



How to localize your campaign

The Washington State Health Care Authority (HCA) has launched the [*Friends for Life*](#) campaign, an awareness campaign designed to inform and educate people about:

- The unpredictability of illicit fentanyl
- The signs of an opioid overdose
- The actions to respond to an opioid overdose
- The opioid overdose reversal medication naloxone (Narcan)
- The primary prevention strategies for youth

As part of this statewide effort, the HCA provides campaign resources to coalitions and partners across the state. The hard work done at the community level by partners like you is a vital part of making a difference in our state.

Priority audiences for this campaign include:

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

The campaign is designed to be localized and tailored to your community. This guide is intended to provide ideas for how to maximize the campaign in your area to:

- Build awareness of your organization and its efforts
- Generate genuine, grassroots momentum around this issue
- Educate community members about how this issue is affecting your community
- Increase the response to and engagement with the campaign

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Localizing partner toolkit materials

Through our technical assistance program, you have the option of localizing various materials available for download in the prevention partner toolkit on WAFriendsForLife.com. This is one of the easiest ways to tailor the *Friends for Life* campaign for your community.

If you're interested in customizing any of the materials listed below, please visit the toolkit page on the [campaign website](#) to request assistance. <mailto:devani@wearedh.com> Toolkit items can be customized with your logo, contact information, and website. Translation services are also available upon request.

Once you submit a request, our team will handle the production process and work with you to place an order.

The partner toolkit contains:

- Parent/caregiver presentation
- Parent/caregiver brochures
- Middle-school student presentation
- Middle-school student activity and guide
- High-school student presentation
- High-school student activity and guide
- Conversation guides
- Posters
- Digital and social media content
- TV PSA
- Promotional items

Distributing partner toolkit materials

Coalitions and partners across the state can make a difference in opioid misuse prevention by sharing *Friends for Life* materials in spaces teens and their parents/caregivers are likely to see. Whether it's at a local school, after-school program, youth group, or parent meeting, consider how you can get campaign materials in front of priority audiences.

Who do I contact?

Consider contacting partners in the following areas:

- Schools
- Youth-serving organizations
- Parent and caregiver groups
- Civic/volunteer groups
- Health care professionals
- State/local/tribal governments
- Other substance-misuse organizations

What do I ask them to do with the campaign materials?

If you have existing connections within a school district or youth-serving organization, reach out to an administrator to coordinate a day and time to facilitate either the middle-school or high-school presentation and activity with students. In addition, plan to distribute posters and promotional materials to the main office and counseling or health offices, if possible.

Also, talk to administrators about hosting an event for parents and caregivers to attend and hear the presentation tailored to them. Plan to distribute brochures, conversation guides, and promotional materials at the event.

If you do not have existing connections within a school district or youth-serving organization, use the outreach letter below to share more about yourself and the campaign. Request a time to speak at more length about facilitating the student presentation, parent/caregiver presentation, or both.

Alternatively, you can ask partners to share campaign content via:

- Social media pages
- Newsletters
- Websites
- Email updates
- Other platforms where you'd like to see campaign messages

Pre-recorded train-the-trainer webinar

Once you have scheduled a student or parent/caregiver presentation, please reach out to campaign coordinators via the website toolkit page at WAFriendsForLife.com to receive access to a pre-recorded train-the-trainer webinar designed to familiarize you with the presentation materials and activities you will facilitate at the event. The goal is to provide a thorough step-by-step guide to set you up for successful outreach in your community.

Event promotional blurb

The text below can be customized and used to promote parent/caregiver presentations.

The [ORGANIZATION] is hosting [EVENT TITLE] to spread awareness about the unpredictability of illicit fentanyl and to empower adults and teens to help keep one another safe.

Join us on [DATE & TIME] to find out more about the risks of illicit fentanyl, get answers to your questions, and learn effective ways to help teens avoid opioids like fentanyl.

This event is offered in collaboration with the Washington State Health Care Authority's [Friends for Life](#) campaign.

Outreach letter/email template usage guide

A key aspect of this campaign is to engage local school districts and youth-serving organizations in sharing information and materials with middle-school and high-school students. The customizable template below is designed to be sent to administrators on behalf of your organization. It introduces the campaign and opportunities for presentations and distribution of materials. The goal is to demonstrate the necessity of this campaign and to encourage schools and organizations to reach out for more information about how to access and use toolkit materials. Here are a few tips to consider when using this template:

1. Fill all empty fields with your personalized information.
2. To fill out a field, simply click into the labeled textbox and begin typing.
3. Remember to remove the highlight from the text before sending and to change the recipient's name each time if you are sending this to multiple people.
4. This template is intended to serve as a starting point. Please customize it further to meet your needs.

Dear [SCHOOL ADMINISTRATOR],

My name is [NAME] and I work for [ORG] as a [TITLE]. In my role, I support our local community by [providing information and resources to foster exceptional learning experiences and prioritize the health and wellness of students]. I'm reaching out to ask for your help in sharing important information with teens about the risks of illicit fentanyl, how to avoid it, and how to help their peers avoid it, too.

The Washington State Health Care Authority's *Friends for Life* awareness campaign is designed to educate teens about the unpredictability of illicit fentanyl and equip them with tools like refusal skills. The campaign seeks to empower trusted adults—parents, caregivers, educators, and coaches—to talk with the teens in their life about these topics. Trusted adults play an important role in keeping teens safe by talking to them about how experimenting with drugs can hurt them and their future.

Most overdose deaths in Washington now involve fentanyl, which is a powerful, fast-acting opioid about 50 times stronger than heroin. Unregulated (illicit) fentanyl is often sold as fake prescription pills, as a powder, or mixed into other drugs like cocaine or MDMA.

Most teens don't knowingly experiment with opioids, including fentanyl. However, many teens encounter illicit fentanyl by mistake, thinking they're taking a real prescription OxyContin, Adderall, Percocet, or Xanax. That's why the "Friends for Life" campaign is so vital. With your help, we can put an end to youth opioid overdoses and poisonings.

Through the "Friends for Life" campaign, free materials and resources are available to help trusted adults educate youth and keep them safe. These materials include presentations, classroom activities, posters, brochures, conversation guides, and more. To access materials and learn more about the campaign, please visit WAFriendsforLife.com.

I would like to set up a meeting to further discuss how we can work together to share these materials with our community's youth. Please contact me at [contact information] with your availability for [a 30-minute virtual meeting].

Thank you for your consideration. Please reach out with questions. I look forward to hearing from you.

Sincerely,

[NAME]