



# How you can use Friends for Life to support teens and young adults

## FRIENDS FOR LIFE OVERVIEW

In 2022, Washington State Health Care Authority launched a fentanyl and naloxone (Narcan) awareness campaign. The primary goals of the campaign are to:

- Educate people about illegally made fentanyl.
- Inform people about how to prevent and respond to an opioid overdose.
- Tell people about where to get naloxone (Narcan) and how to use it.

## PRIORITY AUDIENCES

This campaign is for youth (12 – 17); young adults (18 – 25); and the parents, caregivers, and trusted adults who can help spread the message (that's you!).

## WHY FRIENDS FOR LIFE?

Our research points to one simple truth: People really care about keeping their friends safe. This campaign focuses on the power of relationships to prevent opioid overdoses and create positive change.

The overdose crisis affects us all. So, we all play a part in looking out for each other and ending opioid overdoses.

## WHAT CAN I DO TO HELP?

### Get informed

- Read the **Facts about Fentanyl brochure**.
- Read the **Know about Naloxone brochure**.

### Start a conversation

- Use the **Talk to Teens conversation guide** to talk to the young people you know.

### Pass it along

- Give the **Keep Your Circle Safe zine** to young people you know.
- Help them start a conversation of their own with the **“I’m Here for You” peer-to-peer conversation guide**.
- Share the **print and digital wallet cards** with steps for using nasal spray and injectable naloxone to reverse an overdose.



Find these tools and more at:  
[WAFriendsForLife.com](http://WAFriendsForLife.com)

