

# EVENT TOOLKIT

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Medication Dependence  
PREVENTION MONTH



**Script  
Wise**

Preventing  
prescription  
medication  
misuse.



Medication Dependence  
**Prevention  
Month**

# GETTING STARTED

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## PURPOSE

ScriptWise is pleased to present our Medication Dependence Prevention Month (MDPM) event in May 2019.

Prevention Month is an annual event to raise awareness about preventing medication harms and finding community support.

Through education and raising public awareness we can help:

- prevent the risks and potential harms associated with using medicines like opioids and benzodiazepines;
- reduce the stigma around seeking treatment when needed; and
- increase access to treatment within local communities

## EVENTS

ScriptWise has developed a number of resources to help you and/or your organisation hold a range of different awareness raising events. You or your organisation could:

- 1. Host a Forum**
- 2. Host a work event**
- 3. Hold a community stall**
- 4. Get creative!**





# HOST A FORUM

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## **A COMMUNITY FORUM CAN BRING PEOPLE TOGETHER TO COLLABORATE ON AN ACTION PLAN**

Forums are a great opportunity to bring together community members, health professionals and service providers to discuss the complexity of this issue.

Generally, a forum will include:

- **PRESENTATIONS BY AN EXPERT PANEL**
- **A QUESTION AND ANSWER SESSION HOSTED BY A MODERATOR**

Expert panel members might include local health professionals such as addiction or pain specialists, GPs, pharmacists or local health care providers.

It can be helpful to host a forum in collaboration with a service provider with local connections to ensure the discussion is focussed on issues occurring within your area.

There is also potential to approach local organisations to sponsor your event to reduce the costs associated with hiring a venue and any refreshments you might like to provide.

ScriptWise may also be able to help you gain media attention for your forum, provide resources for your event and put you in touch with someone with lived experience who might be available to share their story.

# HOST A WORK EVENT

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## YOUR WORKPLACE IS A GOOD PLACE TO START TALKING ABOUT PRESCRIPTION MEDICATION HARMS

We all lead very busy lives, so it can be helpful to create community education opportunities that fit in with your work flow such as hosting a

- **breakfast or morning tea**
- **lunchtime session**



It helps to try and make these events as fun or engaging as possible. You might think about:

- inviting a pre-eminent scholar or expert to present
- asking one or more health care providers or health professionals to describe the situation locally

If an event isn't possible, think about opportunities to raise the profile of the issue in other ways within your workplace. You could

- host a poster for prevention month
- use social media to show your organisation's support
- share information through your internal communications

# HOLD A STALL

**PRESCRIPTION MEDICATION  
HARMS ARE OFTEN HIDDEN.  
LET'S MAKE THEM SEEN.**

Community members from all walks of life can become dependent on prescription medication, so it is important to raise the profile of this issue within your local community.

One way to achieve this is through holding a stall with information about the issue and how people can access local services if needed. You can choose to hold a stall:

- **AT A LOCAL MARKET OR EVENT**
- **AT OR OUTSIDE YOUR WORKPLACE**
- **IN PUBLIC SPACES (WITH A PERMIT FROM COUNCIL)**
- **OUTSIDE COMMUNITY HUBS (SUCH AS SUPERMARKETS OR BUSINESSES SUCH AS BUNNINGS)**

Although community stalls are quite simple to organise, it is important to ensure you have the relevant permits from your local council and materials to support your conversations.

Don't forget to post photos of your stall on social media with the hashtag #PreventionMonth so that we can share them too!



# GET CREATIVE!

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**GOT ANY OTHER IDEAS? THIS MONTH IS ABOUT AWARENESS AND HIGHLIGHTING PREVENTION EFFORTS - THE SKY IS THE LIMIT!**

Please feel free to use any of the resources available on the Prevention Month website or contact us if you have any further questions. Other ideas might include:

- **a video contest**
- **a blog about the issue**
- **hosting a panel and debate event**
- **organising a progressive dinner**
- **hosting a community bbq**
- **organising a flashmob**
- **creating a jointart installation**
- **a short story or poetry competition**



# EVENT PLANNING

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**A COMMUNITY EVENT IS A GREAT OPPORTUNITY TO IMPROVE KNOWLEDGE AND PROVIDE ACCESS TO LOCAL SERVICES.**

ScriptWise has found events such as a workplace breakfast or a community forum can be a great way to encourage communities to take action. Below are some tips for hosting a successful event.

