**Hidden Harms Social Media Toolkit**

Monday 20 October – Monday 1 December

**Making Hidden Harms Visible.**

The Hidden Harms campaign has been created in collaboration with SAIL Creative, and shaped by the insights from people with lived experience of using pregabalin or gabapentin, both personally or through supporting others.

This campaign aims to raise awareness of the risks associated with not using gabapentinoids correctly, giving facts about how people can help reduce the risks.

Running from Monday 6 October to Monday 17 November, the campaign will be shared across our social media channels and in community spaces, including pharmacies, GP surgeries, and local venues across County Durham.

Our goal is to empower people to make informed decisions that support happier, healthier, harm-free lives—whatever that looks like for them.

Follow our channels, and engage with our posts:

Facebook: County Durham Drug and Alcohol Recovery Services

Instagram: @durhamrecovery

Download our full suite of print and social media resources to share amongst your own networks: [Hidden Harms](https://drive.google.com/drive/folders/1f9yeXKUQ0_gZNPjyDcAuKXogakqbpNnE?usp=drive_link) – assets in the ‘Instagram Posts’ folders should be used together in carousel format.

Visit our dedicated landing page: [www.HiddenHarms.co.uk](http://www.HiddenHarms.co.uk)

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| **Facebook and Instagram** | **Message** |
| On a night out while prescribed pregabalin?  It might seem harmless, but mixing it with alcohol can lead to drowsiness, dizziness, nausea and dangerous side effects.  Weren’t aware of the risks? You’re not alone.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Pregabalin #HarmReduction #CountyDurham | A poster of a pill  AI-generated content may be incorrect.[Message 1](https://drive.google.com/drive/folders/1YPvwqpbM_gN5ohfvAPtzuO8hWeEkXbrw?usp=drive_link) |
| Mixing gabbies with opioids? That combo increases the risk of overdose, and naloxone might not always be enough.  Avoid mixing and always carry naloxone. You never know when it could save a life.  Visit HiddenHarms.co.uk  #HiddenHarms #Naloxone #Gabapentin #HarmReduction #CountyDurham | A poster with a pill  AI-generated content may be incorrect.[Message 2](https://drive.google.com/drive/folders/1qLHwshpYItyRJWyyEgCM8pB_LiPNR2YW?usp=drive_link) |
| Feeling low while taking pregabalin? Everyone responds differently, and sometimes it can impact your mental health even when prescribed.  If you’ve noticed changes in how you’re feeling, reach out for support.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Naloxone #Gabapentin #Pregabalin #HarmReduction #CountyDurham | A poster of a pill  AI-generated content may be incorrect.[Message 3](https://drive.google.com/drive/folders/1Wvge5ZE7YdooIF3DdXP_X6cZitzeqKEn?usp=drive_link) |
| Using gabbies to feel better? It might seem like a way to cope but using them without a prescription can sometimes make things worse.  Some people experience low mood, anxiety, or even suicidal thoughts.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Gabapentin #Pregabalin #HarmReduction #MentalHealth #CountyDurham | A poster of a depression  AI-generated content may be incorrect.[Message 4](https://drive.google.com/drive/folders/1u6r-MbT1MWCSN_VRy2WEF5RGngF6HW51?usp=drive_link) |
| Mixing pregabs with other drugs?  It might feel stronger, but the effects can be unpredictable.  This combo can slow your breathing, increase sedation, and raise the risk of overdose.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Naloxone #Pregabalin #HarmReduction #CountyDurham | A poster of a pill bottle  AI-generated content may be incorrect.[Message 5](https://drive.google.com/drive/folders/1xGTx9Da8dCUxHSmze9Tv1HsLQe4dxd_G?usp=drive_link) |
| Mixing pregabs or gabbies with alcohol? Some people do it to feel more relaxed, but it increases the risk of overdose.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Gabapentin #Pregabalin #HarmReduction #CountyDurham | A pink poster with black text and a pill  AI-generated content may be incorrect.[Message 6](https://drive.google.com/drive/folders/1Pft78an4w_P2-ZcmU218z_z__ma_4Tsd?usp=drive_link) |
| If you’re prescribed pregabalin, drinking alcohol can increase the risk of effects like drowsiness and loss of coordination.  Even if it’s prescribed, it’s not risk-free when mixed.  Get the facts, know the risks, find support.  Visit HiddenHarms.co.uk  #HiddenHarms #Pregabalin #HarmReduction #CountyDurham | A poster of a pill  AI-generated content may be incorrect.[Message 7](https://drive.google.com/drive/folders/10f1WAXNcJKcpJFocQ42XxZHa2QzU5cYK?usp=drive_link) |