

DELAWARE GOES PURPLE 2026

STOP THE STIGMA. SUPPORT THE CAUSE.

SPREAD PURPLE ACROSS DELAWARE.



AWARENESS • ACCEPTANCE • ACTION

delawaregoespurple.org

SIX-WEEK SOCIAL MEDIA CAMPAIGN & COMMUNITY PARTNER TOOLKIT

Campaign period: September 21–November 1, 2026

Ready-to-use graphics • captions • partner actions • updated facts • stigma-free language • Narcan awareness

Welcome to Delaware Goes Purple

Delaware Goes Purple is a statewide movement inviting nonprofits, businesses, schools, healthcare organizations, faith communities, local governments, first responders, community leaders, families, and residents to make support visible. Together, we honor people lost, stand with families, reduce stigma, promote overdose readiness, connect people to treatment and recovery, and celebrate healing.

New for 2026, the Why I Go Purple campaign invites Delawareans to share a sign, photograph, or short video explaining why they participate. A person may honor someone, remember a loved one, celebrate recovery, support a family, or express a commitment to ending stigma. Submissions may be shared with Delaware Goes Purple for possible campaign use. Permission is required before sharing another person's name, image, recovery status, or personal story, and participants may remain anonymous.

THE 2026 CALL TO ACTION

Stop the Stigma. Support the Cause. Spread Purple Across Delaware.

How to Use This Toolkit

- Choose the campaign activities that fit your organization and audience.
- Schedule the matching graphic and caption for each date—or select at least one post per week.
- Personalize bracketed partner language while keeping facts, resource links, and person-first language intact.
- Tag @DelawareGoesPurple and use #DelawareGoesPurple on every campaign post.
- Protect privacy. Obtain clear permission before sharing any person's story, photograph, recovery status, or remembrance.
- Report participation, training, and digital reach after the campaign.

Campaign Objectives

- Replace judgment and stigmatizing language with dignity and person-first language.
- Make purple visible through lights, ribbons, clothing, displays, events, and digital participation.
- Honor people lost to overdose and support families carrying grief.
- Increase awareness of overdose signs, Narcan training, 911 response, and Delaware Good Samaritan protections.
- Connect individuals and families with trusted treatment, harm-reduction, mental health, and recovery resources.
- Celebrate recovery and reinforce that there are multiple pathways to healing.

Partner Quick-Start Checklist

- ☐ Choose a campaign coordinator.
- ☐ Plan your activities and invite participation in Why I Go Purple.
- ☐ Schedule at least one post per campaign week.
- ☐ Host or promote one education, remembrance, recovery, or Narcan-awareness activity.
- ☐ Use person-first, non-stigmatizing language.
- ☐ Confirm consent for every identifiable photo, quotation, or personal story.
- ☐ Tag @DelawareGoesPurple and use #DelawareGoesPurple.
- ☐ Submit photos and participation totals after the campaign.
- ☐ Choose one action to continue beyond October.

Ways Your Organization Can Go Purple

MAKE PURPLE VISIBLE

Light a building or landmark; decorate a window or lobby; display ribbons, banners, yard signs, or window clings; add purple to email signatures and virtual backgrounds.

CREATE A PURPLE DAY

Invite staff, clients, students, members, or congregants to wear purple. Take a group photo with permission and share why your organization participates.

HOST LEARNING

Offer a stigma-reduction conversation, recovery speaker, family-support session, youth discussion, safe medication education, or Narcan training.

SUPPORT RECOVERY

Invite recovery organizations to share resources; review recovery-friendly practices; sponsor peer support, transportation, outreach, or treatment navigation.

REMEMBER WITH DIGNITY

Create a voluntary memory wall, ribbon display, garden, or moment of reflection. Protect privacy and center each person's life—not only how they died.

Campaign at a Glance

WEEK	THEME	PARTNER EMPHASIS
1 September 21–27	Purple Has a Purpose	Launch the movement and make participation personal.
2 September 28–October 4	Remember, Honor, and Support	Center remembrance, grief support, dignity, and hope.
3 October 5–11	Stop the Stigma	Change the words and attitudes that can keep people from help.
4 October 12–18	Learn, Train, and Be Ready	Recognize overdose, call 911, understand Narcan, and promote training.
5 October 19–25	Treatment, Recovery, and Belonging	Show that treatment works and recovery belongs in every community.
6 October 26–November 1	Spread Purple Across Delaware	Create a visible statewide finale and sustain action beyond October.