## ESTABLISH YOUR AIMS

It is important to decide from the outset what your aims are for the event and how you can demonstrate you've reached them. Your aims might include:

- To give up to 50 community members the opportunity to learn more about the harms associated with prescription
- To ensure all event participants know how to access local services related to this issue
- To encourage community members to form an action group to continue preventative activities

## PLANNING FOR SUCCESS

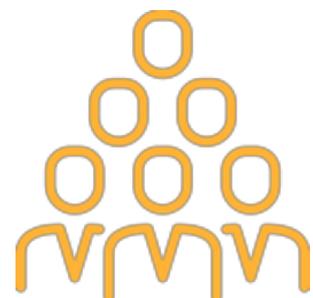
Running a successful event takes considerable planning, but there are ways to ensure you make this process as easy as possible. Once you've decided your aims, follow these steps to plan your event.



**LOGISTICS**



**PROMOTIONS**



**THE EVENT/FOLLOW-UP**

## LOGISTICS

- Identify and reach out to potential sponsors or collaborators who might be connected with the audience and would also benefit from the forum. This could include local health care or service providers.
- Decide on the format - how many speakers do you need? Will you have a Q&A? Will you set a topic for each speaker? Visit our website to download a sample running sheet template
- Invite your speakers - this might include local health professionals such as an addiction or pain specialist, pharmacist and/or GP
- Scout and book your venue - will it fit your intended audience? Does it have the right vibe? Is it within your budget or will you need to approach sponsors/fundraise?

## PROMOTIONS

- Register your event with us at ScriptWise so that we can promote it and put it on our website [www.scriptwise.org.au/prevention-month/event-registration](http://www.scriptwise.org.au/prevention-month/event-registration)
- Identify and contact local community members/ organisations who might be able to help spread the word through their networks
- Send out invitations - make sure you include an RSVP date and contact person, or create this online via Eventbrite or Facebook
- Use ScriptWise's promotion materials to distribute posters and/or flyers to promote your event offline or social media materials for online
- Contact local media and use social media using the information provided later in this toolkit as a guide
- Make sure your audience comes along - monitor your event attendance list and send a reminder email if you can

## THE EVENT/FOLLOW-UP

- Arrive early to set up - remember to check the AV (are you using a ScriptWise video? Check the sound levels!). Set up a registration desk to greet guests if you can
- Thank your guests/speakers/sponsors - get in touch to say thank you and also to remind them about any actions from your event



# INVITATION CHECKLIST

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## 1. CREATE A WAY TO RSVP

Organising your event will be much easier if managing RSVPs is simple, but it will also make it more likely for people to come along.

An easy way to track and collect RSVPs is to use a free event management website such as Eventbrite. Sites like Eventbrite allow you to create and manage your event online, and also provide you with a link to invite people to RSVP.

A simple alternative is to provide an email address and request an RSVP by a specific date and time.

## 2. MAKE AN INVITATION LIST

Create a spreadsheet or write down the people you would like to invite to attend your event. If you track this from the start, you can also see who hasn't RSVP'd closer to the event and send them a reminder. So who do you invite?

Your personal network:

- Family
- Friends
- Acquaintances from your sporting team, hobby group or kid's school
- Your workplace - could you send an email invitation to your colleagues? Put a poster up at work?
- Your friends on social media - you could create a Facebook event and invite your friends to attend from there

Local health organisations are a great place to find people who might be interested in this issue. You might like to ask them to put a poster up, or send an email invite out to their networks.

Local health organisations might include:

- Doctors' surgeries
- Pharmacies
- Alcohol and Other Drug services
- Pharmacotherapy Networks
- Mental health services (such as a Men's Shed for example)
- Primary Health Networks
- Aboriginal and Torres Strait Islander health organisations:

Other organisations you might like to invite include:

- Clubs or Associations such as Rotary or Lions
- Advocacy groups or non-profit organisations
- Charity organisations such as The Salvation Army
- Groups or organisations which reach out to people from culturally and linguistically diverse backgrounds

Key decision-makers within your community are also great people to invite to your event. This is a unique opportunity to demonstrate why they should promote and invest in local prevention efforts.

