

Start Healing Now

SEP 2026

Volume 2

Edition 9

International Overdose Awareness Day August 31, 2026

Remembering, Supporting and Standing Together

Start Healing Now joined members of the Madison community at Olbrich Park to recognize International Overdose Awareness Day - a time to remember those lost to overdose, stand beside those who grieve, and celebrate and support those in recovery.

We gathered in memory of Terry, Tony and Travis, along with the many other deeply loved people whose lives were so much more than addiction or a statistic. By speaking their names and sharing their stories, we honor their lives while working to prevent other families from experiencing the same devastating loss.



The evening also reminded us that no one should face substance use, loss or recovery alone. We are grateful to Safe Communities, Bev Kelley Miller and everyone who helped make this meaningful gathering possible.

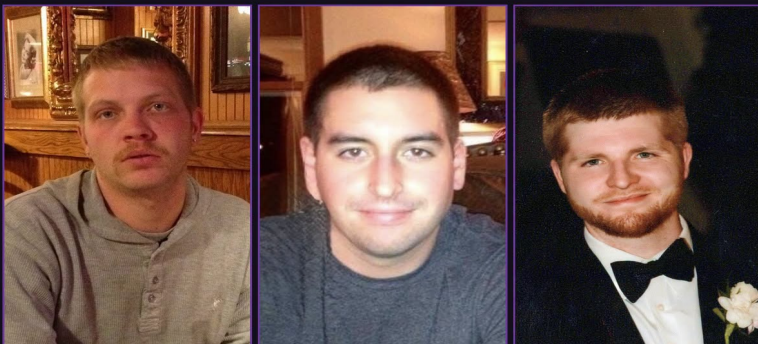
International Overdose Awareness Day is both a day of remembrance and a call to action: reduce stigma, support recovery, carry naloxone and help save lives.

Visit our In Memoriam page to honor Terry, Tony, Travis and the many others we carry with us.

Together, we remember. Together, we support recovery. Together, we work to end overdose.

INTERNATIONAL OVERDOSE AWARENESS DAY

August 31 · Remember · Recover · Save Lives



In loving memory of
Terry, Tony & Travis
...and so many others we hold in our hearts today.

**CARRY NALOXONE.
SAVE A LIFE.**

START HEALING NOW
starthealingnow.org/in-memoriam

1st Annual "I Carry Narcan" Challenge

Our first annual I Carry Narcan Awareness Challenge was an incredible success!

Throughout August, people across Wisconsin (and Minnesota) helped spread a simple but powerful message: carrying naloxone means being prepared to save a life.

Thank you to everyone who carried naloxone, shared a photo or post, made a donation, or encouraged others to get involved. Together, the challenge reached more than 30,000 views, inspired 36 people to share their photos, generated 150 shares, distributed approximately 50 stickers, and raised more than \$900 to support Start Healing Now's work.



Each photo and share helped make carrying naloxone more visible and encouraged others to see it as a normal part of being prepared for an emergency. Naloxone is easy to carry, simple to administer, and can restore breathing during an opioid overdose while emergency help is on the way.

Although the challenge has ended, the work continues. An opioid overdose can happen to anyone including someone taking a prescribed medication, a child who accidentally encounters a pill, a teenager experimenting for the first time, or a person whose substance unknowingly contains fentanyl. No matter how an overdose happens, every person is someone's family member, friend or loved one and every person deserves the chance to survive.

We hope even more people will join us next year. Until then, keep carrying naloxone, talking about why it matters, and encouraging others to be prepared. Carry naloxone. Be prepared. Save a life.

I Carry Narcan



— Start Healing Now —
Carry Naloxone. *Save a Life.*
STARTHEALINGNOW.ORG

SHN Events



SHN President, Jessica Geschke, traveled to Milwaukee for a conference hosted by **Vital Strategies**, where she spent time with leaders from across Wisconsin who are advancing overdose prevention and recovery. We are especially grateful to Vital Strategies for supporting **Recovery Alignment Day** and giving us the opportunity to introduce the initiative to its partners. Learn more about the Recovery Alignment Tour on Pages 4 & 5.



Start Healing Now on the Move in August August was a busy and meaningful month for Start Healing Now as we connected with communities and leaders working to prevent overdose, support recovery and honor those we have lost.

We were honored to attend **WellBrook Recovery's The Light We Carry** remembrance event. The evening brought our community together in remembrance, hope and healing and reminded us why Start Healing Now exists: to honor those we have lost, support individuals and families affected by substance use, and work toward a future where fewer lives are lost to overdose.