Week 1: Purple Has a Purpose

September 21–27 • Launch the movement and make participation personal.

KNOW THE FACTS | WEEK 1

Progress is possible.

Delaware confirmed 338 drug-related deaths in 2024, compared with 527 in 2023 - a reduction of nearly 36%. Every life saved matters, and every life still lost strengthens our commitment to prevention, treatment, recovery support, and compassion.

Source: Delaware Division of Public Health, 2025



Mon, Sept. 21 | CAMPAIGN LAUNCH

Purple is more than a color.

Across Delaware, families, friends, coworkers, and neighbors have been changed by substance use disorder. This fall, we are turning awareness into action. Join Delaware Goes Purple as we replace judgment with compassion, silence with conversation, and stigma with support.

Stop the Stigma. Support the Cause. Spread Purple Across Delaware.

Learn more and take action: www.delawaregoespurple.org

#DelawareGoesPurple #StopTheStigma #RecoveryIsPossible #Delaware

PARTNER ACTION: Make your plan to Go Purple and invite three partners to join.



Wed, Sept. 23 | WHY IT MATTERS

338 lives. 338 families forever changed.

Delaware confirmed 338 drug-related deaths in 2024 - nearly 36% fewer than in 2023. That progress matters, and so does every life still lost. Behind every number is a person who was loved. We honor them by continuing the work: prevention, treatment, recovery support, overdose response, and compassion.

www.delawaregoespurple.org

#DelawareGoesPurple #EveryLifeMatters #EndOverdose

PARTNER ACTION: Make your plan to Go Purple and invite three partners to join.

Week 1: Purple Has a Purpose

September 21–27 • Launch the movement and make participation personal.



Fri, Sept. 25 | PARTNER ACTION

How will you Go Purple?

Going purple can be simple and powerful: light your building, wear purple, decorate a window, change your profile photo, host a conversation, share resources, or organize a Purple Day. Every visible act says: You are seen. You are valued. You are not alone.

Tag @DelawareGoesPurple and use #DelawareGoesPurple so we can celebrate your participation.

PARTNER ACTION: Make your plan to Go Purple and invite three partners to join.



Sun, Sept. 27 | PERSONAL REFLECTION

Why do you go purple?

Your reason may honor someone, remember a loved one, celebrate recovery, support a family, or show your commitment to ending stigma. Create a sign, photograph, or short video completing one of these statements:

I Go Purple Because...

I Go Purple in Honor of...

I Go Purple in Memory of...

Tag @DelawareGoesPurple and use #MyPurpleReason. You may also send your submission to Delaware Goes Purple for possible campaign use. Obtain permission before sharing another person's name, photograph, recovery status, or story. Anonymous submissions are welcome.

#MyPurpleReason #DelawareGoesPurple

Week 2: Remember, Honor, and Support

September 28–October 4 • Center remembrance, grief support, dignity, and hope.

KNOW THE FACTS | WEEK 2

Substance use disorder is treatable.

Substance use disorders are health conditions, not moral failings. People can and do recover with individualized treatment, peer and family support, medication when appropriate, stable housing, and connection to community.

Source: National Institute on Drug Abuse



Mon, Sept. 28 | REMEMBRANCE

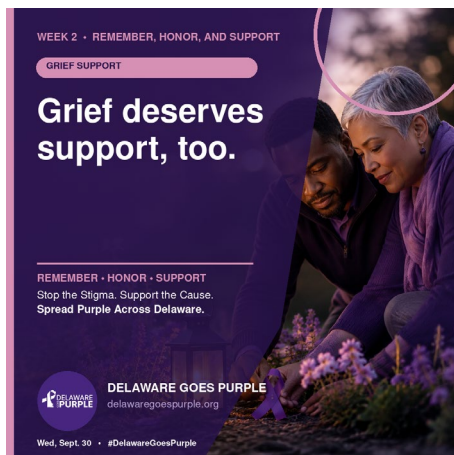
We remember the people, not only the loss.

Every person lost to an overdose had a name, a story, people who loved them, and dreams that mattered. Delaware Goes Purple honors those lives and stands beside the families and friends carrying their absence.

May remembrance move us toward compassion. May compassion move us toward action.

