

International Overdose Awareness Day

August 31, 2024



International Overdose Awareness Day (IOAD) is the world's largest annual campaign to end overdose, remember those lost without stigma, and acknowledge the grief of affected families and friends.

Key Facts

- Held annually on August 31st.
- Organized by the Pennington Institute, a non-profit health advocacy group.
- An estimated 61 million people used opioids globally in 2020, double that of 2010.¹

Goals

- Raise worldwide awareness about overdose risks.
- Provide accurate information on available support services.
- Promote evidence-based prevention and harm reduction strategies.

Business Impact

- **Workplace productivity:** Substance use disorders cost U.S. employers \$81 billion annually.²
- **Employee well-being:** Addressing substance use improves overall workforce health.
- **Corporate social responsibility:** Supporting IOAD demonstrates commitment to community health.³

How Businesses Can Participate

1. Reduce stigma and educate employees by hosting awareness events or seminars.
2. Provide resources on recognizing the signs and symptoms of an opioid overdose.
3. Create emergency response plans that include NARCAN® Nasal Spray.
4. Equip workplaces with NARCAN® Nasal Spray and ensure employees know where it's stored and how to use it.

For resources and to learn more visit
NARCAN.COM/WORKPLACE



1. United Nations Office on Drugs and Crime. World Drug Report 2022: Executive Summary, Policy Implications. United Nations; 2022. 2. National Council on Alcoholism and Drug Dependence. Substance use disorders cost employers \$81 billion annually. Cited in: Carise D. How much does addiction cost employers and how can employers help address and prevent substance abuse? Recovery Centers of America. Accessed August 2, 2024. <https://recoverycentersofamerica.com/blogs/how-much-does-addiction-cost-employers-and-how-can-employers/> 3. Care Resource. Raising Awareness on International Overdose Awareness Day. Accessed August 2, 2024. <https://careresource.org/raising-awareness-on-international-overdose-awareness-day/>

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