



First Nations Health Authority
Health through wellness

Sober(er) for October Challenge: Social Media Toolkit



The First Nations Health Authority is inviting you and your community or organization to join us in a **Sober(er) for October Challenge**. We hope you will be part of the change and lead by example. As wellness champions and leaders, we must use our influence to promote health and wellness for the First Nations communities, people and families we serve.

Throughout the month, the FNHA will be sharing information, tips and resources relating to the use of alcohol.

To help support the efforts of First Nations leaders to participate, the FNHA has prepared some social media posts. We encourage everyone, including First Nations health leaders, to share their commitment to a Sober(er) for October by using the hashtag: **#SoberERforOctober**.

We recommend sharing a post before or on October 1. Take a “stoic” selfie and add one of the sample posts provided below.

SAMPLE 1: SOCIAL MEDIA POST

Copy and Paste:

Join me in being Sober(er) for October. Change begins with me, and I am here to “walk the talk.” The goal for the month is to encourage people to make informed decisions about alcohol consumption and their health. **#SoberERforOctober**.

SAMPLE 2: SOCIAL MEDIA POST

Copy and Paste:

Sober(er) for October is here. Let’s create a healthier and more informed community. The “(er)” in “sober(er)” means that YOU make the rules in your Sober(er) for October challenge. You can choose to cut down on or quit drinking for the month (or longer)!

Learn more at www.fnha.ca/wellness/community-wellness/soberer-for-october/ **#SoberERforOctober**

SAMPLE 3: SOCIAL MEDIA POST

Copy and Paste:

I am here to commit to a Sober(er) October. This is a good opportunity to look at the role alcohol and other substances have in our lives – how much, how often and why we consume them. I commit to reducing/ eliminating my alcohol consumption with an open mind and an open heart. **#SoberERforOctober**

The Wellness Initiatives Team is here to support you and your team during the challenge. If you have any questions, please email Wellness@fnha.ca.