#DelawareGoesPurple #GoneButNeverForgotten #EveryLifeMatters

PARTNER ACTION: Create a respectful remembrance or support activity.



Wed, Sept. 30 | GRIEF SUPPORT

Grief deserves support, too.

Families affected by substance use and overdose often carry grief, questions, and stigma at the same time. Listen without judgment. Say their loved one's name. Offer practical support. Keep checking in after everyone else has gone home.

Your presence can remind a grieving family that they do not have to carry this alone.

#SupportFamilies #DelawareGoesPurple

PARTNER ACTION: Create a respectful remembrance or support activity.

Week 2: Remember, Honor, and Support

September 28–October 4 • Center remembrance, grief support, dignity, and hope.



Fri, Oct. 2 | VISUAL ACTION

Create a purple place of hope.

Invite your staff, members, students, or congregation to create a Purple Place of Hope: a ribbon display, memory wall, window, garden, or table where people may honor someone, celebrate recovery, or leave a message of encouragement. Keep participation voluntary, respectful, and free of identifying details unless permission has been given.

Share a photo with #DelawareGoesPurple.

PARTNER ACTION: Create a respectful remembrance or support activity.



Sun, Oct. 4 | HOPE

We fight for those who are still here.

Remembrance is not only about looking back. It strengthens our commitment to the people who are still here - people seeking help, rebuilding relationships, returning to treatment, and finding their path to recovery.

Your story is not over. Recovery is possible. Help is available at www.helpisherede.com or 1-833-9-HOPEDE.

#HopeLivesHere #RecoveryIsPossible

PARTNER ACTION: Create a respectful remembrance or support activity.

Week 3: Stop the Stigma

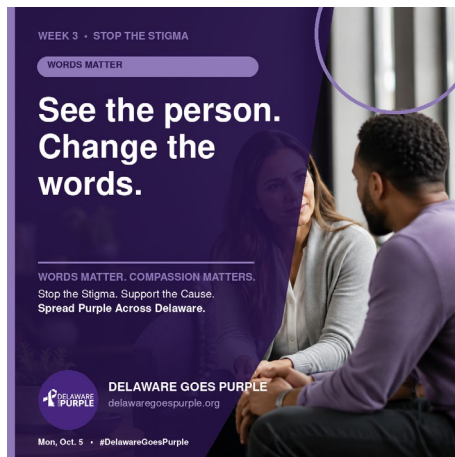
October 5–11 • Change the words and attitudes that can keep people from help.

KNOW THE FACTS | WEEK 3

Stigma can stand between a person and help.

Negative labels, judgment, and discrimination can discourage people from seeking treatment or remaining connected to care. Person-first language helps create a safer path to support.

Source: Centers for Disease Control and Prevention



Mon, Oct. 5 | WORDS MATTER

See the person. Change the words.

Words can open a door to help - or close it. Say "person with a substance use disorder," not "addict" or "junkie." Say "person in recovery," not "former addict." Say "positive or negative test," not "dirty" or "clean."

A person is never a diagnosis. Choose dignity.

#WordsMatter #StopTheStigma #DelawareGoesPurple

PARTNER ACTION: Take the Words Matter pledge and correct stigmatizing language.



Wed, Oct. 7 | STIGMA FACT

Stigma can become a barrier to treatment.

Stigma and fear of judgment can keep people from asking for help, sharing what they are experiencing, or staying connected to treatment. Compassion is not ignoring the problem. Compassion creates the safety needed to address it.

Listen. Learn. Support.

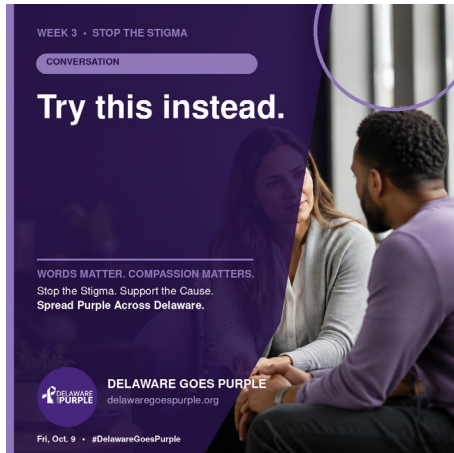
www.delawaregoespurple.org

#StopTheStigma #SupportNotShame

PARTNER ACTION: Take the Words Matter pledge and correct stigmatizing language.