- Local decision-makers may include:
- Councillors
- State and Federal MPs

It can be helpful when contacting your local Councillor or MP to personalise the invitation. Remember to stress why you, as a constituent, are interested in this issue, and why it would be beneficial for your local representative to come along.

### 3. WRITE YOUR INVITATION

You've got your RSVP information set up, you've got your list ready and now it's time to actually write your invitation.

Here are a few questions to ask yourself before you send it off:

- Would you attend your event? If not, think about what would make you want to attend this event and highlight it.



- Does it cover who, what, when, where, why and include the RSVP details?
- Make sure the details for your event are clearly displayed on your invitation including the date, location, details of the event (e.g. who is speaking/what is happening) and who the contact person is.
- Is it easy to read and understand?
- Less is more for your invitation - too much information will make your invitation cluttered and can hide the best selling points of your event
- If you're emailing, will your subject line stand out? We all receive a lot of emails and it can be hard to make sure your invitation stands out. If you can't think of something catchy, go with a strong description of your event



### **3. SEND IT OUT**

Whether by email, post, in-person or by carrier pigeon, it's time to watch the RSVPs roll in! Make sure to think about the best way to contact each group of people - the more personal, the better.



### **5. SEND A REMINDER**

No one likes to be badgered but as the event gets closer, it's worth sending a follow-up invitation or even better, giving someone a call or sending a text, to remind them about the event.

# GETTING SPONSORS FOR YOUR EVENT

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The importance of community events about preventing prescription medication harm is likely to be recognised throughout your local community. If you don't have the funds to make your event happen – make sure to reach out to those who will be willing to help you. With community events, a little can go a long way.

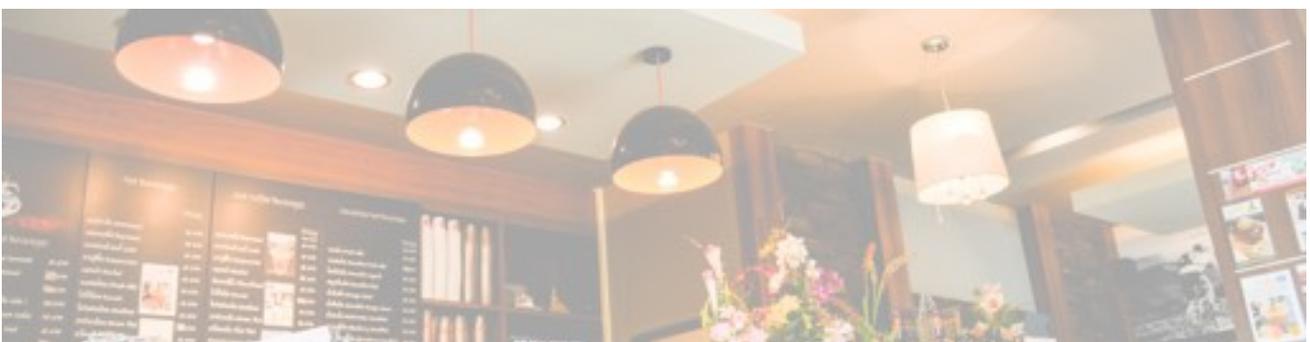
When you're considering approaching potential sponsors about your event, think about what you can tell them to show why it would be good for their business or organisation to be involved. For example, can you

- show how the issue affects people they're working with or providing services for?
- help get their name and logo out into the community by advertising it in your promotions?
- demonstrate your event is aligned to their strategic vision?

It can also help to approach organisations or individuals who might be able to assist your organisation in a specific way. This might involve:

- asking your venue owner whether they might be willing to donate the space
- speaking with the local baker or butcher about providing food for your BBQ
- requesting the local printer do a quick run of your promotional flyers in support of your event

It is important to make sure it is very clear what you will provide, if anything, as a result of a local businesses sponsorship, and that you can meet those obligations.



