

SAFETY THROUGH CONNECTION

The Friends for Life
Fentanyl Education Campaign



FRIENDS FOR LIFE

The logo consists of a dark green hand holding a syringe, with a blue hand icon above it. The text "FRIENDS FOR LIFE" is arched over the top of the hand and syringe.

PREVENT OVERDOSE



In partnership with

Washington State
Health Care Authority

WHO WE ARE

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(she, her/hers)

Director of Content Development
DH

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(she, her/hers)

State Opioid Response
Communications Consultant
HCA

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



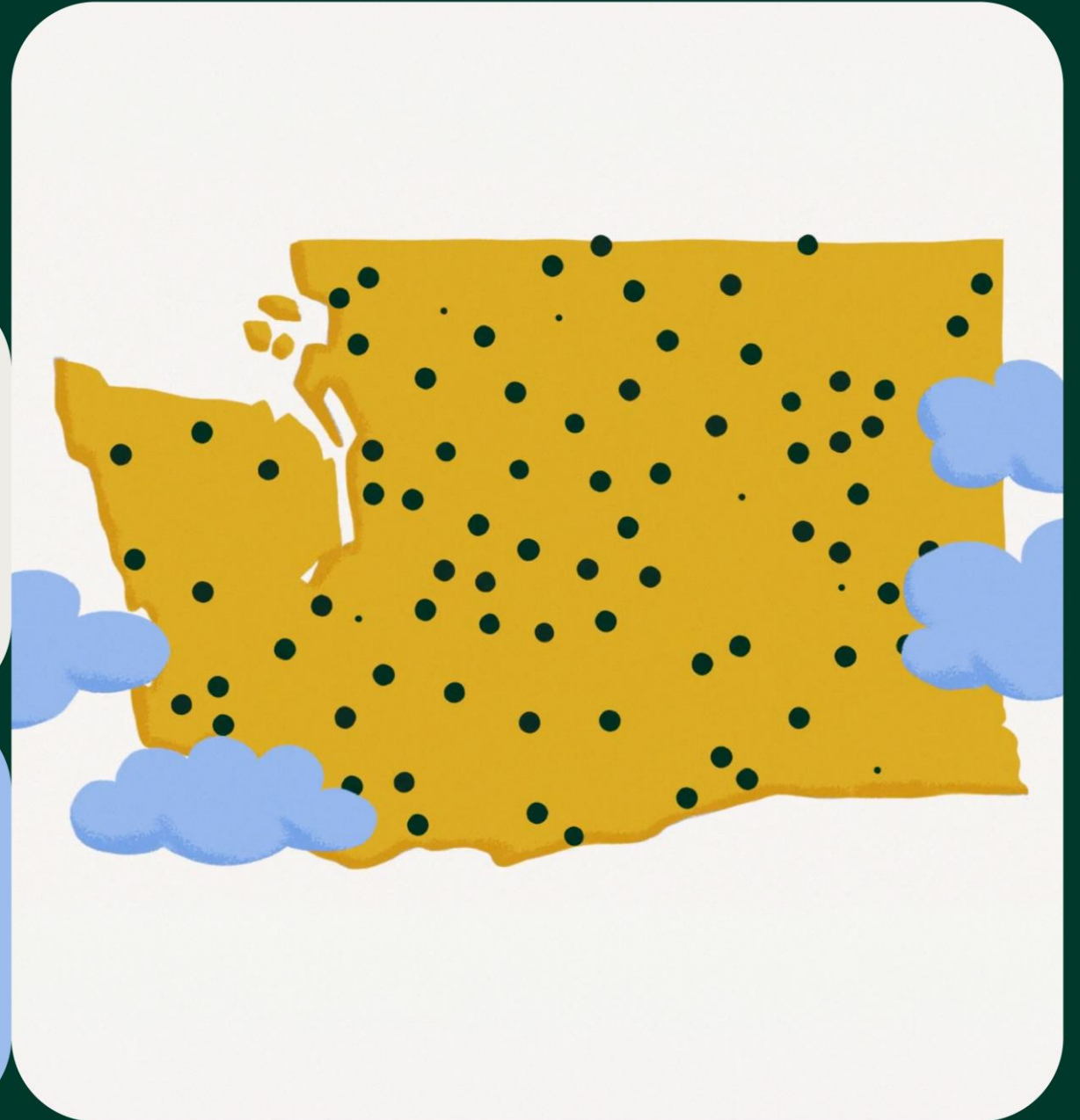
CAMPAIGN CONTEXT

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

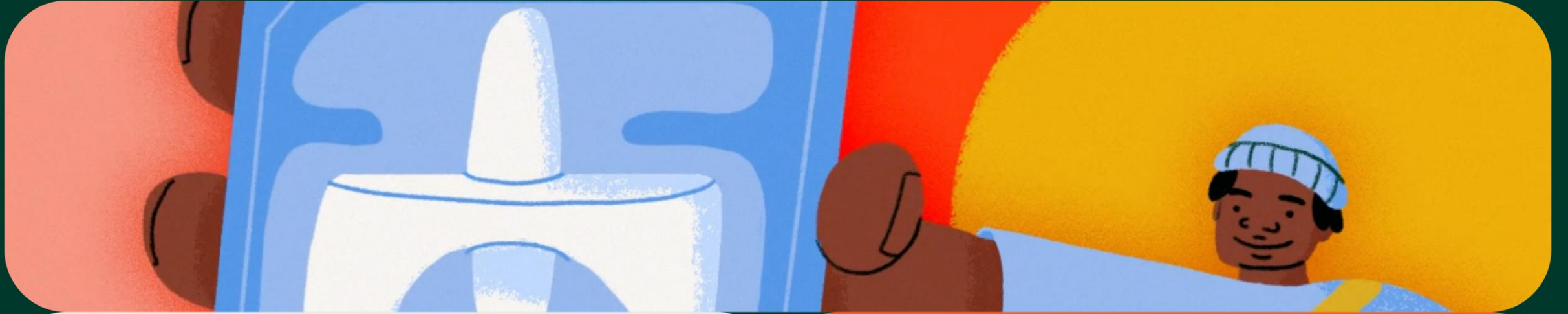
