



## Budget-Friendly Ways to Use the Friends For Life Campaign in Your Community

**FRIENDS FOR LIFE**  
  
**PREVENT OVERDOSE**



In partnership with

Washington State  
Health Care Authority

## WHO WE ARE

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**(she, her/hers)**

Behavioral Health  
Communications Manager  
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**(she, her/hers)**

Associate Vice President  
DH



# ABOUT FRIENDS FOR LIFE



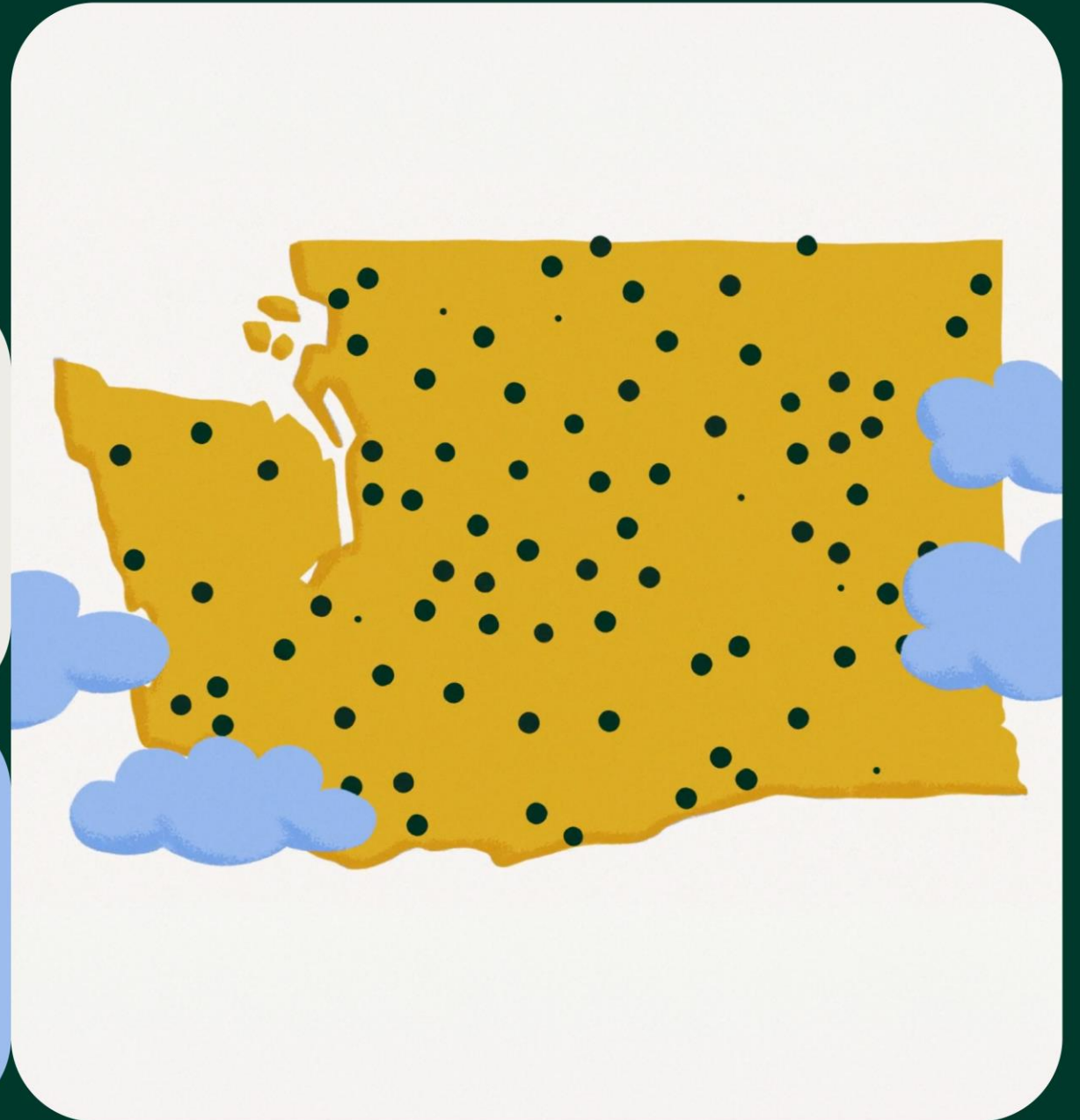
# CAMPAIGN CONTEXT

## 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



## Harm reduction

- Young adults 18 - 25
- **Calls to action:**
  - Recognize the signs for an opioid overdose
  - Learn how to respond to an opioid overdose using nasal spray naloxone
  - Carry nasal spray naloxone
- **Toolkit materials for syringe service programs and other harm reduction partners**