# FUNDRAISING FOR SCRIPTWISE

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ScriptWise is a not-for-profit which relies on the generosity and dedication of individuals and organisations like yours to work to ensure no more families lose a loved one to prescription medication related overdose. Your dedication will drive our work to raise awareness, engage with community members and advocacy for essential policy changes.

The funds you raise for ScriptWise will help us to ensure more Australians are informed about how they can reduce the chance of experiencing health conditions such as medication dependence. Your work can also ensure we speak with more decision-makers about how to address the current prescription medication crisis.

We know you're passionate about this issue, and fundraising can be an important element and rewarding part of your community event. Steps for fundraising for ScriptWise at your event:



**Read the guidelines for fundraising below (there are certain rules and regulations which must be considered)**



**Decide on your fundraising activity**



**Let us know so we can authorise your fundraising efforts for ScriptWise**



**Get fundraising!**

## Some ideas for fundraising activities

- an optional donation for attending your event (such as a gold coin)
- collect donations via ScriptWise's website by setting up a table where people can donate during your event
- send a collection tin around at your event
- hold a cake sale
- collect donated books to sell at your event

Please note that some of these activities will not be tax deductible. For more information, read the rules and regulations below or contact the Australian Taxation Office (ATO).

## Tips to boost your fundraising

- Make sure your audience feels personally connected to the issue and the work ScriptWise does
- Ensure it is as easy as possible for people to donate
- Check out whether there is any merchandise available on our website

Our dedicated volunteers, donors and supporters form a valued part of the ScriptWise community and together we can continue to make a difference. We cannot thank you enough for your efforts to address the current prescription medication crisis!





# RULES AND REGULATIONS

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**There are important rules and regulations around fundraising which it is important to follow to ensure your hard work translates into action. Please carefully read and use the materials we are required to send to authorise your fundraising efforts.**

It's essential to remember that as a fundraiser, you are responsible for the financial, promotional and logistical (such as insurance) aspects of your fundraising activities. This includes keeping accurate records and managing and depositing funds into ScriptWise's account within 10 working days after your event finishes.

## TAX DEDUCTIBLE RECEIPTS

There are a number of requirements around providing tax deductible receipts including:

- Only ScriptWise can provide a tax-deductible receipt for money raised by you for our organisation and receipts can only be issued after funds have been received
- For a receipt to be issued, we must have the person's full name and address
- Donations must be \$2 or over to issue a tax-deductible receipt
- As per the ATO guidelines, ScriptWise cannot issue tax deductible receipts for the following:
  - purchase of tickets to attend fundraising events
  - purchase of raffle tickets
  - purchase of goods such as pens, or chocolates
  - donations of gifts in kind
  - purchases made at an auction (some exemptions may apply - please contact the ATO for more information)

## DEPOSITING DONATIONS

Due to financial regulations, funds raised during your event cannot be deposited in a personal bank account. To make sure you follow financial regulations, we recommend:

- Depositing all funds into ScriptWise's bank account directly either as a lump sum or on a weekly basis
- Use a third-party fundraising website such as Everyday Hero or GoFundraise
- Deliver all cash and donation forms in person to our office – 2/287 Collins St Melbourne, VIC

Make sure to also email us if you require a donation receipt form. For further details refer to the Australian Taxation Office guidelines here.

## DONATION DETAILS

### Donate by EFTPOS or at your local branch

Account Name: Scriptwise Ltd.

BSB: 083-004

Account Number: 98 922 3758

Institution: National Australia Bank

### Donate by cheque

Please ensure your cheques are made payable to ScriptWise Limited and send them directly to:

Scriptwise Limited

ABN: 62 602 122 869

2/287 Collins, Melbourne Vic 3000

### Donate via our website

[www.scriptwise.org.au/prevention-month/donate](http://www.scriptwise.org.au/prevention-month/donate)

### Third-party fundraising page

If you decided to use a third-party fundraising page, such as Everyday Hero, you will need to nominate ScriptWise' bank account (noted above) and the funds will be deposited automatically.



