

# Addictions Don't Discriminate

## HOSTING TOOLKIT

**Thank you for your interest in hosting the Addictions Don't Discriminate Exhibit.** ADD is an interactive exhibit rooted in stories of lived experience around addiction. Its aim is to increase empathy and reduce stigma towards those experiencing addiction, create a better understanding about addiction, offer information on the supports and services available to Edmontonians, and mobilize a community response.

### Why Host ADD?



Edmonton, along with many other municipalities across Alberta and Canada has been experiencing a drug-poisoning crisis.

This crisis, now coupled with the COVID-19 pandemic, continues to plague our city and cause devastating harm to many individuals, families and communities. The drug-poisoning crisis has brought issues related to substance use to the forefront and illuminated the reality that stigma and misconceptions around addiction are still common.


In order to make a positive change we must work together across systems, but also focus on community led efforts and expertise to support those who are using substances.

In order to increase the reach of the exhibit we designed it to be as mobile as possible, allowing it to travel to different neighbourhoods across Edmonton and reach a broad audience. By sharing this exhibit broadly, we hope to decrease the stigma and isolation that individuals using substances experience.

### Contributes to a community conversation about addiction based on lived experience.


This exhibit uses the power of storytelling. Stories can be powerful tools for confronting social problems, eliciting empathy, and promoting social inclusion. They can break down bias, cultivating the awareness that superficial differences are nothing compared to our commonalities. When a personal story is being shared we unconsciously create an emotional connection with the storyteller and empathize with their experience.

These emotions are important because they motivate us to act. Being informed about an issue is helpful, but it can't compare to feeling that same knowledge.

[Changing How We Talk About Substance Abuse](#) 

### Reduces stigma and encourages people to get the help they need.

Stigma is one of the main reasons people avoid treatment and support. By hosting this exhibit in your neighbourhood, you are working to break the stigma by providing information about addiction, addressing the judgments about people who use drugs, and providing a safe, supportive environment for people to seek help, all through sharing real stories of lived experience.

[Stigma: Why Words Matter GOC](#) 

# Addictions Don't Discriminate

## HOSTING TOOLKIT

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### Hosting request form

This form will allow you to indicate your interest in hosting the exhibit. It will ask you to provide details such as where and when you plan to host it, who your primary audience would be, and why you are interested in hosting.

After filling out this form a member of the project team will get back to you on if we can fulfill your request.

[Link to hosting request form](#) 

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### Space and transportation requirements

The exhibit requires approximately 200–220 square feet of space, depending on how the panels are arranged (see step 4).

You or your organization will be responsible for arranging and covering transportation costs for the display to and from your chosen location.

The display is stored in 2 crates measuring 36"W x 97"L x 60"H. Each weighs approximately 200lbs-300lbs and are on wheels. See picture at right.

Given the size of the crates, a truck with a power tailgate is required. We recommend using [Delivery Tech Inc.](#) for transportation. They will provide a quote for delivery for each different event, but generally the cost (within Edmonton) to have the crates dropped off and picked up is \$800.

These details can be discussed with the project team following the submission of your hosting request.



# Addictions Don't Discriminate

## HOSTING TOOLKIT

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#### How to promote the exhibit

In order to promote your exhibit and generate interest, try to utilize a few different avenues of communication to get the word out. This might include posters (virtual or physical), emails, newsletters, social media posts etc.

Below are a few key messages that could be utilized in your promotions:

- Addictions Don't Discriminate is an in-person interactive exhibit that takes participants on the journeys of real people whose lives have been impacted by addiction.
- The exhibit is designed to inspire understanding, empathy and action.
- Come learn from six Edmontonians about what it is like to deal with an addiction and how they found resilience and strength through it all.
- No one is destined from birth to develop an addiction. So why will approximately 6 million Canadians find themselves experiencing addiction at some point in their lives, while others can use substances without their use becoming problematic?
- Come to the Addictions Don't Discriminate exhibit to test your assumptions about addiction, and learn from six inspiring Edmontonians who share their stories.
- Through the power of storytelling, the Addictions Don't Discriminate exhibit offers a glimpse into the complex world of addiction, uncovering the human experience that lies beneath

the statistics and stigma. Six unique stories, showcased in connection to one another, will push us to look beyond someone's substance use and into the lived experience of each individual with empathy and compassion, to help us understand that Addictions Don't Discriminate.

- Substance use disorders are not a problem unique to one segment of society, age group, or geographic area. Therefore, our response must be broadened to a community-wide approach, where everyone has a role to play.
- Stigma is one of the main reasons people avoid treatment and support. By hosting the Addictions Don't Discriminate exhibit, we are working to break the stigma, by providing information about addiction, addressing the judgments about people who use drugs, and providing a safe, supportive environment for people to seek help, all through sharing real stories of lived experience.

Use the #addictionsdontdiscriminate in any social media posts.

