

Local Naloxone Campaign Toolkit

A resource for Corps and supporters



The Salvation Army UK and
Ireland Territory

Public Affairs Unit
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Introduction

The Salvation Army

The Salvation Army is a Christian church and registered charity, working in hundreds of communities across the UK and Ireland. We have a long history of supporting people affected by addiction, homelessness and poverty.

We believe in meeting people where they are, that's why The Salvation Army's Addictions Department takes a harm-reduction approach to the issue of overdose.

Local campaigners, Corps, volunteers and supporters can play a vital role in saving lives - by starting conversations, sharing accurate information, and encouraging local politicians and business, community & faith leaders to act.


Purpose of this Toolkit

This toolkit helps you take simple, practical action in your local community to increase availability and awareness of the anti-overdose drug, naloxone.

By engaging with local politicians and business, community & faith leaders, asking them questions, and sharing what you see in your community, you can help make sure preventing drug deaths is treated as a priority.

You can help by:

- Use the template letters and social posts in this pack to contact your local politicians and ask what they can do to increase availability and awareness of naloxone.
- Use the template letters and social posts in this pack to contact local business, community & faith leaders and highlight the importance of this issue and how they can help.
- Share clear, non-stigmatising information about naloxone and what to do in an emergency.
- Ask local groups and organisations how naloxone is provided in your area, and where the gaps are.



The Salvation Army's Public Affairs Unit (PAU) can be contacted at any time for further support, guidance or advice: Public.Affairs@SalvationArmy.org.uk

What is naloxone?

Naloxone is a medicine that can reverse an opioid overdose (for example from heroin or some strong painkillers). It works by temporarily blocking opioids in the body. Naloxone comes as a nasal spray or an injection.

Naloxone's effects are temporary, but it can save a life by buying time until an ambulance arrives. We have seen first-hand that having naloxone available quickly can make the difference. Naloxone only works on opioids, but it will not harm someone if opioids are not involved.

Responsibility for naloxone policy is shared across the UK Government, devolved governments, and local authorities and partners. The UK Government was consulting (as of Spring 2026) on expanding naloxone access (including wider supply and emergency use).

Local campaigners can help by encouraging politicians and business, community & faith leaders to support these measures if they are implemented.

If you suspect a drug overdose, always call 999, even if naloxone is available.

Engaging with local business, community & faith leaders

Just like The Salvation Army, businesses, community & faith organisations have a frontline presence in our high streets, towns and villages. Like us, they also often have the trust and recognition of local residents. It is important that we build a coalition of organisations who recognise the need for change if we are to save lives.

Below is a draft letter/ email, if you would like further support please email:
Public.Affairs@SalvationArmy.org.uk

Dear [local leader],

I am writing to you as The Salvation Army Corps Officer for [location] because drug-related deaths continue to devastate families and communities like ours. Across the UK, drug deaths are at very worrying level, and many of these deaths involve opioids.

What's particularly tragic is that many of these deaths are preventable.

A proven way to save lives is wider access to naloxone, a medicine that temporarily reverses an opioid overdose and restores breathing, buying time for an ambulance to arrive. Naloxone is safe, straightforward to use, and inexpensive.

Anyone can be affected by an overdose, and they often happen in public or community places. That's why the UK government has consulted on expanding access to naloxone, but this will require community support to implement.

We believe that the drug-death crisis in our communities requires a community response. As such, I would like to invite you to meet to discuss how we can work together to save lives. You are a trusted and visible part of our community, and your support would make all the difference.


Thank you for your time and for your work on behalf of our community.

I look forward to your response.

Engaging with local politicians

Your local authority

Local authorities can help save lives by using their public health role to bring partners together and remove practical barriers to naloxone access. This can



include supporting take-home naloxone through commissioned services, improving local awareness and training or identifying suitable community locations for secure naloxone lock boxes (if implemented following the UK government's consultation). Engaging your local councillors and mayor matters because they can champion this work, ask questions on your behalf, and influence local priorities, partnerships and funding - helping to turn national proposals into real local action.

Below is a draft letter/email, you can find [who your local councillors are here](#).

