



Social Media Toolkit

Medication for opioid use disorder (MOUD)

For people with opioid use disorder, MOUD can be life-changing and lifesaving. [MOUD reduces overdose deaths](#) by 50% for people using fentanyl or other opioids, significantly decreases cravings, stabilizes brain chemistry, and supports long-term recovery. Yet Native patients in Washington remain undertreated, and fentanyl overdoses are taking Native lives at a higher rate than the general population.

In 2024, [Washington ranked fourth](#) out of 50 states and Washington, D.C., in drug overdose deaths. In the same year, the overdose death rate for Native people was over 4.3 times higher than the [statewide average](#) (177.9 per 100,000 compared with 37.7 per 100,000).

Please use these social media posts to share information about MOUD with your audience on Facebook, Instagram, and LinkedIn.

The posts are created to help you provide information about overdose prevention to two audiences:

- **Medical professionals** who care for Native patients.
- **Native community members** in Washington.

Copy and paste each toolkit caption with its matching numbered graphic or video. Please choose the set of posts that's most appropriate for your followers on each of your social media channels.

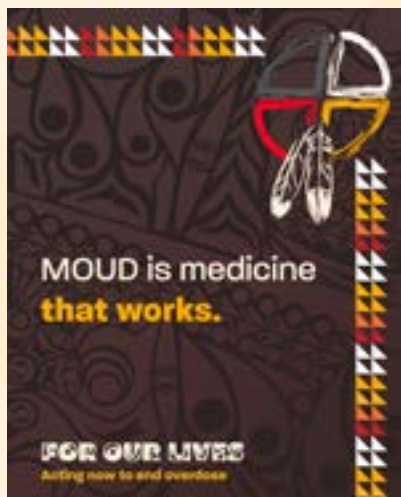
For Instagram content, please add the following link to your bio so your audience can learn more:

ForNativeLives.org/treatment



FOR OUR LIVES
Acting now to end overdose

Posts to reach **medical professionals**



Post 1

FACEBOOK/LINKEDIN CAPTION

Medication for opioid use disorder (MOUD) is one of our most powerful tools in combating the overdose crisis.

You can prescribe MOUD as part of Native-centered treatment. Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Medication for opioid use disorder (MOUD) is one of our most powerful tools in combating the overdose crisis.

You can prescribe MOUD as part of Native-centered treatment. Learn more at the For Our Lives link in our bio.



Post 2

FACEBOOK/LINKEDIN CAPTION

Evidence shows that medications for opioid use disorder (MOUD) significantly cut the risk of overdose. Buprenorphine and methadone reduce deaths from opioid overdose by over 50%. Yet Native patients in Washington are undertreated.

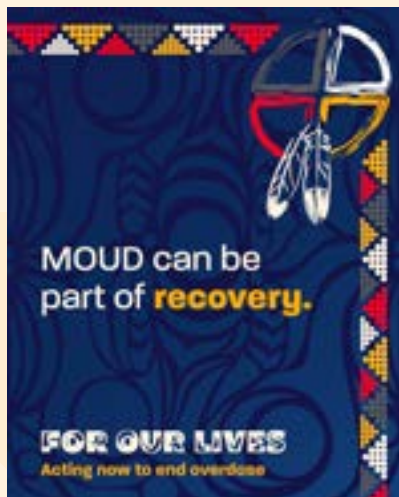
You can prescribe MOUD to save Native lives. Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Evidence shows that medications for opioid use disorder (MOUD) significantly cut the risk of overdose. Buprenorphine and methadone reduce deaths from opioid overdose by over 50%. Yet Native patients in Washington are undertreated.

You can prescribe MOUD to save Native lives. Learn more at the For Our Lives link in our bio.

POSTS TO REACH MEDICAL PROFESSIONALS



Post 3

FACEBOOK/LINKEDIN CAPTION

Medication alone can be effective in treating opioid use disorder. But for many Native patients, it works best combined with mental, emotional, spiritual, and cultural support.

If your Native patients are ready for treatment, help them look for a program that blends MOUD and other clinical practices with traditional health care practices in a community-based setting.

