

Fentanyl Messaging for Adults and Youth

- Adults
 - o Treatment
 - o Coping mechanisms to provide healthy options to address pain, stress, anxiety
 - o Use social media to support NOT using drugs
 - o Through power of choice, support them making good choices but if we TELL them they may likely rebel.
 - o “Instead of giving up your life to fentanyl, choose to live”
- Youth
 - o Prevention
 - o Coping mechanisms to provide healthy options to address pain, stress, and anxiety.
 - o Use social media to support NOT using drugs.
 - o Through power of choice, support them making good choices but if we TELL them they may likely rebel.
 - o Positive affirmations, encourage their dreams of a different life. They can do/be what they want.
 - o Change hopeless to hopeful.
 - o Marketing strategies

- Youth
 - o Involving role models
 - Celebs, artists, musicians, etc.
 - o Positive norms statements
 - Stories of success / wellness instead of bad stories
 - o Having Narcan and other treatments visible so the youth can ask their own questions
 - o Creating a safe space for the conversation
 - o Using in safer ways
 - Testing drugs in advance
 - o Help your friends if you don't help yourself
 - o Proactive training for before someone is “caught”
 - o Good Samaritan
 - o Be Loyal to Friends
- Adults
 - o Data & info
 - o Find help without feeling like a criminal
 - o Drug takebacks
 - o Be more present with children

- Here's what can happen. Is it worth it?
 - o Here are the potential outcomes
 - o X behavior + Y behavior = XYZ
- **Training and Narcan availability + education for test strips** (How can these be more widely available? Are these realistic?)
 - o Provide with resources instead of criminalizing

- Is the message about death?
 - Children: What do you know?
- Give them something to do. "I have a place to go make the right decision"
 - Tell them how to think (critical thinking)
 - You might not get a second chance
- Accountability – healthcare
 - Fentanyl is not a natural substance
 - Who is responsible for the ability to obtain it?
 - Children – teach decision-making skills
- "You have no idea what you're taking. What are you willing to risk?"
 - "If you're going to do this – How are you going to be smart about it?"
 - Prevention vs. Treatment
- Slogan – something catchy but has to have substance
- How can we utilize faith-based organizations?
 - Connected with community
 - Brick and mortar
 - Embed resources
 - Communicate these are safe spaces
 - "Everybody's meatloaf is made differently"
- Completely different taglines = different brains (kid vs. adult)
- Adults = Home recovery
 - Kids = Don't use anything, it won't work out
- History of COMBAT (Why has none of this been discussed today?)
 - Systemic racism
 - History of racism
 - This seems performative

- Adults
 - Harm reduction – clean using utensils, training how to administer, Narcan, educating people on what opiate abuse looks like, destigmatize MAT (Medication Assisted Treatment)
 - "You can't send a message to a dead person"
 - Create messaging for everyone prescribing opioids, education and resources if they become addicted (signs of dependence, etc.)
- Youth
 - "Connection is the cure"
 - Start conversations early, people with lived experience
 - Early detection of use
 - Keeping kids connected, community groups, mentorships, peer to peer

- Kids
 - "Your friend is not your pharmacist"
 - "Your first time could be your last time"
- Adults
 - Normalize the conversation
 - Do you carry Narcan?

- Got Narcan?

- Adults
 - Be there for your kids
 - It can be anyone, It can be anywhere
 - Use imagery to relate to people
 - Change perception of what a user looks like
- Kids
 - Talk! Don't take!
 - Focus on kids' anxiety
 - Help kids talk about pressures

- Adults
 - Considering the legal status of marijuana for adults: No pills, no powder
 - Go from prevention to harm reduction
 - Narcan training
 - Fentanyl test strips
 - Every household should have Narcan
 - "Just because you use drugs doesn't mean you deserve to die"
 - Allow trusted adults to administer Narcan
 - How to spot an OD and administer Narcan
 - Just because a doctor prescribed it doesn't mean it's safe / not a drug
- Youth
 - "No pills, No powder!"
 - Harm reduction strategies
 - Cookie mix example with chocolate chips
 - No exact amount of chocolate chips per cookie
 - Education on the dangers of using non-prescribed meds
 - Fear of trouble
 - Teen – Mental – Health – First Aid
 - Narcan to school staff
 - Introduce healthy coping mechanisms
 - "Just because it's a prescription doesn't make it safe"
 - Recognizing your own body cues
 - First-hand testimony from those who have used RX meds in an unsafe manner
- Taglines
 - "Narcan: You can"
 - "Are you willing to bet your life?"
 - "Are you ready for your funeral tomorrow?"
 - "Got your funeral clothes picked out yet?"
 - "Blue tie or black tie? Well, you won't care—you're dead."

- Adults
 - Recovery is possible
 - Fentanyl WILL kill youth
 - Fentanyl is fatal
 - You add fentanyl, you end it all

- Youth
 - o Don't smoke your life away
 - o Be kind to your mind

- Tree of all adults that affect kids' knowledge
- How would you feel if your friend was on the floor?
- Both [youth and adults]: Relationships (strength based) – you being responsible for your friends (education wise)
 - o Connection/relationships value-based approach
 - o "I want you here; I care about you; I want you to live"
- Coping skills/healthy solutions as a way as it being drug prevention
- "Broken Window Theory" – When you see a broken window, you say "Oh, [there will] be crime and bad things here"
- "Busy Streets Theory" – Creating healthy / good things to do in the community
 - o What is a healthy connection?
 - o What is a healthy relationship?
- Youth
 - o We need to **ask the youth**
 - o Tik Tok – Live skit of someone giving Narcan?
 - o Taglines
 - You can Narcan
 - Narcan, You can
 - Are you ready to Narcan?
 - Can you Narcan?
- Possible fentanyl council

- Adults
 - o Motivation
 - o Self-respect
 - o Education
 - o It's not going to happen to me
- Youth
 - o To see people (role models) they respect who has experienced Fentanyl addiction/overdoses
 - o Teach youth to respect their body and [illegible] drugs
 - o Get involved with people who have the same interests and decide to get involved with drugs
 - o School assemblies

- #APennyForYourLife

- Dispose of old medications (Drug Take Back)
- Testimonials
 - o Kids/Parents of those who overdosed
- Messaging for safe sites drug
- Billboard "You got to feel to heal"
 - o "Tell the story, don't be it"
- Employee Assistance Programs

- More advertisement for AAA
 - o “Overdose on loving yourself”

- Positive role models – Entertainers and athletes (Education)
- School education on drug abuse
- Coach lead discussion on “Say No”
- Crack down on drug distribution
- What did government
- Stop with the concept of “It can’t happen to me”
- Communicate stats & data

- Breakdown of the family
 - o What you live, you learn. What you learn, you practice. What you practice, you become. What you become has consequences.

- Both: “Do you trust your dealer with your life?”
- Youth: “Sometimes you lose it all” / “Ready to lose it all?”
 - o Peer support, lived experience individuals to come talk to youth and adults about their experiences with substances. Discuss story of their journey about overdose experience

- Adults
 - o Information
 - o Percentages
 - o Visual with the penny
 - o It’s everywhere
 - o You wouldn’t play Russian Roulette—why take the risk?
- Youth
 - o It’s too easy to die
 - o Peer to peer – Tik Tok
 - o It’s not worth it
 - o Hopefully luck is on your side
 - o Maybe this time you won’t die