

SAFETY THROUGH CONNECTION

The Friends for Life
Fentanyl Education Campaign



FRIENDS FOR LIFE

PREVENT OVERDOSE



In partnership with

Washington State
Health Care Authority

WHO WE ARE

Corie Bales, MA
(she, her/hers)

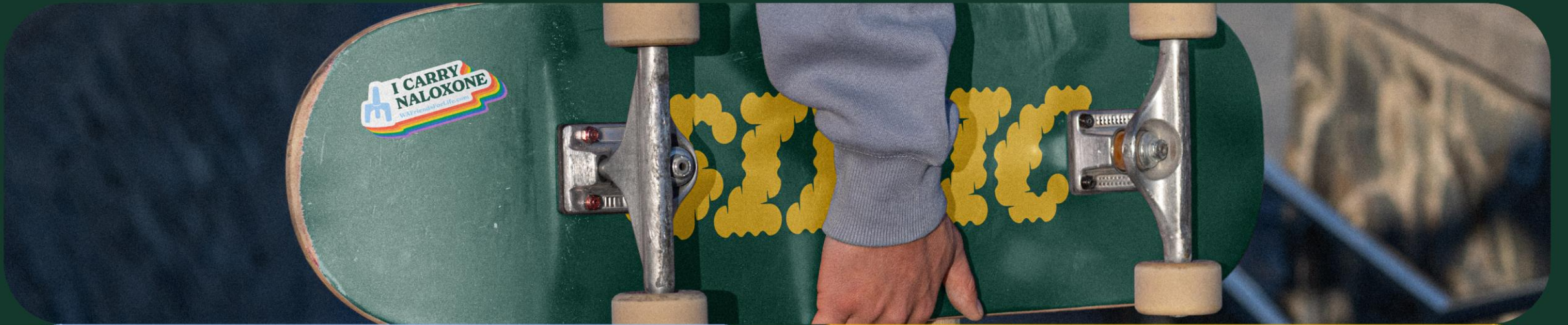
Director of Content Development

DH

HOW WE WORK

Social change marketing aims to influence attitudes, behaviors, and policies by raising awareness, fostering engagement, and mobilizing communities for positive change.

CAMPAIGNS



Research

Strategy

Creative Development

Implementation

- Community partnerships & engagement
- Media outreach

Reporting

WHAT WE'RE COVERING

Context and background

Messaging approach

Brand development

Toolkit materials

Outcomes so far

Lessons learned

What's next



WHAT WE HOPE YOU'LL TAKE AWAY

Prevention and harm reduction messages can work together.

Audience-informed messaging (i.e., talking to people) matters.

Meeting people where they are and respecting them as experts is not just the right thing to do; it's a powerful communications tool.