# LOCAL MEDIA

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## **A LOCAL MEDIA STORY IS A FANTASTIC WAY TO ENSURE YOUR MESSAGE IS HEARD BY YOUR COMMUNITY**

Local media can play a really important role in getting the word out about not only your event, but also how to prevent harms associated with the use and misuse of prescription medications.

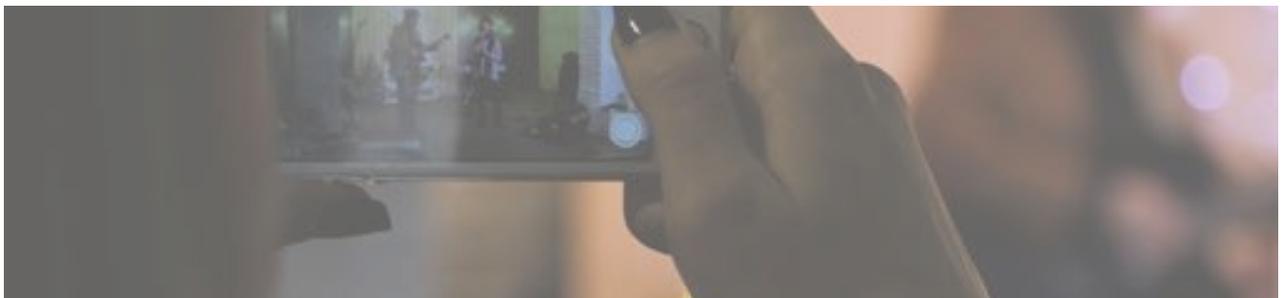
### **WHAT IS YOUR MESSAGE?**

It's important to know what key messages you are hoping to get across to your local community through the media. Try to make your key messages as compelling and personal as possible as this helps both the media and the community connect with you. Here are some prompts:

- Why are you or your organisation participating in Prevention Week?
- Why should other organisations and/or community members get involved or come to your event?

### **PREVENTION MONTH KEY MESSAGES**

- In Australia, more people are dying due to the use of certain prescription medications than on our roads
- Some pain and sedative medications can be dangerous if used for longer than a few weeks
- If you're going to start taking a pain or sedative medication, speak with your health professional about a plan to stop as well



# LANGUAGE

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## HOW WE SPEAK ABOUT DEPENDENCE AND ADDICTION CAN HELP TO REDUCE STIGMA IN OUR COMMUNITIES

### PERSON-FIRST LANGUAGE

Using person-first language can help to ensure that addiction is seen as a medical condition which can affect anyone.

This language is already used in relation to most health issues: people with depression, for example, are not called 'depressives', nor are people with type two diabetes called 'sugar abusers'.

Some examples of using person-first language include writing:

- "people who use prescription medications" (not 'users')
- "people with prescription medication dependence (not 'addicts')
- "people in recovery" (not people who're now 'clean' as they weren't dirty before!)

### USE THE TERM 'DEPENDENCE' NOT 'ADDICTION'

Research has demonstrated that the word 'addiction' is heavily stigmatised and is often has negative connotations. For this reason, given Prevention Month seeks to engage with all members of the community, using the term 'dependence' as a substitute can help to make this issue more accessible.

While these two terms are clinically different (which may cause some confusion among health professionals), using the word 'dependence' might encourage more people to seek assistance from their doctor if needed.



# PREPARE

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## **THERE ARE DETAILS THAT ALL JOURNALISTS WANT TO KNOW - TRY TO MAKE THEIR JOB EASY!**

Journalists are always very busy, so it's important to do your best to show them quickly why your story needs to be told, and how it can be presented.

Media releases are the typical format used to present this information for journalists. ScriptWise is happy to work with you to create a joint media release - please email [lara@scriptwise.org.au](mailto:lara@scriptwise.org.au). Below are the essential details which need to be included when contacting journalists. First up -

- Who? Your or your organisation's name
- What and why? Explain what your event is and why you're doing it
- When and where? Include details about Prevention Month and your event

Other information you might like to include in order of relevance and 'wow' factor are:

- Quotes - include a quote from yourself or a spokesperson from your organisation about why you're involved in this Month
- Key facts - for example, the size of the issue in your area and within your State
- Compelling details - for example, a local success story
- Photos - if you have a photo of the event or your organisation, attach it
- Contact email or phone number - who will answer your media requests?

