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Marketing/Communication



Step 1.  
Identify the Health Problem



A large stadium filled with rows of yellow seats. Each seat has a small white label on the backrest containing a number. The numbers are arranged in a grid pattern, with the same number appearing on multiple seats in a row or column. For example, the number '5' appears on the backrest of several seats in the foreground, while '10' appears on seats further back. The seats are arranged in a tiered fashion, typical of a large arena or stadium. The overall scene is brightly lit, and the yellow color of the seats is prominent. A semi-transparent white banner with the text 'Step 2. Identify the Audience' is overlaid at the bottom of the image.

## Step 2. Identify the Audience

Step 3.  
Develop and test  
messages and  
materials with  
target audience



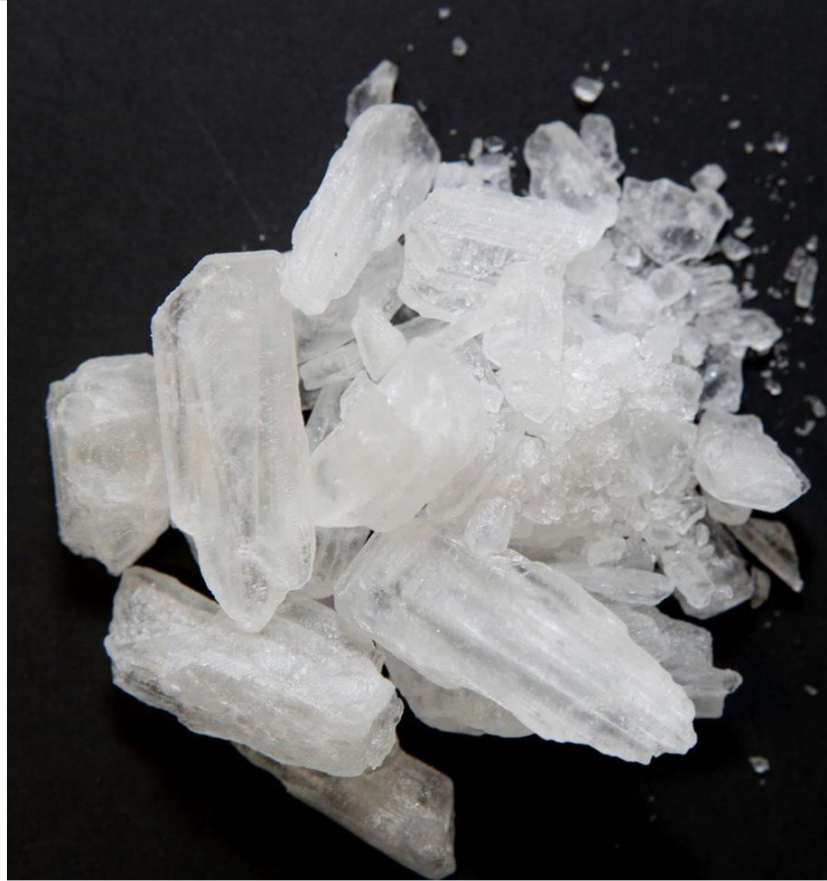


## Step 4. Implement



# Case Study

November 2020 - Present



Step 1.  
Identify the Health Problem



# Identify the Problem – Counterfeit Pills Laced with Fentanyl

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Overdose deaths <15

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Alarming increases in seized counterfeit pills laced with fentanyl

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Increase substance buying and selling activity via Snapchat and Social Media apps

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Fentanyl the number one cause of death for those 19 and under

# Approach

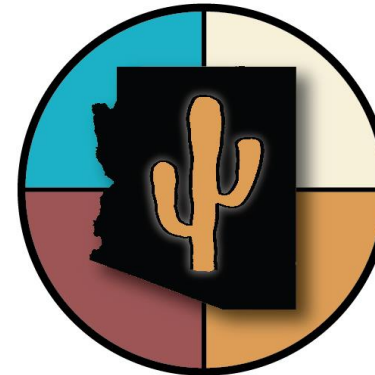
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- Apache County Youth Council
- BeMedSmart
- Casa Grande Alliance
- Chandler Coalition Against Youth Substance Abuse
- Copper Basin Coalition
- Fountain Hills Substance Abuse Prevention Coalition

- Graham County Substance Abuse Coalition
- Help Enrich African American Lives
- HOPE Coconino
- LPKNC
- Marana Prevention Alliance
- MATFORCE

- Mayahuel Prevention Consortium
- Mesa Prevention Alliance
- Mohave Substance Abuse Treatment & Education Partnership
- Nexus Coalition for Drug Prevention
- PAACE Coalition
- Pima County Community Prevention Coalition

- South Mountain W.O.R.K.S. Coalition
- Tempe Coalition to Reduce Underage Drinking and Drug Use
- Safe Out LGBTQ+ Youth Coalition
- Santa Cruz County Drug Free Community Coalition
- Way Out West Coalition

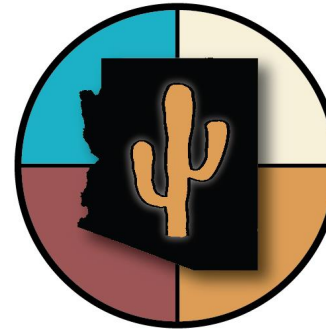


## **Substance Abuse Coalition Leaders of Arizona**

# Approach

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- Community Forums Held
- Feedback Synthesized
- Priority Areas Identified
  - Counterfeit Pills Laced with Fentanyl
  - Naloxone
  - Good Samaritan Law
- Next Steps Taken
  - Working Groups

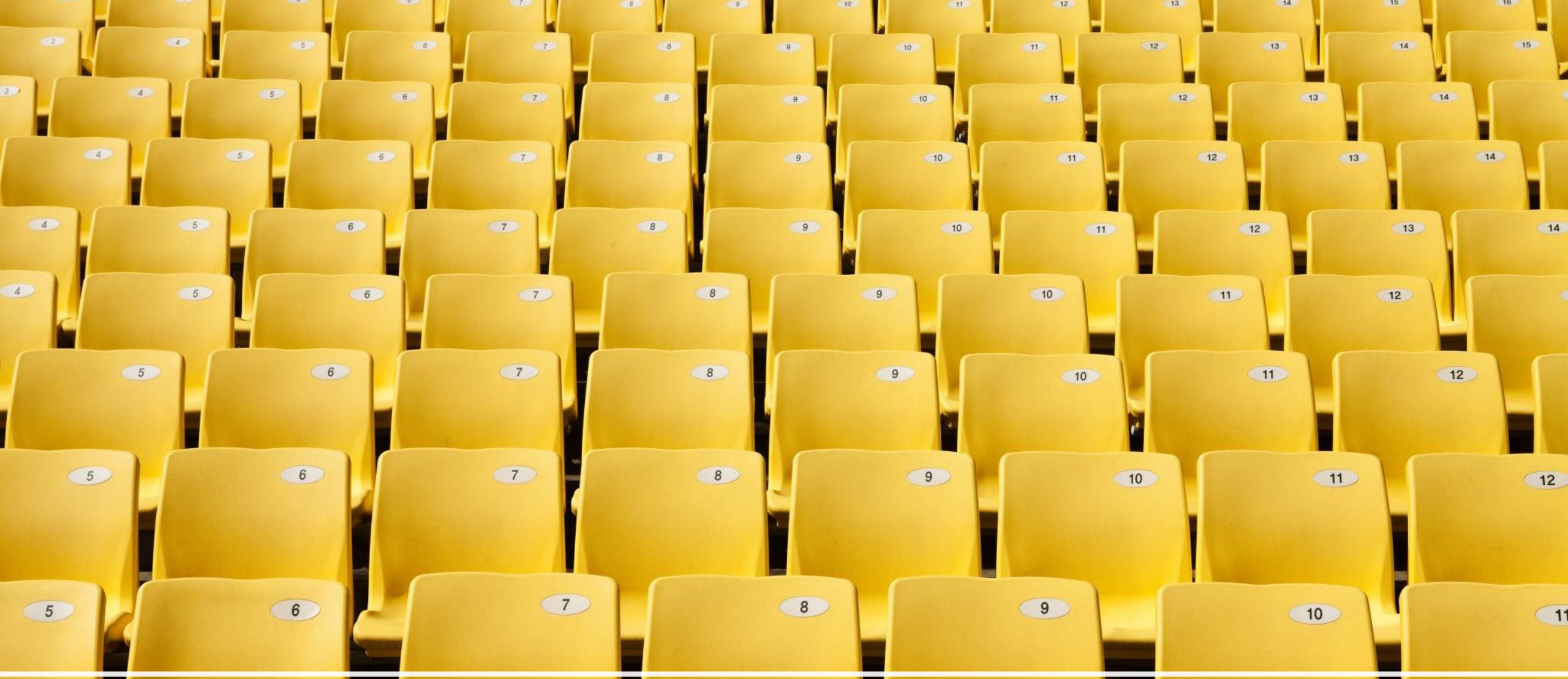


**Substance Abuse  
Coalition Leaders  
of Arizona**

Goal - create a toolkit with media messages and community messaging that coalitions could quickly and easily implement.







## Step 2. Identify the Audience

# Audience Focus

**Primary** – Parents,  
Grandparents and Caregivers  
of Children ages 10-18

**Secondary** – Community,  
Schools, Healthcare  
Providers, Young Adults,  
Behavioral Health, Youth

Step 3.  
Develop and test  
messages and  
materials with  
target audience





# Messaging Concepts

- Your child's phone has a deadly connection. Pills/counterfeit pills made with fentanyl are bought and sold on social media sites (do we need to name them?) popular with teens.
- Young people in AZ are overdosing at an alarming rate from counterfeit pills made of fentanyl.
- Kids and teens are connecting to pills made with fentanyl through their phones. The pills are easy to get but the consequences are deadly.
- If your child is using their phone to connect to pills, take action now. Carry Naloxone, an overdose reversal drug with you, learn CPR and get your child the help they need.
- If your child or their friends are using pills, take action now. Carry Naloxone, an overdose reversal drug with you, keep one in the house in your first aid kit and learn CPR.
- There's a new kind of deadly drug flooding into our communities. Fentanyl pills disguised to look like prescribed medications are all around our kids. Bought and sold through texts and social media. Most parents don't know until it's too late.