Week 3: Stop the Stigma

October 5–11 • Change the words and attitudes that can keep people from help.



Fri, Oct. 9 | CONVERSATION

Try this instead.

Instead of “Why don’t you just stop?” try: “I care about you. I’m worried. How can I support you in finding help?”

Instead of labeling someone by their condition, use their name. Instead of assuming, ask. Instead of turning away, connect them to support.

#CompassionInAction #DelawareGoesPurple

PARTNER ACTION: Take the Words Matter pledge and correct stigmatizing language.



Sun, Oct. 11 | ORGANIZATIONAL PLEDGE

Make your organization stigma-free.

This week, review your organization’s website, forms, policies, presentations, and social posts. Replace stigmatizing terms with person-first language. Train staff to respond with dignity. Make information about treatment, recovery, and overdose prevention easy to find.

Small changes in language can create a safer path to help.

#StigmaFreeDelaware #DelawareGoesPurple

PARTNER ACTION: Take the Words Matter pledge and correct stigmatizing language.

Week 4: Learn, Train, and Be Ready

October 12–18 • Recognize overdose, call 911, understand Narcan, and promote training.

KNOW THE FACTS | WEEK 4

Narcan can reverse an opioid overdose.

Naloxone, commonly known by the brand name Narcan, can rapidly reverse an opioid overdose. Call 911, give naloxone if available, follow the dispatcher's instructions, and stay until emergency help arrives.

Source: National Institute on Drug Abuse and Help is Here Delaware



Mon, Oct. 12 | OVERDOSE SIGNS

Would you recognize an opioid overdose?

Warning signs may include pinpoint pupils, loss of consciousness, slow or absent breathing, choking or gurgling sounds, a limp body, cold or clammy skin, or discolored lips and nails. If you suspect an overdose, call 911 immediately and give Narcan if available.

Learn more: www.helpisherede.com/addiction/harm-reduction

#KnowTheSigns #OverdosePrevention #DelawareGoesPurple

PARTNER ACTION: Attend or host a Narcan training and share response resources.



Wed, Oct. 14 | NARCAN AWARENESS

Narcan gives recovery another chance.

Narcan is a lifesaving medicine that can reverse an opioid overdose in minutes. It has no effect on someone who does not have opioids in their system. Learning how to use it is a practical act of care.

Find Delaware training and access options at www.helpisherede.com/addiction/harm-reduction/naloxone.

#NarcanSavesLives #DelawareGoesPurple

PARTNER ACTION: Attend or host a Narcan training and share response resources.

Week 4: Learn, Train, and Be Ready

October 12–18 • Recognize overdose, call 911, understand Narcan, and promote training.



Fri, Oct. 16 | **GOOD SAMARITAN**

Call 911. Stay. Help.

Delaware's Good Samaritan laws provide protections for people who, in good faith, call 911 or help during a drug or alcohol overdose. Do not let fear stop you from seeking emergency help. Call 911, give Narcan if available, follow the dispatcher's instructions, and stay until help arrives.

Learn more: www.helpisherede.com/addiction/harm-reduction/good-samaritan-law

#Call911 #SaveALife

PARTNER ACTION: Attend or host a Narcan training and share response resources.



Sun, Oct. 18 | **TRAINING ACTION**

Turn awareness into readiness.

This week, ask your organization to host or attend a Narcan training. Invite staff, volunteers, families, and community members. Post the training information publicly and make overdose-response resources easy to locate.

Awareness matters. Training turns awareness into action.

#GetTrained #DelawareGoesPurple

PARTNER ACTION: Attend or host a Narcan training and share response resources.

Week 5: Treatment, Recovery, and Belonging

October 19–25 • Show that treatment works and recovery belongs in every community.

KNOW THE FACTS | WEEK 5

Effective treatment includes multiple pathways.

Counseling, peer support, recovery services, and medications for opioid use disorder can all be part of effective care. Buprenorphine and methadone substantially reduce overdose-related and overall mortality.

Source: Centers for Disease Control and Prevention



Mon, Oct. 19 | TREATMENT

Substance use disorders are treatable.

Substance use disorders are complex, treatable health conditions. Effective care may include counseling, peer support, medications, recovery services, and other supports matched to the individual. There is no single path that works for everyone.

