

# **International Overdose Awareness Day - Our Voice**

## **Hopeful**

Our voice tone is **optimistic** and focused on positive change to make a difference to people. It emphasizes that **solutions are possible** – and that we have many solutions already in place or ones that could be implemented with a little effort. Change is possible when people come together and raise their voices.

## **Energising**

Our voice is **dynamic** and **compelling**, designed to motivate people to get involved, hold or attend events, take action and **feel excited** about creating change. It conveys **energy** and **urgency** – without being alarmist. We want to make people feel that they want to get involved and that their effort and energy will make a difference.

## **Action-Oriented**

We encourage all people to get involved and take **tangible steps** toward change – hosting an event, starting a local campaign, posting on social media, finding ways to share knowledge and help their community. We empower individuals, families and groups to get involved in **community wide efforts** – encouraging even the smallest of steps like having a conversation. We acknowledge the complexity of overdose and drug policy, but we never lose sight of the impact people and communities can have.

## **Human**

Our voice is warm, respectful, compassionate and acknowledges the **diversity of human experiences** behind this issue. Our voice shows respect for people who have overdosed or are at risk of overdose – they are part of our communities. It shows empathy for the loss, shock, even anger and other responses to overdose in the community, but gently guide people towards human, health-led overdose prevention initiatives where they might be chasing harsh, criminal responses.

## **Non-partisan**

We are politically unaligned, but we don't sit on the sidelines. We speak to everyone with respect and openness, even people we don't agree with. By **focusing on what unites us**—protecting lives and communities—we create space for change in a complex and politically charged landscape.