ABOUT FRIENDS FOR LIFE



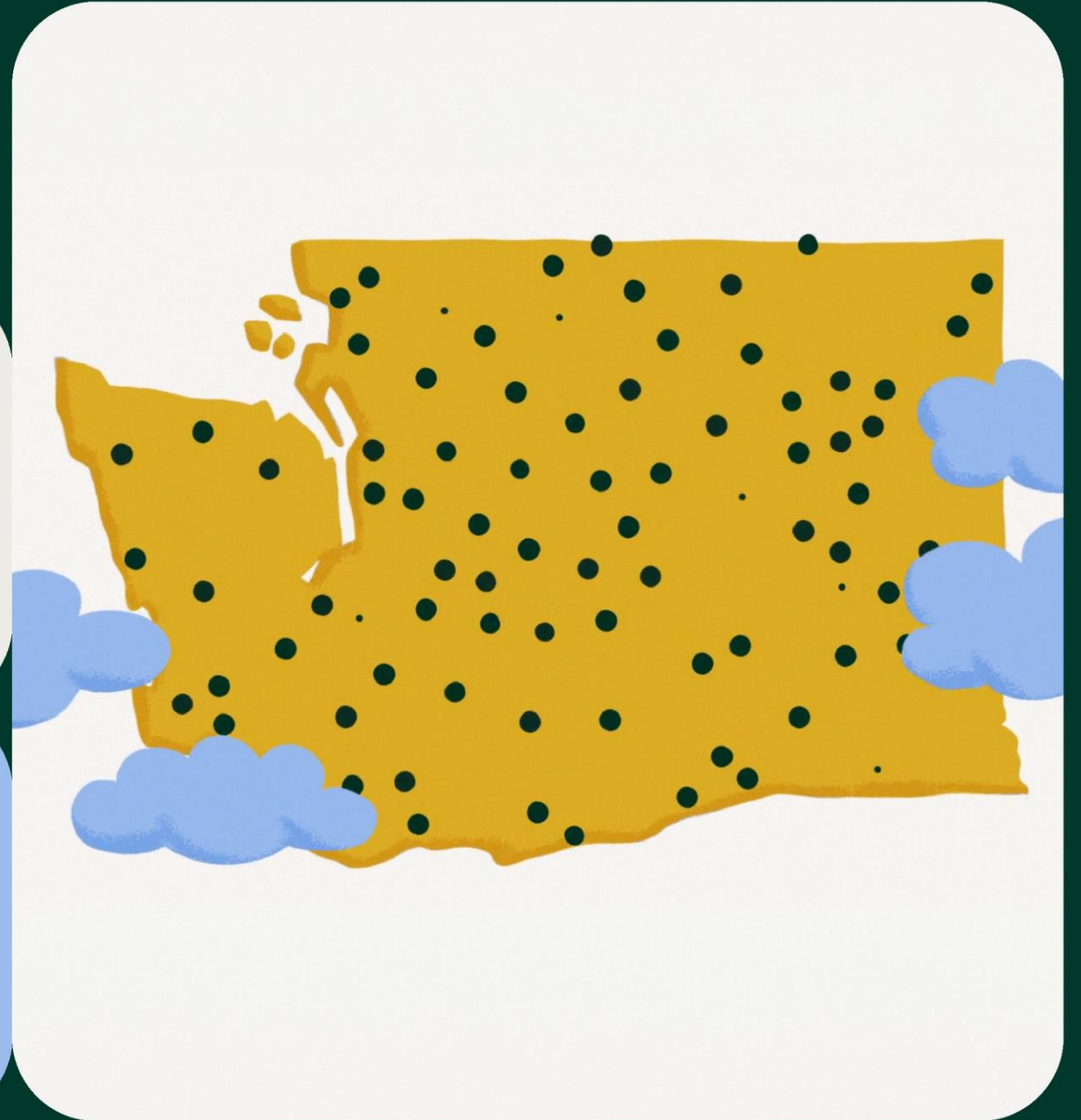
CAMPAIGN CONTEXT

Problem

Of all overdose deaths in Washington, 70% now involve fentanyl, with rates rising fastest among young adults aged 18 to 25.

Context

Illicit fentanyl is driving a radical transformation in the state's drug supply and raising overdose death rates across all counties, ages and backgrounds.



