

Municipal Health and Communications Strategies to Tackle London's Opioid Crisis

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Our proposal focuses on:

- ▶ Connecting people to resources that can help individuals and their family, friends, clients etc.
- ▶ Reduce barriers and de-stigmatize access to supports and services
- ▶ Increase awareness and accessibility so community members get supports faster

How can we raise awareness about opioids and connect our community members to resources?

Update City of London Website to better communicate resources and services!

Effective Communications can Maximize Prevention Efforts

Getting individuals, their social security network (friends, families, care groups) the information they need to be adequately aware of the causes and appropriate responses to opioid use and addiction is crucial.

Finding information or support for addictions is difficult on the City of London Website

Under “Living in London” > “Community Services” > “Homeless Prevention and Housing” > “Community Supports” > “Mental Health and Addiction Services Resources” > Links to: (two resources, not up to date)

Individuals and families who are home-insecure are not the only demographic affected by the opioid crisis.

Example: City of Vancouver



Contact Shape Your City Careers Guides

Green Vancouver Your government About Vancouver Parks, recreation, and culture Home, property, and development **People and programs** Streets and transportation Doing business

Find city information, s

COVID-19 in Va

Wearing a mask is rec
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Continue to stay hom
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Stay strong, support l
orders to help slow th

Building community

Equity, diversity, and inclusion

Neighbourhood planning

Children and childcare

+ Show more

Healthy Vancouver

Healthy City Strategy

Health clinics, training, and groups

Mental health and addiction

Housing

Finding rental housing

Rental and renter protection

Homelessness services

+ Show more

Food

Help get and give food during COVID-19

Growing food

Buying, sharing, and accessing food

Grants and awards

Arts and culture grants

Community grants

Green grants

+ Show more

Resilient Vancouver

Resilient buildings

Resilient Neighbourhoods Program

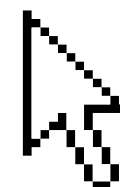
Donating and volunteering

Help refugees

Neighbourhood Cleanup Party

Donating to parks and recreation

+ Show more



Example: City of Vancouver

Find the help you need

[Metro Vancouver Indigenous Services Society \(MVISS\)](#)

MVISS provides culturally diverse support services creating a safe and caring environment for people to connect with self and community.

[Toward the Heart](#)

Visit BC Centre for Disease Control's guide to learn about responding to an overdose, naloxone programs, and how to stay safer and healthier.

[Moms Stop the Harm](#)

If you have lost a loved one to overdose, reach out to Moms Stop the Harm, a network of Canadian families whose loved ones have died from substance use. This organization offers grief support for those struggling with this loss.

[BC211's Redbook](#)

View a complete online directory of programs and services in Vancouver for residents with alcohol or drug misuse issues.

[Stronger Together](#)



Our Ask: Update the Website!

One of the solutions to the opioid crisis is **grounded in community, communications, and prevention** strategies.

We believe this is **feasible, affordable, and actionable for the City of London** and we would look forward to seeing a **proactive communications approach** take place in the coming months.

Thank you!

Web Links

City of London: <https://london.ca/living-london>

MHLU: <https://www.healthunit.com/opioids> (on opiouds)

<https://www.healthunit.com/opioids-middlesex-london> (on the opioid crisis)

<https://www.healthunit.com/opioids-middlesex-london-response>

(on the response)

City of Vancouver:

<https://vancouver.ca/people-programs/mental-health-and-addiction.aspx>

<https://vancouver.ca/people-programs/drugs.aspx>