

# SOCIAL MEDIA TOOLKIT

## SUPPORT AND GUIDANCE FOR DELAWARE FAMILIES

The Delaware Department of Health and Social Services (DHSS) and Center on Addiction | Partnership for Drug-Free Kids, the nation's leading nonprofit **dedicated to transforming the way the United States addresses addiction**, are collaborating to bring dedicated, science-based resources and support to Delaware families.

In 2017, **Delaware ranked sixth in the nation in drug overdose death rates**, with most of these deaths directly linked to opioids, including heroin, prescription opioids and fentanyl, a synthetic opioid that is 50 times more powerful than heroin. Last year alone, **Delaware lost over 400 lives to overdose**, marking an increase of 16% in overdose deaths from 2017—and almost 3 in 4 of those deaths involved fentanyl.

Through this collaboration, we aim to be a vital part of an integrated solution to affect statewide change. The two entities **will work together to provide digital resources and one-on-one support to parents and caregivers as they help a loved one struggling with opioids or other substances.**

- **Help us share these new resources to empower more Delaware families to protect their loved ones from this epidemic.** (click on social images to download)

### 2 Ways to Connect With Our Family Specialists

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 **CALL**  
**1-855-DRUGFREE**  
M-F: 9am-Midnight ET  
& Weekends: 12pm-5pm ET

 **TEXT**  
Text **HopeDE** to **55753**  
Send a message anytime

To learn more, visit [drugfree.org/delaware](http://drugfree.org/delaware)

  
Partnership  
for Drug-Free Kids

 DELAWARE HEALTH AND SOCIAL SERVICES  
Division of Substance Abuse and Mental Health

## FACT:

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Source: Centers for Disease Control and Prevention

  
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- **Sample Social Posts** (copy and paste)

Concerned about your child's substance use? Find out how you can get help now—call 1-855-DRUGFREE, text HopeDE to 55753 or visit [drugfree.org/delaware](http://drugfree.org/delaware).

There's hope and help for families struggling with a loved one's opioid use. Get help now. Call 1-855-DRUGFREE, text HopeDE to 55753 or visit [drugfree.org/delaware](http://drugfree.org/delaware).