Overdose prevention

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

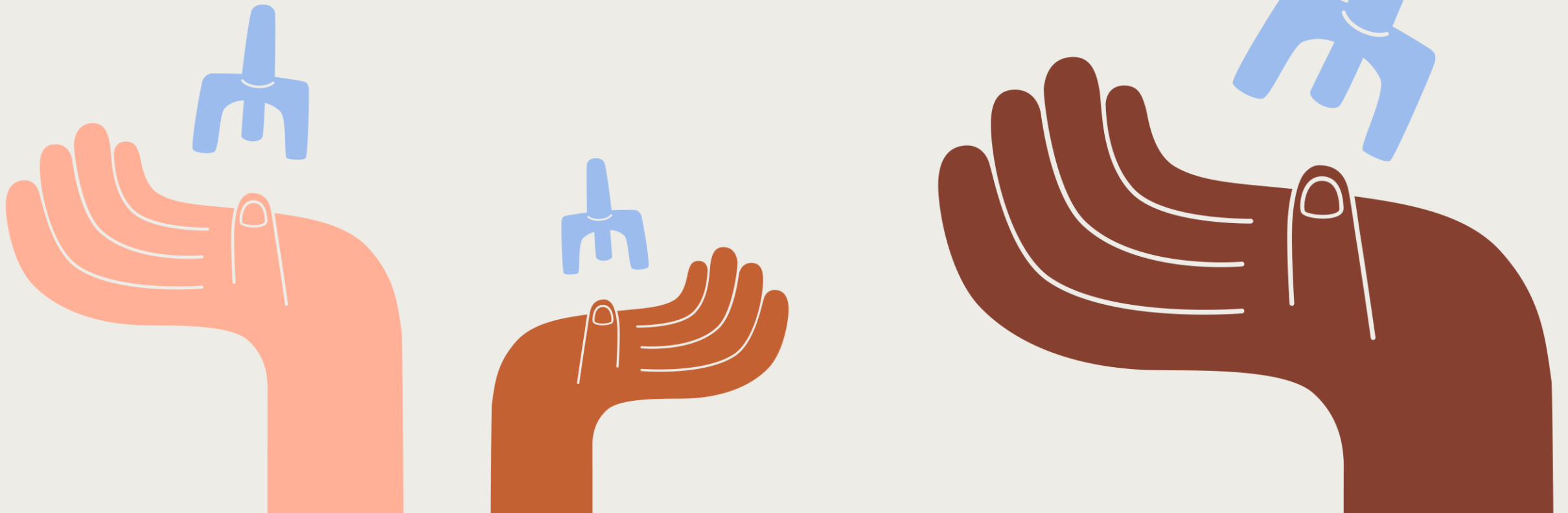
- WA Department of Health
- Local health jurisdictions
- UW Addictions, Drug and Alcohol Institutes
- Syringe service programs
- Community-based organizations

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 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

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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

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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.

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.**

1.

**Address the
knowledge gap**

2.

**Provide positive
social norming**

3.

**Offer information
& tools**

4.

