

Heal Safely Sample Social Media Content and Responses

The Oregon Health Authority, in partnership with important stakeholders across Oregon, launched Heal Safely—a new campaign that empowers Oregonians to manage temporary pain from an injury or surgery **without the use of prescription painkillers**.

Below are example social media posts to introduce Heal Safely on your digital channels. We've also included a FAQ to help answer tough questions and correct common misconceptions.

Introduction Post:

[ORGANIZATION NAME] is supporting Heal Safely—a community-driven campaign to help patients find resources to manage temporary pain following an injury or surgery.

Pain is personal—everyone deserves to have a plan to help them rest, recover and heal. Learn more at HealSafely.org.

Follow-Up Posts:

1. In as few as three days, your body can become dependent on prescription opioids.

For temporary pain, there are safer ways to rest and recover from an injury or surgery—without the side effects and risk. Learn what questions to ask your doctor at HealSafely.org.

2. Recovering from injury or surgery? Prescription painkillers are not your only choice. You have options when it comes to pain management.

Learn more at HealSafely.org

3. Preparing for surgery? There are ways to heal safer and faster without the use of prescription painkillers. For temporary pain, make a plan with your doctor to find options that work best for your life.

Download questions to help you plan ahead at HealSafely.org

4. "When my patients come to me in pain, I'm glad when they ask questions because there are a lot of different ways to treat pain, not just with pills."

For temporary pain, make a plan with your doctor to find options that work best for your life. Download your plan today at HealSafely.org.
https://www.youtube.com/watch?v=WVfDw_dsd1U

FAQ: Responses to Tough Statements/ Questions on Social Media

The following statements are tools for your organization to use in response to common questions and concerns on social media.

1. **Addiction: "only addicts abuse pain killers."**

Many people are surprised to learn that taking prescribed pain medicine after an injury or surgery is one of the main ways that people find themselves becoming physically dependent on prescription painkillers. Check out HealSafely.org to learn more.

2. **Cannabis: "Why don't we give everyone marijuana/cannabis?"**

Everyone deserves a plan to help them heal safely. And we know there are a lot of non-opioid options that are highly effective and safe for treating pain. Only patients and their doctors can choose what works best for them. Check out HealSafely.org. There's a guide you can download with a few simple questions to bring to your next doctor appointment.

3. **Objections to Specific Pain Management Techniques: "Opioids are the only thing that works for me."**

Until recently, opioid painkillers were seen by many patients and health professionals as the best way to manage serious pain after an injury or surgery. We now know they come with risks and serious side effects—and there are safer ways to manage pain. The key is to work with your doctor to find the right approach for you. Learn more about your options and what to ask your doctor at HealSafely.org.

4. **Objections to Specific Pain Management Techniques: "I'm allergic to/I can't afford other options."**

Many people are surprised to learn that there are affordable non-opioid treatments for serious pain relief that are covered by most insurance companies, including the Oregon Health Plan. Learn what to ask your doctor at HealSafely.org

5. **Demonizing Doctors: "Doctors and Big Pharma are making big money."**

Until recently, opioid painkillers were seen by many patients and health professionals as the best way to manage serious pain after an injury or surgery. We now know that prescription painkillers can actually slow down the body's healing process by disrupting sleep and making other pain management options less effective. As a result, the way that doctors treat pain has been evolving. Learn more at HealSafely.org

6. **Chronic Pain: "I suffer from chronic pain and I have no choice but to take opioids. They are the reason I am able to get out of bed and go to work."**

We know that persistent pain can have real effects on your day-to-day life. And there are many folks in our community working with their doctors to manage long-term pain. The Heal Safely campaign is an education campaign to help people find safer options to heal from temporary (acute) pain after injury or surgery. For long-term (chronic) pain management resources, visit www.oregon.gov/oha/hpa/dsi-pmc/pages/index.aspx