

# **READY** **TO RESCUE**








**Communications Toolkit**

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**EMERGENT**

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# INTRODUCTION

## Help Us Rally People Across the Country to Be Ready to Rescue!

Thanks to your long-standing advocacy efforts, this year saw important and much-needed progress in our ongoing fight against the opioid epidemic. The U.S. FDA approval of the first over-the-counter naloxone nasal spray was a significant first step to broaden access to this life-saving medication. While it is an encouraging development that will help save lives, at Emergent, we recognize there is more work to be done to tackle what is one of the most devastating public health issues of our time. We must continue to break down deep-rooted the stigma, increase awareness of the risks of opioid overdose and normalize naloxone, so everyone can be prepared to act in an opioid emergency. We look forward to doing this together.

The impact that your organization is making on the ground by advancing the conversation around accidental overdose and providing direct assistance to at-risk individuals and communities is vital. To further those efforts, we remain focused on working with policymakers, patient and provider advocates and stakeholders across the healthcare delivery system to implement policies and solutions to increase access, awareness and affordability of naloxone.

As part of that commitment, we have launched the Ready to Rescue campaign which is aimed at:

- Raising awareness of the signs of an opioid overdose
- Educating on how to use naloxone nasal spray
- Encouraging more open dialogue about accidental overdose
- Discussing the dangers of opioids, including synthetic opioids like fentanyl

We would greatly appreciate your help in rallying people across the country to be Ready to Rescue with naloxone and are pleased to share this toolkit to help spread the word.

As always, thank you for your continued support, partnership and shared commitment to saving lives. Together, we can work to end the opioid crisis.

Best,

Assal Hellmer  
Vice President, Communications



# NEWSLETTER ASSET

*The below copy is intended to provide a framework for an e-blast or newsletter update to be shared with members of your organization.*

## Subject Line: **Be Ready to Rescue With Naloxone!**

The recent launch of over-the-counter naloxone nasal spray has created a critical opportunity to break down the stigma around accidental opioid overdose and get this life-saving medicine into the hands of as many people as possible, so everyone can be prepared to act during an opioid emergency.

With this goal in mind, we're pleased to share a new initiative from our partners at Emergent BioSolutions called *Ready to Rescue*. Because opioid emergencies can happen anywhere, anytime, the program aims to:



Raise awareness of the signs of an opioid overdose to **help people be able to identify someone in need of emergency care**



**Educate on how to use naloxone nasal spray**, so people can feel confident and comfortable acting quickly with the product in the event of an overdose



Normalize keeping naloxone in first-aid kits and carrying it on the go – because now that it's over the counter, **everyone can have the power to help save a life**

## If you are interested in learning more, please visit **ReadytoRescue.com**

Emergent will also be taking the initiative on the road and hosting educational events at college football games in Colorado, Alabama, Florida and California to reach students, faculty, alumni and parents. If you are interested in attending a game or getting involved, please reach out to [mediarelations@ebsi.com](mailto:mediarelations@ebsi.com), who can provide you with additional details..



# SOCIAL MEDIA CONTENT

Below we have included proposed post copy and some tips to help you create customized content to share information about OTC naloxone and the Ready to Rescue campaign.

## Suggested Hashtags and Social Media Handle Tags

#ReadytoRescue

#naloxone

### University Social Channels:



- University of Southern California (@uscedu)
- University of Southern California Athletics (@usc\_athletics)
- University of Southern California Football (@uscfb)



- University of Southern California (@USC)
- USC Athletics (@USC\_Athletics)
- USC Football (@uscfb)

### Emergent BioSolutions Social Channels:



(@emergentwego)



(@EmergentBioSolutions)



# SOCIAL MEDIA CONTENT

Below we have included proposed post copy and some tips to help you create customized content to share information about OTC naloxone and the Ready to Rescue campaign.

The following are posts that can be distributed across Facebook, Instagram and LinkedIn



THE OPIOID EPIDEMIC IMPACTS PEOPLE FROM ALL WALKS OF LIFE AND AN ACCIDENTAL OVERDOSE CAN HAPPEN ANYWHERE, AT ANYTIME. THAT'S WHY IT'S IMPORTANT TO BE **#READYTORESCUE** IN AN OPIOID EMERGENCY AND NOW THAT **#NALOXONE** IS AVAILABLE OVER THE COUNTER, EVERYONE HAS THE POWER TO HELP SAVE A LIFE.

VISIT **READYTORESCUE.COM** FOR MORE INFORMATION.

**READY TO RESCUE**



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**READY TO RESCUE**



ACCIDENTAL OPIOID OVERDOSES CAN HAPPEN ANYWHERE, ANYTIME, INCLUDING COLLEGE CAMPUSES. WITH THE RISE OF SYNTHETIC OPIOIDS, LIKE FENTANYL, WE NEED EVERYONE TO BE PREPARED FOR AN OPIOID EMERGENCY. LEARN HOW YOU CAN HELP SAVE A LIFE WITH **#NALOXONE**.

VISIT **READYTORESCUE.COM** FOR MORE INFORMATION.

