

EndOD TOOLKIT

Madison County, NY

MAY 2023



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Let's EndOD Together

**Thank you for partnering with
Partnership to End Addiction to help
prevent overdoses in your community!**

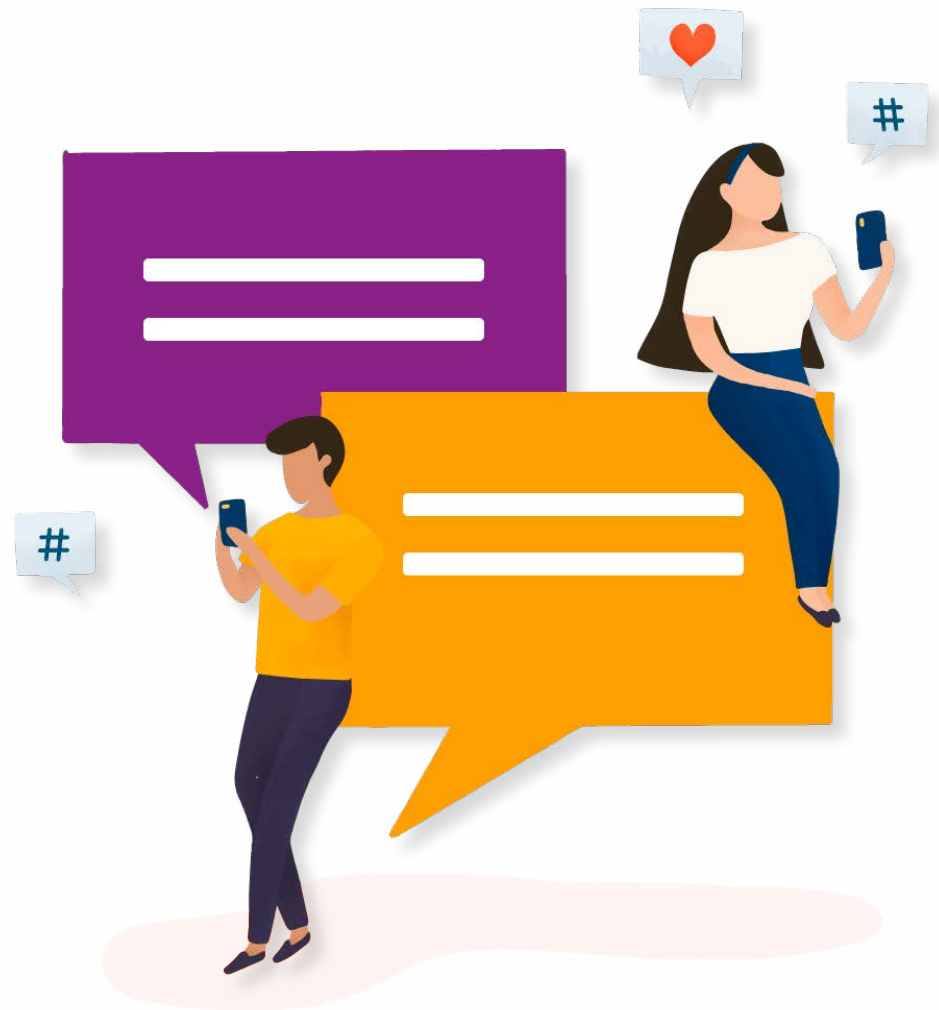
Overdose deaths are on the rise. Thankfully, community partners like you are coming together to help get the word out about a new overdose prevention automated text messaging program called EndOD that can help save lives in your town.



How does EndOD Work?

EndOD is a national overdose prevention program available to anyone in the U.S, available first in New York as “ENDODNY”. When you or someone in your community texts **EndODNY** to **55753**, they will receive messages that address topics such as:

- Accessing treatment
- Talking to loved ones about substance use
- Relapse
- Obtaining and using naloxone



EndOD Sign Up

Sign Up for Overdose Notifications

Those enrolled in EndOD in participating counties will have the opportunity to sign up for the Partnership's SPIKE Alert by Text Program. SPIKE notifies parents and caregivers of overdoses in their community so that they can take action to protect their loved ones. The program sends notifications based on data verified by local officials to families, recovery organizations, treatment providers, community organizations and anyone who has signed up to receive these critical alerts.