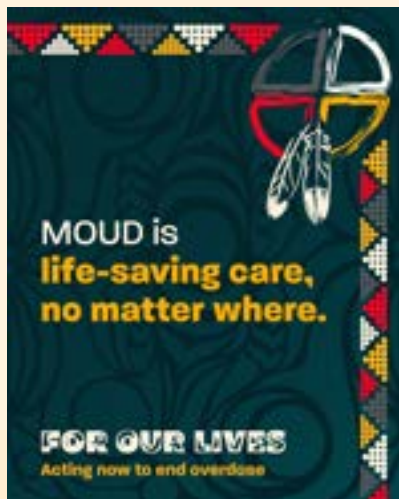
Learn more about medications for opioid use disorder (MOUD):
ForNativeLives.org/treatment

INSTAGRAM CAPTION

Medication alone can be effective in treating opioid use disorder. But for many Native patients, it works best combined with mental, emotional, spiritual, and cultural support.

If your Native patients are ready for treatment, help them look for a program that blends MOUD and other clinical practices with traditional health care practices in a community-based setting.

Learn more about medications for opioid use disorder (MOUD) at the For Our Lives link in our bio.



Post 4

FACEBOOK/LINKEDIN CAPTION

For Native patients in Washington, treatment for opioid use disorder belongs in primary care, emergency departments, hospitals, obstetric settings, and telehealth platforms.

The evidence is clear. Medications for opioid use disorder (MOUD):

- Reduce overdose deaths by 50% for people using fentanyl or other opioids.
- Significantly decrease cravings, stabilize brain chemistry, and support long-term recovery.

Learn more at ForNativeLives.org/treatment.

INSTAGRAM CAPTION

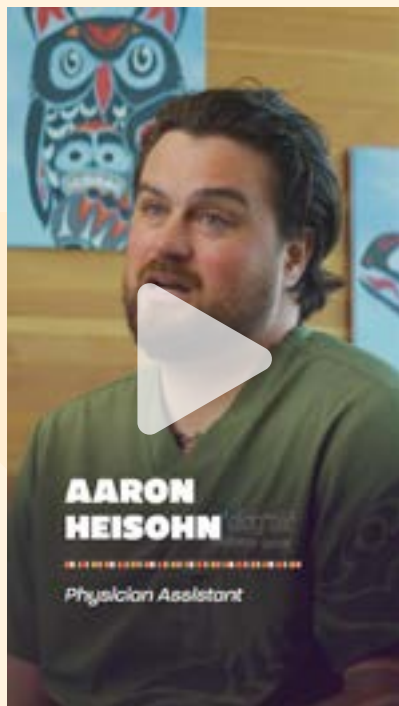
For Native patients in Washington, treatment for opioid use disorder belongs in primary care, emergency departments, hospitals, obstetric settings, and telehealth platforms.

The evidence is clear. Medications for opioid use disorder (MOUD):

- Reduce overdose deaths by 50% for people using fentanyl or other opioids.
- Significantly decrease cravings, stabilize brain chemistry, and support long-term recovery.

Learn more at the For Our Lives link in our bio.

POSTS TO REACH MEDICAL PROFESSIONALS



Post 5 (Video)

FACEBOOK/LINKEDIN CAPTION

Physician Assistant Aaron Heisohn works at a Native-centered treatment center in Washington. He says he's seen "incredible outcomes" when prescribing medications for patients with opioid use disorder.

Learn more about prescribing MOUD alongside other Native treatment options: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Physician Assistant Aaron Heisohn works at a Native-centered treatment center in Washington. He says he's seen "incredible outcomes" when prescribing medications for patients with opioid use disorder.

Learn more about prescribing MOUD alongside other Native treatment options at the For Our Lives link in our bio.



Post 6 (Video)

FACEBOOK/LINKEDIN CAPTION

Nurse Practitioner Lyda Nicodemus treats people with opioid use disorder at a Tribally-owned clinic in Washington.

Whether you work at a clinic, emergency department, or elsewhere, she wants you to know that you can prescribe medication for opioid use disorder (MOUD) to significantly reduce overdose risk and support long-term recovery.