## Primary Prevention

- Youth ages 12 - 17
- **Calls to action:**
  - Know the basics about opioids and illicit fentanyl
  - Teach and practice refusal skills
  - Use positive peer influence to keep friends safe and healthy
  - Learn the basics of nasal spray naloxone
- **Toolkit materials for prevention professionals, educators, parents/caregivers**



# PREVENTION TOOLKIT



**Classroom activities  
and facilitator guides**

**Social media graphics  
and posts**

**Informational brochures**

**Student posters**

**Adult and student  
presentations**

**Branded items  
(notepads, magnets, pens)**

**Conversation guide**

**PSAs (video and audio)**

# TRANSLATED TOOLKITS



Arabic

Russian



Somali

Spanish



Ukranian

Vietnamese



# 3 PRACTICAL WAYS TO IMPLEMENT



# 1. GET INTO THE SCHOOLS





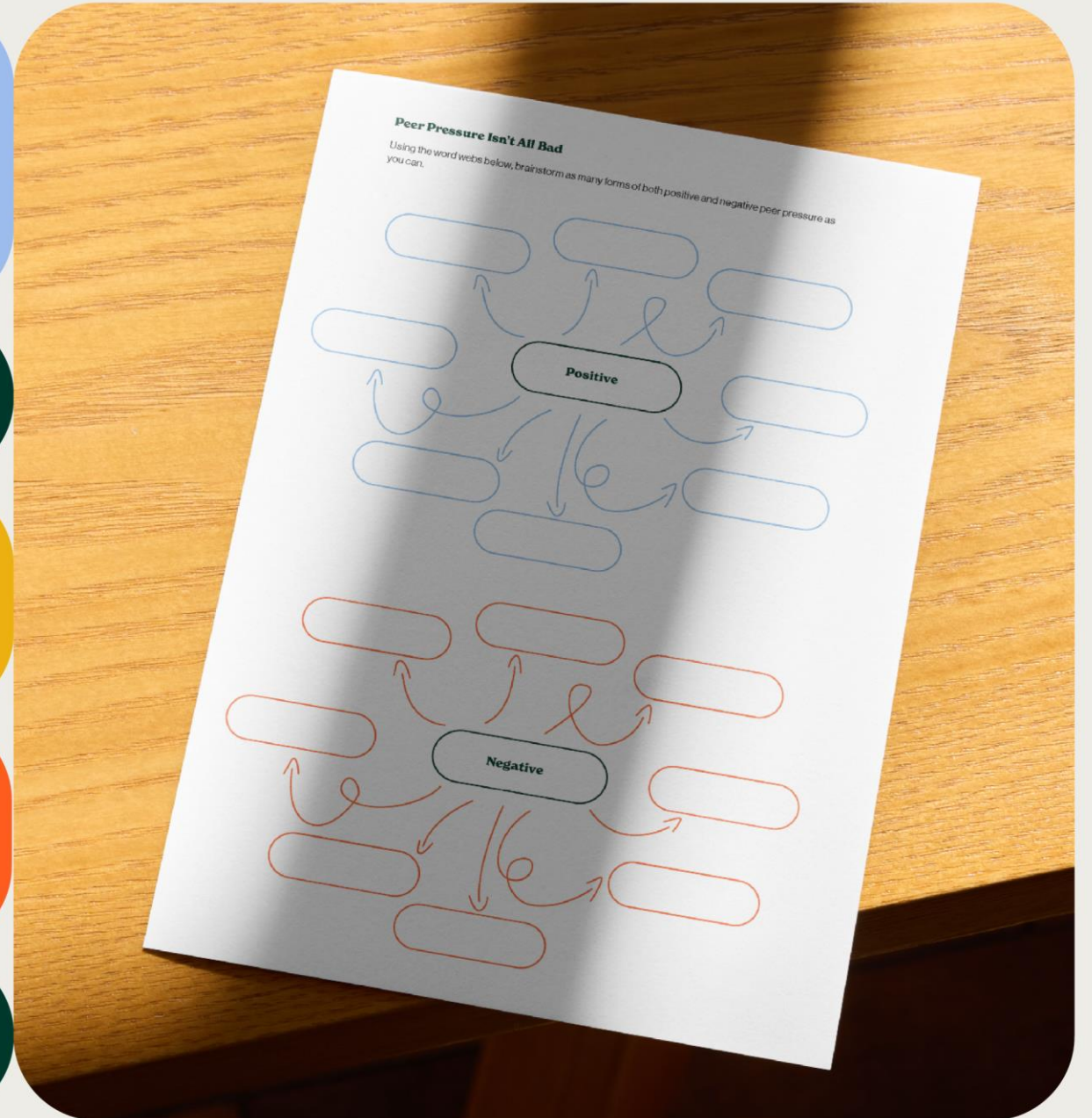
**Introduction email  
template to school  
administrators**

