



# Help Us Spread the Word About Opioid-Induced Constipation (OIC) Awareness Day on December 5

## Tips for Raising Awareness About #OICAwarenessDay on Social Media

### Include a Visual

Posts with an approved image, video, or GIF receive greater engagement.

### Use Relevant Hashtags

Hashtags can help expand your reach and tap into relevant conversations; limit hashtags to 1-2 per post. Our official hashtags are **#OICAwarenessDay** and **#vOICesofOIC**.

### Tag Relevant Accounts

Look to see if a person, outlet, or organization you're posting about has an account and tag them (@ABC) so they can see and engage with your content.

**Instructions to Post:** Each image is intended to be used with the corresponding text that provides important additional information.

## Sample Posts:

### Post 1

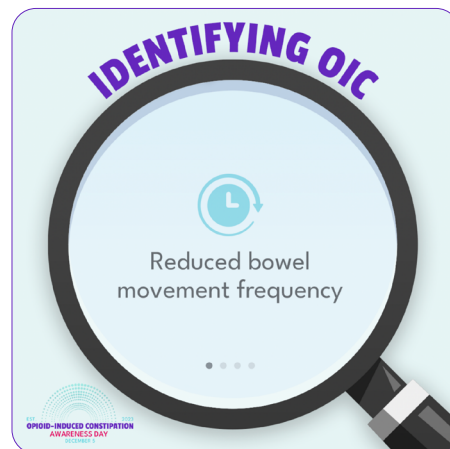


**Post 1:** Not all constipation is the same. Understanding the distinction between opioid-induced constipation (OIC) and other causes of constipation is important for appropriate management and seeking treatment.

Check out [OICAwarenessDay.com](https://www.OICAwarenessDay.com) to learn more! [#vOICesofOIC](https://twitter.com/vOICesofOIC) [#OICAwarenessDay](https://twitter.com/OICAwarenessDay)

[Click to Download Graphic](#)

### Post 2

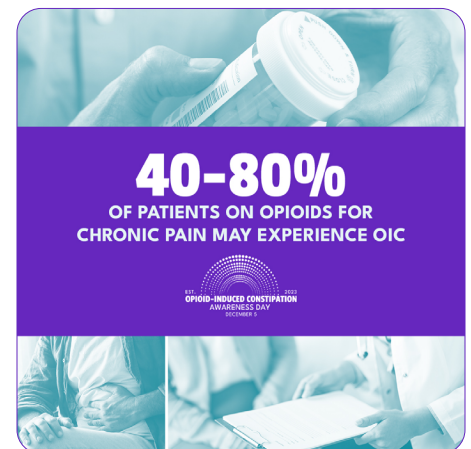


**Post 2:** If you or a loved one are taking opioids for chronic pain management, keep an eye out for these symptoms of OIC.

For more information about OIC, check out [OICAwarenessDay.com](https://www.OICAwarenessDay.com)! [#vOICesofOIC](https://twitter.com/vOICesofOIC) [#OICAwarenessDay](https://twitter.com/OICAwarenessDay)

[Click to Download GIF](#)

### Post 3



**Post 3:** [#DidYouKnow](https://twitter.com/DidYouKnow) that between 40-80% of patients taking opioids for chronic pain are constipated? This eye-opening reality emphasizes the importance of awareness and appropriate management for opioid-induced constipation (OIC).

Visit [OICAwarenessDay.com](https://www.OICAwarenessDay.com) to learn more! [#vOICesofOIC](https://twitter.com/vOICesofOIC) [#OICAwarenessDay](https://twitter.com/OICAwarenessDay)

[Click to Download Graphic](#)

# Sample Posts:

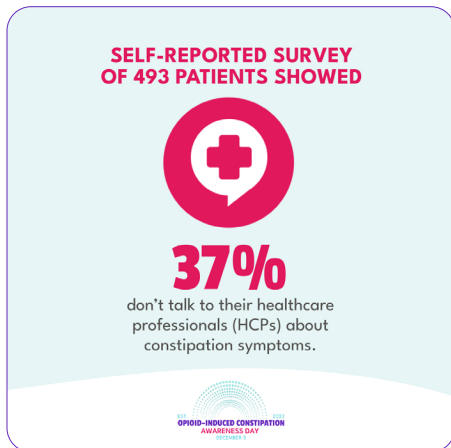
## Post 4



**Post 4:** In a self-reported survey of 493 patients published in 2014, about 37% of patients with chronic non-cancer pain and opioid-induced constipation (OIC) did not discuss their constipation-related symptoms with their healthcare professionals. Patients who find it tough to discuss their OIC may suffer silently. By spreading awareness and fostering open conversations, patients may be empowered to seek appropriate treatment options. #vOICesofOIC #OICAwarenessDay

[Click to Download Graphic](#)

## Post 7



**Post 7:** A self-reported survey of patients with non-cancer pain and opioid-induced constipation (OIC) showed that 37% of patients don't talk to their healthcare professionals (HCPs) about constipation symptoms. Of those patients, 14% were worried about changes to their pain medication.

Talk to your HCP and let your thoughts be heard. #vOICesofOIC #OICAwarenessDay

[Click to Download GIF](#)

## Post 5



**Post 5:** Opioid-Induced Constipation (OIC) Awareness Day isn't just for patients – it's a chance to educate healthcare professionals too! Sharing information about OIC sparks conversations around the importance of addressing OIC and treatment options for patients' discomfort. #vOICesofOIC #OICAwarenessDay

[Click to Download Graphic](#)

## Post 8



**Post 8:** In a self-reported survey of patients with chronic non-cancer pain and opioid-induced constipation (OIC), 60% of patients reported using at least one over-the-counter laxative to help find relief.

Visit [OICAwarenessDay.com](http://OICAwarenessDay.com) to learn more about symptoms and treatment options #vOICesofOIC #OICAwarenessDay

[Click to Download Graphic](#)

## Post 6

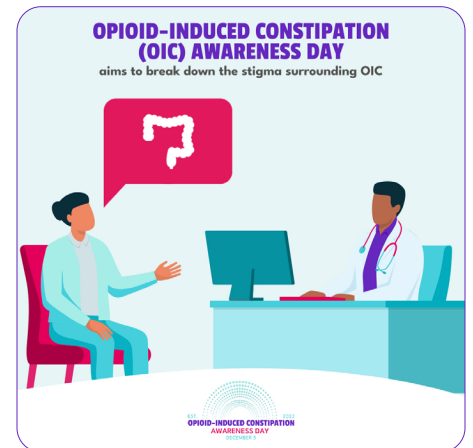


**Post 6:** Today is Opioid-Induced Constipation (OIC) Awareness Day! If you, or a loved one is taking opioids for chronic pain management and experiencing a reduced number of bowel movements, you may be experiencing OIC. And you are not alone!

We encourage you to share your story with #vOICesofOIC to help raise awareness and provide valuable insights to other patients. #OICAwarenessDay

[Click to Download Graphic](#)

## Post 9



**Post 9:** Opioid-Induced Constipation (OIC) Awareness Day aims to break down the stigma surrounding OIC while providing a platform for patients, caregivers, and healthcare professionals (HCPs) to openly discuss OIC.

If you are experiencing symptoms of OIC, discuss these with your HCP to help find the appropriate treatment options, and visit [OICAwarenessDay.com](http://OICAwarenessDay.com) for more info. #vOICesofOIC #OICAwarenessDay

[Click to Download GIF](#)