

# OVERDOSE

PERCEPTION

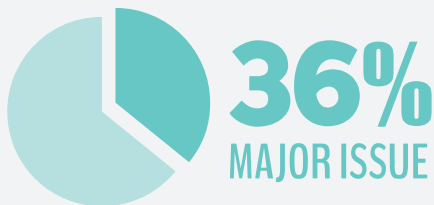
Vs

REALITY

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

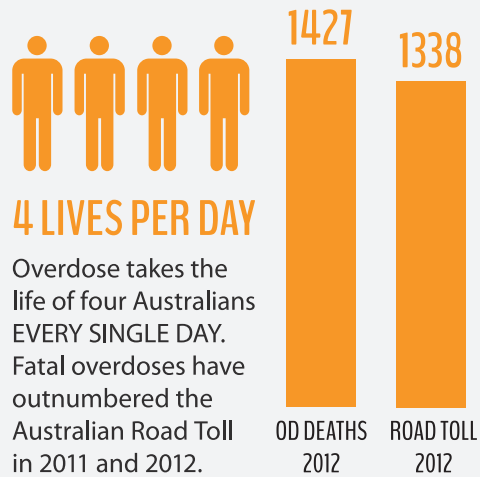
WHAT THEY TOLD US

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.

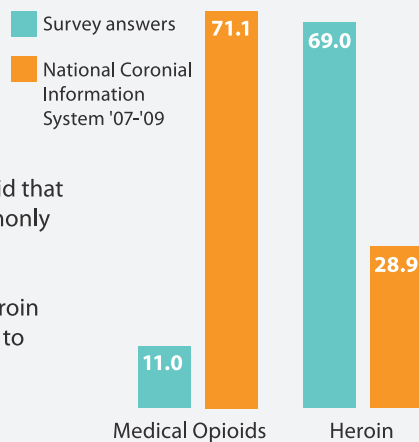


**11.0%**



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

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

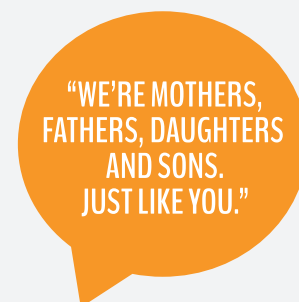
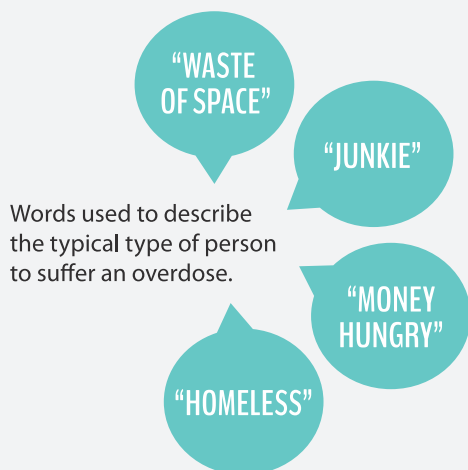


**71.1%**



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.



How overdose survivors describe themselves.

\*Survey conducted by Swinburne University of Technology, 2014.

**NOW YOU KNOW THE FACTS...RETHINK OVERDOSE**