**In-school posters**

**Student presentation  
slide decks**

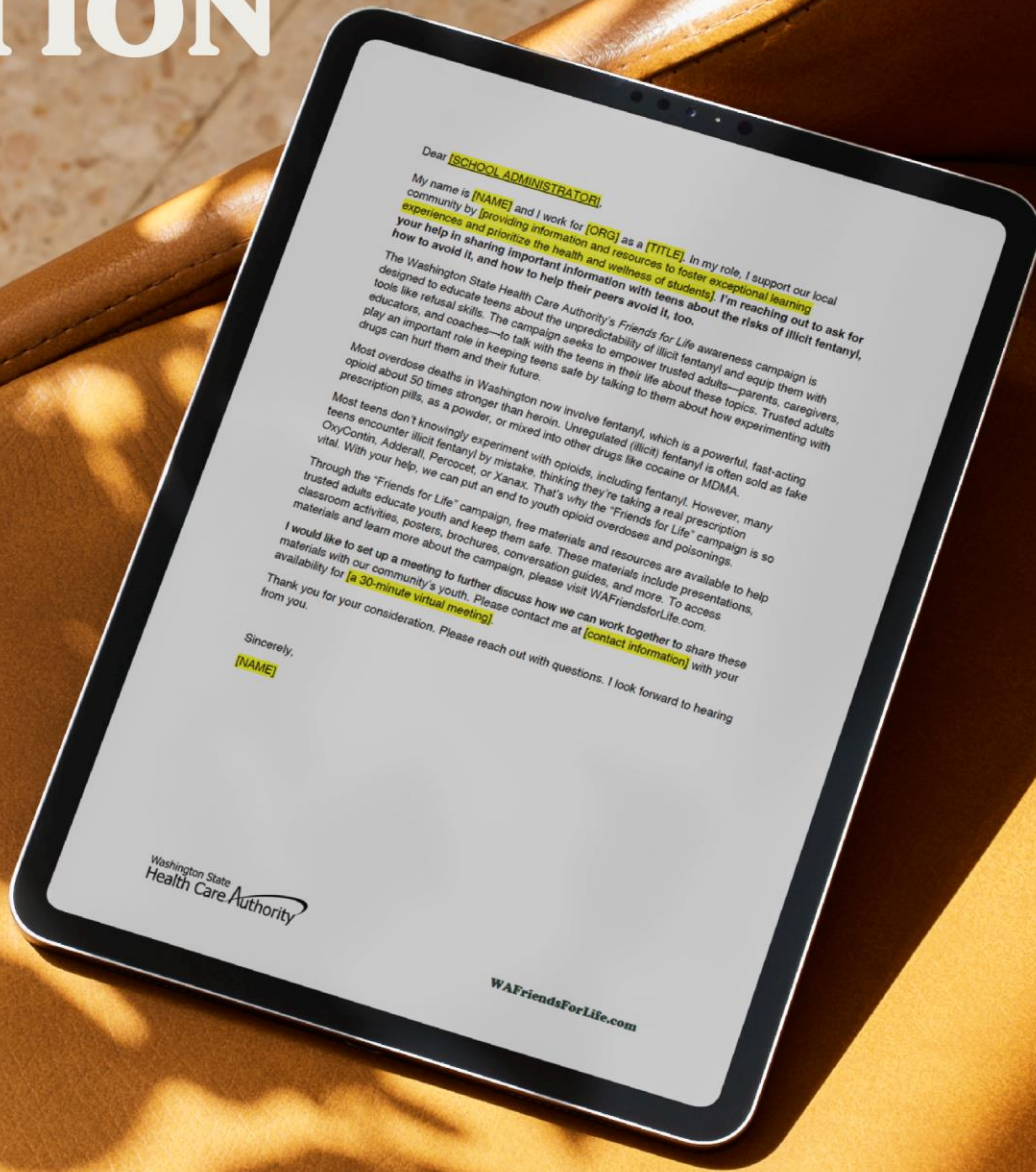
**Student activities and  
facilitator guides**