# Message Testing

Fentanyl is a synthetic opioid that is 80-100 times stronger than morphine. Illicit Fentanyl has been ✱found to be present in 40% of the confirmed opioid overdoses in Arizona. While Fentanyl does come in a powder form, the pill form has been found to be involved in teen drug overdose deaths. Which statement regarding Fentanyl and Counterfeit Pills do you find the least confusing:

Answer	0%	100%	Number of Response(s)	Response Ratio
Teens in Arizona are overdosing at an alarming rate from Counterfeit Pills.	<div></div>		16	7.8 %
Teens in Arizona are overdosing at an alarming rate from Fentanyl laced Counterfeit Pills.	<div></div>		36	17.7 %
Teens in Arizona are overdosing at an alarming rate from Counterfeit Pills laced with Fentanyl.	<div></div>		110	54.1 %
Teens in Arizona are overdosing at an alarming rate from fake pills laced with Fentanyl.	<div></div>		41	20.1 %
No Response(s)			0	0.0 %
Totals			203	100%

# Message Fine Tuning

Expert in Story Branding

Expert in Communicating Complicated  
Subjects into Small Digestible Components

End of process – Ready to use social media  
and traditional media health communication  
on counterfeit pills laced with fentanyl and  
Naloxone.



## Step 4. Implement



# Final Messages

**Counterfeit Pills Laced with Fentanyl**



**Naloxone**



**Which has the Deadly Dose of Fentanyl?**



**Counterfeits Kill**

**TalkNowAZ.com**

THE FOLLOWING ARE THE NAMES OF THE PHARMACEUTICAL COMPANIES THAT HAVE BEEN IDENTIFIED BY THE U.S. DEPARTMENT OF JUSTICE AS BEING INVOLVED IN THE FENTANYL CRISIS. THESE COMPANIES ARE NOT BEING NAMED BY THE U.S. DEPARTMENT OF JUSTICE AS BEING INVOLVED IN THE FENTANYL CRISIS.

LAMAR



**REVERSE AN  
OVERDOSE.**

**#CARRYNALOXONE**



**Substance Abuse  
Coalition Leaders  
of Arizona**

**NALOXONEAZ.COM**

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**LAMAR**



# SAVE A LIFE

WITH *NALOXONE* YOU CAN  
**SAVE YOUR  
BROTHER'S LIFE.**

#CARRYNALOXONE



**NALOXONEAZ.COM**

CON *NALOXONA* PUEDES  
**SALVAR LA VIDA  
DE TU VECINO**



**NALOXONEAZ.COM**

WITH *NALOXONE* YOU CAN  
**SAVE YOUR  
NEIGHBOR'S LIFE.**

#CARRYNALOXONE



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WITH *NALOXONE* YOU CAN  
**SAVE YOUR  
CHILD'S LIFE.**

#CARRYNALOXONE



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# DIGITAL

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[NEWS](#)[SHOWS](#)[WATCH](#)

Can you tell which pill has  
a deadly dose of Fentanyl?



## The Bachelor's Nick Vial Celebrates "One Year ish" Anniversary With Girlfriend Natalie Joy

Nick Vial shared new pics with girlfriend Natalie Joy in the place "where it all started." Learn more about the celebrity couple that didn't come out of Bachelor Nation or *The Bachelor*.

By ELANA RUBIN

JUL 10, 2021 3:17 PM TAGS

**People**[SUBSCRIBE](#)

## MOST RECENT



***Doubling Down with the Derricos: Diez, 4, to Undergo Surgery, Will Have Elongated Skull Reshaped***



**Reverse an OVERDOSE.**





## Digital Strategy Performance Notes



Engagement Highest Fridays  
Saturdays, Wednesdays



Fentanyl = Naloxone  
Facebook Outstanding CTR w/ over  
14,000 clicks on ads.



Real-Time Geo Targeted  
Hot Spots



**Total # of Impressions Served:**  
5,203,801

## DIGITAL / SOCIAL PERFORMANCE STATS:

Mobile/Desktop:  
Impressions: 1,356,689

Tablet:  
Impressions: 996,329

Facebook:  
Fentanyl Impressions:  
1,063,259

Naloxone Impressions:  
1,011,555

Video:  
Impressions: 542,692

OTT:  
Impressions: 233,277





# Communications Evolve

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I hate that it had to be you son.

I cannot have this tragedy happen  
and not spread awareness.

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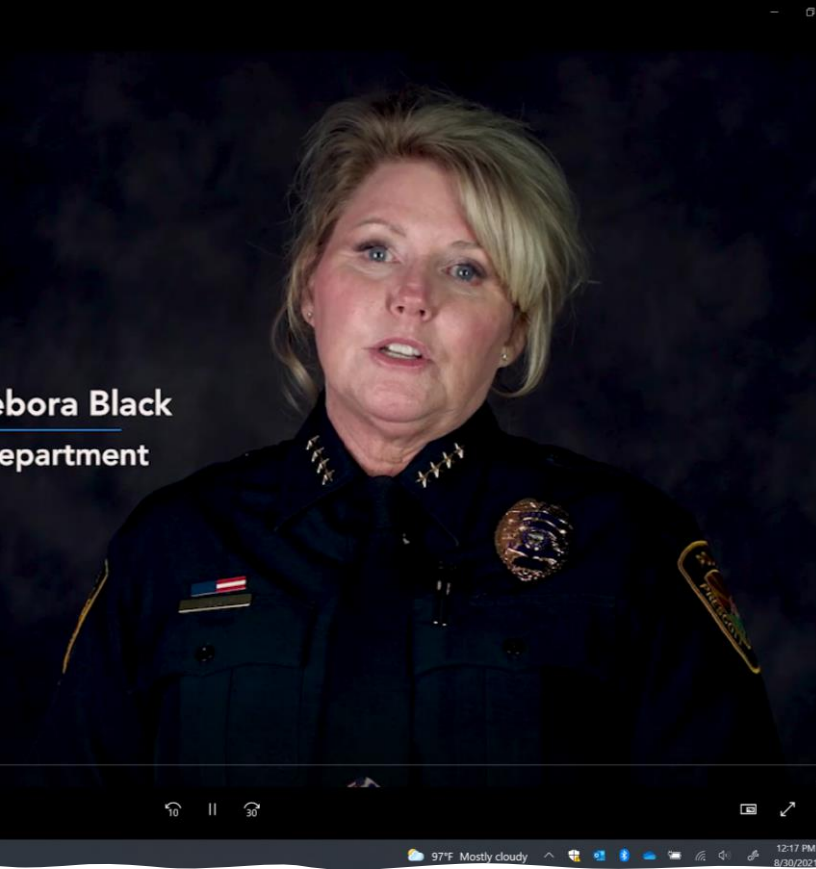
The doctors kept my son alive long  
enough for me to get to him. I was given  
the option to pull the plug. The damage  
was too far, his organs were shutting  
down, his brain was too damaged. I said  
to him, **"Son, mommy is here, and you  
do not have to be scared. I love you and  
it's ok to let go."**

**Her son was 15 years old**

I hate that it had to be you son. But I cannot have this tragedy happen and not spread awareness. We as parents try our hardest to teach and direct our children down the right path and to make the right choices but at the end of the day our children make the choices and my son made a choice he could not take back. Issaiah was suppose to go with friends to go buy some new shoes and ended up being at a location he shouldn't have been. He was given a pill and was told it was Percocet. My son became unconscious and because his friends were scared of the consequences they let my son lay there for over an hour. Paramedics arrived and began CPR all the way to the ER after an hour and a half they were finally able to get him back and on a ventilator. His test came back negative for Percocet and we are led to believe Issaiah was given some street form of Fentanyl. The doctors kept my son alive long enough for me to get to him I was given the option to pull the plug. the damage was too far his organs were shutting down his brain was too damaged. I said to him Son mommy is here and you do not have to be scared I love you and it's ok to let go you no longer have to be in

Write a comment...