If you would like further support, please email:
Public.Affairs@SalvationArmy.org.uk

Dear [Councillor/Mayor],

I am writing to you as a resident of [location] because drug-related deaths continue to devastate families and communities like ours. Across the UK, drug deaths are at very worrying level, and many of these deaths involve opioids.

What's particularly tragic is that many of these deaths are preventable.

A proven way to save lives is wider access to naloxone, a medicine that temporarily reverses an opioid overdose and restores breathing, buying time for an ambulance to arrive. Naloxone is safe, straightforward to use, and inexpensive.

I understand that the UK Government has consulted on proposals to expand access to naloxone, including enabling publicly accessible naloxone for emergency use using a locked box model. I would encourage the [council/ local authority] to engage proactively with this work and make the case for what our local area needs.

For example, our [council/ local authority] an important role by supporting the rollout of publicly accessible naloxone "lock boxes" in our area, similar to how defibrillators are placed in community locations. In an emergency, a locked box model can help ensure naloxone is available quickly, in the places where overdoses are more likely to happen, and where minutes matter.

This is a local, community issue. Anyone can be affected by an overdose, and they often happen in public or community places. It's vital that we come together as a community to save lives.

I would be grateful if you would be willing to speak to The Salvation Army about the work being done to save lives in our local area and how you can help ensure naloxone is available to those who need it.

Thank you for your time and for your work on behalf of our community.

Your local MP/MSP/MS/MLA

Your MP/MSP/MS/MLA can help by raising naloxone availability with the relevant minister(s), supporting changes that make it easier for services and communities to supply it, and pushing for the UK Government and devolved governments to work together so access is consistent across the UK.

As a constituent, your voice is powerful. You can encourage them to play a part in saving lives.

You can find your MP [here](#). There's similar guidance on the [Senedd](#), [Scottish Parliament](#) and [Northern Irish Assembly](#) websites.

Below is a draft letter/ email, if you would like further support please email: Public.Affairs@SalvationArmy.org.uk

Dear Mr/ Ms [MP/MSP/MS/MLA Surname],

I am a constituent living in [town/area], and I am writing because too many people across the UK are dying from drug overdoses, with opioids involved in a significant proportion of these deaths. This is a preventable public health crisis that is affecting families and communities in every part of the country.

A proven way to save lives is wider access to naloxone, a medicine that temporarily reverses an opioid overdose and restores breathing, buying time for an ambulance to arrive. Naloxone is safe, straightforward to use, and inexpensive.

I understand the UK Government has consulted on proposals to expand access to naloxone, including enabling publicly accessible naloxone for emergency use using a locked box model.

This is a local, community issue. Anyone can be affected by an overdose, and they often happen in public or community places. It's vital that we come together as a community to save lives.

I would be grateful if you would be willing to work with me to engage with local civil, business and community leaders.

Thank you for your time and for the work you do on behalf of constituents.

I look forward to hearing from you.

Social Media Posts

Use or adapt the examples below for your social media channels. Please ensure your posts are positive and avoid language that could stigmatise e.g. drug addicts etc.

Please do tag @salvationarmyUK and use #SavingLivesWithNaloxone.

Draft Posts

- I'm supporting @SalvationArmyUK's naloxone campaign. Naloxone can reverse an opioid overdose and buy time until an ambulance arrives. Wider access saves lives. #SavingLivesWithNaloxone
- Too many people are dying from drug overdoses. Naloxone is safe, simple to use, and can save a life. We need to ensure that those who need it, can access it. #SavingLivesWithNaloxone @SalvationArmyUK
- Naloxone should be as easy to access in an emergency as other lifesaving equipment. I'm backing @SalvationArmyUK's campaign for wider, quicker access. #SavingLivesWithNaloxone

Useful links

[The Salvation Army's Addictions Department Page](#)

[The Salvation Army's Addictions Campaign Page](#)

[The Salvation Army's research report, Naloxone: a life saving opportunity](#)

Should you require any additional help, advice or guidance, please contact Public.Affairs@SalvationArmy.org.uk