**Leave-behind items**





# INTRODUCTION EMAIL





# 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 affects people their age
- How they can help keep friends safe
- Basics on naloxone





# STUDENT ACTIVITIES





# Activity (MS)

## Warm-up

What do you think the phrase "risk factor" means?

<b>Outcome: Car accident</b>	<b>Outcome: Low score on a test</b>
<b>Risk factors</b>	<b>Risk factors</b>
1. Driving too fast/speeding	1.
2.	2.
3.	3.

## Risk Factors

Fake prescription pills laced with fentanyl are the most common reason teenagers overdose on opioids.

There are three common risk factors to explain why young people might seek out pills in the first place. What do you think those risk factors might be?

<b>Outcome: Experimenting with pills</b>
<b>Risk factors</b>
1.
2.
3.



# Activity Guide (MS)

<b>Date:</b>	<b>Materials:</b> Presentation, activity sheet
<b>Subject:</b> Illicit fentanyl and opioid-use prevention	<b>Notes:</b>
<b>Lesson:</b> Risk factors and protective factors	

## Objectives

- Students work in small groups to generate lists of risk factors and corresponding protective factors to prevent opioid use, including the misuse of prescription pills.
- Students reflect on what protective factors exist in their lives and what they can do to help protect friends.

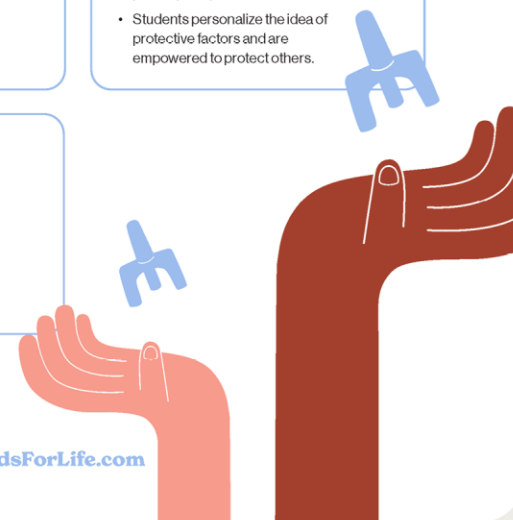
## Goals

- Students recognize common risk factors of drug use, including the misuse of prescription pills.
- Students recognize protective factors to prevent drug use, including the misuse of prescription pills.
- Students personalize the idea of protective factors and are empowered to protect others.

## Key vocabulary:

- fentanyl
- illicit
- opioid
- prevention
- protective factor
- risk factor

Find out more at [WaFriendsForLife.com](http://WaFriendsForLife.com)







# 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 not to use – or to stop using – drugs and alcohol:

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

## Reflection

1. Which group do you believe to be most trustworthy?

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2. Why do you think that?

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3. Did any of these results surprise you? If so, which ones?

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4. What does this tell you about how much your friends value your advice when it comes to not using drugs?



# Activity Guide (HS)

**Date:**

**Materials:** Presentation, activity sheet

**Subject:** Illicit fentanyl and opioid-use prevention

**Notes:**

**Lesson:** Peer influence and prescription pill misuse

## Objectives

- Students estimate the amount of trust their peers report having in different groups of people and reflect on the amount of influence they have on their friends.
- Students brainstorm how to best use their influence to help their friends avoid experimenting with drugs like prescription pills.