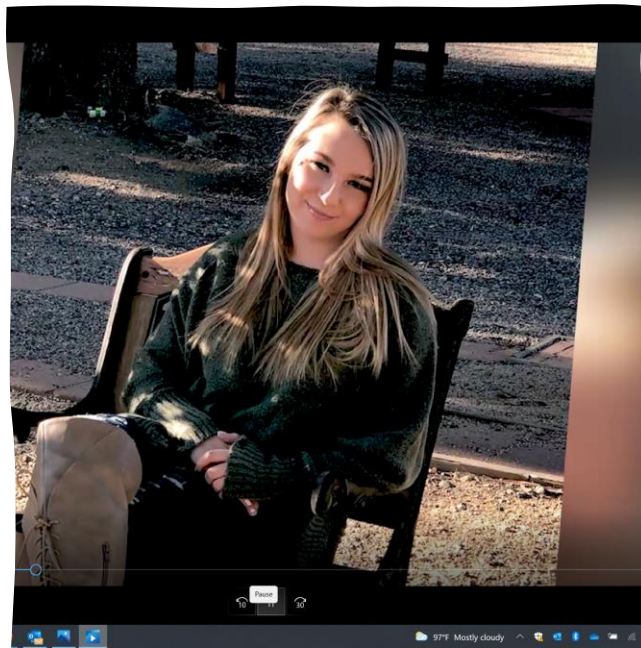




# Television Creative

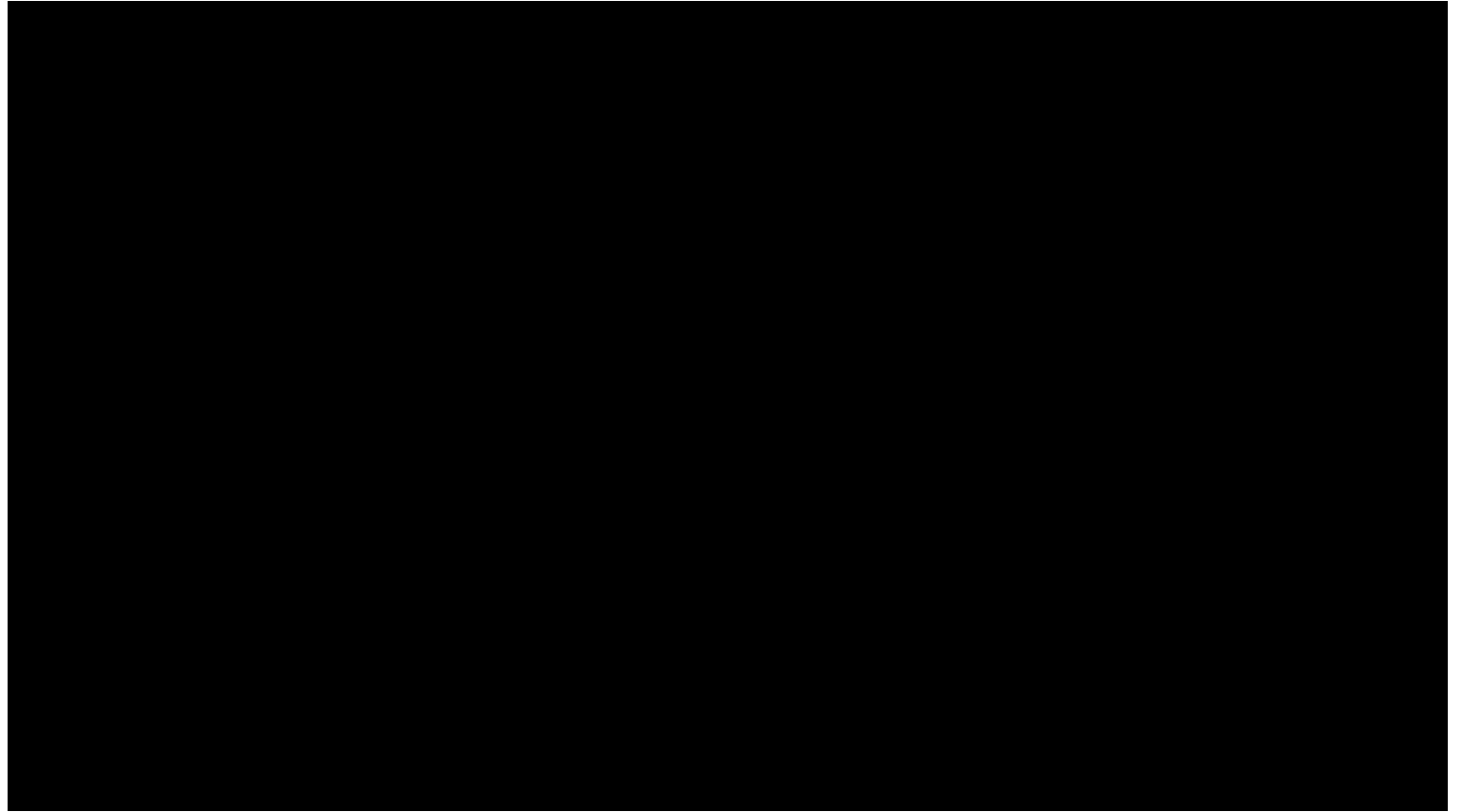
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- Testimonials
  - Real-life stories



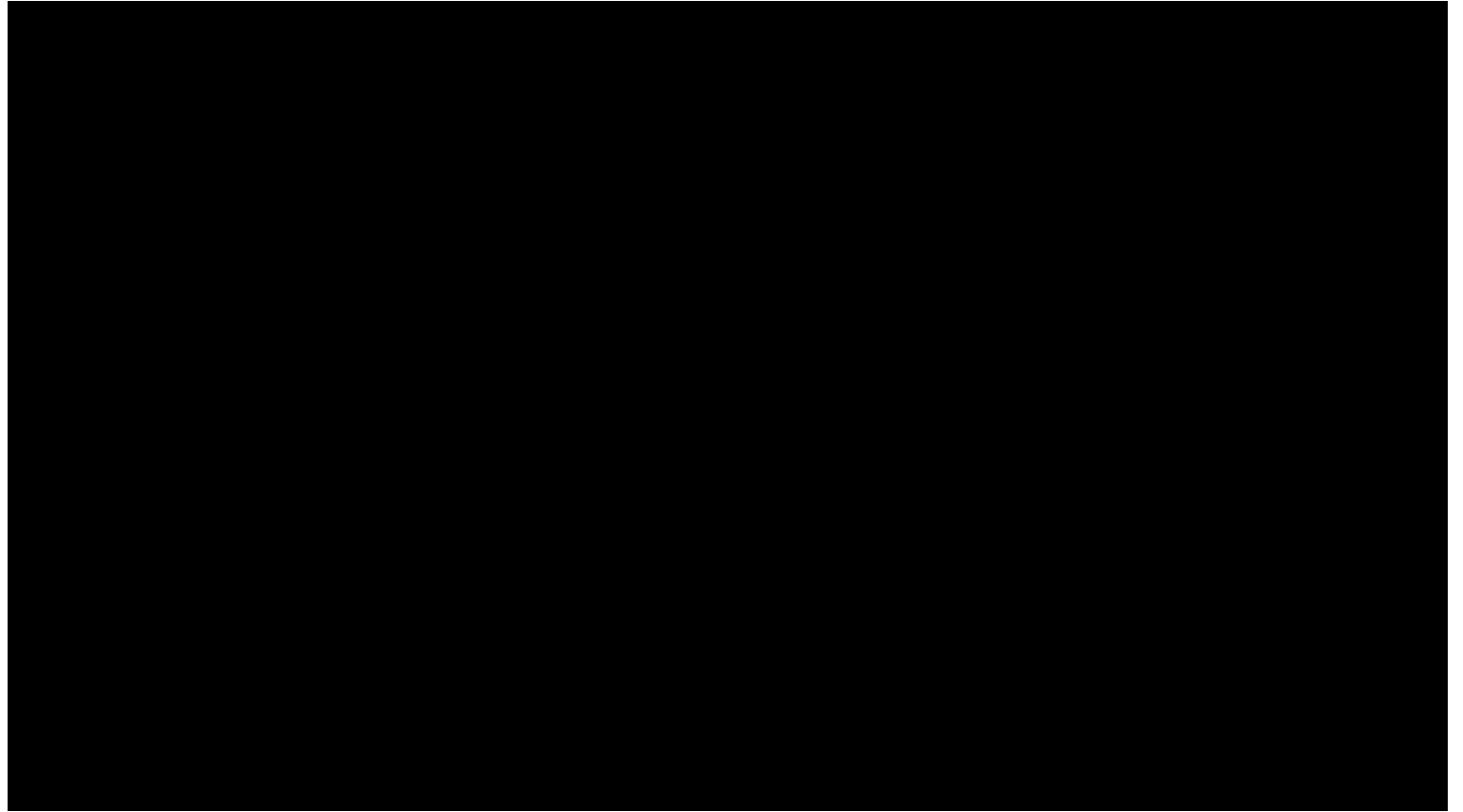
# Hannah's Story

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# Issaiah's Story

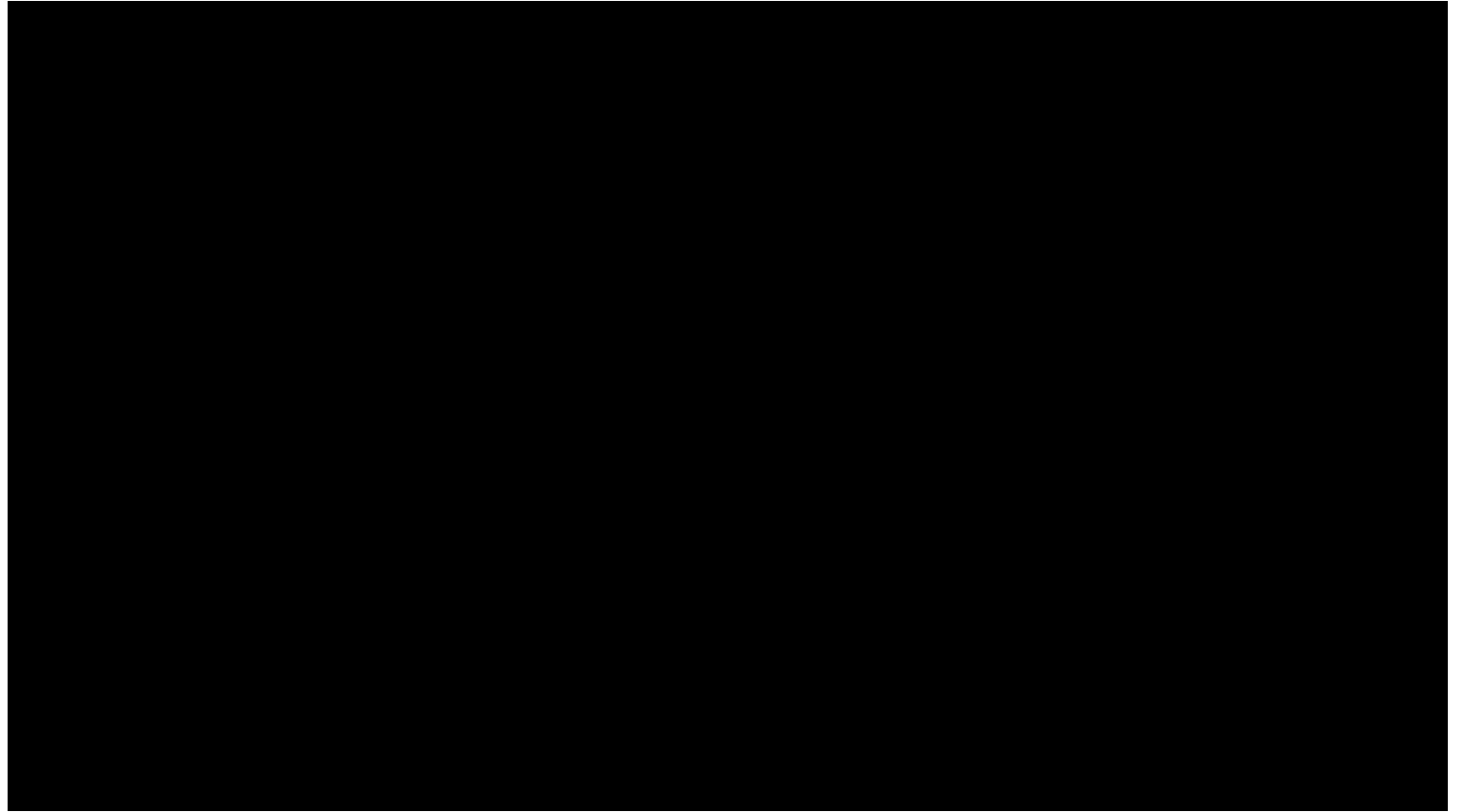
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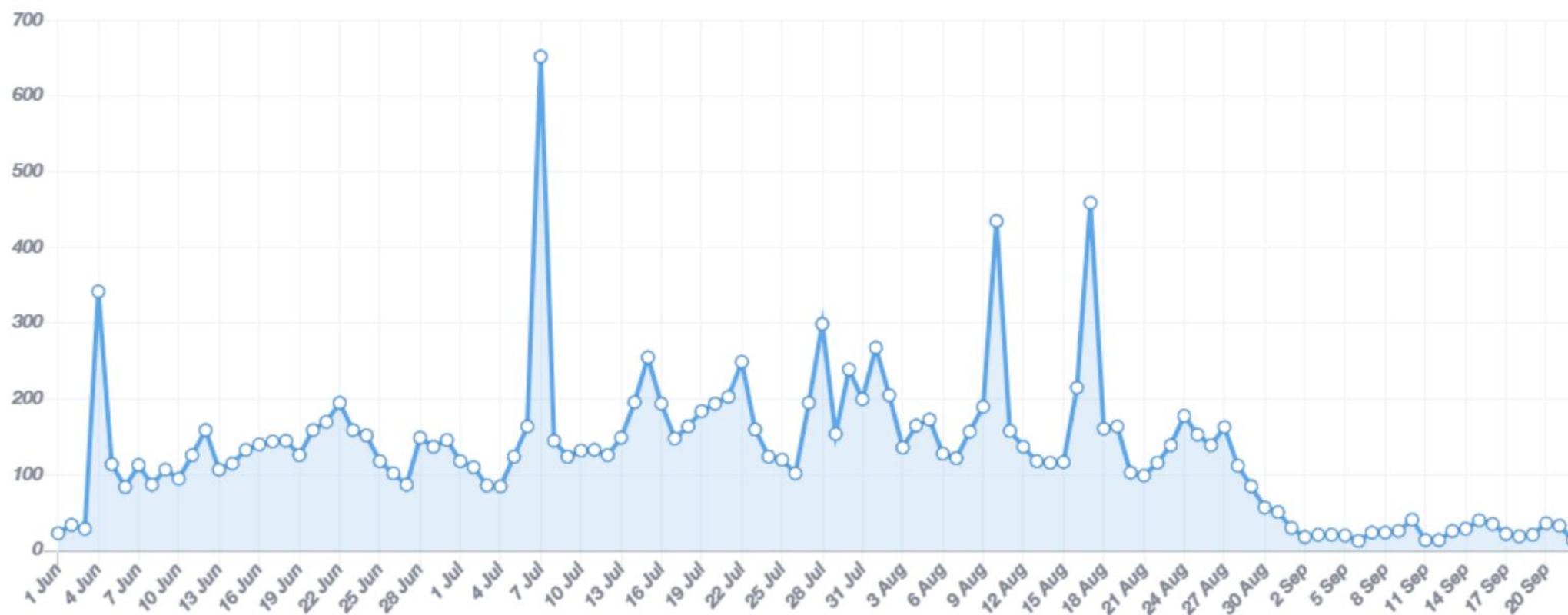
# Ethan's Story

