

journey to recovery

Educating about opioids:

TIPS FOR A GREAT EVENT

As you work to educate tribal members about opioid misuse, you may have opportunities to host a table or booth at health fairs and other community events. Consider these tips to create an interactive, positive experience that drives traffic to your table and maximizes outreach efforts focused on opioid education.

1. Create an attention-grabbing display.

Your display should accomplish three primary things: **1. Draw attention;** **2. Motivate attendees to stop at your table;** and **3. Communicate your core message.** Use our ready-to-print designs to create quality, attention-grabbing signage that supports the campaign theme and adds credibility to your display. Also, consider including interactive elements, such as a game or contest with prizes, to drive booth traffic and engage visitors.

Campaign resources:

- Pop-up table display designs
 - Canvas banner art
 - Posters
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2. Provide takeaway materials. But not too many.

Remember: you want to inform, not overwhelm. Your table should include an organized display of simple takeaway materials, such as the campaign rack cards or flyers, that reinforce your message and direct the visitor to the campaign website or other tribal resources for more information. Avoid cluttering the table with too many print pieces.

Campaign resources:

- Rack cards
- Flyers

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3. Offer giveaways and other swag.

People like stuff. Event swag and practical giveaways, such as locking medicine bags, draw people to your table while also encouraging them to act against opioid misuse through steps like safe opioid storage. Keep in mind that pre and post surveys are required upon distribution of medication locking bags.

Campaign resources:

- Locking medicine bags
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4. Promote your presence at the event.

Promote your attendance prior to the event — and encourage people to attend and visit you — via social media, newsletter, and other communication channels. Use the event as a timely hook — along with campaign resources, such as the newsletter articles and social media posts — to drum up conversation around opioid education. Stay active on social media during the event to drive traffic to your booth and generate interest in your outreach efforts.

Campaign resources:

- Social media posts
 - Newsletter articles
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5. Expand your network and build your contact list.

Events are a great place to build your contact distribution list for emails or mailings around opioid education. Provide a sign-up sheet to gather email and mailing addresses. Consider offering a game or raffle drawing that requires visitors to submit their basic contact information.

Visit www.WATribalOpioidSolutions.com/resources for more campaign information and the full Partner Toolkit of materials you can use in your tribal community.