#### Eventbrite registration

To promote the availability of the exhibit in your space, we recommend creating an Eventbrite page to manage registrations, send reminders and share details specific to your event. The intent of this exhibit is to be widely accessible, and so any event involving this exhibit must be offered free of charge. If cost is a barrier for your organization and you were hoping to offset the cost with ticket fees, please see the 'Financial Support'

[Video "Getting Started with Eventbrite"](#) 

# Addictions Don't Discriminate

## HOSTING TOOLKIT: SCHEMATICS

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### Setting up the Exhibit

There are 21 double sided panels\*. The system is called a Panoramic H Line Booth. All panels are printed fabric and stretched onto aluminum frames.

Each panel is 38" w × 93" h or approximately 3' w × 7' h. Panels come in a crate, ready to be set up with aluminum stabilizing feet. As you can see from the diagram below, there are two options when arranging the exhibit displays.

The first option is the preferred option, allowing more opportunities to go in and out of the centre display. The second option also allows two openings for walk-through but requires less space overall.

Feel free to be creative in how you set up the displays to fit your space.

[Link to video on setting up the exhibit](#) 

\* Note that the panels have QR tags to access additional information. We recommend people bring and use their personal devices and headsets

# Addictions Don't Discriminate

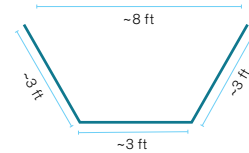
## HOSTING TOOLKIT: SPACE OPTIONS



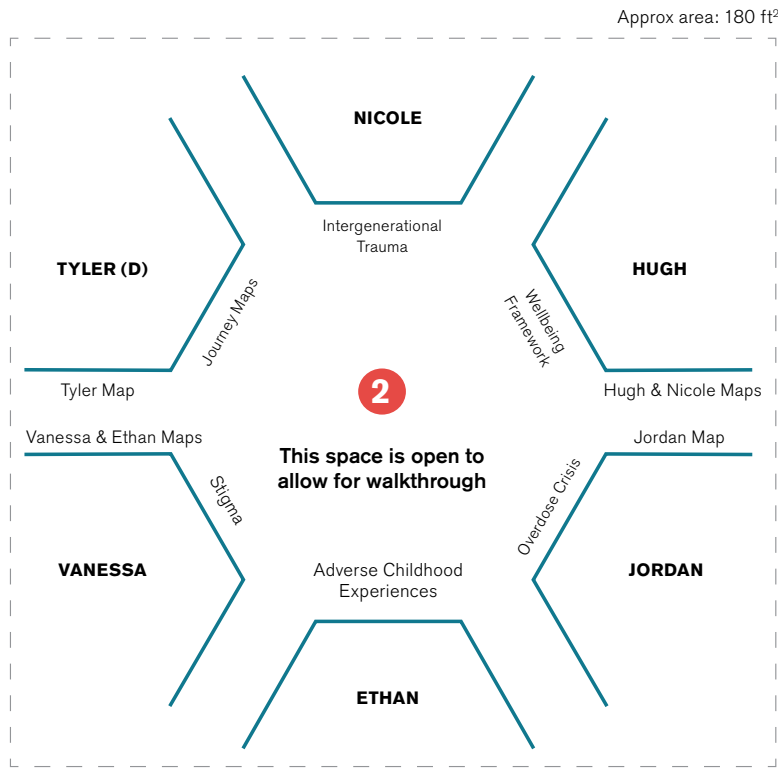
As noted in the diagram the exhibit consists of three main zones:

- 1 Introduction
- 2 Stories of lived experience
- 3 Nourishment
  - Light refreshments
  - Resources
  - Activity for mobilizing action