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## Sessions



# Don't Let Budget Keep You From Messaging

Meetings with the media are free

- Meet with the General Manager or Leadership of the Media Outlet

Make your case about why the public service message is important

- Young people dying
- Not enough awareness regarding Naloxone
- Myths and Misconceptions about Good Samaritan Law

Keep production costs down – Editing, shooting or recording messages

Additional  
Communications

Toolkit  
Components

**Can you tell which pill contains  
a deadly dose of Fentanyl?**



**Neither can your child.**



# Fentanyl – Counterfeit Pill Postcards

Can you tell which pill contains a deadly dose of Fentanyl?



**Neither can your child.**

Arizona teens and young adults are using their phones to buy and sell counterfeit pills laced with Fentanyl ...

**... and they're overdosing at an alarming rate.**

Don't wait until it's too late. Here are 3 simple things you can do:

1

Talk with your child about **NEVER** taking a pill that's not prescribed to them.

2

Monitor your child's texts and social media.

3

Get the FACTS on Fentanyl at [TalkNowAz.com](http://TalkNowAz.com)

**Even if you don't think your child is taking pills, talking with them could be the reason they never do.**



Substance Abuse  
Coalition Leaders  
of Arizona

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# Fentanyl Facts and One Sheets



## What is fentanyl and how does it work in the body?

Fentanyl is a powerful synthetic opioid, similar to morphine but 50 to 100 times more potent. In its prescription form it is prescribed for pain, but fentanyl is also made illegally and distributed as a street drug. Illegal fentanyl is sold as a powder or made into pills that look like real prescription opioids (pain relievers).

Fentanyl works by binding to the body's opioid receptors, which are found in areas of the brain that control pain and emotions. Its effects include euphoria, drowsiness, nausea, confusion, constipation, sedation, tolerance, addiction, respiratory depression and arrest, unconsciousness, coma, and death.

## Why is fentanyl a problem in Arizona?

Fentanyl is the most common substance found in opioid overdose deaths in Arizona – teens as young as 14 years old have overdosed and died.

Illegal fentanyl is being mixed with other drugs, such as cocaine, heroin and methamphetamine. This is especially dangerous because people are often unaware that fentanyl has been added. The high potency of fentanyl greatly increases risk of overdose, especially if a person who uses drugs is unaware that a powder or pill contains it. Naloxone is a medicine that can be given to a person to reverse a fentanyl overdose. Multiple naloxone doses might be necessary because of fentanyl's potency.

## What Can You Do?

**Talk** | It's never too early to have a conversation about alcohol and other drugs. The sooner you talk about the dangers of underage drinking and substance use, the greater chance you have of influencing your child's decisions about using them.

**Get Specific About Fentanyl** | When you talk with your child, don't leave out the details. Be specific about the drug fentanyl and the dangers of its use. Let your child know that it is being sold as counterfeit OxyContin®, Xanax®, and other prescription drugs. Knowing one of these pills could be deadly, a child may consider the consequences of trying one of these too risky. Visit [TalkNowAZ.com](http://TalkNowAZ.com) to help get this conversation started.

**Monitor** | Because substances, including counterfeit pills laced with fentanyl, are being bought and sold through texting and social media sites be sure to monitor where your children go online and ask about who they follow and what they are seeing and hearing online. Before allowing your child to go online and

set up accounts consider having them sign a social media safety contract with you. Find a social media contract at [TalkNowAZ.com](http://TalkNowAZ.com).

**Take Action** | Naloxone is medicine that can reverse an overdose. Naloxone can be picked up at pharmacies in Arizona without a prescription. It is easy to administer and can be lifesaving. To find naloxone near you visit [NaloxoneAZ.com](http://NaloxoneAZ.com). Always call 911 if there is an overdose.

Treatment works and there is hope. Medication along with behavioral therapies have been shown to be effective in treating those with an addiction to fentanyl and other opioids.

If you're concerned about someone's opioid or fentanyl use call the Arizona Opioid Assistance Referral line at 1-888-688-4222 for information about treatment and counseling options.

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# Fentanyl Facts

- Families
- Pediatricians
- Older Adults
- Young Adults
- Schools
- Behavioral Health



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## Datos del Fentanilo para Familias

### ¿Qué es el fentanilo y cómo actúa en el cuerpo?

El fentanilo es un poderoso opiáceo sintético, similar a la morfina pero de 50 a 100 veces más potente. En su forma de prescripción médica se prescribe para el dolor, pero el fentanilo también se fabrica ilegalmente y se distribuye como droga callejera. El fentanilo ilegal se vende en polvo o en pastillas que parecen opiáceos reales (analgésicos) recetados.

El fentanilo actúa uniéndose a los receptores opiáceos del cuerpo, que se encuentran en áreas del cerebro que controlan el dolor y las emociones. Sus efectos incluyen euforia, somnolencia, náuseas, confusión, estreñimiento, sedación, tolerancia, adicción, depresión y paro respiratorio, inconsciencia, coma y muerte.

### ¿Por qué el fentanilo es un problema en Arizona?

El fentanilo es la sustancia más común que se encuentra en las muertes por sobredosis de opiáceos en Arizona: adolescentes de hasta 14 años han sufrido una sobredosis y han muerto.

El fentanilo ilegal se está mezclando con otras drogas, como cocaína, heroína y metanfetamina. Esto es especialmente peligroso porque las personas a menudo no saben que se ha agregado fentanilo. La alta potencia del fentanilo aumenta en gran medida el riesgo de sobredosis, especialmente si una persona que consume drogas no sabe que un polvo o una pastilla lo contienen. La naloxona es un medicamento que se puede administrar a una persona para revertir una sobredosis de fentanilo. Es posible que se necesiten múltiples dosis de naloxona debido a la potencia del fentanilo.

### ¿Qué Puede Hacer Usted?

**Hablar** | Nunca es demasiado pronto para tener una conversación sobre el alcohol y otras drogas. Cuanto antes hable sobre los peligros del consumo de alcohol y sustancias por parte de menores de edad, mayores posibilidades tendrá de influir en las decisiones de su hijo sobre su consumo.

**Sea específico sobre el fentanilo** | Cuando hable con los jóvenes, no omita los detalles. Sea específico sobre el medicamento fentanilo y los peligros de su uso. Hágalos saber a los jóvenes que se vende como OxyContin®, Xanax® y otros medicamentos recetados falsificados. Sabiendo que una de estas píldoras puede ser mortal, un niño puede considerar que las consecuencias de probar una de estas son demasiado riesgosas. Visite [TalkNowAZ.com](http://TalkNowAZ.com) para ayudar a iniciar esta conversación.

**Monitoree** | Debido a que las sustancias, incluidas las píldoras falsificadas mezcladas con fentanilo, se compran y venden a través de mensajes de texto y sitios de redes sociales, asegúrese de monitorear dónde se conectan los jóvenes y preguntar sobre a quién siguen y qué ven y escuchan en línea. Antes de permitir que los jóvenes se conecten a Internet y configuren cuentas, considere pedirles que firmen un contrato de seguridad en las redes sociales con usted.

Encuentre un contrato de redes sociales en [TalkNowAZ.com](http://TalkNowAZ.com).