## **CONTACTING MEDIA**

**GET IN TOUCH WITH US AT  
SCRIPTWISE IF YOU WOULD LIKE  
SUPPORT TO REACH OUT TO MEDIA**

As soon as you've decided on your key messages and got the key details for your event and Prevention Month ready, it's time to find the local papers, radio stations or newsletters in your local area.

It can be helpful to start with any connections you or your team already have - so make sure to write down any other publications or ways to get the word out too. Next steps:

- Compile a list of the phone number and news desk email address of all local media
- Send through your email or the media release you've co-written with ScriptWise
- Talk with ScriptWise regarding following up with a phone call
- Be prepared to potentially organise a photo opportunity at your event for journalists, or to take photos after or before the event for it to be published

# INTERVIEW

## PREPARATION CAN HELP WITH NERVES AND MAKE SURE YOU GET YOUR MESSAGE OUT THERE CLEARLY

### PREPARE

- Do some practise questions with your key messages
- Have all the information about your event and Prevention Week in front of you for the interview

### FEEL EMPOWERED

- Remember you can stop, rephrase or clarify any comments you make

- If you don't know the answer to a question, simply say 'I don't know'. You can then offer to request this information from us at ScriptWise or call them back at a later time
- Don't forget to re-iterate the details of your event or how people can be involved in your organisation/take action after what they've heard

### TECHNIQUES

- Take a few deep breaths and speak slowly
- Pause or take a moment if you need some time to think about your answer – there's no need to rush (especially in a print interview!)
- Try not to use complicated language or too many facts and figures. Your personal story is compelling!
- Smile if it feels right as this even shows in your voice on radio or on the telephone

# AFTER

We would love to hear how your event went and share your media successes too, so get in touch with us!

If you contacted a few journalists who expressed interest in your event, make sure to pick some of the best images from your event, update your information and re-send it to them.

# SOCIAL MEDIA

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Prevention Week is a great opportunity to increase understanding about the risks associated with using medications such as opioids or benzodiazepines long-term.

You can help get the word out on social media by sharing any of the resources on the 'Promotions' part of our Prevention Week page at [www.scriptwise.org.au/prevention-week](http://www.scriptwise.org.au/prevention-week). These resources include:

- 1. Social media images**
- 2. Web banners**
- 3. Videos**

## PROMOTE YOUR EVENT

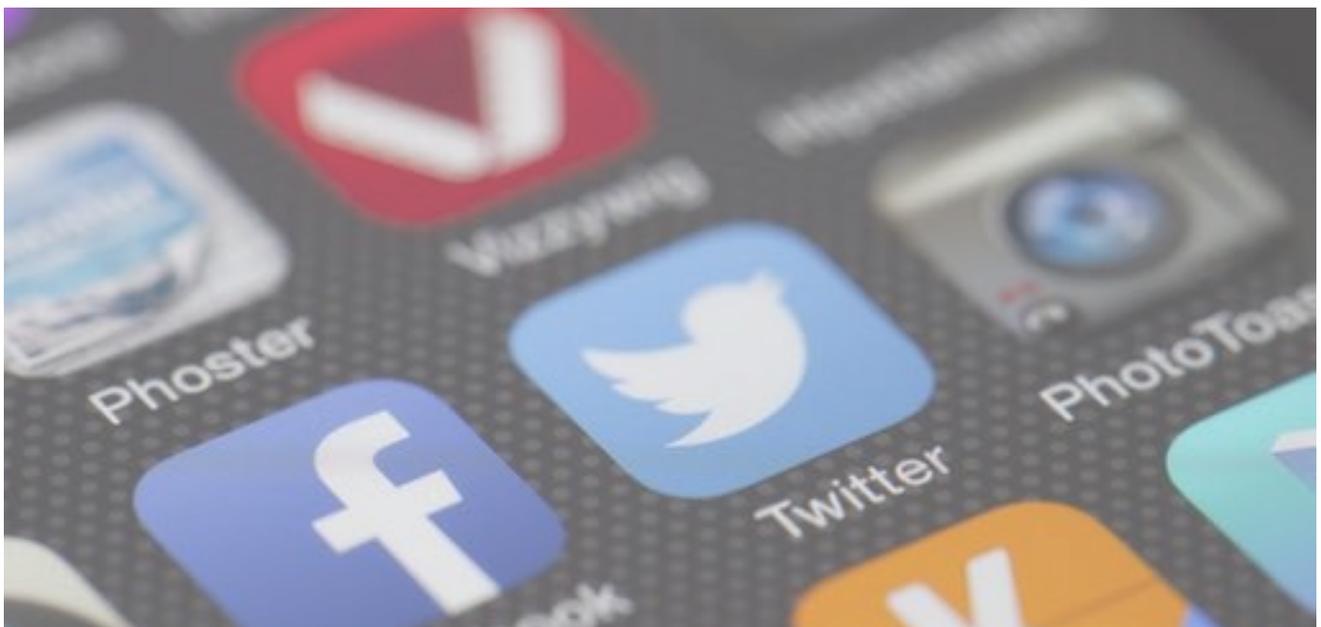
Social media can be a powerful way to get more people to your event.