Customized Messages for NY State

For those located in New York state, we've curated customized messages and educational materials thanks to support from the New York State Office of Addiction Services and Supports (OASAS).

How to Sign Up for EndOD

Signing up for EndOD is simple. Just follow these two steps:

1. Text "ENDODNY" to 55753.
2. If you'd like to access our bonus feature: Spike Alerts by Text (localized overdose alerts), text ALERT

Texting "Alert" prompts you to take a short survey to enroll in the SPIKE program (if available in your area).



Tell your Community about EndOD

The Partnership developed materials that you can use on social media and in email communications to let your constituents and partners know that EndOD is available and that they can sign up today.

Below is sample email copy for your county. For easier copying and pasting, [click here](#) for this copy in Word format.



Download

Email to Your Subscribers

**Page contains clickable links*

Hi <first name>,

The latest New York State Department of Health report shows that overdose deaths involving opioids totaled 4,766 in 2021 and has only increased since.

This alarming trend is exactly why Madison County is launching EndOD, a national overdose prevention automated text messaging program available to anyone in the U.S. When you text EndODNY to 55753, you will receive messages about how to access treatment, how to talk to loved ones about substance use and relapse, and how to obtain and use naloxone.

To enroll in EndOD, please text **ENDODNY** to **55753**.

EndOD is a service created and powered by the team at Partnership to End Addiction, a national nonprofit organization transforming the way addiction and substance use order is addressed in U.S. [Click here](#) to learn more about the Partnership.

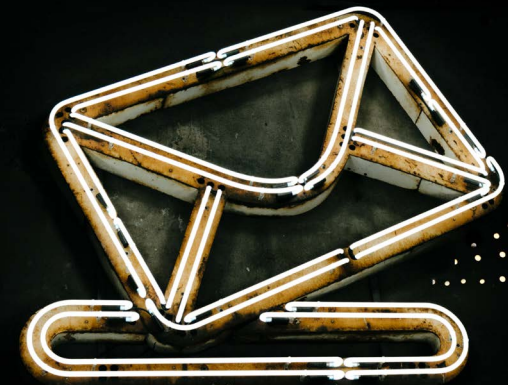
Customized Messages for NY State

For everyone living in New York state, we worked with the New York State Office of Addiction Services and Supports to curate customized messages and educational materials.

Sign Up for Overdose Notifications

Finally, anyone living in participating New York counties will be offered an extra opportunity to enroll in the SPIKE Alert by Text Program while enrolled in EndOD. SPIKE notifies anyone enrolled of overdoses in their community so that they can take action to protect their loved ones. The program sends notifications based on data verified by local officials to families, recovery organizations, treatment providers, community organizations and other registrants.

Again, to experience EndOD for yourself, please text **ENDODNY** to **55753**.



Email to Partner Organizations

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Hi <first name/organization name>,

The latest New York State Department of Health report shows that overdose deaths involving opioids totaled 4,766 in 2021 and has only increased since.

This alarming trend is exactly why Madison County is launching EndOD, a national overdose prevention automated text messaging program available to anyone in the U.S. When you text EndODNY to 55753, enrollees will receive messages about how to access treatment, how to talk to loved ones about substance use and relapse, and how to obtain and use naloxone.

Would your constituents benefit from EndOD? Will you help us spread the word about the program? [Click here](#) to download a promotional toolkit.

EndOD is a service created and powered by the team at Partnership to End Addiction, a national nonprofit organization transforming the way addiction and substance use order is addressed in U.S. [Click here](#) to learn more about the Partnership.

To experience EndOD for yourself, please text **ENDODNY** to **55753**, and encourage your members, clients, and community to do so as well.

[Download the promotional toolkit for ways to let your constituents know about EndOD.](#)

Customized Messages for NY State

For those living in New York state, we worked with the New York State Office of Addiction Services and Supports to curate customized messages and educational materials just for New York residents.

Sign Up for Overdose Notifications

Participating New York counties will be offered an opportunity to enroll in the SPIKE Alert by Text Program while enrolled in EndOD. SPIKE warns parents, caregivers, and families of overdoses in their community so that they can take action to protect their loved ones. The program sends notifications based on ODMAP data, verified by local jurisdictions, to families, recovery organizations, treatment providers, community organizations and other registrants.

