access free naloxone on [www.CarryASecondChance.com](http://www.CarryASecondChance.com)
- You can also visit your local pharmacy to learn how to get naloxone under the Washington statewide standing order.

# KEY TALKING POINTS

## TEACH SIGNS OF AN OVERDOSE

CONTINUED

- Not responding, not waking up or nodding off
- Blue or Grey Lips and Fingernails
- Pale, Ashy or Cold Skin
- Slow, Shallow or no Breathing
- Small Pupils
- Making Gurgling, Gasping or Snoring Sounds

## IF AN OVERDOSE OCCURS

- Immediately call 911
- Administer naloxone
- Try to keep the person awake and breathing.
- Lay them on their side to prevent them from choking.
- Stay with them until emergency assistance arrives.

## BREAK THE STIGMA

- When there is a stigma around any kind of disease, people don't seek the care they need because they feel ashamed. Stigma is harmful because it disconnects people from their community, and they lose hope. **It's important to see the humanity in the person; not the ugliness of the disease.**
- Learn about addiction and talk about it openly, which can really help to break communication barriers. Breaking barriers makes it easier for people to seek help.
- When someone is honest about their addiction, make sure to respond with compassion.

## HOPE WORDS

- For people who want to reduce or stop using opioids, evidence-based approaches are available to do this safely. Medications for Opioid Use Disorder are effective for long-term success when someone chooses to start treatment. Ask a health care provider for a referral.
- Substance Use Disorders are less likely to occur with certain positive life circumstances, like healthy peer relationships, healthy family relationships and financial stability.

## USE PEOPLE-FIRST LANGUAGE

- Do say **people who use drugs**. DONT say addict, junkie or abuser.
- Do say a **person in recovery** instead of a person who is clean (people who use are not dirty).
- Do say **return to use**, which is better than saying relapsing.
- Do say **person no longer using substances**. DONT say former druggie.

For additional resources visit [www.CarryASecondChance.com](http://www.CarryASecondChance.com).



# CAMPAIGN MATERIALS

## CAMPAIGN FLYERS

This flyer increases awareness around the importance of naloxone. The QR code goes straight to [www.CarryASecondChance.com](http://www.CarryASecondChance.com). We recommend you use 8.5 x 11 paper when printing and post them in the restroom and/or stalls.

**300%**  
Increase in Overdose Deaths among Food Service Workers in 2020

In 2020, the Construction, Trade and Labor Industry saw a **100% increase in overdose deaths** and has maintained the highest incidence of overdose deaths of any occupation since 2016.

**HOW TO GET NALOXONE**  
Due to the statewide standing order, Washington residents can get naloxone at pharmacies across the state without a prescription.

- Pharmacy/Clinic
- Order Online

[www.CarryASecondChance.com](http://www.CarryASecondChance.com)

**WHAT IS NALOXONE?**  
Naloxone is commonly called Narcan. Naloxone is a medication that may stop an opioid overdose, including those caused by fentanyl. Naloxone is a legal medication that restores a person's normal breathing if it has slowed or stopped due to an opioid overdose. Naloxone has no effect on someone who does not have opioids in their system.

**GOOD SAMARITAN LAW (WA)**  
\*If you seek medical assistance in a drug-related overdose, you cannot be prosecuted for drug possession. The overdose victim is also protected from drug possession charges. Anyone in WA State who might have or witness an opioid overdose is allowed to carry and administer naloxone.\*

Washington Recovery Helpline: 1-866-789-1511

**CLICK TO DOWNLOAD**  
(English)

**300%**  
De aumento de muertes por sobredosis entre los trabajadores de servicios de alimentación en 2020.

En el 2020, la Industria de construcción, comercio y laboral tuvo un **aumento de 100%** de muertes a causa de sobredosis y ha mantenido el índice más alto de muertes por sobredosis comparado a otros campos de trabajo desde 2016.

**COMO ADQUIRIR NALOXONA**  
Gracias a una orden estatal, los residentes de Washington pueden adquirir naloxona en las farmacias de todo el estado sin necesidad de prescripción.

- Farmacia/Clinica
- Pedido en línea

[www.CarryASecondChance.com](http://www.CarryASecondChance.com)

**¿QUÉ ES LA NALOXONA?**  
La naloxona se conoce comúnmente como Narcan. La naloxona es un medicamento que puede revertir la sobredosis de opioides, incluyendo los que son causados por el fentanilo. La naloxona es un medicamento legal que restablece la respiración normal de una persona cuya respiración disminuye, o hasta se detiene, debido a una sobredosis de opioides. La naloxona no tiene ningún efecto en quien no tenga opioides en el organismo.

**LEY DEL BUEN SAMARITANO (WA)**  
\*Si busca asistencia médica a causa de una sobredosis de drogas, non puede ser procesado por posesión de drogas. La víctima de la sobredosis también está protegida de los cargos por posesión de drogas. Cualquiera persona en el estado de Washington que pueda padecer o presenciar una sobredosis de opioides puede portar y administrar naloxona.\*

Línea de ayuda para la recuperación: 1-866-789-1511

**CLICK TO DOWNLOAD**  
(Spanish)

## STICKERS

Place this sticker on your first-aid kit to share information about naloxone.

**CLICK TO DOWNLOAD**

For free stickers email [PIO@bfhd.wa.gov](mailto:PIO@bfhd.wa.gov).

## SOCIAL MEDIA POSTS

**WHAT IS NALOXONE?**  
Naloxone is commonly called Narcan. Naloxone is a medication that may stop an opioid overdose, including those caused by fentanyl. Naloxone is a legal medication available in Washington State through the statewide standing order without a prescription.

[www.CarryASecondChance.com](http://www.CarryASecondChance.com)

Share the importance of naloxone through social media. *Click on each photo to download them.*

In 2020, the Construction, Trade and Labor Industry saw a **100% increase in overdose deaths** and has maintained the highest incidence of overdose deaths of any occupation since 2016.

**CLICK TO DOWNLOAD**

**SUSPECT NO ONE, EXPECT ANYONE, RESPECT EVERYONE..**  
CARRY NALOXONE



# ADDITIONAL RESOURCES

## WASHINGTON RECOVERY HELPLINE

# 1-866-789-1511

24-hour anonymous, confidential help line for Washington State residents for those experiencing substance use disorder, problem gambling, and/or a mental health challenge. Professionally-trained staff and volunteers can connect callers with local treatment resources or more community services.

## NAT. SUICIDE & CRISIS HOTLINE

# 988

24-hour a day national mental health emergency line in English or Spanish. Part of an effort to reimagine crisis response, this number went live in July 2022 and represents a bold shift away from leading with law enforcement in crisis response to leading with healthcare in mind.

## CENTER FOR CONSTRUCTION RESEARCH & TRAINING

[CLICK HERE](#)

CPWR provides resources to prevent opioid deaths. The construction industry has one of the highest injury rates in the U.S., and opioids have commonly been prescribed to construction workers to treat the pain caused by these occupational injuries. Since use of opioids has led to addiction and overdose deaths, it is important for workers to understand the risks and alternatives.

## BLUE MOUNTAIN HEART TO HEART

[CLICK HERE](#)

BMH2H is a community-based organization whose mission is to promote public health with advocacy, education, harm reduction, and support for individuals across a spectrum of chronic conditions, with a special emphasis on HIV prevention and care

## LEARN ABOUT TREATMENT

[CLICK HERE](#)

Treatment is not one size fits all, and everyone's path is different. Substance use disorder is a treatable health condition. If you have substance use disorder, you should learn about the options for treatment and choose the option that feels best. Some may have to try a few treatments before they find the right one.