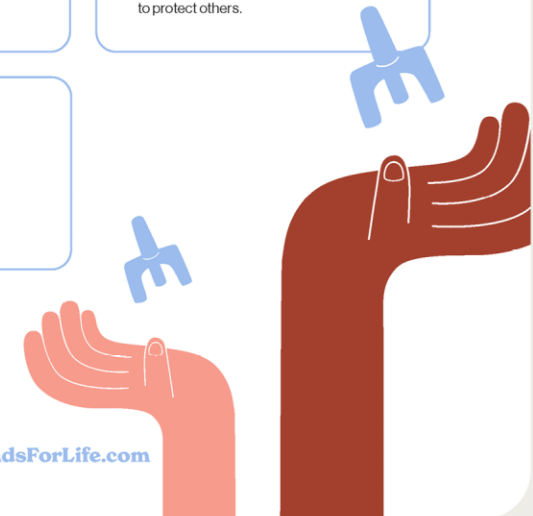
## Goals

- Students recognize the influence they have over their friends (and vice versa) when it comes to experimenting with drugs like prescription pills.
- Students personalize the idea of being a positive peer influence and are empowered to protect others.

## Key vocabulary:

- fentanyl
- illicit
- opioid
- peer pressure
- prevention

Find out more at [WaFriendsForLife.com](http://WaFriendsForLife.com)