Destigmatize

BRANDING



FRIENDS FOR LIFE

PREVENT OVERDOSE

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

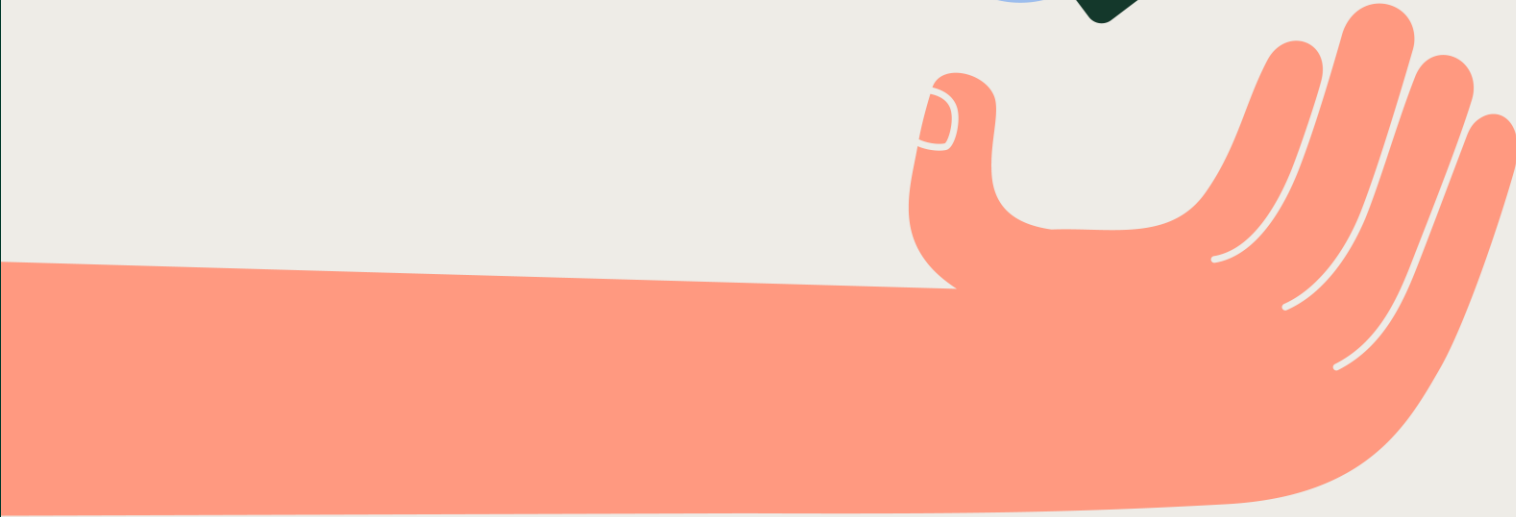
“It **humanizes the person** who is overdosing...It allows people to put themselves in the shoes of someone who could overdose.”

“**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 powerful synthetic opioid usually found in pill or powder form. It can be added to other prescription pills, such as painkillers, or mixed with heroin, tobacco, or alcohol to help identify it.

It's strong
Fentanyl is 50 times stronger than heroin and 100 times stronger than morphine.

It's unpredictable
The effects of fentanyl are fast, so overdoses happen quickly. Even when the amount taken is small, it can contain a fatal dose of fentanyl. There is no way to tell.

It's widespread
Cases, including fatal overdoses, are on the rise in all 48 western states in Washington.



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.*





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




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 hand 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.

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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