Find Delaware-vetted treatment resources at www.helpsherede.com or call 1-833-9-HOPEDE.

#TreatmentWorks #RecoveryIsPossible

PARTNER ACTION: Share treatment and recovery resources and celebrate recovery voices.



Wed, Oct. 21 | RECOVERY

Recovery is real - and it looks different for everyone.

Recovery may begin with a phone call, a return to treatment, a support meeting, medication, counseling, safe housing, reconnecting with family, or simply choosing to try again today. We celebrate every step.

No shame. No labels. No one path.

#CelebrateRecovery #DelawareGoesPurple

PARTNER ACTION: Share treatment and recovery resources and celebrate recovery voices.

Week 5: Treatment, Recovery, and Belonging

October 19–25 • Show that treatment works and recovery belongs in every community.



Fri, Oct. 23 | BELONGING

Belonging is part of healing.

People are more than their hardest day. Invite people in recovery to belong, lead, work, volunteer, worship, learn, and contribute. Support is not something we offer from a distance - it is something we build into our communities.

#RecoveryFriendly #SupportTheCause #DelawareGoesPurple

PARTNER ACTION: Share treatment and recovery resources and celebrate recovery voices.



Sun, Oct. 25 | STORYTELLING

Share hope responsibly.

Recovery stories can reduce stigma and help someone believe change is possible. Share only with clear permission. Let people tell their story in their own words. Avoid graphic details, labels, and promises that one pathway works for everyone. Always include a resource for help.

#ShareHope #RecoveryVoices

PARTNER ACTION: Share treatment and recovery resources and celebrate recovery voices.

Week 6: Spread Purple Across Delaware

October 26–November 1 • Create a visible statewide finale and sustain action beyond October.

KNOW THE FACTS | WEEK 6

Prevention continues at home.

Keep prescription medications secured and out of reach. Use a medicine take-back location for unused or expired medication whenever possible, and follow FDA disposal guidance when a take-back option is not available.

Source: U.S. Food and Drug Administration and Drug Enforcement Administration



Mon, Oct. 26 | STATEWIDE CALL

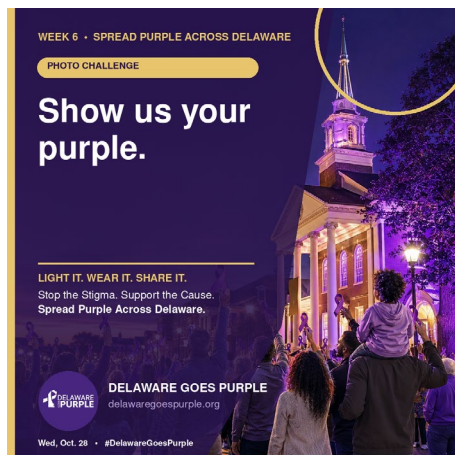
Delaware, it is time to turn purple.

This week, light the buildings, fill the windows, wear the shirts, display the ribbons, and share the stories. Let purple show that Delaware chooses acceptance, awareness, compassion, remembrance, recovery, and hope.

Stop the Stigma. Support the Cause. Spread Purple Across Delaware.

#DelawareGoesPurple #SpreadPurpleDE

PARTNER ACTION: Go Purple, post your photos, report participation, and make one continuing commitment.



Wed, Oct. 28 | PHOTO CHALLENGE

Show us your purple.

Post a photo of your purple lights, team, window, event, ribbon display, or message of hope. Tag @DelawareGoesPurple, name your organization and county, and tell us what going purple means to you.

Please obtain permission before posting identifiable photos or personal stories.

#DelawareGoesPurple #SpreadPurpleDE #MyPurpleReason

PARTNER ACTION: Go Purple, post your photos, report participation, and make one continuing commitment.

Week 6: Spread Purple Across Delaware

October 26–November 1 • Create a visible statewide finale and sustain action beyond October.



Fri, Oct. 30 | **COMMUNITY COMMITMENT**

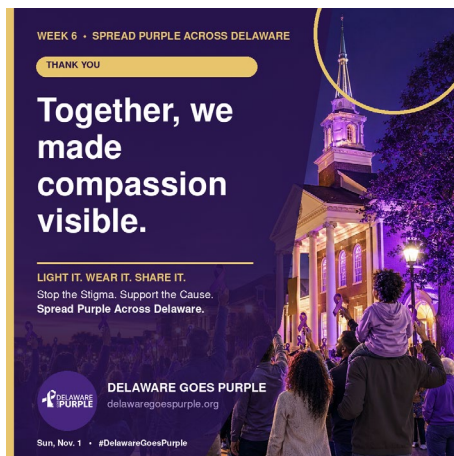
Purple cannot end when October does.