CAMPAIGN GOALS

Illicit fentanyl education

Overdose prevention

Naloxone awareness

Harm reduction



CAMPAIGN MUST HAVES



**Positive social norming
with a focus on peer
networks and support**

**Grounding in
quantitative and
qualitative research**

Scare-tactic free

Stigma free

CAMPAIGN TEAM



DH

HCA

- Communications
- Prevention section of DBHR
- Treatment section of DBHR

Other partners

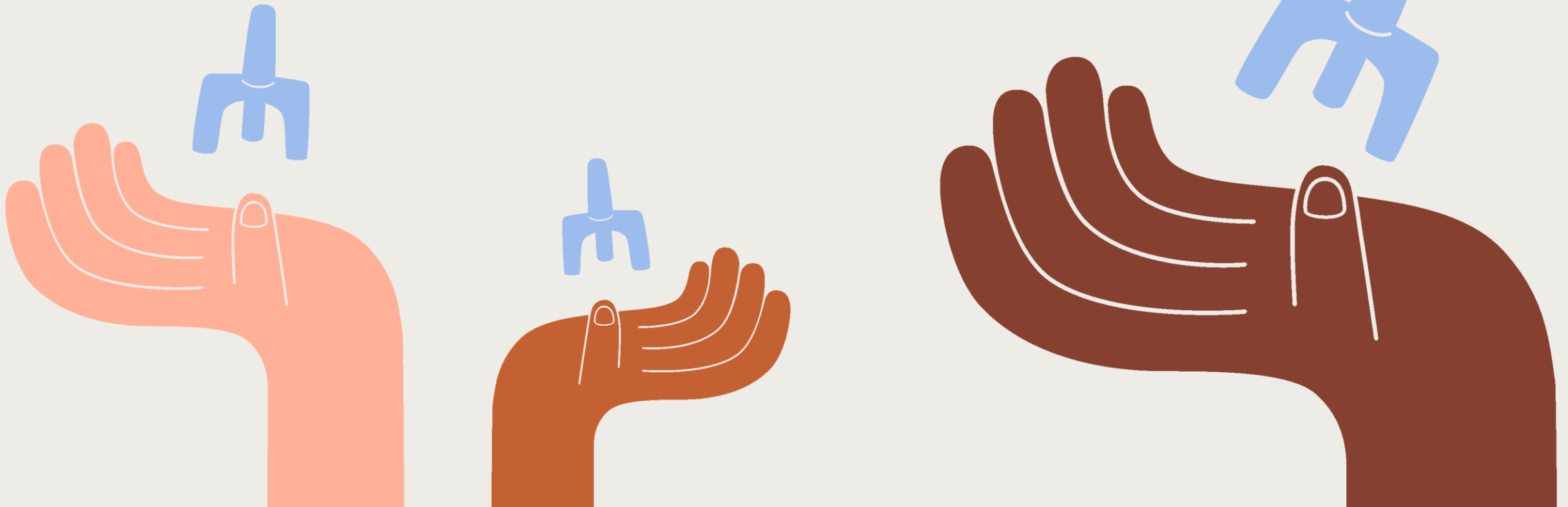
- WA Department of Health
- Local health jurisdictions
- UW Addictions, Drug and Alcohol Institutes
- Syringe service programs
- Community-based organizations

MESSAGING



GUIDING PRINCIPLE

The people closest to the problem are also closest to the solution.



RESEARCH SOURCES

Statewide survey

Landscape reviews

One-on-one interviews

Listening sessions

Focus groups



KEY FINDINGS SUMMARY



Stories of real people positioned in the larger context of the overdose crisis can lower stigma.

Young adults underestimate their own risk of overdose but can accurately assess risk for others.

In-school programs, after-school programs and community-based programs are likelier to be more effective than online outreach to youth.

People who use opioids react differently to outreach messaging than people who do not.

Naloxone is prevention.



KEY INSIGHT

People - all people - really care about keeping their friends safe.

1.

**Address the
knowledge gap**

2.

**Provide positive
social norming**

3.

**Offer information
& tools**

4.

Destigmatize

1.

Illicit fentanyl and other additives are making the drug supply more unpredictable and harmful.

2.

Provide positive social norming

3.

Offer information & tools

4.

Destigmatize

1.

Illicit fentanyl and other additives are making the drug supply more unpredictable and harmful.

2.

Friends help keep one another safe.

3.

Offer information & tools

4.

Destigmatize

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Illicit fentanyl and other additives are making the drug supply more unpredictable and harmful.

2.

Friends help keep one another safe.

3.

Learn to recognize and respond to a fentanyl overdose.

4.

Destigmatize

1.

Illicit fentanyl and other additives are making the drug supply more unpredictable and harmful.

2.

Friends help keep one another safe.

3.

Learn to recognize and respond to a fentanyl overdose.

4.

Everyone (yes, everyone) deserves to be safe.

1.

Illicit fentanyl and other additives are making the drug supply more unpredictable and harmful.

2.

Friends help keep one another safe.

3.

**Take care.
Don't share.**

4.