On **National Fentanyl Prevention and Awareness Day**, SHN Parent Ambassador Shari Klessig and her husband, SHN volunteer Brian Klessig, traveled to New York City to see their son Travis honored on the Times Square screen.

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WISCONSIN RECOVERY ALIGNMENT TOUR 2026

Recovery.
Community.
Connection.
Action.

ABOUT THE TOUR

The Recovery Alignment Tour addresses misinformation and disinformation shaping public health, policy, community response, and access to recovery-supportive care.

At each stop, learn how communities can respond through recovery-oriented systems of care, community-based overdose response, bipartisan civic engagement, and voter participation.

WHAT TO EXPECT

Local Resource Tables

Live Music

Messages from Recovery and Community Speakers

Proclamations and Awards

Free Narcan Training

Overdose Aid Kit Giveaways

Connect with Neighbors and Community Leaders

JOIN US AT ALL 5 TOUR STOPS

MADISON - SEPTEMBER 30TH

WISCONSIN CAPITOL BUILDING 9AM - 3PM

EAU CLAIRE - OCTOBER 1ST

L.E. PHILLIPS MEMORIAL LIBRARY 11AM - 2PM

STEVENS POINT - OCTOBER 3RD

THE COMMONS COMMUNITY CENTER 11AM - 3PM

APPLETON - OCTOBER 5TH

GIRL SCOUT EAST OFFICE 11AM - 3PM

MILWAUKEE - OCTOBER 6TH

YWCA SOUTHEAST 11AM - 3PM



SCAN FOR TABLE
REGISTRATION &
TOUR INFORMATION

PRESENTED BY:



ALIGNMENT DAY & TOUR SPONSORED BY:

MEDIA AND GENERAL INQUIRIES: JESSEICAG.SHN@GMAIL.COM OR JESSE.J.HEFFERNAN@GMAIL.COM

Wisconsin Recovery Alignment Tour Begins September 30

Five stops. One mission. The Wisconsin Recovery Alignment Tour launches September 30 at the Wisconsin State Capitol and travels across the state through October 6. The tour will bring communities together to address the misinformation and disinformation affecting public health, policy, community response and access to recovery-supportive care. Participants will explore how Wisconsin can respond through recovery-oriented systems of care, community-based overdose response, bipartisan civic engagement and voter participation.

Each stop will feature live music, community and recovery speakers, proclamations and awards, free naloxone training, Overdose Aid Kit giveaways, local resource tables, and opportunities to connect with neighbors and community leaders. Start Healing Now is proud to sponsor this statewide effort to strengthen recovery, connection and community action. Attendees, organizations and community partners are invited to participate, host a resource table or register for an Overdose Aid Kit. Follow the Wisconsin Recovery Alignment Tour on Facebook for updates as it travels across the state.

National Recovery Month

Celebrating Recovery Month Across Wisconsin

September is National Recovery Month - a time to celebrate recovery in all its forms, recognize the strength of people on their recovery journeys, and honor the families, professionals and communities who support them.

The Wisconsin Recovery Alignment Tour will carry that spirit across the state with five stops in Madison, Eau Claire, Stevens Point, Appleton and Milwaukee. Each event will bring people together around hope, healing, accurate information and compassionate, recovery-supportive responses.



Thanks to the generous support of Rogers Behavioral Health, five Overdose Aid Kits will be available at each tour stop - a total of 25 O.A.K.s for Wisconsin organizations and establishments. Those interested may apply using the QR code and must attend the event to receive a kit.

Tour participants will also have opportunities to learn about naloxone and how to use it. Narcan is one brand of naloxone, but several brands and generic versions are available. Whatever name appears on the package, what matters is being prepared to respond when someone is experiencing an opioid overdose. Recovery is possible, and naloxone helps make recovery possible by giving someone another chance to heal and come home. Carry naloxone. Learn how to use it. You could save a life.

START HEALING NOW

<https://starthealingnow.org/>

FOLLOW US!

FACEBOOK

www.facebook.com/StartHealingNow2022

www.facebook.com/overdoseaidkit

INSTAGRAM

[starthealingnow2022](https://www.instagram.com/starthealingnow2022)

SHN BOARD

Jessica Geschke, President

Amy Schroeder, Treasurer

Tim Kohler, Fundraising Chair

Savanna Kawleski, Youth Ambassador

Shari Klessig, Parent Ambassador/Secretary

Kendall Witter, Board Member



Show Your Support with SHN Gear!

Looking for a fun way to support Start Healing Now and spread awareness? Check out our exclusive SHN collection at <https://www.hopperwear.com/shn>.

Orders are processed on the 1st of each month and ship around the 15th—so don't miss your chance to grab some gear and wear your support proudly!