**Actúe** | La naloxona es un medicamento que puede revertir una sobredosis. La naloxona se puede comprar en las farmacias de Arizona sin receta médica o de forma gratuita a través de una coalición local de prevención del uso de sustancias. Es fácil de administrar y puede salvar vidas. Para encontrar naloxona cerca de usted, visite [NaloxoneAZ.com](http://NaloxoneAZ.com). Siempre llame al 911 si hay una sobredosis.

El tratamiento funciona y hay esperanza. Se ha demostrado que la medicación junto con las terapias conductuales son eficaces para tratar a las personas con adicción al fentanilo y otros opiáceos.

Si le preocupa el uso de opiáceos o fentanilo de alguien, llame a la línea de referencia de **Asistencia para Opiáceos de Arizona al 1-888-688-4222** para obtener información sobre las opciones de tratamiento y asesoramiento.



Esta publicación fue posible gracias a la concesión número 12971083320 de SAMHSA. Las puntos de vista, las opiniones y el contenido de esta publicación pertenecen al autor y no reflejan necesariamente los puntos de vista, las opiniones o las políticas de SAMHSA o HHS.

# Community Outreach



**Substance Abuse  
Coalition Leaders  
of Arizona**

**Can you tell which  
pill contains a deadly  
dose of Fentanyl?**

**Neither can  
your child.**



**Substance Abuse  
Coalition Leaders  
of Arizona**

**SACLAz.org**



**EVERY DAY**, Arizona youth are buying counterfeit pills laced with Fentanyl through texts and social media.

They're **OVERDOSING** at an alarming rate.

**DON'T WAIT** until it's too late. Here's what you can do to prevent it:

- 1** Talk with your child about **NEVER** taking a pill that's not prescribed to them.
- 2** **MONITOR** your child's texts and social media.
- 3** Get the **FACTS** on Fentanyl at **TalkNowAz.com**

Even if you don't think your child is taking pills, talking with them could be the reason they never do.



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# Snapchat and Social Media

**know what's going on(line).**

**SOCIAL MEDIA APPS ON YOUR CHILD'S PHONE CAN BE A PATH TO ILLICIT DRUG MARKETS.**

According to latest research more youth are getting drugs from apps like **Snapchat** and **Instagram**. Do you know how your child uses social media?

**#BeTheInfluence**

**HERE'S HOW YOU CAN KEEP YOUR CHILD SAFE:**

**Talk. They Hear You.**  
You have influence over your child's decisions. When talking with your children, a good way to start is, "Do you use Snapchat or Instagram with your friends?" Let your child know to beware of ads they may see on YouTube and social media platforms.

**Use Parental Controls.**  
Contact your cell phone provider regarding what parental controls come pre-installed on the device or if other controls are available through the plan.

**Seek Help If Needed.**  
Teens use drugs for many reasons, including curiosity, peer pressure, and wanting to fit in with friends. Some use it to cope with anxiety, stress, and even depression.

**SCAN HERE TO LEARN MORE**

OR VISIT **TALKNOWAZ.COM**





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- Snapchat and Social Media Power Point
- Fact Sheet
- Online and Social Media Contracts for Families



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# Today, we will discuss ...



**What is  
fentanyl?**



**How big is  
the problem?**



**What can we  
do?**



Today, we will talk about three aspects of this issue ... **CLICK**

First, we'll take a look at what Fentanyl is to provide you with a better understanding of what this substance is. **CLICK**

Next, we'll talk about how big this problem is and what's driving it. **CLICK**

Finally, what can we do? As family members and as members of a community.

There is important work we can do together to save lives and prevent use.

## Today, we will discuss ...



**What is  
fentanyl?**



**How big is  
the problem?**



**What can we  
do?**



## Fentanyl is an opioid

Opioid is a class of drugs used to reduce pain

### Prescription

Prescription opioids are prescribed by doctors to treat moderate to severe pain.

### Fentanyl

Synthetic (man-made) opioid 50 to 100 times more powerful than morphine. Prescription fentanyl is used for treating severe pain, typically advanced cancer pain.

### Heroin

Heroin is an illegal opioid. Heroin comes in powder form or as black tar heroin.



## What does fentanyl look like?

### Prescription Fentanyl

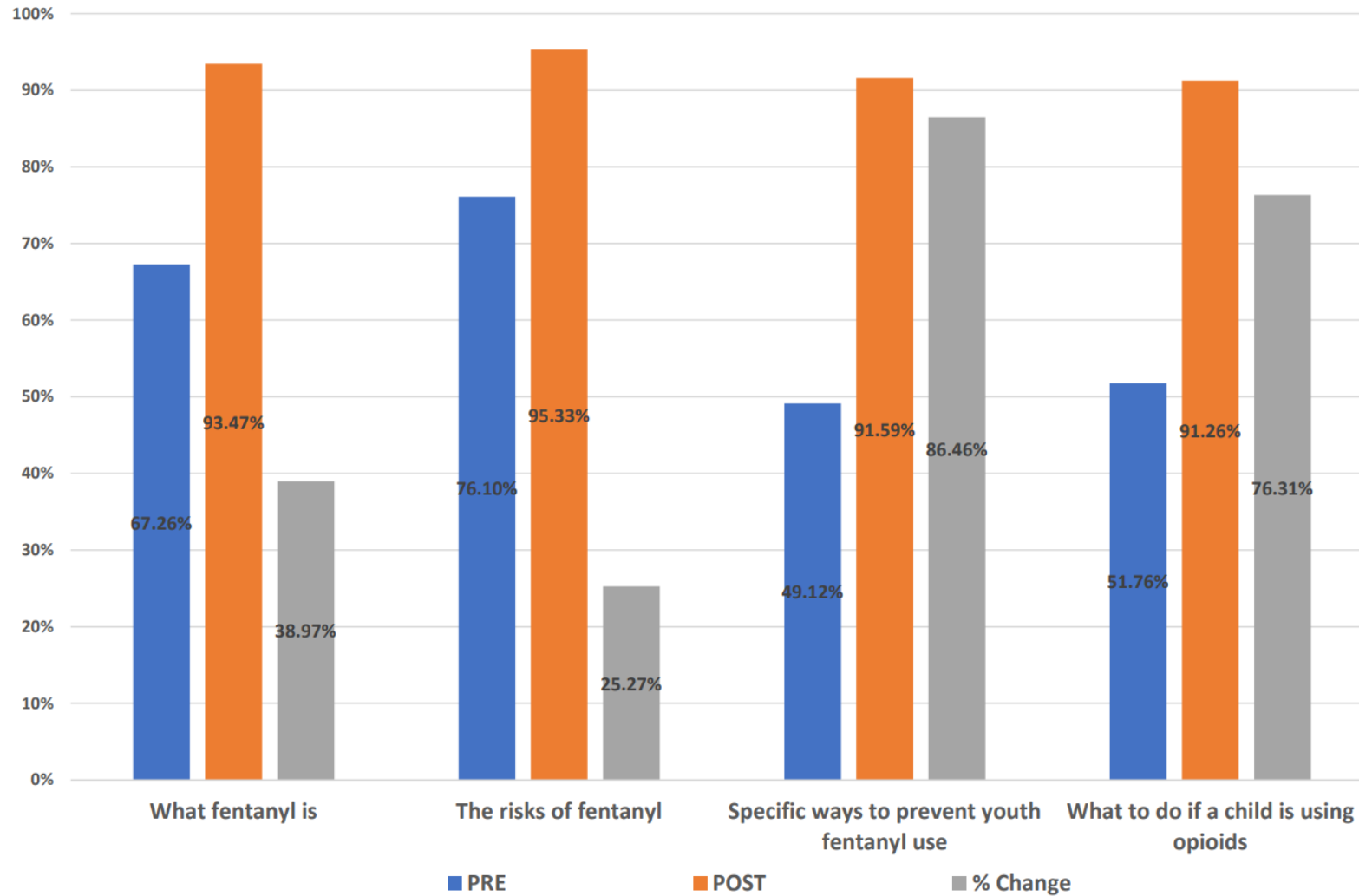


### Illegal Fentanyl



## Most common form of illegal fentanyl

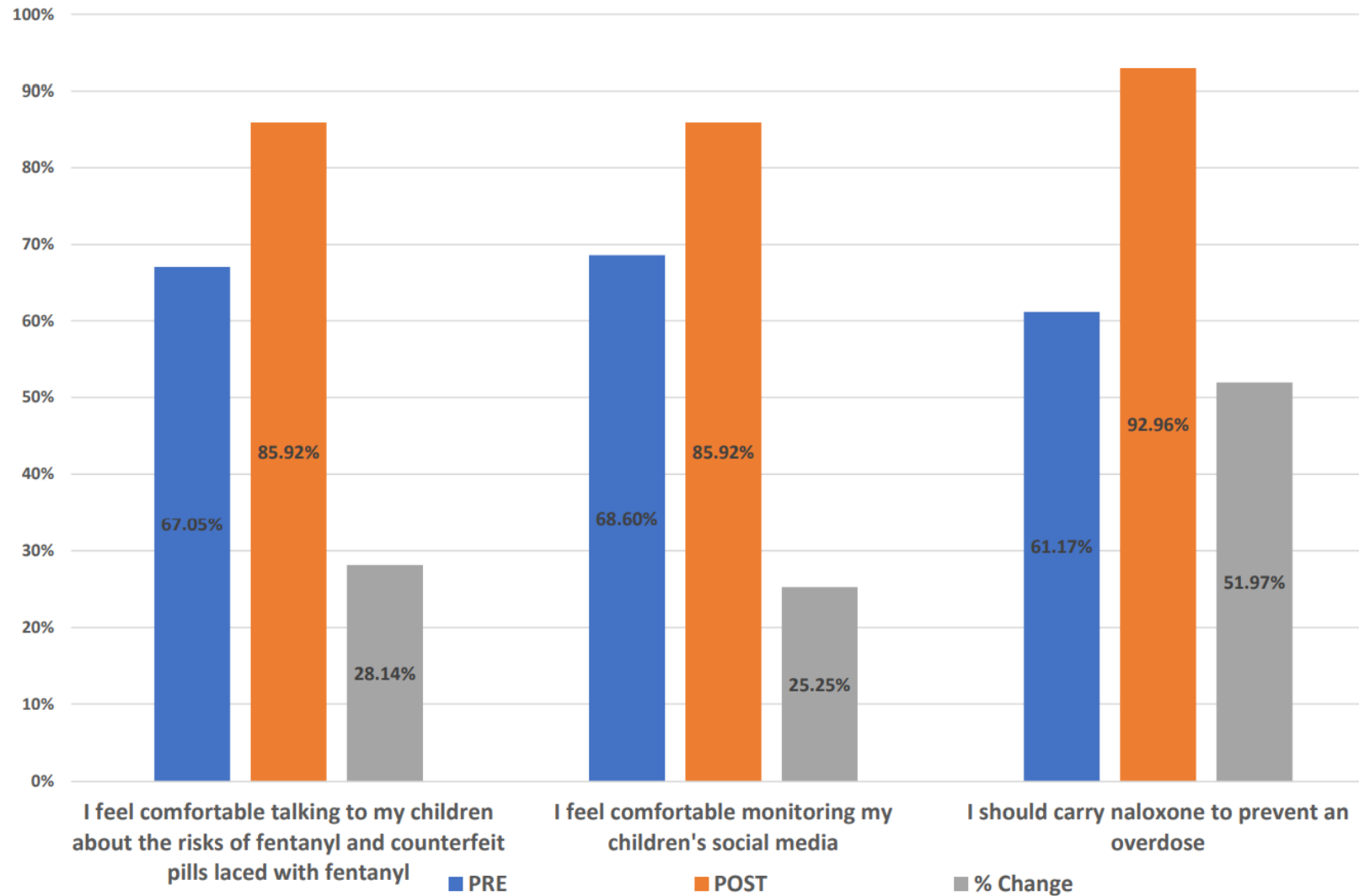
## Rise in Fentanyl Training - Understanding



