



CAMPAIGN OVERVIEW

Washington State Health Care Authority has launched a fentanyl awareness campaign. The campaign is designed to inform and educate about the dangers of fentanyl, to increase awareness of how to respond to an opioid overdose, and to improve knowledge of and access to naloxone.

Target Audiences

The campaign was informed by research with subject-matter experts and representatives from the two target audience groups.

- Young adults (18-25)
- Families of youth and young adults (12-25)

The Campaign Theme: Friends for Life

This campaign's premise is that we all can and should do something to address opioid overdoses, and its central theme is that friends play an especially important role in keeping one another safe. Destigmatizing and motivating messages like “everyone (yes, everyone) deserves to be safe” and “be the friend your friends can count on” take priority. These messages are paired with specific actions people can take like carrying naloxone and knowing how to respond in the event of an opioid overdose.

What's in the Partner Toolkit?

- Rack cards
 - Posters
 - Slide show (PowerPoint) for TV/digital monitors
 - Social media images and posts
 - Wallet card
 - Buttons and stickers
-

How to Use These Assets

- Partner support: Collaborate with partners to distribute materials
 - Point your local community to the campaign microsite for more information
-

What You Can Do Right Now

- Download the partner toolkit
- Leverage all existing channels to distribute materials
- Always direct people to the campaign microsite
- Share information consistently

Review this toolkit at WaFriendsForLife.com