**Everyone
(yes, everyone)
deserves to be safe.**

BRANDING





“Everybody is like a neighbor; you don’t have to love them, but you **should look out for them.**”

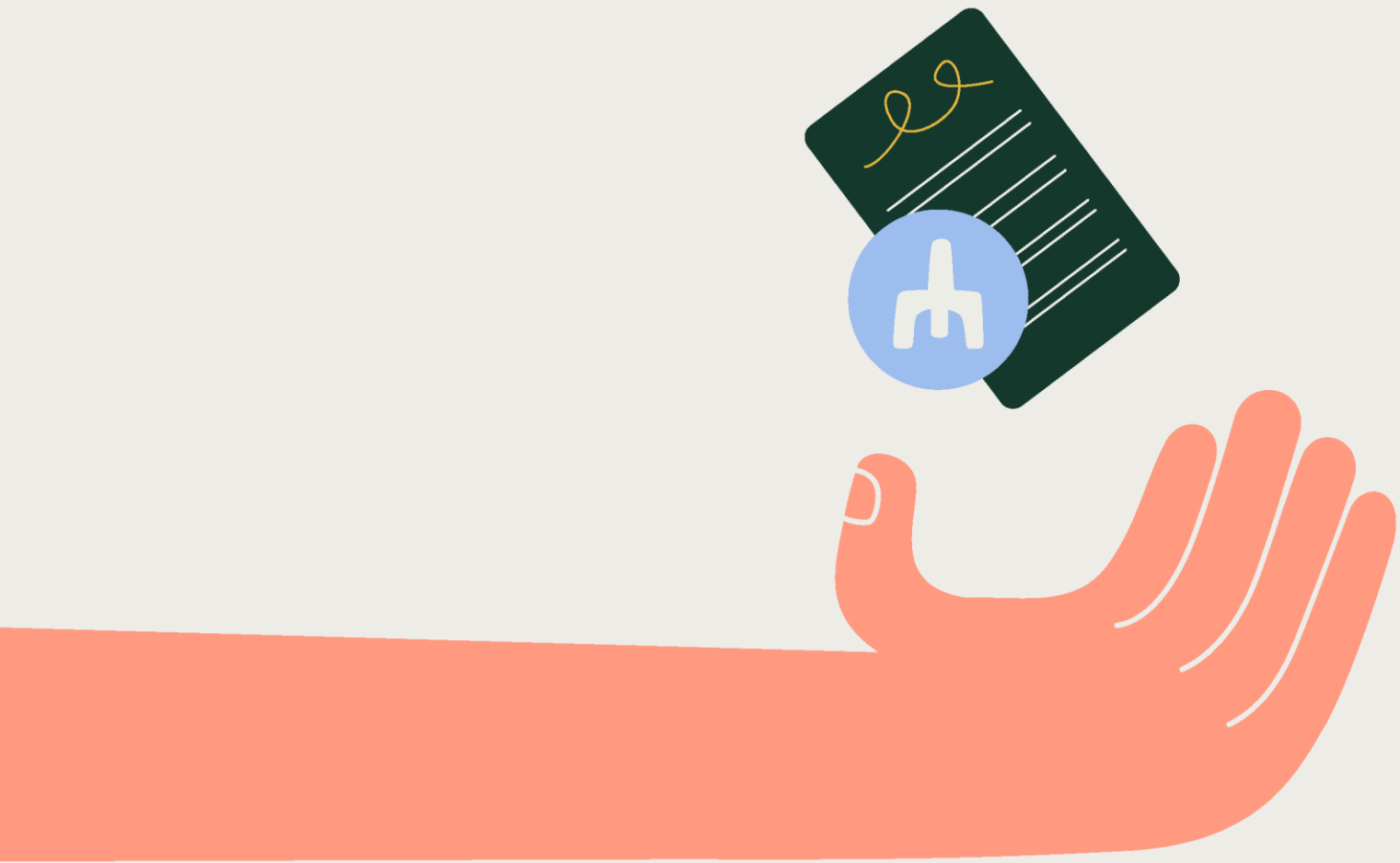
“It **humanizes the person** who is overdosing...It allows people to put themselves in the shoes of someone who could overdose.”

“**De-stigmatizes** the idea of someone who is a drug user.”

“The logo has **naloxone** in it, so I know what I’m supposed to have.”

TOOLKIT MATERIALS





HARM REDUCTION MATERIALS



INFORMATIONAL POSTERS

KEEP YOUR FRIENDS SAFE



CARRY NALOXONE (NARCAN)

Naloxone reverses opioid overdoses, including from fentanyl.