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## Rise in Fentanyl Training – Parent/Caregiver Readiness



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# Naloxone Cards



**NALOXONEAZ.COM**

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of Arizona**

## WHAT IS **NALOXONE**?

Naloxone is a medication designed to rapidly reverse an opioid overdose. It can very quickly restore normal respiration to a person whose breathing has slowed or stopped as a result of overdosing with fentanyl, heroin, or prescription opioid pain medications. Always call **911** if someone is overdosing. Naloxone is a **TEMPORARY** treatment and medical attention is critical.

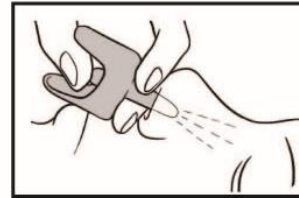
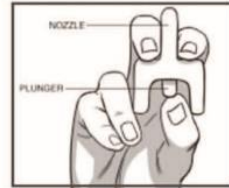
## ¿QUÉ ES **NALOXONA**?

Naloxona es un medicamento diseñado para revertir rápidamente una sobredosis por opioides. Puede restaurar rápidamente la respiración normal a una persona que su ritmo respiratorio ha disminuido o se ha detenido como resultado de una sobredosis por fentanilo, heroína, o analgésicos opioides recetados. Siempre llame al **911** si alguien está pasando por una sobredosis. Naloxona es un tratamiento **TEMPORAL** y la atención médica es crítica.



# How to Use Naloxone

1. Remove nasal spray from box
2. Open the packaging
3. Hold the nasal spray with your thumb on the bottom of the plunger and your first and middle fingers on either side of the nozzle
4. Insert the tip of the nozzle in either nostril
5. Press the plunger firmly to give the dose
6. If no reaction in 2-3 minutes or person stops breathing again, give second dose in OTHER nostril using a new device



**Stay with the person. Naloxone loses its effect in 30 - 60 minutes and the symptoms may return.**

**The combination of you and naloxone can help save lives in our community.**

## How to Respond to an Overdose

### What does an overdose look like?

Loss of consciousness  
Shallow/no breathing or gurgling sound  
Pale/blue cold skin  
Small or pinpoint pupils  
NO response to stimulation  
(source: CDC.gov)

### What if someone is experiencing an overdose?

1. Ask LOUDLY, "Are you ok?"
2. Perform a sternum rub
3. Check for signs of breathing
4. Administer naloxone
5. Call 9-1-1 immediately after administering naloxone
6. Perform CPR until professional help arrives

### Always Call 9-1-1 after administering naloxone

Individuals who have overdosed are being left to die because those around them are afraid to call for help.

The Good Samaritan law provides immunity from arrest when a person calls 9-1-1 for assistance with an overdose.

For more information visit [NaloxoneAZ.com](http://NaloxoneAZ.com).

### #SaveaLife

Arizona has a Good Samaritan law that provides immunity from arrest when a person calls 9-1-1 for assistance with an overdose.

If you believe someone is experiencing an overdose call 9-1-1 immediately.



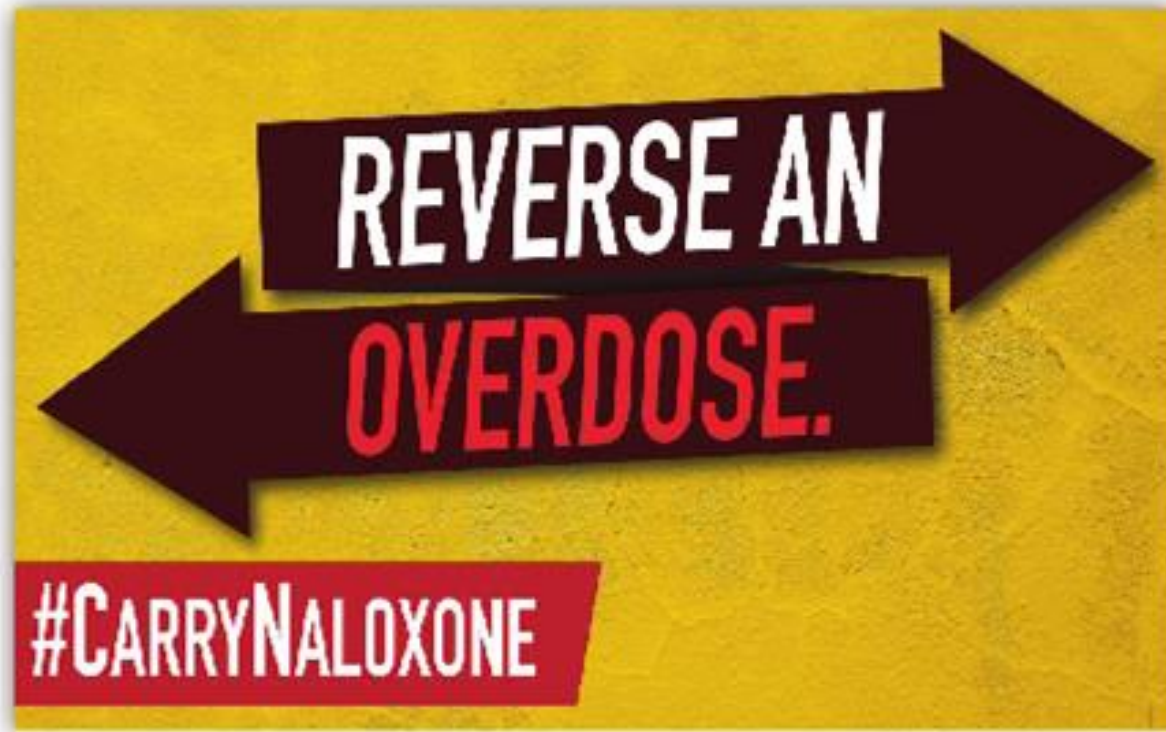
This publication was made possible by grant number H79T1083320 from SAMHSA. The views, opinions and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.



**Substance Abuse  
Coalition Leaders  
of Arizona**



# A Naloxone Presentation

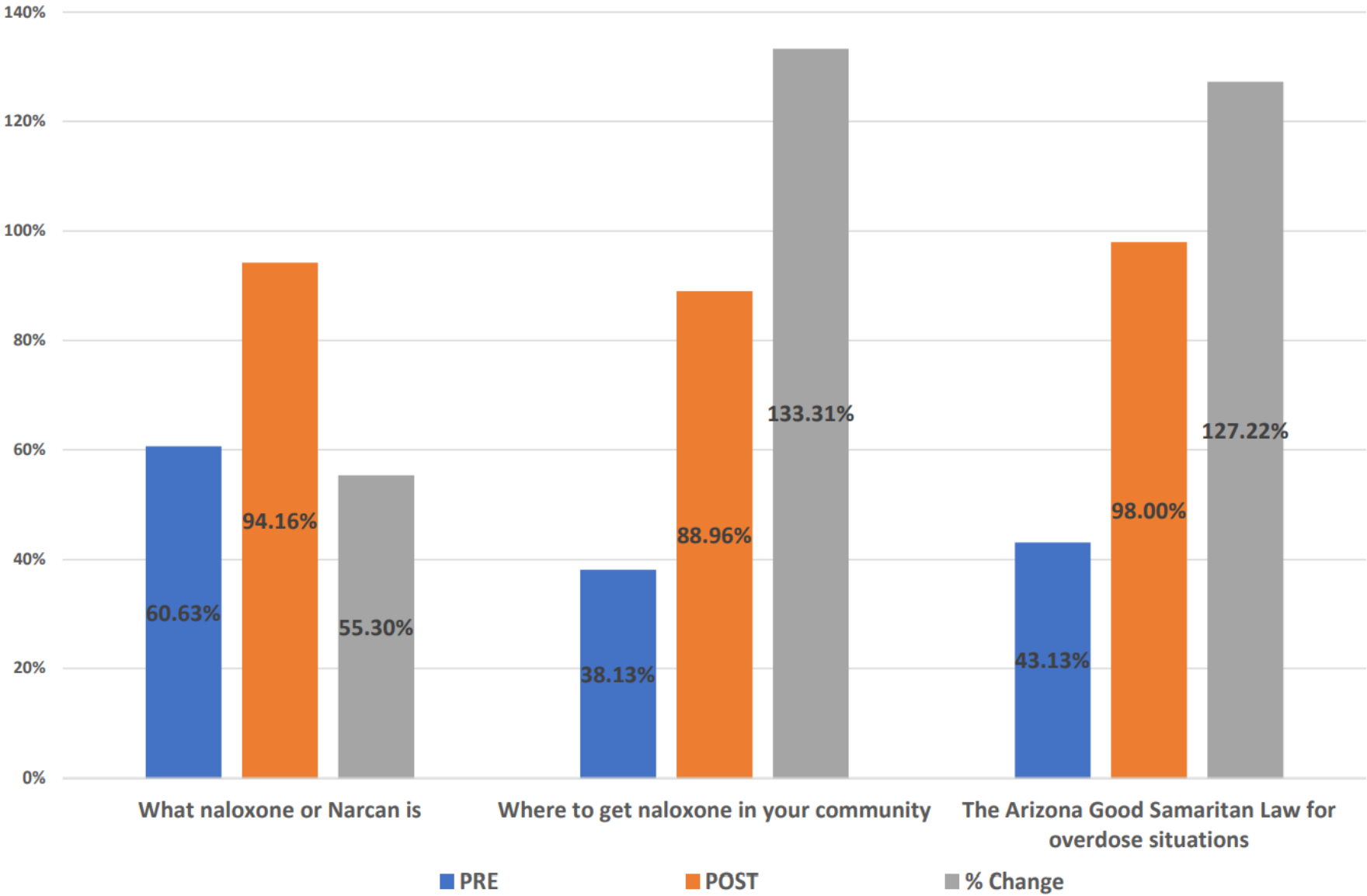


**Community  
Naloxone  
and  
Overdose  
Training**



**Substance Abuse  
Coalition Leaders  
of Arizona**

# Naloxone Training - Awareness



# Helping stop drug use before it starts

[VIEW COALITION MAP](#)

## TOOLKIT

Find resources to help educate your community on the harms of counterfeit pills laced with fentanyl and methamphetamine.