Awareness is the beginning. Choose one action your organization will continue: use person-first language, host regular Narcan training, display treatment resources, support recovery-friendly practices, sponsor outreach, or keep sharing stories of hope.

What will your continuing commitment be?

#BeyondOctober #DelawareGoesPurple

PARTNER ACTION: Go Purple, post your photos, report participation, and make one continuing commitment.



Sun, Nov. 1 | **THANK YOU**

Together, we made compassion visible.

Thank you to every person, family, nonprofit, business, school, faith community, healthcare organization, first responder, and local leader who helped spread purple across Delaware. Every ribbon, light, post, training, conversation, and resource shared carried the same message: You are not alone.

The campaign may be ending, but our commitment continues.

#DelawareGoesPurple #RecoveryIsPossible

PARTNER ACTION: Go Purple, post your photos, report participation, and make one continuing commitment.

Know the Facts: Updated Delaware Snapshot

338 CONFIRMED DRUG-RELATED DEATHS IN 2024

Delaware confirmed 338 drug-related deaths in 2024, compared with 527 in 2023—a reduction of nearly 36%. Progress matters, and every life still lost matters. Behind every number is a person who was loved.

Use current, dated, verifiable facts. Do not reuse legacy claims without confirming the original source, definition, population, and year.

- Substance use disorders are treatable health conditions.
- Recovery is possible and may include counseling, peer support, medications, recovery services, safe housing, and other individualized supports.
- Narcan can temporarily reverse an opioid overdose and gives a person time to receive emergency care.
- Call 911 whenever an overdose is suspected. Give Narcan if available and follow the dispatcher's instructions.
- Stigma and fear of judgment can make it harder for people and families to seek or remain connected to help.

Delaware Resources

- Help is Here Delaware: www.helpisherede.com
- Treatment, mental health, addiction, and crisis support: 1-833-9-HOPEDE
- Narcan information: www.helpisherede.com/addiction/harm-reduction/naloxone
- Overdose signs and harm reduction: www.helpisherede.com/addiction/harm-reduction
- Good Samaritan information: www.helpisherede.com/addiction/harm-reduction/good-samaritan-law

Narcan Awareness and Overdose Readiness

Narcan awareness is an essential action within Delaware Goes Purple. It is part of the broader campaign—not the campaign title or only focus.

Possible Signs of an Opioid Overdose

- Small, constricted “pinpoint” pupils
- Falling asleep, losing consciousness, or not waking
- Slow, weak, irregular, or absent breathing
- Choking, snoring, or gurgling sounds
- A limp body
- Cold or clammy skin
- Discolored lips or nails

If You Suspect an Overdose

1. **Call 911 immediately.**
2. Give Narcan if it is available and follow the product instructions.
3. Follow the dispatcher’s instructions, including rescue breathing or CPR if directed.
4. Give another dose if the person does not respond in 2–3 minutes and another dose is available.
5. Stay until emergency help arrives.

PARTNER ACTION

Host or promote a Narcan training for staff, volunteers, families, and community members. Make overdose-response resources easy to locate.

Words Matter: Stigma-Free Language

AVOID	USE INSTEAD
Addict / junkie	Person with a substance use disorder
Former addict	Person in recovery
Clean / dirty test	Negative / positive test
Drug abuse	Substance use or substance misuse
Why don't you just stop?	I care about you. How can I support you in finding help?

Conversation Starters

- “I care about you, and I am here to listen without judging.”
- “You deserve support. Would you like me to help you find options?”
- “There is no shame in needing help, and there is more than one path to recovery.”
- “I am worried about your safety. Can we talk about what is happening?”
- “Would you be willing to look at Delaware resources with me?”

Ready-to-Use Partner Communications

LAUNCH EMAIL

Subject: Join Us as Delaware Goes Purple

This fall, [Organization Name] is joining Delaware Goes Purple, a statewide movement to stop stigma, support individuals and families affected by substance use disorder, honor lives lost, celebrate recovery, and connect communities with lifesaving resources. Purple represents acceptance, awareness, compassion, remembrance, recovery, and hope.