# ADDITIONAL MATERIALS





# 2. HOST A COMMUNITY INFORMATION SESSION







Adult presentation  
slide deck

Event takeaway items

Informational brochures

Promotional tools



# ADULT PRESENTATION



**Basics about opioids  
and illicit fentanyl**

**Information about youth  
overdoses in Washington**

**Risk Factors**

**Prevention Strategies**

**Information  
about Naloxone**

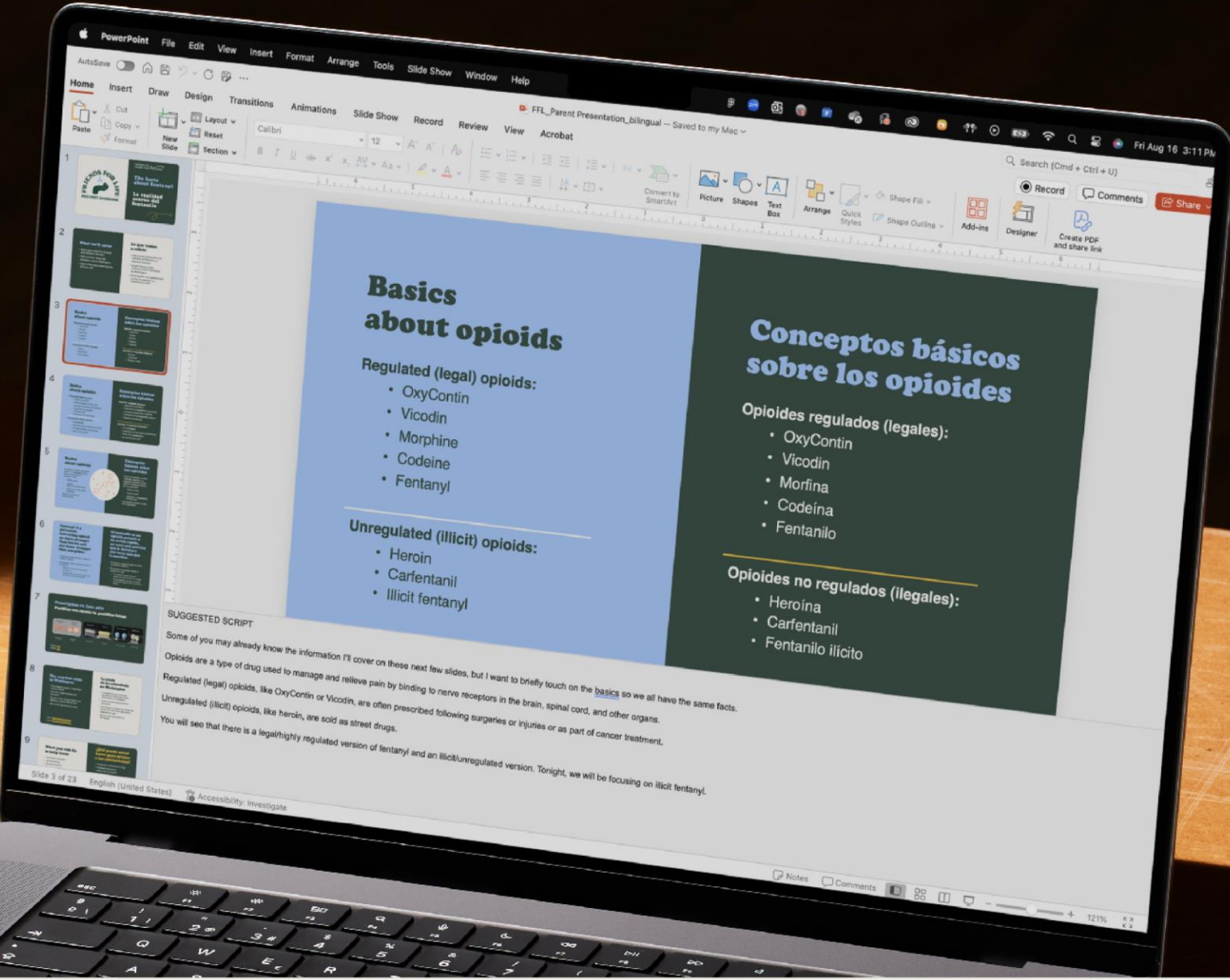
## What we'll cover

- 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





## Basics about opioids

### Regulated (legal) opioids:

- OxyContin
- Vicodin
- Morphine
- Codeine
- Fentanyl

### Unregulated (illicit) opioids:

- Heroin
- Carfentanil
- Illicit fentanyl

## Conceptos básicos sobre los opioides

### Opioides regulados (legales):

- OxyContin
- Vicodin
- Morfina
- Codeína
- Fentanilo

### Opioides no regulados (ilegales):

- Heroína
- Carfentanil
- Fentanilo ilícito

#### SUGGESTED SCRIPT

Some of you may already know the information I'll cover on these next few slides, but I want to briefly touch on the basics so we all have the same facts.

Opioids are a type of drug used to manage and relieve pain by binding to nerve receptors in the brain, spinal cord, and other organs.

Regulated (legal) opioids, like OxyContin or Vicodin, are often prescribed following surgeries or injuries or as part of cancer treatment.

Unregulated (illicit) opioids, like heroin, are often sold as street drugs.

You will see that there is a legal/highly regulated version of fentanyl and an illicit/unregulated version. Tonight, we will be focusing on illicit fentanyl.







# TAKEAWAYS





# PROMOTING YOUR EVENT



## Event promotional blurb

The text below can be customized and used to promote parent/caregiver presentations.

The **[ORGANIZATION]** is hosting **[EVENT TITLE]** to spread awareness about the unpredictability of illicit fentanyl and to empower adults and teens to help keep one another safe.

Join us on **[DATE & TIME]** to find out more about the risks of illicit fentanyl, get answers to your questions, and learn effective ways to help teens avoid opioids like fentanyl.

This event is offered in collaboration with the Washington State Health Care Authority's [Friends for Life](#) campaign.



