



Communications Toolkit Guide

National Substance Use Health Week of Action 2025

Purpose of This Guide

The communications toolkit is designed to make sharing about National Substance Use Health Week of Action easy and impactful! It includes ready-to-use social media posts, suggested captions, and promotional material.

What This Guide Includes:

In this guide you'll find:

- An overview of the purpose of the toolkit.
- Tips on how to use social media content.
- A list of suggested social media posts with suggested captions and suggested hashtags.

Suggested posts

Below is a list of each post, suggested captions you can use or adopt, and notes on how posts can be customized where applicable. We also encourage you to check out CAPSA's social media accounts and repost or share our content to help boost engagement and visibility for the event!

Day 1 – Speak up:

- **Suggested caption:** Join us with CAPSA for National Substance Use Health Week of Action. Most Canadians haven't talked about substance use health with a healthcare provider – we want to change that. Let's create space for honest, stigma-free conversations.

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Day 2 – Show up:

- **Suggested caption:** Change doesn't happen alone. We're showing up with @Capsacanada for substance use health. We show this by [insert action – attending WOW, sharing resources, etc.]. Will you be there?

Day 3 – Use the facts:

- **Suggested caption:** The data's in – what are we waiting for? We're joining @Capsacanada to call for substance use health to be prioritized like any other part of health. We use the facts by [insert action – sharing evidence, advocating for policy change, educating our community etc.].

Day 4 – Change:

- **Suggested caption:** Outdated work place policies need to go. Supporting substance use health means shifting the norms – not just the wording. We support change by [insert action – reviewing our policies, promoting a supportive workplace, offering training, etc.].

Day 5 - Practice:

- **Suggested caption:** Compassion is a skill - not just a slogan. It can be learned, strengthened, and woven into every form of care. We practice compassion by [insert action - training staff, listening without judgement, providing supportive care, etc.].

National Substance Use Health Week of Action - For community partners

- **Suggested caption:** We're wrapping up Substance Use Health Week at the annual WOW Festival – find us at the Community Partner Expo! Come say hi, connect with us, and celebrate community – we'd love to see you there!
- **How to customize:** Add your organizations logo in the 'Logo here' section!

National Substance Use Health Week of Action - Facebook Banner

- Use this image as your Facebook cover photo to help promote and share your organizations involvement!

**Scan here to follow along with CAPSA'S
National Substance Use Health Week of
Action Social Media!**

