PERCEPTION

REALITY

WHAT THEY TOLD US

The Australian public was surveyed on their awareness and perceptions of overdose*. Here are their thoughts compared with the facts.

WHAT THE FACTS SAY



Only 36% of people rated overdose as a major issue in today's society.

We asked people which drugs they thought most commonly lead to an overdose and compared the answers with data from the National Coronial Information System.

> Survey answers National Coronial Information System '07-'09



Overdose takes the life of four Australians EVERY SINGLE DAY. Fatal overdoses have outnumbered the Australian Road Toll in 2011 and 2012.

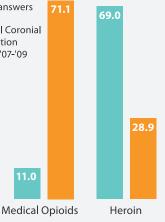


2012 2012



Only 11% of people said that medical opioids commonly lead to an overdose.

69% of people said heroin most commonly leads to an overdose.



Medical opioids contributed to 71.1% of opioid related deaths in Australia between 2007-2009.

Heroin was involved in 28.9% of all Australian opioid related deaths between 2007-2009.



"WE'RE MOTHERS, FATHERS, DAUGHTERS AND SONS. JUST LIKE YOU.'

How overdose survivors describe themselves.

*Survey conducted by Swinburne University of Technology, 2014.

NOW YOU KNOW THE FACTS...RETHINK OVERDOSE