# PROMOTING YOUR EVENT

**Add to  
community calendars**

**Share event details  
with local news media**

**Create a Facebook event**

**Ask schools to share  
event with parents**

**Encourage coalition  
members/partners to  
promote the event**



# 3. SHARE THE PSAS AND SOCIAL POSTS





# PSAs



**Video**



**Audio**

# PLACE THE PSAs



**Local radio station**

**Movie theater**

**Screens at  
community events**

**TV monitors in  
community spaces  
(YMCA, transit center)**

**Websites and  
social media**



**Localize it!**

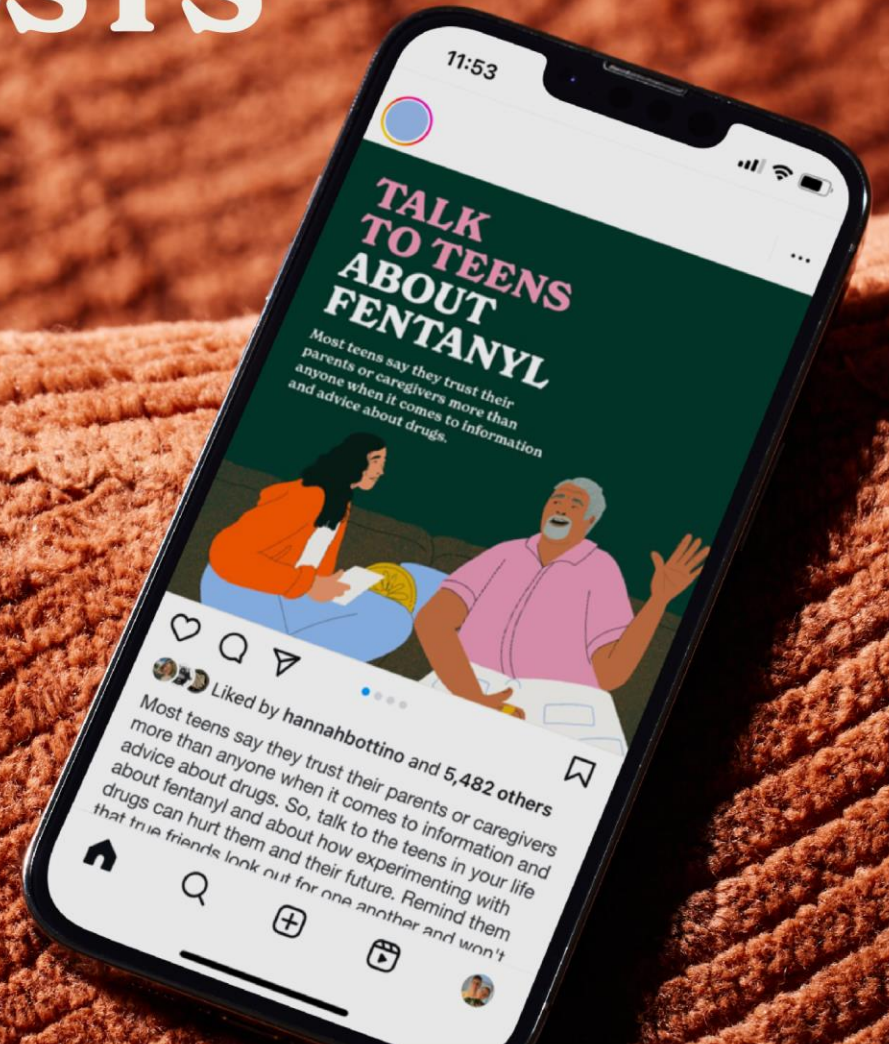
**Not many followers?**

Ask a community partner with a stronger following to share the content.

**Watch for  
new social content**

**New posts are made available around events such as International Overdose Day, Fentanyl Awareness Day, and Pride Month.**

# SOCIAL MEDIA POSTS





# COALITION SPOTLIGHT:

Concrete Resource  
Coalition Skagit County





# THE CHALLENGE

**Rural area of 4,000**

**Limited advertising opportunities**

**Few large community events**

**Small budget**





# THE CHALLENGE

**Would the community respond to the messaging?**

**Would the school district allow the posters and presentation?**

**How do we measure the success of our efforts?**





# WHAT WORKED

## PSA video in local movie theater

- Played before every movie for three months
- Negotiated discounted rate
- Used ticket sales to calculate impressions for reporting

## Hosted a community information session

- Presented Friends for Life parent slide deck
- Distributed brochures, pens, notepads, magnets, stickers

## Posters in schools

- Worked with principal and superintendent for approval
- Held focus groups with local students to test messaging

# WHAT WORKED



## Shared materials at community events:

- School carnival
- Boys and Girls Club — Parent Night
- Community presentation
- Drug Take Back Day in April
- Overdose response classes
- Youth Recognition Night



# MAKE IT WORK FOR YOU

## Do

- Talk in plain language
- Avoid scare tactics
- Share facts
- Maintain a warm, friendly and approachable tone
- Equip people with information they can act on

## Don't

- Use technical terms
- Use stigmatizing language
- Scare or overwhelm people
- Exaggerate
- Focus on stories of loss

# SUPPORT IS AVAILABLE



## Contact DH for complimentary technical assistance:

- Localize materials with your logo and local contact
- Customize creative (e.g., print ad)
- Facilitate printing
- Consult on implementation
- Access to video and audio PSAs



**Visit  
WAFriendsForLife.com**

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