Learn more: ForNativeLives.org/treatment

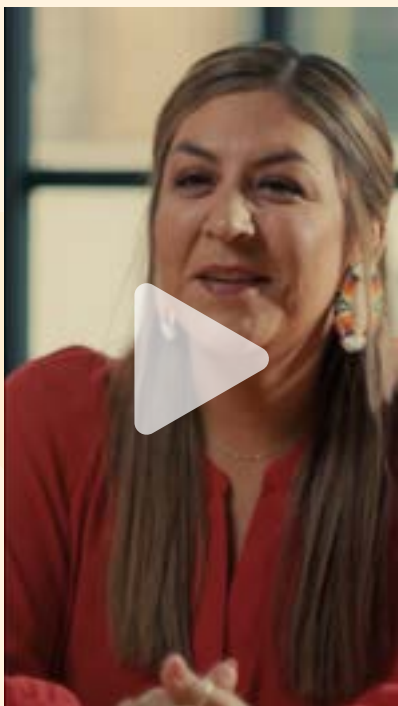
INSTAGRAM CAPTION

Nurse Practitioner Lyda Nicodemus treats people with opioid use disorder at a Tribally-owned clinic in Washington.

Whether you work at a clinic, emergency department, or elsewhere, she wants you to know that you can prescribe medication for opioid use disorder (MOUD) to significantly reduce overdose risk and support long-term recovery.

Learn more at the For Our Lives link in our bio.

POSTS TO REACH MEDICAL PROFESSIONALS



Post 7 (Video)

FACEBOOK/LINKEDIN CAPTION

Nurse Practitioner Lyda Nicodemus treats people with opioid use disorder at a Tribally owned clinic in Washington. She encourages other providers, regardless of setting, to treat Native patients for opioid use disorder.

Lyda is from the Spokane Tribe of Indians and the Coeur d'Alene Tribe.

Learn more about MOUD: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Nurse Practitioner Lyda Nicodemus treats people with opioid use disorder at a Tribally owned clinic in Washington. She encourages other providers, regardless of setting, to treat Native patients for opioid use disorder.

Lyda is from the Spokane Tribe of Indians and the Coeur d'Alene Tribe.

Learn more at the For Our Lives link in our bio.

Posts to reach Native community members



Post 1

FACEBOOK/LINKEDIN CAPTION

Medications for opioid use disorder (MOUD) include methadone, buprenorphine, and naltrexone. They are all prescribed by health care providers.

But the best medication depends on the person. If you or someone you know is ready, talk to your provider about MOUD as part of Native-centered treatment and healing.

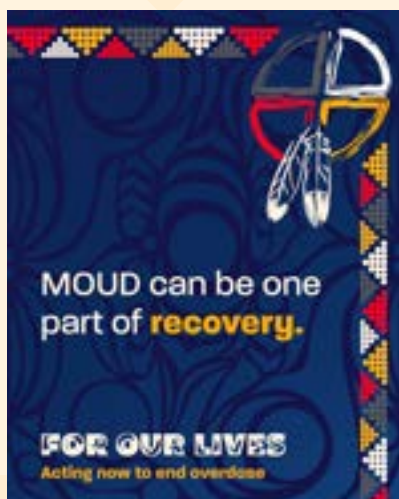
Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Medications for opioid use disorder (MOUD) include methadone, buprenorphine, and naltrexone. They are all prescribed by health care providers.

But the best medication depends on the person. If you or someone you know is ready, talk to your provider about MOUD as part of Native-centered treatment and healing.

Learn more at the For Our Lives link in our bio.



Post 2

FACEBOOK/LINKEDIN CAPTION

For many Native people, medication works best as part of Native-centered care. That includes mental, emotional, spiritual, and cultural support.

Are you or someone in your life ready for treatment? Look for a program that blends medication for opioid use disorder (MOUD) with traditional health care and healing practices in a community-based setting.

Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

For many Native people, medication works best as part of Native-centered care. That includes mental, emotional, spiritual, and cultural support.

Are you or someone in your life ready for treatment? Look for a program that blends medication for opioid use disorder (MOUD) with traditional health care and healing practices in a community-based setting.

Learn more at the For Our Lives link in our bio.

POSTS TO REACH NATIVE COMMUNITY MEMBERS



Post 3

FACEBOOK/LINKEDIN CAPTION

For people with opioid use disorder, taking medication in treatment is different from using opioids made in illegal labs. When taken as prescribed, medications for opioid disorder (MOUD) are safe and help many people recover and heal.

