

Washington State Health Care Authority to Launch Starts with One Campaign Year Three

As part of an ongoing effort to address opioids in our community, HCA-DBHR launched Year 3 of the statewide prevention campaign [Starts with One](#) on January 23, 2020.

In our planning for Year 3, we gathered direct feedback from coordinators to inform improvements to the [Prevention Partner Toolkit](#). We also discussed ways that we could better align the campaign with work in your communities. The Toolkit is a valuable resource, and we want to make it as easy as possible for you to use.

Media Calendar

Communities asked us to share when statewide media will be running so you can better support the campaign locally and plan your own communications around it. Attached is a media calendar showing when different types of advertising will be running. Media will run in every county in the state.

Media Relations

We will also be reaching out to coordinators to help identify volunteers willing to serve as campaign spokespeople. A volunteer spokesperson would participate in interviews with journalists or writing opinion editorials for local newspapers. More detailed information is forthcoming.

Localizing Materials

A series of print-ready materials were developed to resonate with different communities across the state. From posters to billboards, many campaign materials can be localized with community logos or used exactly as they are. There is also a [guide](#) to support communities using different pieces and [ideas for social media](#) posts.

Multiple Languages

Rack cards in multiple languages are available in the [Prevention Partner Toolkit](#) and the [Safe Disposal Toolkit](#) to support the campaign and promote local Take Back events. A Spanish version of www.getthefactorsrx.com is also being developed this year.

Coming Soon!

Feedback from community coordinators informed new additions to the campaign in the works this year:

- Video spots modeling conversations about opioids
- New radio PSAs
- A Spanish language website
- A digital toolkit especially for parents
- Opioids 101 informational videos
- Safe storage videos

A big thank you to coordinators for your thoughtful feedback on campaign tools and strategy. We will be including updates on new tools and resources throughout the campaign this year in the Athena newsletter and website.