### DIMENSIONS PER SECTION



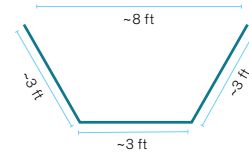
### OPTION 1



# Addictions Don't Discriminate

## HOSTING TOOLKIT: SPACE OPTIONS

### DIMENSIONS PER SECTION



### OPTION 2

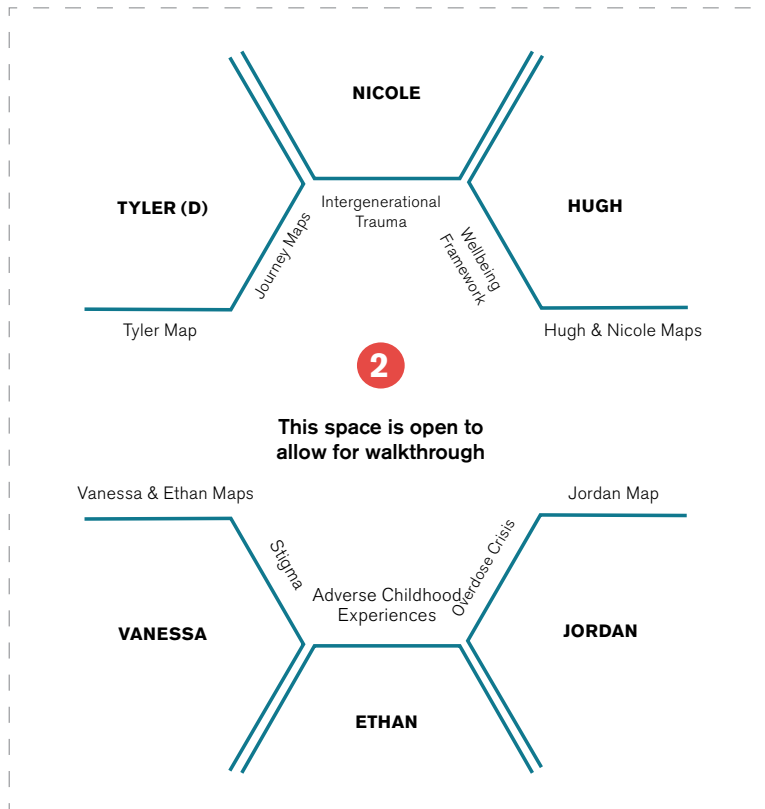


**Introductory panels**

**3**

**Nourishment Area**

Approx area: 200 ft<sup>2</sup>



# Addictions Don't Discriminate

## HOSTING TOOLKIT: OFFERING THE EXHIBIT

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#### Registration vs. Walk in

Whether you are offering the exhibit to walk-in participants or requiring registration to attend, please track the number of attendees. This will need to be reported in the hosting evaluation that you will receive after hosting the exhibit. This will be reported in the hosting evaluation that you will be required to submit after hosting the exhibit.

#### Support staff

We recommend you have a few staff on hand when offering the exhibit to ensure everything runs smoothly.

- **Volunteers to help direct people through**
  - To welcome and introduce the exhibit, answer questions.
- **Volunteers for the nourishment zone including a designated person to assist anyone triggered by the content of the exhibit.**
  - We suggest having a social worker or mental health professional on staff should people have a reaction to the content.

#### Providing food in the nourishment zone

Offering refreshments (even just water and a light snack) in the nourishment zone will encourage people to stick around and engage in a conversation with other participants, share their thoughts with organizers, and think about their role in action.

Your organization will be responsible for covering this cost should you choose to offer refreshments.

#### Resources

The exhibit could be a great way to connect people in your neighbourhood with organizations and resources that are part of the community. You may want to consider having organizations there that:

- Can offer naloxone training (such as a neighbourhood pharmacy)
- Can offer support to individuals who are experiencing addiction (treatment or harm reduction resources)
- Can offer support to families of those who use substances
- And any other supports you may deem important to your community members, such as mental health supports

Having these organizations in attendance, or their resources available at the exhibit, will ensure that those who may need help can access information on supports that exist in the community, while also increasing the general awareness of resources available across Edmonton.

#### Evaluation for participants

We would appreciate it if you could ensure that those attending your event fill in the participant evaluation. It is our goal to keep on improving our efforts and feedback from participants is very important. The survey is a pre-post survey so participants should complete the first section prior to viewing the content. We recommend going through the survey yourself to familiarize yourself with the directions.

[Addictions Don't Discriminate Survey](#) 

# Addictions Don't Discriminate

## HOSTING TOOLKIT: EVALUATION

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### Technology

The exhibit utilizes QR codes throughout the panels to provide additional information and showcase video content. An attendee survey will also be administered at the exhibit to measure its impact. A device will be necessary for this survey. You can have paper copies or tablets/iPads available for those attendees who do not have a phone/internet access. These survey responses can then be submitted by you using the survey link (more on this below).

Please direct attendees to bring their own device and headset but also:

- Have wifi access available if possible
- Have a few extra devices on hand in the event someone does not have access to a personal smartphone.
- Have an area where attendees can charge their devices to ensure that they can experience the exhibit in its entirety.

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### Reporting back to ADD organizers

Each host will be responsible for filling out a short survey following the event. This will help to inform how we can better support future hosts. Please fill out the hosting survey as soon as possible following your event.

- Google form evaluation to fill out after hosting

[Post Exhibit Evaluation for Hosts](#) 

### Financial Support

The Addictions Don't Discriminate Steering Committee recognizes that the costs associated with hosting the exhibit may be a barrier for some of our smaller community based organizations. We have access to a small amount of funds to support small organizations or community groups in offering the exhibit. These funds are only available if the organization does not have an operational budget to support their event and has a maximum of \$1000 per event.

Appropriate use of these funds would include things like transportation costs, food and drink for the nourishment zone, honorariums for speakers etc. Keep in mind that there is only a small amount of funding available and these requests will be assessed on a first-come, first-served basis.

If your organization or community group is interested in hosting the Addictions Don't Discriminate exhibit and requires additional financial support to offset some of the costs, please fill out an application and a member of the project team will contact you.

[Application for Financial Support](#) 