



SADOD. Promotions Briefing

Our Mission

Our goal is to increase the capacity and effectiveness of peer grief support in Massachusetts for people affected by death from substance use.



Community Forum

Healing Guilt and Regret with Alan Pedersen
4 PM-6 PM on Sunday, May 23rd

Open to all affected by the death of someone they care about from a substance-use-related cause. No cost to attend

Registration is REQUIRED bit.ly/sadodforum

66 Registered.

You are invited to a Virtual Community Forum

Support After a Death by Overdose (SADOD) is a program funded by the Massachusetts Bureau of Substance Addiction Services

Invites you to:

Healing Guilt and Regret with Alan Pedersen

Open to all affected by the death of someone they care about from a substance-use-related cause.

No Cost To Attend

4 PM-6 PM Sunday, May 23rd

Registration is REQUIRED
bit.ly/sadodforum
Attend by Zoom. You will receive the link after you have registered.

This workshop will help those grieving come to terms with both the life and the death of their loved one. Participants will be given effective tools they can use and share with other bereaved individuals. Our focus will be on the healing power of identifying our guilt, owning our guilt, accepting our guilt, sharing our guilt and releasing our guilt.

Alan Pedersen is the father of Ashley, who died in a car accident in 2001. He has creatively shared his grief journey through his music. He is a former executive director of The Compassionate Friends. His Angels Across The USA Tour has had him performing for more than a decade in over 1200 cities in 46 states across the US. He combines the music with sharing his message with a gentle mix of humor and straight-from-the-heart talk. His songs and words are a powerful combination of love, loss and healing.

For More Information, Visit AngelsAcrossTheUSA.org

We look forward to your joining this opportunity to learn, share and support each other. Please contact Glen Lord at glenn@bureauofsubstanceaddiction.com for more information or to ask questions.

For more information about SADOD, please visit www.sadod.org

For a directory of support groups, please visit bit.ly/sadodgroups

Order at SADOD.org/free-cards

Order Form: Free Grief Resource Wallet Card & Grief Support Booklets

Please preview the wallet card at bit.ly/cardsadod and the booklet, "Surviving the Grief of an Overdose Death," at vimeo.com/353344329. Multiple copies can be ordered by organizations or for events. These items are provided free in Massachusetts by SADOD (Support After a Death by Overdose, sadod.org) with funding from the MA Bureau of Substance Addiction Services. For more information, please contact moreinfo@sadod.org

* Required

Your information and what you need:

First name *

Wallet Cards

Multiple copies can be ordered by organizations or for events.

Provided free in Massachusetts

Order at sadod.org/free-cards

6008 Distributed

FREE GRIEF RESOURCES
After a Death from Substance Use

For Newly Bereaved People bit.ly/basicgriefinfo Grief Support Group Directory bit.ly/sadodgroups

Quick Guide to SADOD Website bit.ly/sadodquick MA Substance-Use Helpline 800-327-5050

SADOD
617-982-2150 moreinfo@sadod.org

SADOD.ORG

SADOD is a Massachusetts peer grief support program for people bereaved by a death from substance use, including accidental overdose, suicide, homicide, medical condition, or other accident.

honoringthemanym.org

Grief Support Booklets

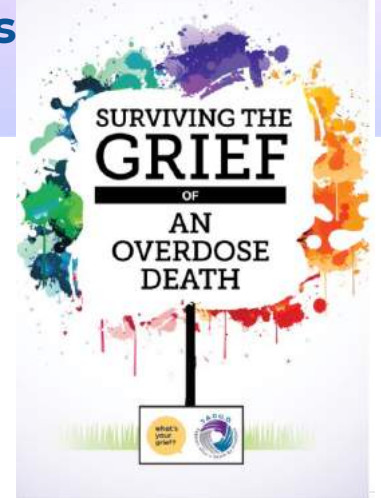
Next-Gen of the [Booklet \(co-branded with WYG\)](#)

Multiple copies can be ordered by organizations or for events.

Provided free in Massachusetts

Order at sadod.org/free-cards

9876 Distributed



Find Grief Support in Massachusetts

Find the support that works for you. These programs are researched by local CDFV staff, and whether they are setting in person or virtually.

Groups are led by others who share a similar grief experience.

Get the info you need to find the right support group for you. Visit sadod.org for more information or contact us at 617-982-2150.

Share Grief Support With Others

- Share with newly bereaved people at bit.ly/sadodgroups
- Get quick to the SADOD website at sadod.org
- Download our support group directory at bit.ly/sadodquick
- Website: sadod.org

HONORING THE MANY

In memory of those who have died from substance use-related causes in the U.S.

honoringthemanym.org

SADOD Has More Information For The Newly Bereaved

Visit bit.ly/basicgriefinfo

SADOD Newsletter

Peer Grief Support VOICES

Sign up for the SADOD newsletter at bit.ly/sadodnews

Access the newsletter archive by visiting sadod.org/voices

GRIEF RESOURCES
After a Substance-Use-Related Death

For Newly Bereaved People Grief Support Group Directory

Quick Guide to SADOD Website MA Substance-Use Helpline

SADOD
617-982-2150 moreinfo@sadod.org

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SADOD logo: A circular emblem with a stylized figure and the text 'SADOD Support After a Death by Overdose'.