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

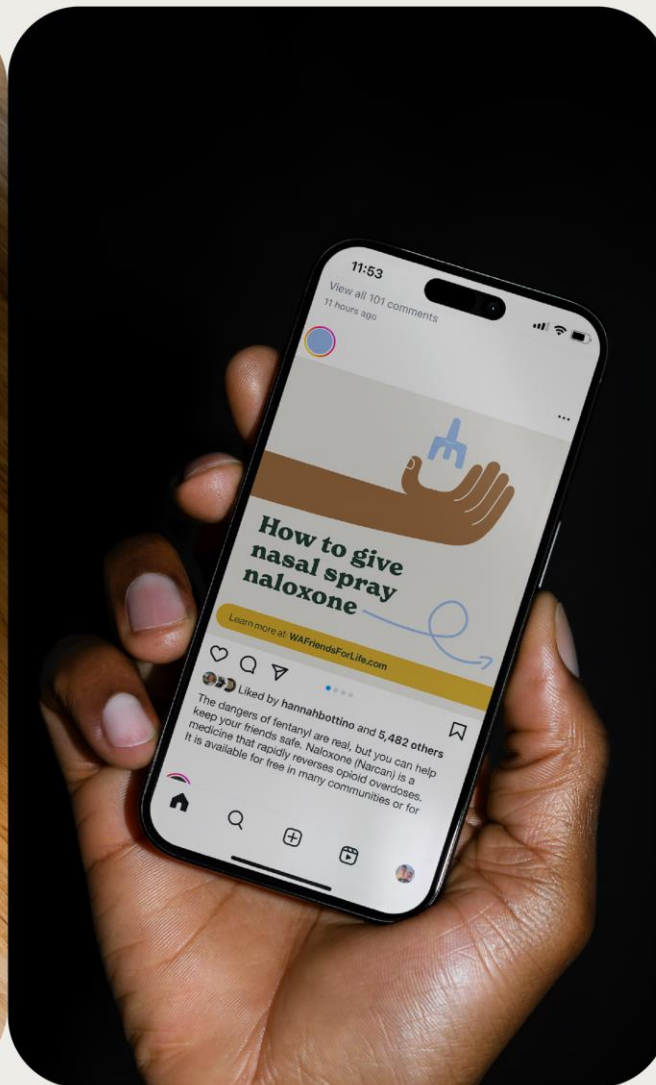
Learn where to find free naloxone
Call (000) 000-0000 or
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ADDITIONAL MATERIALS





PSA DEVELOPMENT



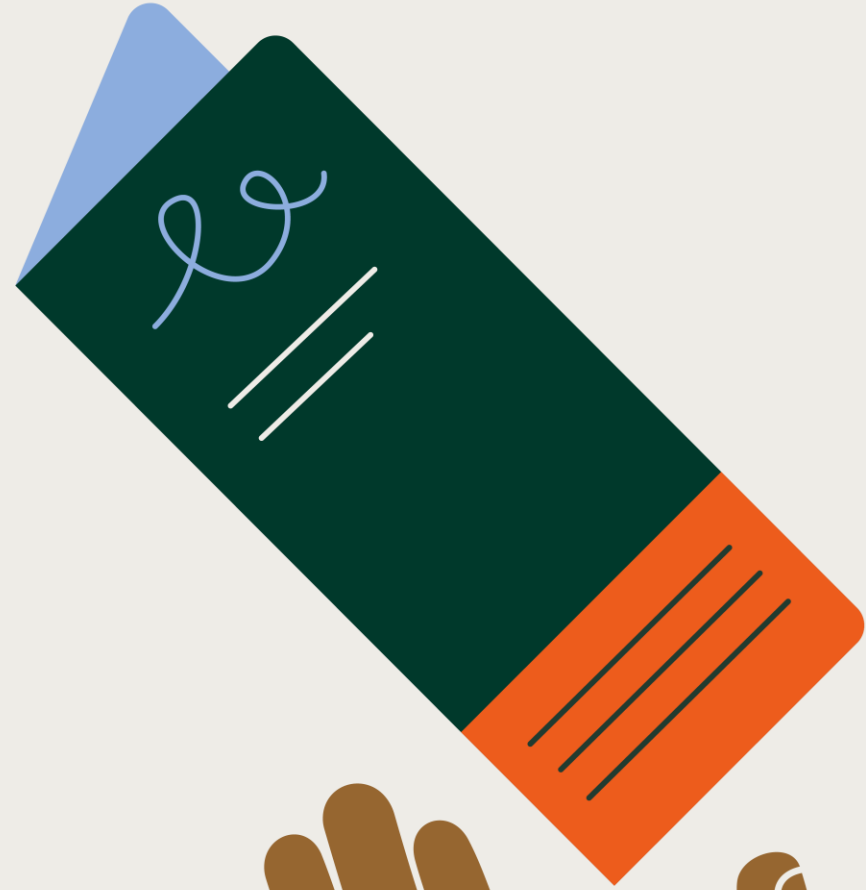
Media buy with this PSA launched in summer 2023

Big/Small concept

Example of Prevention and Treatment teams working well together and compromising

- Original script "We know that the opioid crisis is a big problem"
- Revised script "Every life lost to an opioid overdose is a big deal"

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.

HOW TO SPOT AN OPIOID OVERDOSE: Someone may be overdosing if they:

- Can't wake up
- Are breathing very slowly or not at all
- Are turning blue, gray, or purple
- Look ashen or feel cold to the touch

WHAT TO KNOW

- Naloxone is a medication that reverses opioid overdoses.
- It is available as a nasal spray or intramuscular injection.
- Appropriate people carry and use naloxone — you don't need a special permit.
- It is available for free in many communities or for purchase at most pharmacies.
- Washington has a cap-and-trade program that sets a limit on prescription, so you don't need one.