We also invite you to share why you go purple. Create a sign, photograph, or short video completing “I Go Purple Because...,” “I Go Purple in Honor of...,” or “I Go Purple in Memory of...” Tag @DelawareGoesPurple and use #MyPurpleReason. Please obtain permission before sharing another person’s name, image, recovery status, or story.

Watch for our purple activities and join us by wearing purple, sharing resources, attending a training, or starting a conversation. Learn more at www.delawaregoespurple.org.

NEWSLETTER BLURB

[Organization Name] is going purple! From September 21 through November 1, we are joining communities across the state to stop stigma, support the cause, and spread purple across Delaware. Share your Why I Go Purple sign, photograph, or short video; tag @DelawareGoesPurple; and use #MyPurpleReason. Find more ways to participate at www.delawaregoespurple.org.

INTERNAL STAFF MESSAGE

This year, our organization is participating in Delaware Goes Purple. We invite staff to [wear purple/light the office/attend training/share resources] on [date]. Participation is voluntary. Please use respectful, person-first language and protect the privacy of anyone whose experience is discussed. Resources are available at www.helpisherede.com and 1-833-9-HOPEDE.

PHOTO CAPTION

[Organization Name] is proud to Go Purple in [County/City]. We stand with individuals and families affected by substance use disorder, honor those we have lost, celebrate recovery, and support a Delaware where everyone can seek help without shame. #DelawareGoesPurple #StopTheStigma #SpreadPurpleDE

Measurement and Reporting

Ask every participating partner to submit a brief report so Delaware Goes Purple can demonstrate statewide reach and improve future campaigns.

- Organization name, contact, county, and partner type
- Activities completed and dates
- Number of participants or people trained
- Number of Narcan trainings and attendees, when applicable
- Resources or Narcan kits distributed, when applicable
- Social posts, impressions, reactions, shares, comments, and link clicks
- Photos submitted with documented consent
- Stories or feedback shared with permission

Why I Go Purple photographs, signs, or videos submitted with documented permission

- Continuing commitment beyond October

Campaign Hashtags

PRIMARY

#DelawareGoesPurple

**Supporting: #StopTheStigma #SupportTheCause #SpreadPurpleDE #RecoveryIsPossible
#EveryLifeMatters #WordsMatter #NarcanSavesLives**

Accessibility and Content Standards

- Use plain language and readable type.
- Add image descriptions or alternative text.
- Caption all videos.
- Use high color contrast.
- Never share a personal story or identifiable image without permission.
- Offer every difficult message with a next step or trusted resource.

Sources and Fact-Checking

Statistics change. Before reusing this toolkit after 2026, verify every dated figure and review every resource link. Avoid unsupported legacy claims unless the original source, definition, population, and year have been confirmed.

Delaware 2024 confirmed drug-related deaths

<https://news.delaware.gov/2025/04/28/state-agencies-announce-substantial-reduction-in-drug-overdose-deaths/>

Help is Here Delaware

<https://www.helpisherede.com/>

Narcan access and instructions

<https://www.helpisherede.com/addiction/harm-reduction/naloxone>

Overdose signs and harm-reduction resources

<https://www.helpisherede.com/addiction/harm-reduction>

Delaware Good Samaritan information

<https://www.helpisherede.com/addiction/harm-reduction/good-samaritan-law>

CDC stigma reduction

<https://www.cdc.gov/stop-overdose/stigma-reduction/stigma-beyond-the-numbers.html>

NIDA treatment and recovery

<https://nida.nih.gov/research-topics/treatment>

NIDA Narcan information

CDC stigma reduction and treatment information

<https://www.cdc.gov/stop-overdose/stigma-reduction/stigma-beyond-the-numbers.html>

CDC treatment for opioid use disorder

<https://www.cdc.gov/overdose-prevention/treatment/opioid-use-disorder.html>

FDA drug disposal guidance

<https://www.fda.gov/consumers/consumer-updates/where-and-how-dispose-unused-medicines>

DEA medicine take-back locations

<https://www.dea.gov/takebackday>

<https://nida.nih.gov/publications/drugfacts/naloxone>

CAMPAIGN WEBSITE

www.delawaregoespurple.org