Mass Funeral Directors Association

The Massachusetts Funeral Directors Association is the recognized voice and resource for information, expertise, and opinion on issues affecting the funeral service profession

Lead Story in the [April 23, 2021 issue](#) of their Newsletter

Highlighted on their [Facebook Page](#)

Massachusetts Funeral Directors Association

Inside Edition

Your update on news of interest to Massachusetts funeral service professionals

April 23, 2021
Volume 929
Issue 6

In This Issue

General Assistance Assistance Plan
FEMA Assistance Info Available in Many Languages
Support After a Death by Overdose (SADOD.ORG)
FEMA Assistance Info Available in Many Languages
Support After a Death by Overdose (SADOD.ORG)

Overdose Deaths Are Rising Again! Here's a Resource to Help the Bereaved

As you know, families in every community have been touched by the opioid epidemic, and the most recent data from the Department of Public Health indicates that the pandemic is reversing the gains we made against overdose deaths in recent years.

Support After a Death by Overdose (SADOD.ORG)

SADOD is a website that provides resources, information and assistance to people throughout Massachusetts who have been affected by the death of someone they care about from a substance-use-related cause (e.g. overdose, accident, homicide, medical complication). It offers support for those who have lost a friend or loved one, people on the front lines, and persons in recovery or still actively using.

The goal of SADOD is to increase the capacity and effectiveness of peer grief support in the state for those affected by a death related to substance use. SADOD was started as a trio of individuals with extensive experience in grief support and in understanding substance use disorder (SUD), with a recently interviewed Director Glen Lord about SADOD and the free tools and resources that are available to funeral directors.

MFDA: Does support for someone grieving a death by overdose differ from other grief support?

GL: Griefing, this one word comes to mind. Our culture tends to look at addiction judgments, feeling like acknowledge that it is a disease, substance use disorder, not a failure. Regarding alcohol and drugs, in a culture, we all too often stigmatize the individual and their family. This can complicate a person's grief. Stigma can cause others to treat the person as "less than," manipulating their mourning and grief. SADOD offers support.

Death from substance use can raise those left behind to struggle with three key questions that can affect their grief:

- "Why did my person die from substance use?"
- "Did my person intend to die?"
- "Was my person's death preventable?"

MFDA: Why is peer support important?

An additional 247 people completed the applications for benefits and submitted the required supporting documents, bringing the cumulative total to 380.

Funeral Directors Dignity Memorial

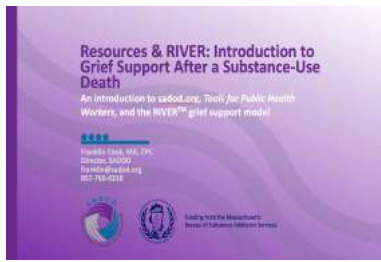
Dignity Memorial is one of the largest funeral homes in the county.

With Jeanne Flynn's help, targeted their Massachusetts locations.



Promotion of SADOD State Programs

- **Peer Recovery Support Centers** -- Network of 26 community PRSCs
- **MA Peer Recovery Coaches** -- Network of hundreds of recovery coaches
- **OBOT T/TA** -- Technical assistance coordinator for all substance-use providers in MA
- **HEALING Communities Study** -- 10 community coalitions in place, 10 starting up
- **Office of Youth & Young Adult Services** -- Coordinates all YYA programs, funds LTC
- **Bureau of Infectious Disease Prevention** -- Network includes harm-reduction programs
- **Massachusetts Substance Use Helpline**



Immediate Access to Resources



WALLET CARDS ONE MARKET
Grief support for all ages
saddod.org/free-cards

Voices Newsletter

755 recipients

Phenomenal Engagement
37% average open rate last three months

According to Mail Chimp average open rate for all industries is 21.33%.

Growing - 67 New in the past 30 Days

25% Embedded Form
Remainder direct import from State outreach



SADOD Website

Top performance metrics

Stats compared to previous month



User acquisition

Breakdown of visitors acquired by channel



Outreach to Newly Bereaved People



Franklin Cook <franklin@unifiedcommunities.com>

Re: Resources

1 message

Franklin Cook <franklin@unifiedcommunities.com>

Wed, May 5, 2021 at 7:23 PM

To: Jennifer Michaels <jmichaels@jennifermichaelsmd.com>, Peter Babinou <pbabinou@tsam20ope.org>

I am very sorry about the tragedy that took [redacted] from you. Please accept my condolences -- and my hopefulness that you will find strength for your journey and comfort in your memories of your dear [redacted]

I know that a list of resources is hardly sufficient to answer the difficulties you are facing, but I hope the items below provide a starting place for you to get the help you need:

- Lots of information specifically about grief after a death from substance use: bit.ly/basicgriefinfo
- A searchable directory of grief support groups: bit.ly/sadodgroups
 - Here is the link -- bit.ly/sadodvirtual -- for the results of a search that selects ONLY meetings specializing in substance-use grief and that are ONLY held virtually. There are about 20 of those monthly in MA.
- You can sign up for our monthly newsletter: bit.ly/sadodnews.
- And please consider a memorial on [Honoring the Many](http://HonoringtheMany.org).
- All of the resources listed above can be accessed directly, as well, on the SADOD Quick Guide at bit.ly/sadodquick.

Please reach out to me if I can be helpful in any way.

Sincerely,
Franklin

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Franklin Cook, Director
SADOD (Support After a Death by Overdose)
franklin@unifiedcommunities.com / 617-398-0243
-- sadod.org
-- honoringthemanly.org

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More to Come

"Visions & Voices" - website in development.
We are developing the ability to distribute a printable PDF version of the Newsletter.

THANKYOU!

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