Social Media Copy

**Page contains clickable images & links*

Facebook

If your loved one is using opioids or struggling with substance use, one of your first concerns may be about safety. How can I keep them safe? EndOD is a national overdose prevention automated text messaging program available to anyone in the U.S by simply texting ENDODNY to 55753. Messages will address accessing treatment, talking to loved ones about substance use and relapse, and obtaining and using naloxone.

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Instagram

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LinkedIn

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Twitter

If your loved one is using opioids or struggling with substance use, your first concern is likely about how to keep them safe. Text ENDODNY to 55753 and get info about finding treatment, talking to loved ones about substance use and relapse, and obtaining and using naloxone.

[Download Image](#)

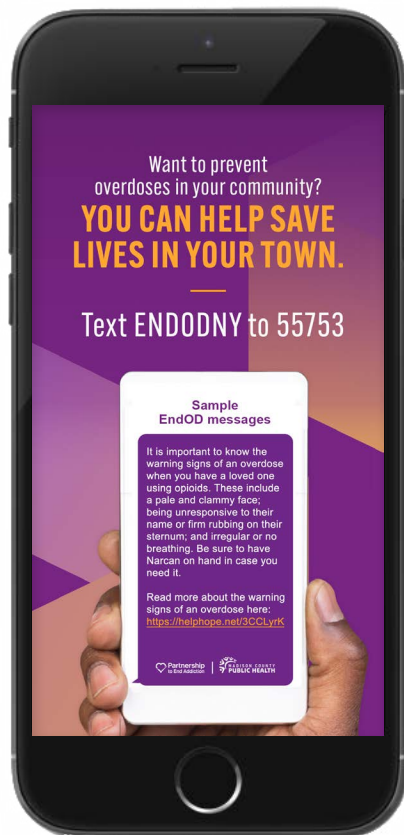


Social Media Assets

**Click images to download assets*

Story Post

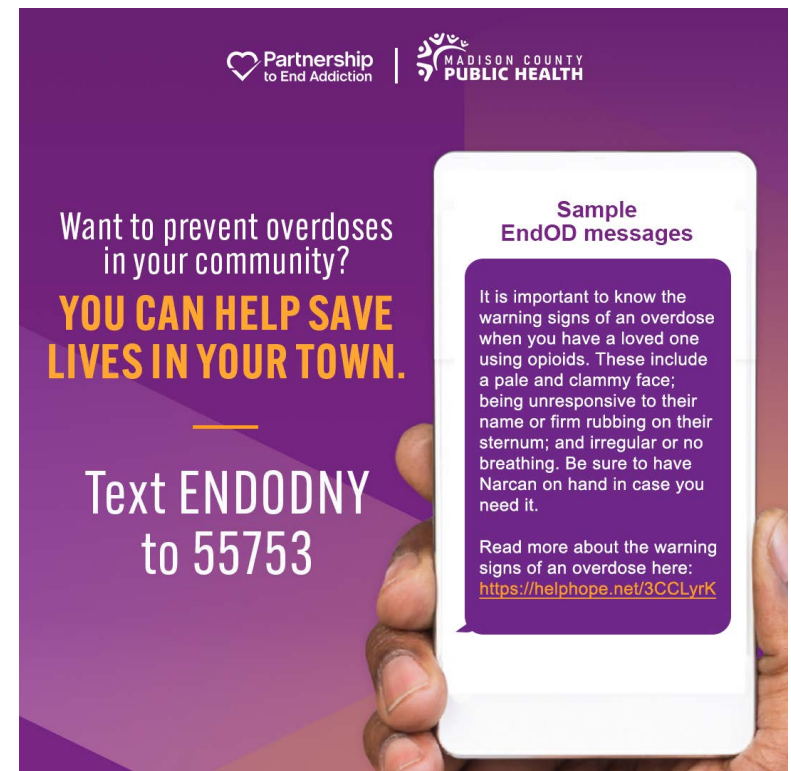
A temporary slideshow format for casual viewing.



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Feed Post

Traditional square posts that appear in your follower's feeds.



Download