FACTS ABOUT FENTANYL

Fentanyl is a potent synthetic opioid usually found in pill or powder form. It can be added to other prescription pills, ADHD, anesthesia, or heroin and has no color, taste, or smell to help identify it.

It's strong

Fentanyl is 50 times stronger than heroin and 100 times stronger than morphine.

Fentanyl is so potent that a few grains of sand is enough to cause a fatal overdose.

It's unpredictable

The effects of fentanyl start fast, so overdose happens quickly. Even when the same batch, someone can contain a fatal dose who doesn't die. There's no way to tell.

It's widespread

Quora, an online forum, accounted for an estimated 20% of overdose deaths in Washington.*



Everyone deserves to live, and anyone can be a friend for life. Learn more at WAFriendsForLife.com.



KNOW ABOUT NALOXONE

Naloxone is a medicine that reverses opioid overdoses, including from fentanyl. It is available for free in many communities or for purchase at a pharmacy. Carry naloxone with you to use in an emergency and to help keep your friends safe.

It's safe

Naloxone has no side effects and isn't habit-forming. It can't hurt, even if a person isn't on opioids.

It's simple



You don't need special training to give naloxone.

It's legal


Washington has a standing order which acts like a prescription, so anyone can get, carry, and use naloxone.

It's effective

In Washington, 99% of people who overdosed and were given naloxone by a friend survived.*





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HOW TO GIVE NALOXONE

Your friend may be overdosing on opioids if they can't wake up, aren't breathing normally, or their skin is turning blue or gray. If you think your friend is overdosing, call 911. (Washington state has Good Samaritan laws to protect you both from prosecution for drug possession.) Then lay your friend down, and give them naloxone and rescue breaths. Once your friend starts breathing again, roll them onto their side.

- 1. Open the packaging**
Don't do a test spray. The canister only has one dose.
- 2. Hold the canister like this**
- 3. Insert the nozzle into either nostril**
Your fingers should touch their nose.
- 4. Press the plunger all the way**
Naloxone starts working within 2-3 minutes.



Everyone deserves to live, and anyone can be a friend for life. Learn more at WAFriendsForLife.com.



WALLET CARDS & TEAR SHEETS

FRIENDS FOR LIFE
PREVENT OVERDOSE

Your friend may be overdosing if they:

- Can't wake up.
- Aren't breathing every 3 – 5 seconds.
- Are turning blue, gray, or purple, or their skin feels cold.

If you think your friend is overdosing, call 911 and give them naloxone (Narcan).

Washington state has Good Samaritan laws to protect you and your friend from prosecution for drug possession.

How to use naloxone:
Start by laying your friend down.

- 1. Open the packaging.**
Don't do a test spray. The canister only has one dose.
- 2. Hold the canister like this**
- 3. Insert the nozzle into either nostril**
Your fingers should touch their nose.
- 4. Press the plunger all the way**

Next, give your friend rescue breaths. If they don't wake up within 2-3 minutes, keep giving rescue breaths and naloxone until they wake up or help arrives.

Learn more at WAFriendsForLife.com
Washington State Health Care Authority

KULTUR PROJEKTE BERLIN coBerlin

KEEP YOUR FRIENDS SAFE.

CARRY NALOXONE (NARCAN).

Naloxone reverses opioid overdoses, including from fentanyl.

Room for customization.
SSP Logos address and hours are a possible suggestion.