## REPORTING

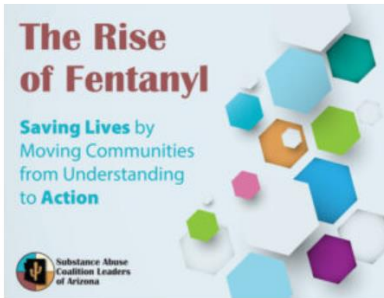
SACLaz members involved in the State Opioid Response grant can now submit reports online.



## ENROLL IN SACLaz

Substance abuse coalition leaders throughout Arizona that are focused on primary prevention are encouraged to enroll as a member of SACLaz.





# Coalitions Activate in Response to Fentanyl Crisis

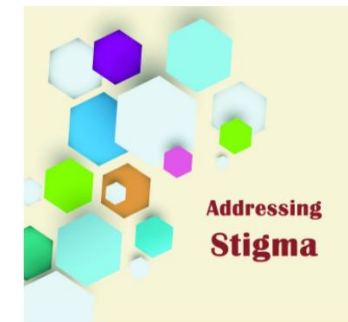
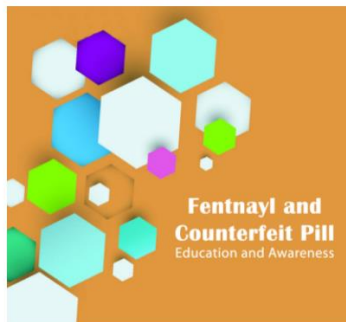
Substance use prevention coalitions from across Arizona are working together in a first-of-its-kind effort to save lives in Arizona. With the alarming rise of fentanyl and counterfeit pill deaths, coalition leaders created a toolkit to aid communities in preventing and reversing overdoses. The toolkit contains educational materials and resources that can be customized for each community the coalition serves.

The following substance use prevention coalitions contributed to this toolkit and are utilizing the materials and resources to prevent and reduce overdoses and build healthier communities across Arizona.

- |   |  |   |   |
|---|--|---|---|
| <ul style="list-style-type: none"><li>• Apache County Youth Council</li><li>• BeMedSmart</li><li>• Casa Grande Alliance</li><li>• Chandler Coalition Against Youth Substance Abuse</li><li>• Copper Basin Coalition</li><li>• Fountain Hills Substance Abuse Prevention Coalition</li></ul> | <ul style="list-style-type: none"><li>• Graham County Substance Abuse Coalition</li><li>• Help Enrich African American Lives</li><li>• HOPE Coconino</li><li>• LPKNC</li><li>• Marana Prevention Alliance</li><li>• MATFORCE</li></ul> | <ul style="list-style-type: none"><li>• Mayahuel Prevention Consortium</li><li>• Mesa Prevention Alliance</li><li>• Mohave Substance Abuse Treatment &amp; Education Partnership</li><li>• Nexus Coalition for Drug Prevention</li><li>• PAACE Coalition</li><li>• Pima County Community Prevention Coalition</li></ul> | <ul style="list-style-type: none"><li>• South Mountain W.O.R.K.S. Coalition</li><li>• Tempe Coalition to Reduce Underage Drinking and Drug Use</li><li>• Safe Out LGBTQ+ Youth Coalition</li><li>• Santa Cruz County Drug Free Community Coalition</li><li>• Way Out West Coalition</li></ul> |
|---|--|---|---|

In addition, the following organizations contributed to the contents of this toolkit. Arizona Health Care Cost Containment System, Health Choice, Arizona High Intensity Drug Trafficking Area, and Compass Evaluation and Research.

Select a section below to view available elements of the toolkit.





# 1. Fentanyl-Counterfeit Pill Education and Awareness

Sorted by name

» Home

» Home

» Home



Adult and Community ...  
erPoint



Door Hanger Final.pdf



Fact Sheets



Fentanyl and Counterfe...  
ess.pdf



fentanyl door hanger\_s...  
ish.pdf



Postcards



Radio-TV PSAs



Snapchat



Social Media

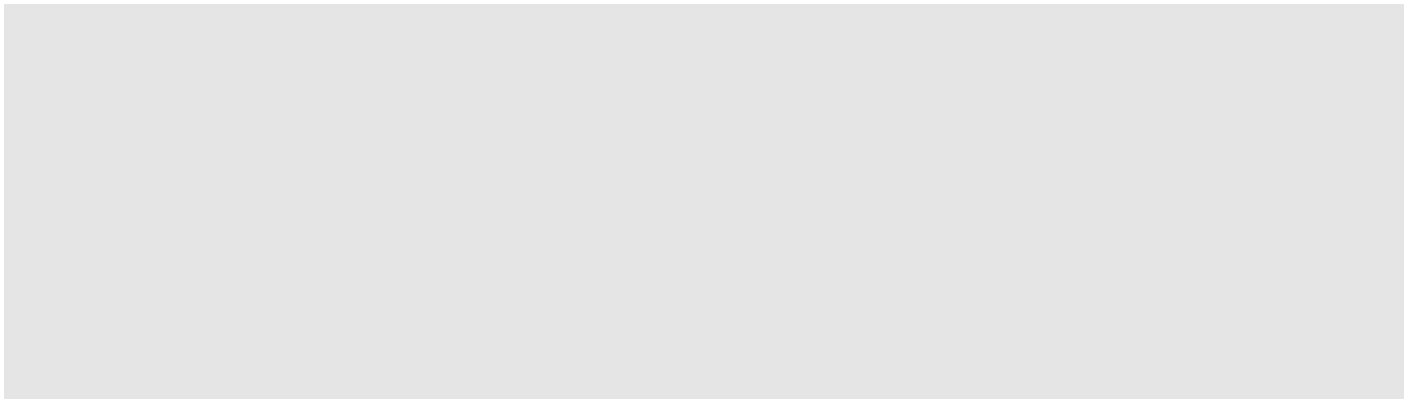


Supporting Handouts



Youth PowerPoint

# Marijuana Communications



# Communication Goal

1

1. Provide timely, relevant, and evidence-based information related to marijuana. (Awareness)

2

2. Replace misinformation and disinformation with facts.

3

3. Help individuals make healthier decisions/choices.

4

4. Communicate with policy makers

5

5. Become the trusted source of reliable information

# Let's Practice



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**FOR IMMEDIATE RELEASE**

Wednesday, September 8, 2021  
10:00 am ET

**Contact:** NIDA Press

Office

301-443-6245

[media@nida.nih.gov](mailto:media@nida.nih.gov)

## **Marijuana use at historic high among college-aged adults in 2020**

*Annual NIH-supported study reports changing substance use trends among college students and college-aged adults*

Marijuana use continued to rise among college students over the past five years and remained at historically high levels among same-aged peers who are not in college in 2020, according to survey results from the [2020 Monitoring the Future \(MTF\) panel study](#). This represents the highest levels of marijuana use recorded since the 1980s. The survey also found that marijuana vaping and nicotine vaping leveled off in 2020 after [sharp increases reported](#) every year since 2017 for both college students and same-aged respondents who are not in college.

Among college students specifically, there was also a significant increase in the annual use of hallucinogens, and a substantial and significant drop in current alcohol use between 2019 and 2020.

"The COVID-19 pandemic dramatically changed the way that young people interact with one another and offers us an opportunity to examine whether drug taking behavior has shifted through these changes," said NIDA Director Nora D. Volkow, M.D. "Moving forward, it will be critical to investigate how and when different substances are used among this young population, and the impact of these shifts over time."

The [Monitoring the Future \(MTF\)](#) study has been annually tracking substance use among college students and noncollege adults ages 19-22 since 1980. Funded by the National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, the survey is conducted annually by scientists at the University of Michigan's Institute for Social Research, Ann Arbor. Results are based on data from college students one to four years beyond high school graduation who are enrolled full-time in a two- or four-year college in March of the given year, compared with same-age high school graduates not enrolled full-time in college. Data for the 2020 survey were collected online from 1,550 college-aged adults between March 20, 2020 through November 30, 2020. The [2020 survey results](#) are now available online, and a summary of key findings is below.