**READY TO RESCUE**



ACCIDENTAL OPIOID OVERDOSES CAN HAPPEN ANYWHERE, ANYTIME, INCLUDING COLLEGE CAMPUSES. WITH THE RISE OF SYNTHETIC OPIOIDS, LIKE FENTANYL, WE NEED EVERYONE TO BE PREPARED FOR AN OPIOID EMERGENCY. LEARN HOW YOU CAN HELP SAVE A LIFE WITH **#NALOXONE**.

VISIT **READYTORESCUE.COM** FOR MORE INFORMATION.

**READY TO RESCUE**

## READY TO RESCUE

**#DYK** RATES OF OPIOID MISUSE AND DEPENDENCE ARE HIGHEST FOR YOUNG ADULTS, AGES 18-25? IF YOU'RE IN LA, JOIN THE **#READYTORESCUE** INITIATIVE ON SATURDAY, 11/4 AT THE @USC FOOTBALL TAILGATE TO LEARN ABOUT **#NALOXONE** AND HOW YOU CAN BE PREPARED TO HELP SAVE A LIFE IN AN OPIOID EMERGENCY.

VISIT **READYTORESCUE.COM** FOR MORE INFORMATION.

**READY TO RESCUE**



## READY TO RESCUE

**#DYK** RATES OF OPIOID MISUSE AND DEPENDENCE ARE HIGHEST FOR YOUNG ADULTS, AGES 18-25? IF YOU'RE IN LA, JOIN THE **#READYTORESCUE** INITIATIVE ON SATURDAY, 11/4 AT THE @USC FOOTBALL TAILGATE TO LEARN ABOUT **#NALOXONE** AND HOW YOU CAN BE PREPARED TO HELP SAVE A LIFE IN AN OPIOID EMERGENCY.

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**READY TO RESCUE**





# SOCIAL MEDIA CONTENT

Below we have included proposed post copy and some tips to help you create customized content to share information about OTC naloxone and the Ready to Rescue campaign.

The following are posts that are under 280 characters and can be distributed on X (formerly known as Twitter)



ACCIDENTAL OVERDOSE CAN HAPPEN ANYWHERE, AT ANYTIME AND IMPACTS PEOPLE FROM ALL WALKS OF LIFE. THAT'S WHY IT'S IMPORTANT TO BE **#READYTORESCUE** IN AN EMERGENCY. NOW WITH **#NALOXONE** AVAILABLE OTC, EVERYONE HAS THE POWER TO SAVE A LIFE.

VISIT **READYTORESCUE.COM** TO LEARN MORE.

**READY TO RESCUE**



ACCIDENTAL OPIOID OVERDOSES CAN HAPPEN ANYWHERE, INCLUDING COLLEGE CAMPUSES. IF YOU'RE IN LA JOIN **#READYTORESCUE** ON 11/4 AT THE @USC FOOTBALL TAILGATE TO LEARN HOW TO SAVE A LIFE WITH **#NALOXONE**. INTERESTED IN ATTENDING OR LEARNING MORE?

VISIT **READYTORESCUE.COM**

**READY TO RESCUE**

 USC University of Southern California

**READY TO RESCUE**

**#DYK** RATES OF OPIOID MISUSE AND DEPENDENCE ARE HIGHEST FOR YOUNG ADULTS, AGES 18-25? LEARN MORE ABOUT OTC **#NALOXONE** AND WHY YOU SHOULD CARRY IT.

VISIT **READYTORESCUE.COM**

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# POSTCARD

*The below is intended to provide a program overview that can be easily handed out or distributed to your members to learn more about naloxone, the opioid epidemic and the Ready to Rescue campaign.*



## What are opioids?

- Accidental overdose is currently the leading cause of accidental death in the United States. Recent data found that 91% of opioid-related deaths were found to be unintentional. 46.1% of fatal overdoses had potential bystanders present, but unable to provide life-saving measures such as giving naloxone.



## What are the signs and symptoms of an overdose?

- Knowing the signs of an opioid overdose is essential to responding quickly.
- When someone's...
  - Breathing becomes slow, irregular or stops
  - Lips and fingernails turn blue
  - Pupils are tiny or pinpoint
  - Heartbeat slows and blood pressure is low or decreased
  - Skin is cool or clammy
  - Ability to respond decreases or unable to be awoken
- ....They may be having an overdose



## What is naloxone/How does naloxone work?

- Naloxone is a medication designed to immediately help reverse an opioid overdose. It's an opioid antagonist, meaning that it binds to the same receptors as the opioid, blocking and reversing its effects. Naloxone is the standard of care in an opioid emergency and can save a life.



## What does OTC FDA approval mean?

- For the first time ever, naloxone is FDA approved as an over-the-counter medication, which means any person can purchase naloxone at their local pharmacy to help save a life.
- This approval marked an important milestone and significant progress in the fight against the opioid epidemic, but our work is not done.



## What is Ready to Rescue?

- **Ready to Rescue** is a new initiative created and sponsored by Emergent, aimed at raising awareness of the signs of an opioid overdose, educating on how to use naloxone nasal spray and encouraging more open dialogue about accidental overdose and the dangers of opioids, including synthetic opioids like fentanyl - because now everyone can have the power to save a life. To learn more visit [ReadyToRescue.com](http://ReadyToRescue.com).



# KEY CONTACT INFORMATION

*Should you have any questions about these materials, please reach out to **mediarelations@ebsi.com**.*