naloxone
J or
com

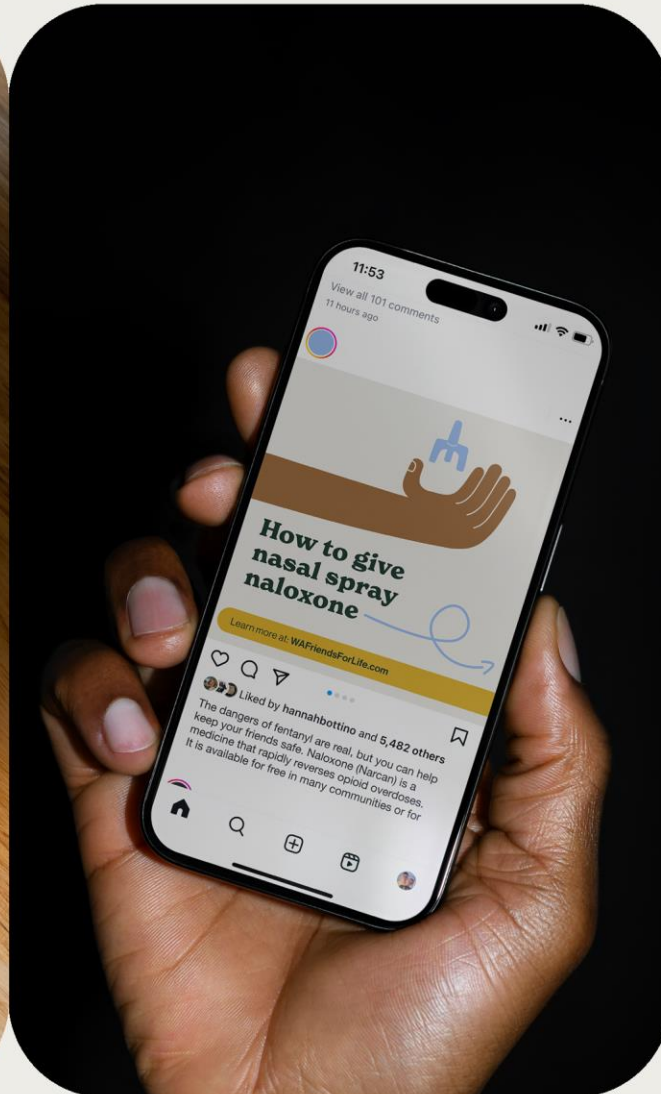
Learn where to find free naloxone
Call (000) 000-0000 or
Visit CustomSSP.com