# Let's Practice



## San Diego County Marijuana Prevention Initiative 2020 REPORT

**mpi** Marijuana  
Prevention  
Initiative  
SAN DIEGO COUNTY

CCR Center for  
Community  
Research

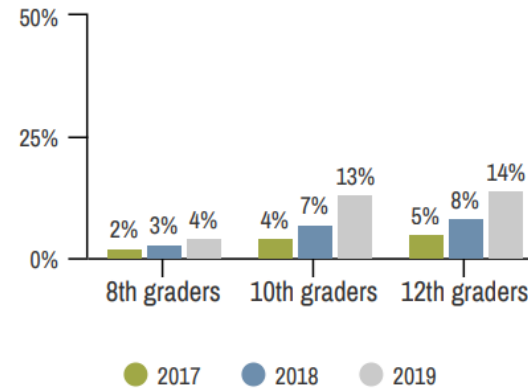
Prepared by the Center for Community Research for the County of San Diego, Health and  
Human Services Agency, Behavioral Health Services

HHSA

## National Data: Monitoring the Future Survey<sup>1</sup>

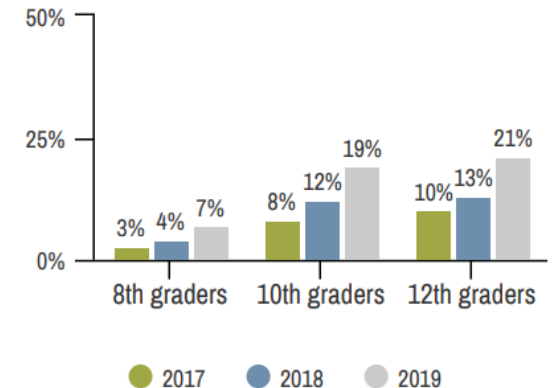
Monitoring the Future (MTF) is an ongoing study of the behaviors, attitudes, and values of U.S. secondary school students, college students, and young adults on drug and alcohol use and related attitudes. MTF surveys a sample of 8th, 10th, and 12th graders selected to be a representative sample of their peers in public and private schools in the United States.

**Past 30 Day Use: Vaping Marijuana**

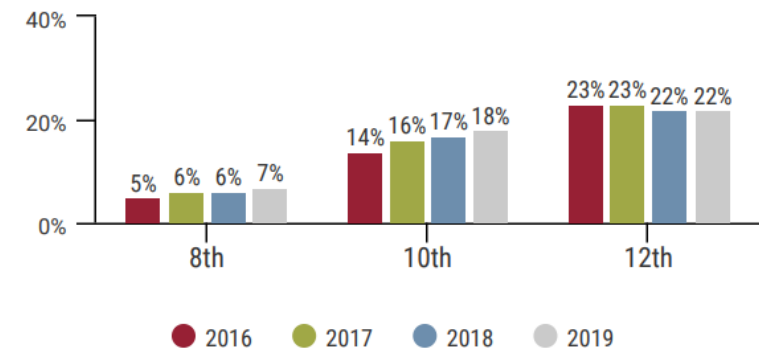


Increases in adolescent marijuana vaping from 2018 to 2019 ranked among the largest single-year increases ever observed by Monitoring the Future in the past 45 years among all outcomes ever measured.

**Past Year Use: Vaping Marijuana**




**Past 30 Day Marijuana Use**



Past month, past year and lifetime marijuana use remained steady among 8th, 10th, and 12th graders.

[www.theNMI.org](http://www.theNMI.org)






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### CONNECT WITH US




Enter your keywords...  
Search

### NATIONAL MARIJUANA INITIATIVE

Educational information about marijuana brought to you by the Office of National Drug Control Policy

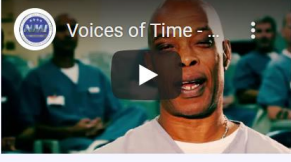


### LATEST REPORTS

- Association of Cannabis Use During Adolescence With Neurodevelopment
- Cannabis Policy Public Health and Safety Issues and Recommendations CAUCUS
- Associations of Suicidality Trends With Cannabis Use as a Function of Sex and Depression Status







PUBLIC HEALTH AND SAFETY  
**THC LEVELS IN MED & REC STATES: PAIN MANAGEMENT**  
[Read More](#)

### LATEST VIDEOS



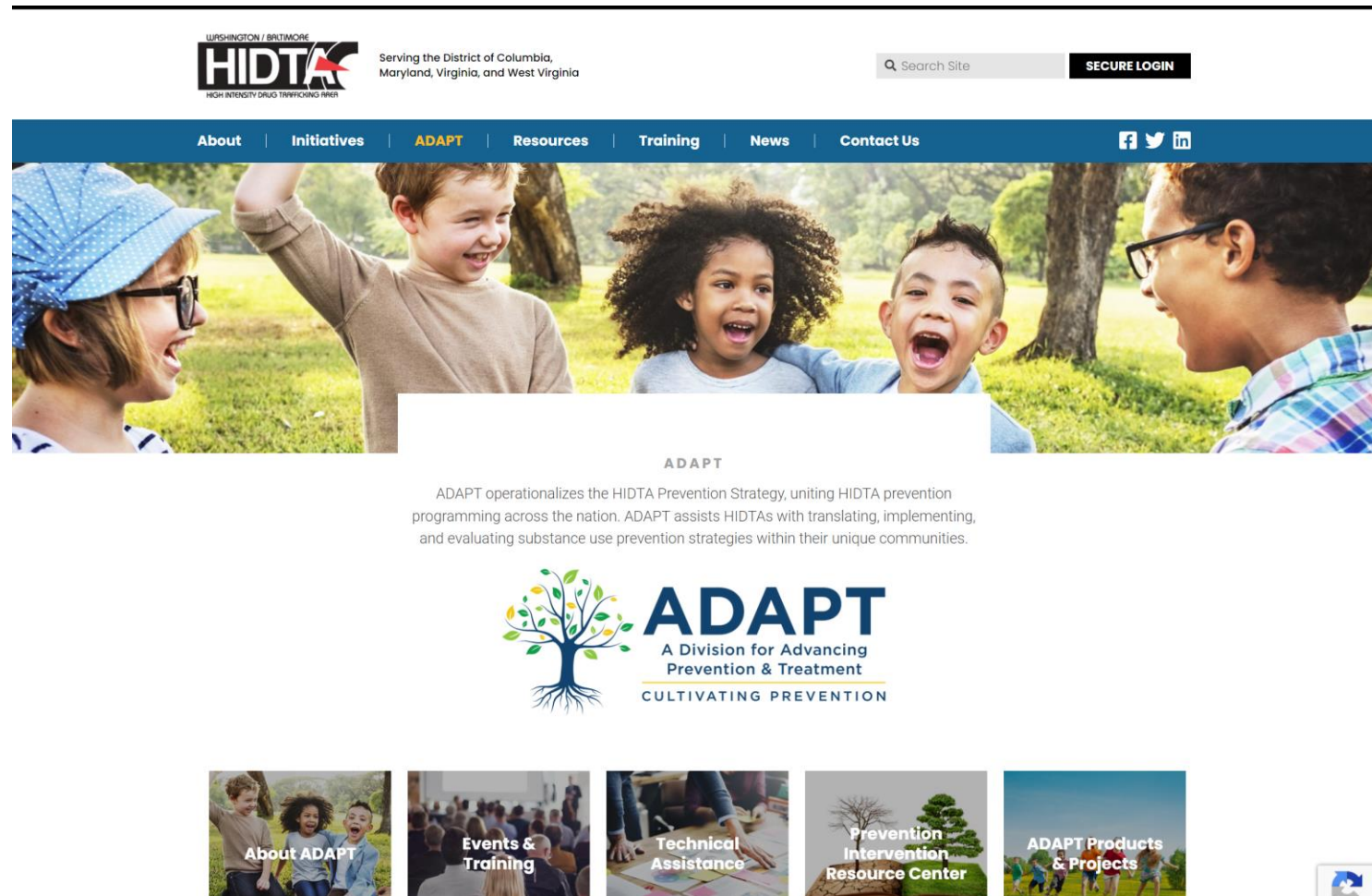
### IMPACT REPORTS





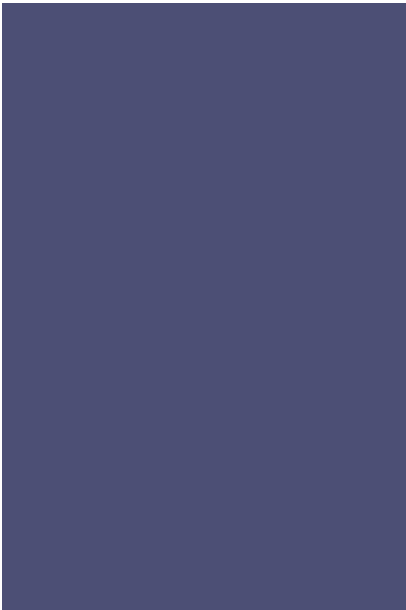


# HIDTA Prevention Strategy












[www.hidta.org/adapt](http://www.hidta.org/adapt)





**The ADAPT Team is always ready to help!**

TA is available for HIDTA-funded programs and communities in the following domains and other areas as needed:

 Identification of Evidence-Based Practices	Appraisal of the literature and evidence for interventions a program is considering using to meet the needs of their community.
 Implementation	Detailed review of the program or intervention and assistance with a plan for effectively implementing the program with fidelity to the model or practice as described in the literature and in your goals and objectives.
 Evaluation	Review and update of program goals, objectives, and logic models to determine what output and outcome measures are most appropriate to measure fidelity to the implementation plan, impact, effectiveness, and quality of a program. May include process, impact, or outcome evaluation measures.
 Training	Training on specific evidence-based practices or skills.
 Finance/Budgeting	In consultation with the HIDTA Director and HIDTA Prevention Representative, ADAPT assists HDTAs in evaluating appropriation of prevention funds based on outcomes being generated by the program.
 Sustainability	Assess the need for continued implementation of a program and develop a plan.
 Early Response	Supporting HIDTA communities to increase awareness of substance use activity and deploy early response strategies to address emerging substance use concerns.
 Prevention Messaging	Guidance in evidence-based substance use prevention framing and messaging.
 Systems Development	Supporting HDTAs in establishing organizational policies and procedures related to substance use operations.

**[www.hidta.org/adapt](http://www.hidta.org/adapt)**



**Brevard County Sheriff's Office, Florida (Official)**

48 minutes ago



#### BREVARD COUNTY SHERIFF'S OFFICE IS ATTEMPTING TO RETURN LOST ITEMS

If you happened to have lost or misplaced approximately 770 pounds of high grade marijuana and would like to have your property returned, please contact our Narcotics Agents and we will be more than happy to reunite you with your lost property!!

All of us at one point or another in our lives have lost or misplaced something important and are always hopeful that a good and kind person will find our lost item a ... [See More](#)

👍 1.1K    💬 912    ➦ 2.3K



# Thank you! Shelly Mowrey

[Smowrey@AZHIDTA.org](mailto:Smowrey@AZHIDTA.org)

602-400-5432