Once you've gone to the trouble of creating and organising an event, you want to ensure you have a packed audience!

You might like to use social media to:

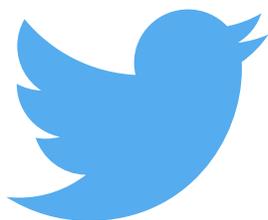
- 1. Create a facebook event**
- 2. Change your banner**
- 3. Share Scriptwise materials and social media content with details of how to RSVP to your event**

Please don't hesitate to contact ScriptWise's Media and Communications Manager, Lara Beissbarth, on 0425 872 744 if you have any further questions.

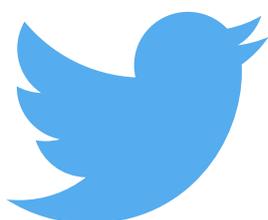


# SUGGESTED TWEETS

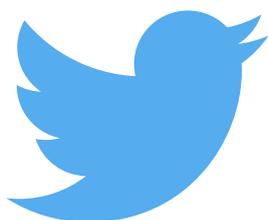
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Did you know in Australia, more people are dying due to the use of certain prescription medications than on our roads? #PreventionMonth



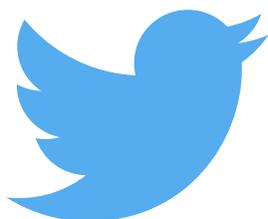
Some pain and sedative medications can be dangerous if used for longer than a few weeks #PreventionMonth



If you're going to start taking a pain or sedative medication, speak with your health professional about a plan to stop as well #PreventionMonth



Prescription medication dependence can happen to anyone and effective treatment is available #PreventionMonth



If you're concerned about your medication use, speak with your health professional or find out more at [www.scriptwise.org.au](http://www.scriptwise.org.au) #PreventionMonth

# RESOURCES AVAILABLE

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ScriptWise has a number of resources available to help with your events including:

- **Advice on event planning and management and providing connections** - get in touch if you'd like assistance finding local health services or health professionals within your area or have any burning questions
- **Promotional materials** - our website hosts a number of resources such as flyers and posters to help promote your event
- **Register your event** - we will add your event to our calendar to encourage community members to attend
- **Presentation and event resources** - events often require multimedia support so we have created a template PowerPoint presentation for use along with a number of event materials such as sign-up and run sheets
- **Personal stories and videos to share** - ScriptWise is proud to work with a number of incredible people with lived experience who have shared their stories to help others. These resources are also available on our website

Please note that at this time ScriptWise cannot provide funding for community events or guarantee a ScriptWise representative is available to attend your event.



[www.scriptwise.org.au/prevention-month](http://www.scriptwise.org.au/prevention-month)



[www.twitter.com/scriptWise](http://www.twitter.com/scriptWise)



[www.facebook.com/scriptwise](http://www.facebook.com/scriptwise)



[www.linkedin.com/company/3860803](http://www.linkedin.com/company/3860803)

# FOR MORE INFORMATION PLEASE CONTACT

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0425 872 744



Preventing  
prescription  
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Medication Dependence  
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