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ADDITIONAL MATERIALS





PREVENTION MATERIALS



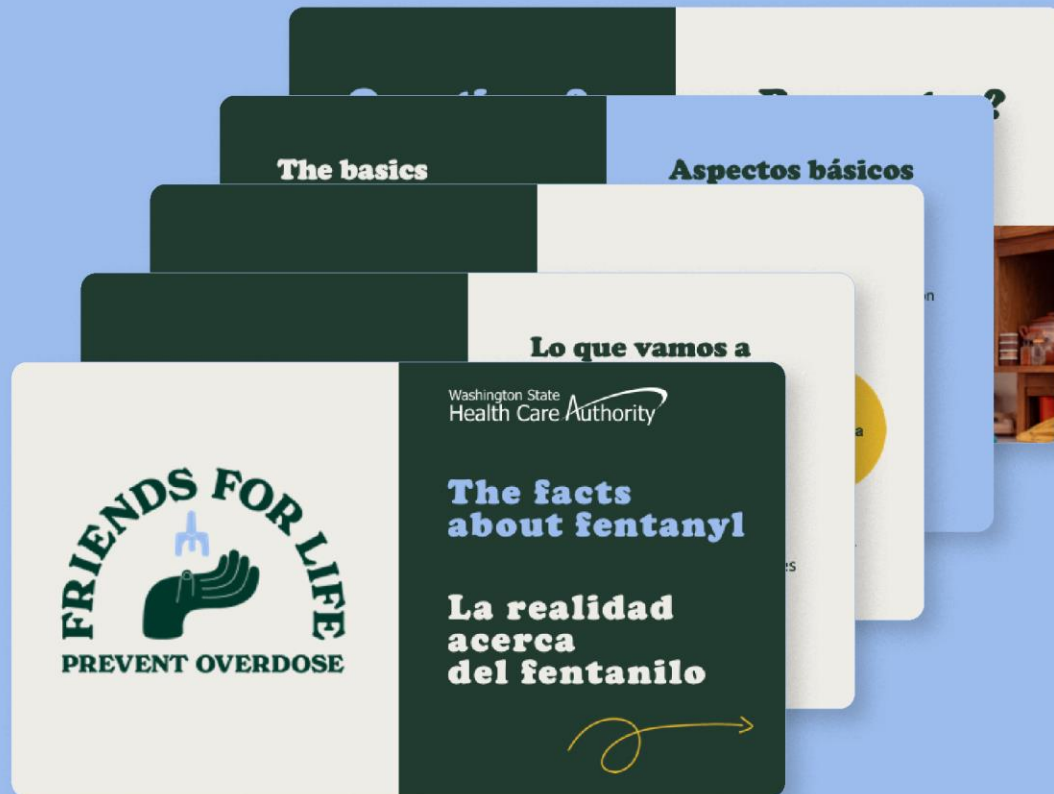
LOCALIZATION GUIDE



Letter to administrators

**Social posts to promote
presentation events**

ADULT PRESENTATION



**Basics about opioids
and illicit fentanyl**

**Information about youth
overdoses in Washington**

Risk Factors

Prevention Strategies

**Information
about Naloxone**

What we'll cover

- Basics about opioids, fentanyl, and naloxone (Narcan)
- What to know about the overdose crisis in Washington
- How to help teens avoid opioids and stay safe

Lo que vamos a cubrir

- Información básica sobre los opioides, el fentanilo y la naloxona (Narcan)
- Lo que hay que saber sobre la crisis de sobredosis en Washington
- Cómo ayudar a los adolescentes a evitar los opioides y a mantenerse a salvo

TAKEAWAYS



BROCHURES

KNOW ABOUT NALOXONE (NARCAN)

Naloxone reverses opioid overdoses, including those from fentanyl. Having it can make all the difference.

WHAT TO KNOW

- Naloxone is a medication that reverses opioid overdoses.
- It is available as a nasal spray or as an injectable.
- It is available for use in a community or a professional setting.
- Naloxone has a shelf life of 18 months, so you don't have to worry about it expiring.

HOW IT WORKS

Naloxone blocks the effects of opioids on the brain, reversing the effects of other drugs, such as heroin, fentanyl, and oxycodone.

HOW TO SPOT AN OPIOID OVERDOSE:

Someone may be unresponsive or unconscious.

- Breathing may be slow or stopped.
- Pupils may be very small or very large.
- The person may have blue or purple lips or fingernails.
- The person may have a weak or no pulse.

WHAT TO DO

1. Call 911.
2. If you have Naloxone, use it immediately.
3. If you do not have Naloxone, use your own breath or mouth to breathe for the person.
4. If you are alone, call 911 and stay with the person until help arrives.

Washington state has Good Samaritan laws to protect you and your friends from prosecution for drug possession.

Know about Naloxone

TALK TO TEENS ABOUT FENTANYL

Most teens say they trust their parents or caregivers more than anyone when it comes to information and advice about drugs. Talk to the teens in your life about how experimenting with drugs can hurt them and their future. Because to them, you're the expert.

WHAT TO KNOW

- Fentanyl is a powerful, fast-acting opioid used to manage pain.
- It has no taste, look, or smell to identify it.
- Fentanyl (Fentanyl) can be used in a variety of ways, including as a nasal spray, patch, or injection.
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WHAT TO DO

1. Talk to your parents or caregivers about drugs.
2. Ask open-ended questions and really listen.
3. Stay calm and don't get judgmental.
4. Avoid using drugs.
5. Get help if you need it.

Washington state has Good Samaritan laws to protect you and your friends from prosecution for drug possession.

Conversation Guide

FACTS ABOUT FENTANYL

Most overdose deaths in Washington involve fentanyl. Knowing the facts can help us keep one another safe.

WHAT TO KNOW

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STREET NAMES FOR FENTANYL

- blues
- 30s or M-30s
- perc
- skittles
- fanny or fetty

WHAT TO DO

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Facts about Fentanyl

POSTERS



High school



Middle school

STUDENT PRESENTATION

One for middle school and one for high school

Both cover:

- Basics about opioids and illicit fentanyl
- How this effects people their age
- How they can help keep friends safe
- Basics on naloxone



STUDENT ACTIVITIES

FRIENDS FOR LIFE
PREVENT OVERDOSE

Activity (HS)

Trusted Messengers
A national survey asked young people how likely they would be to listen to and trust the following people for advice on to use — or not using — drugs and nicotine.

