



GOES PURPLE 2021

What is Going Purple?

- ▶ “Going Purple” is an opioid awareness program by the counties of the Eastern Shore.
- ▶ We are partnering with Dorchester County to help.
- ▶ B&G will be going purple for the entire month of September with Games, Contests, Prizes, with the purpose of bringing the awareness of opioid abuse in our community.

Covered in Purple

- ▶ All over B&G for the month of September, you will see purple in various areas.
- ▶ Every purple item is a reminder of the Opioid Crisis sweeping Dorchester and the entire Eastern Shore.
- ▶ Each Day our Announcement Board at the breakroom entrance will be updated with factoids and different information to help spread the awareness.

Awareness Starts at Home

- ▶ The official tagline for going purple is Awareness Starts at “Home”.
- ▶ This could be your place of residence but also your work place, community group or **ANYWHERE** you consider **HOME!**
- ▶ You never know how far one simple discussion could go to saving a life.

Purple Pictures at Home

- ▶ All month there is a Purple Picture contest.
- ▶ How to enter: Take an appropriate picture of yourself, friends and/or Family in your purple attire.
- ▶ Email them to Kristin.Budd@bgfoods.com or Wanda.Dowdell@bgfoods.com or text to 443-521-0082.
- ▶ The picture with the most votes at the end of the month will win a Purple Prize!

STAY TUNED!!!

- ▶ Daily opioid fact updates.
- ▶ Each week has it's own Purple Contest and Purple Prize!
 - ▶ Sept 6-10
 - ▶ Purple Puzzle located in breakroom
 - ▶ Sept 13-17
 - ▶ Crazy Sock Week – wear crazy purple socks
 - ▶ Sept 20-24
 - ▶ Counting Contests – How many items are in the jars?
 - ▶ Sept 27-30
 - ▶ Best Purple Photo – Vote for your favorite Purple Photo

Opioid Assistance

- ▶ For Assistance for yourself & others please call the
Dorchester County Health Department
 - ▶ 410-228-7714
 - ▶ Or Dial 911 if it's an emergency
- ▶ Call SAMHSA (Substance Abuse and Mental Health Services Administration) Help Line 800-662-4357
- ▶ Call American Addictions Center 888-868-2192

More Information!!

- ▶ Visit www.iwishiknewmidshore.org
 - ▶ For more information on the opioid crisis in our area or for help talking about the topic with a trained professional.