

Washington State
Health Care Authority

**FRIENDS FOR LIFE
CAMPAIGN**



Campaign Goals

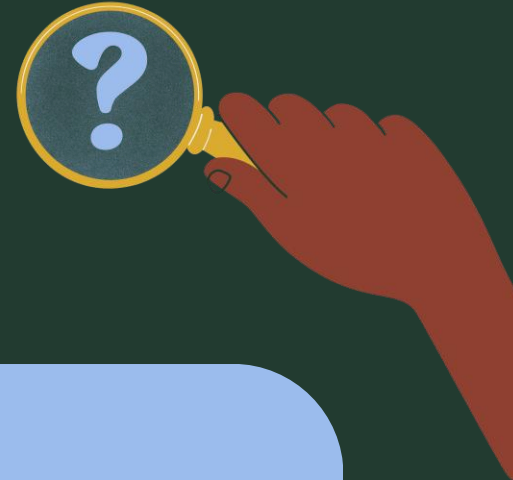
- To inform and educate youth ages 12 – 18 on the dangers of fentanyl and prevention strategies.
- To empower prevention coalitions to inform and educate youth ages 12 – 18 with age-appropriate information.
- To activate parents/guardians to inform and educate youth ages 12 – 18 about the dangers of fentanyl and prevention strategies.

Audiences

- Primary
 - Prevention coordinators and coalitions
 - Parents/guardians of youth
 - English and Spanish
- Secondary
 - Youth (12 – 18)



Discovery Research



Research Sources

- Prevention coordinator interviews
- Prevention campaign examples
- Health Care Authority resources
 - [Prevention Tools: What works what doesn't](#)
 - [Washington's Best Practices for Substance Use Prevention and Mental Health Promotion](#)
 - [A parent's guide to raising drug-free kids](#)
- Peer-reviewed articles
 - [Research on Drug Prevention: What Works?](#)
 - [Targeting Youth to Prevent Later Substance Use Disorder: An Underutilized Response to the US Opioid Crisis](#)

Insights

- Prevention coordinators want guidance on what fentanyl-related information to provide to youth and their grown-ups.
- We need materials connecting fentanyl information to primary prevention strategies and calls to action.
- Naloxone knowledge is relevant for different audiences in different ways.
- We need materials that resonate with Washington's diverse public-school population.
- Information needs for youth vary by age.

Key Idea – Friends as Prevention

A strong network of friends and grown-ups who care can prevent youth fentanyl/opioid use.

Research Overview

Key Finding #1:

**The opioid crisis is an “us”
problem but is still viewed as
a “them” problem.**

What We Learned

- People still **don't know about fentanyl** or the risks.
- Those who do know about fentanyl **underestimated** how much it **affects their communities**.
- Many communities have parent groups **reluctant or opposed to talking** about the problem openly.

Key Finding #2:

Everyone can agree that the goal is to keep kids safe and alive.



What We Learned

- Despite differing views on how or whether to address the fentanyl crisis, we have a **consensus around children's health and safety** being of the utmost importance.

Key Finding #3:

Because of a gap in baseline awareness, age-appropriate fentanyl education should be coupled with prevention techniques.

What We Learned

- Current prevention education focuses on vaping and marijuana, but there is a **desire to know more about fentanyl**.
- Education about fentanyl should be **tailored to the age group**.



Key Finding #4:

Even those with some knowledge of fentanyl may not associate it with the street names they're hearing.

What We Learned

- Young people **may not be connecting** what they're hearing about fentanyl from the media or their parents and what they're hearing about (or possibly trying) with their friends.
- May refer to fentanyl as **blues, 30s, M-30s, percs or mexis**.

Key Finding #5:

In-school programs, after-school programs, and community-based programs are likely to be more effective avenues to reach young people than online outreach.

What We Learned

- Young people may be **reluctant to accept information from a teacher** but trust information from parents, health care professionals and peers.
- **Cultural norms around pill sharing** will affect some students' perceptions of their relative safety.



Key Finding #6:

Peer-to-peer is another effective strategy, so students should have a role in keeping peers safe.

What We Learned

- **Peer-led** rather than adult-led **prevention strategies** may be more effective at keeping young people engaged.
- Young people **want more information about fentanyl** and want to play a role in keeping each other safe.

Key Finding #7:

**Prevention techniques
need to match the
campaign concept and
placement.**

What We Learned

- Not all evidence-based prevention techniques make sense for this campaign.
- **Prevention techniques that center healthy peer relationships** and parents being aware of their children's peer networks fit best with this campaign.

Key Finding #8:

Naloxone is prevention.



What We Learned

- **Naloxone transcends boundaries between harm reduction and prevention** and should be a part of the prevention conversation.
- **Naloxone** can be framed as a **safety device** similar to a fire extinguisher or seat belt.

Key Findings Summary

Finding 1 – The opioid crisis is an "us" problem but is still viewed as a "them" problem.

Finding 2 – Everyone can agree that the goal is to keep kids safe and alive.

Finding 3 – Because of a gap in baseline awareness, age-appropriate fentanyl education should be coupled with prevention techniques.

Finding 4 – Even those with some knowledge of fentanyl may not associate it with the street names they're hearing.



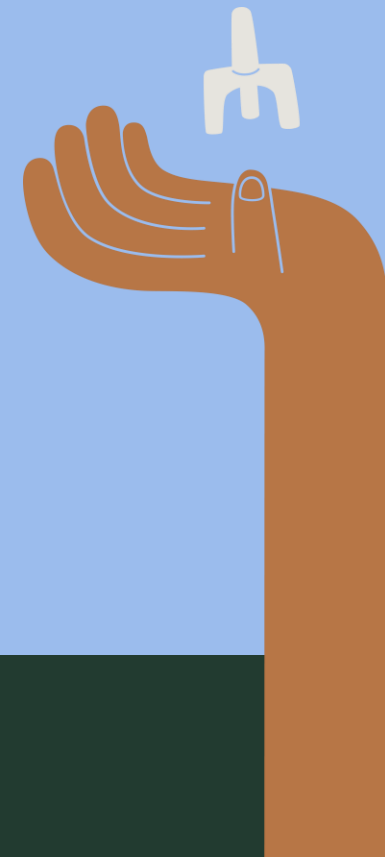
Key Findings Summary

Finding 5 – In-school programs, after-school programs, and community-based programs are likely to be more effective avenues to reach young people than online outreach.

Finding 6 – Peer-to-peer is another effective strategy, so students should have a role in keeping peers safe.

Finding 7 – Prevention techniques need to match the campaign concept and placement.

Finding 8 – Naloxone is prevention.



Messaging

Key Messaging

- Illicit fentanyl and other additives are making the drug supply more unpredictable and dangerous.
- Friends help keep one another safe.
- Take care. Don't share.
- Everyone (yes, everyone) deserves to be safe.

Parent PSA Concepts

- Concept One
 - The Eye Roll
- Concept Two
 - You Already Know





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Parent PSA Concepts – Focus Group Results

- Groups said both ads were **relatable and relevant**.
- Groups viewed both ads generally **positively** and appreciated the **lack of scare tactics**.
- **Concept 1** was viewed as slightly more favorable than concept 2.

Toolkit Materials

- Parent/guardian/trusted adult presentation
- Parent/guardian/trusted adult brochures
- Adult-to-child conversation starters
- Student presentation
 - Differentiated by middle and high school
- Student posters
- Peer-to-peer conversation starters
- Affinity items like stickers and magnets

Questions?