Messenger	Percentage of teens who say they trust this messenger (0-100%)	Survey results
Doctors/nurses/health care providers		
Friends or peers		
Parents or other adult guardians		
Counselors or therapists		
Teachers or other school staff		

Reflection

- Which group do you believe to be most trustworthy?
- Why do you think that?
- Which group do you believe to be least trustworthy? If so, why?
- How can you reach your friends with your advice when it comes to...

Peer Pressure Isn't All Bad
Use your responses to the survey questions to create a mind map.

Positive

Negative



OUTCOMES & LESSONS LEARNED



OUTCOMES (SO FAR)

37% increase in knowledge of fentanyl for young adults

43% increase in knowledge of naloxone

65 million impressions resulting from ads

172,000 site visits

3,000 downloads of toolkit materials

21 of 39 Washington counties (that we know of) have shared materials locally

LESSONS LEARNED

- Harm reduction and prevention can exist in the same campaign
- A both/and approach creates cohesion
- Talking to people makes all the difference
- Message carriers matter
- Meet your audiences where they are

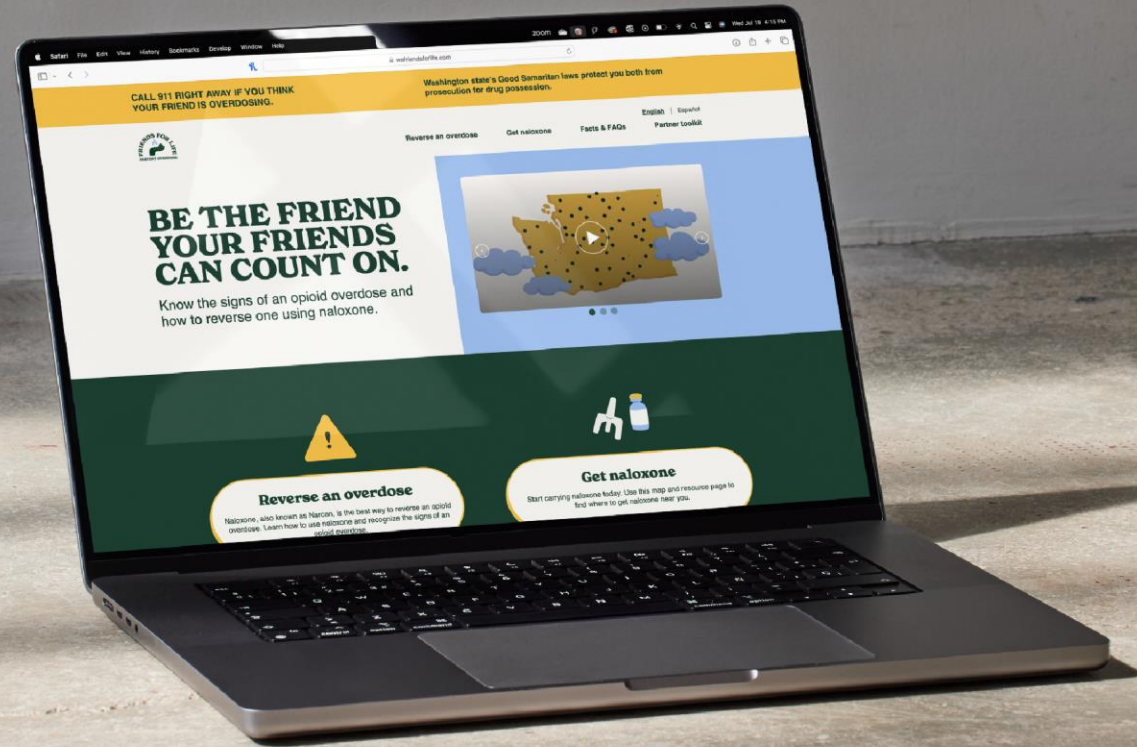


WHATS NEXT

Expanded outreach to youth and young adults in higher risk settings

Work with community-based organizations to reach specific priority audiences

Incorporating treatment and recovery messaging



**Visit
WAFriendsForLife.com**



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