



CAMPAIGN OVERVIEW

Washington State Health Care Authority has launched the Friends for Life campaign, an awareness campaign designed to inform and educate people about the:

- Unpredictability of illicit fentanyl
- Signs of an opioid overdose
- Response steps for an opioid overdose
- Opioid overdose reversal medication naloxone (Narcan)
- Primary prevention strategies for youth

The campaign also seeks to activate people to be message carriers who are prepared to inform and educate their friends and loved ones about these topics.

Priority Audiences

The campaign was informed by research with representatives from the following priority audience groups:

Prevention Focus

- Youth (12-18)
- Parents/caregivers of youth
- Prevention professionals

Harm-reduction Focus

- Young adults (18-25)
- Parents/caregivers of young adults
- Harm-reduction professionals

The Campaign Theme: Friends for Life

The Friends for Life campaign centers on two simple ideas:

- We all can and should do something to address opioid overdoses, including those from illicit fentanyl.
- Friends play an especially important role in keeping one another safe.

Campaign messages are designed to inform and educate people about what illicit fentanyl is and give people specific action to take to help keep themselves and their friends safe.

What's in the Partner Toolkit?

Prevention Focus

- Conversation guide
- Brochures
- Posters
- Presentations
- Classroom activities
- Social media images
- Branded items
- Videos

Harm-reduction Focus

- Brochures
- Posters
- Flyers
- Social media images
- Branded items
- Videos

What can you do right now?

- Download the toolkits
- Use all channels to distribute materials
- Direct people to the campaign microsite
- Share information consistently

Find out more at WaFriendsForLife.com