MOUD doesn't make people high. It is legal medication. And people in treatment take it under the supervision of medical providers.

Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

For people with opioid use disorder, taking medication in treatment is different from using opioids made in illegal labs. When taken as prescribed, medications for opioid disorder (MOUD) are safe and help many people recover and heal.

MOUD doesn't make people high. It is legal medication. And people in treatment take it under the supervision of medical providers.

Learn more at the For Our Lives link in our bio.



Post 4

FACEBOOK/LINKEDIN CAPTION

Alicia Oliver's 19th attempt at treatment is the one that stuck. With her doctor's help, she decided to try taking buprenorphine to treat her opioid use disorder.

Alicia is a member of the Muckleshoot Indian Tribe. She says, "Finding the right medication meant that I would be able to live my life better and, technically, longer."

Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Alicia Oliver's 19th attempt at treatment is the one that stuck. With her doctor's help, she decided to try taking buprenorphine to treat her opioid use disorder.

Alicia is a member of the Muckleshoot Indian Tribe. She says, "Finding the right medication meant that I would be able to live my life better and, technically, longer."

Learn more at the For Our Lives link in our bio.

POSTS TO REACH NATIVE COMMUNITY MEMBERS



Post 5 (Video)

FACEBOOK/LINKEDIN CAPTION

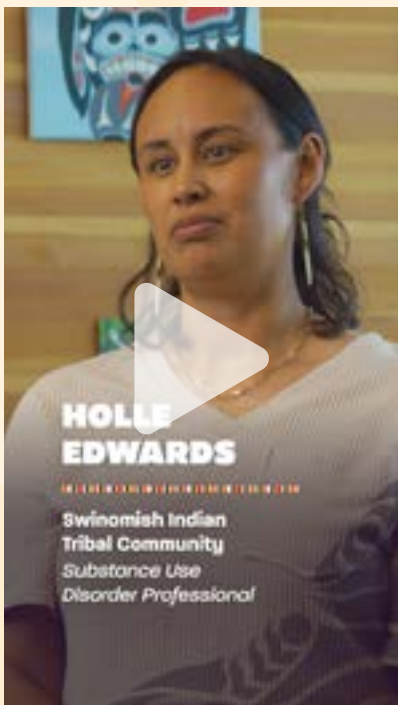
Nurse Practitioner Lyda Nicodemus treats people at a Tribally owned clinic. She wants people to know that medications for opioid use disorder (MOUD) can help you focus on other aspects of recovery, like singing, dancing, and powwows. Lyda is from the Spokane Tribe of Indians and the Coeur d'Alene Tribe.

Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

Nurse Practitioner Lyda Nicodemus treats people at a Tribally owned clinic. She wants people to know that medications for opioid use disorder (MOUD) can help you focus on other aspects of recovery, like singing, dancing, and powwows. Lyda is from the Spokane Tribe of Indians and the Coeur d'Alene Tribe.

Learn more at the For Our Lives link in our bio.



Post 6 (Video)

FACEBOOK/LINKEDIN CAPTION

For many people with opioid use disorder, medication makes recovery possible. It can reduce fentanyl withdrawals and cravings, allowing people to focus on the work ahead. That includes healing from trauma, repairing relationships, building resilience, and learning new ways of coping.

For Native people, medications for opioid use disorder (MOUD) can be an important part of treatment and healing grounded in culture. Substance Use Disorder Professional Holle Edwards, of the Swinomish Indian Tribal Community, works at a Native-centered treatment center in Washington. She's seen MOUD help many people.

Learn more: ForNativeLives.org/treatment

INSTAGRAM CAPTION

For many people with opioid use disorder, medication makes recovery possible. It can reduce fentanyl withdrawals and cravings, allowing people to focus on the work ahead. That includes healing from trauma, repairing relationships, building resilience, and learning new ways of coping.

For Native people, medications for opioid use disorder (MOUD) can be an important part of treatment and healing grounded in culture. Substance Use Disorder Professional Holle Edwards, of the Swinomish Indian Tribal Community, works at a Native-centered treatment center in Washington. She's seen MOUD help many people.

Learn more at the For Our Lives link in our bio.