HOW IT WORKS

- Naloxone blocks the effects of opiates on the brain.
- It does not treat or reverse the effects of other drugs, overdoses, and even fentanyl.
- Naloxone is used with fentanyl and can't hurt anyone, even if they haven't taken opioids.

HOW TO SPOT AN OPIOID OVERDOSE:

1. Call 911
2. Call like
3. Insert the nasal into either nostril
4. Press the plunger all the way

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

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

Teens are looking to trusted adults for facts about fentanyl and fake pills. Here are some basics:

- Fentanyl is powerful. Just a tiny amount can be enough to cause someone to die.
- It has an unclear look, taste, or smell to identify it.
- Regulated (legal) fentanyl is used in medical settings.
- Unregulated (illegal) fentanyl is sold on the street.
- Illegal fentanyl is unpredictable. Any amount can be enough to cause someone to die.
- People have died from fentanyl poisoning without their look, smell, or taste being off.
- Just.

WHAT TO DO

- Pick a time and a place where you can both talk.
- Trust your role, emotions, and other experiences.
- Ask open-ended questions and really listen.
- Avoid scary tactics. They don't work.
- Stay calm and non-judgmental.
- Don't overreact or get angry.
- Remember to take care of yourself, too.

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FACTS ABOUT FENTANYL

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

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STREET NAMES FOR FENTANYL

- blues
- 30s or M-30s
- percys
- skittles

FENTANYL OVERDOSE

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

Know about Naloxone

Conversation Guide

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



STUDENT ACTIVITIES



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

COMMS 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





STATE AGENCY LESSONS LEARNED

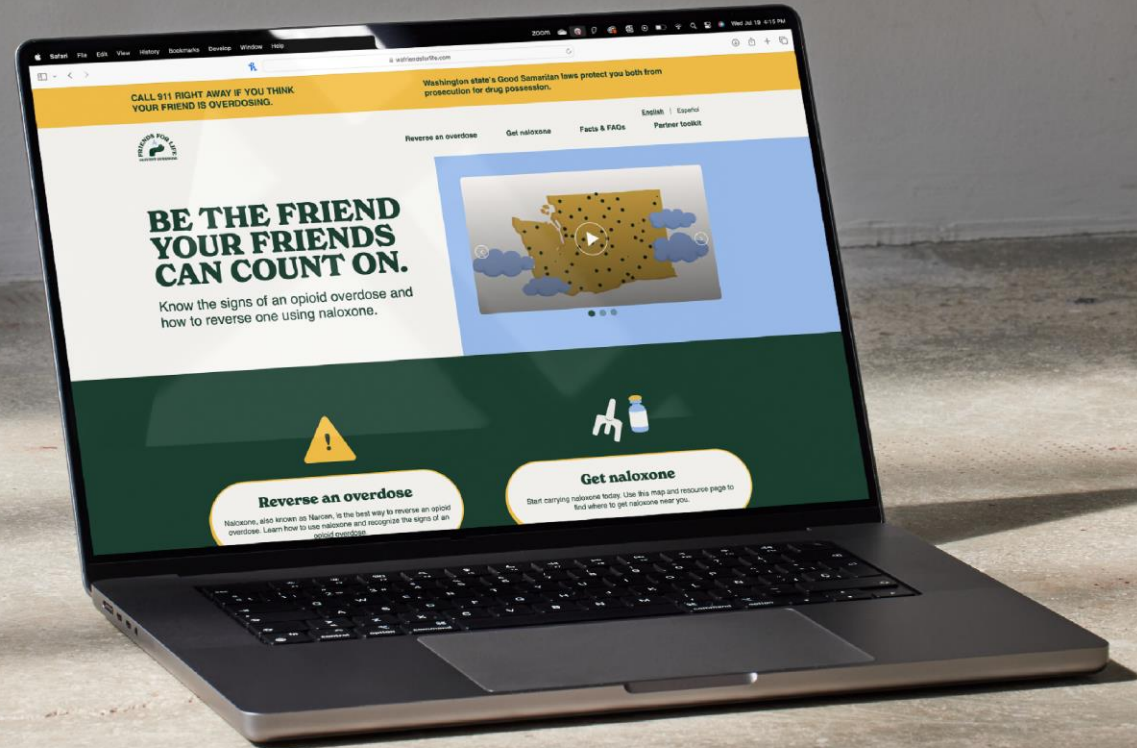
- Using partner agencies and organizations in development ensures buy-in
- Multiple teams can help each other even when goals are different
- Start with the highest risk and work backwards
- Plan campaign strategically - don't bite off more than you can chew
- Starting with research and evidence will always be worth the cost

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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