



Partner Toolkit



OPIOID PREVENTION CAMPAIGN

prevention • awareness • resources

Overview

The Opioid Prevention Campaign is a public health media campaign to help prevent adolescent substance use.

Talk to your kids about healthy coping strategies and the dangers of drug use.

How to Use This Toolkit

Partners can download and share the materials below on your social media channels to inform your community, networks and members on key prevention strategies for parents, teachers and teens.

This toolkit contains a variety of materials that you can use in your community, drawn from the latest science and audience research. Materials include:

- PSAs and explainer videos
- Social media graphics
- Audience-specific materials and toolkits
- Sample newsletter copy

Quick Facts

The Initiative
Opioid Prevention Campaign

Tagline
#OpioidPrevention

How to Describe Your Involvement
<Organization> is a partner of the Opioid Prevention Campaign, which is focused on sharing information and support to prevent opioid and other substance use by adolescents.



Videos & PSAs



Teens and Opioids Video

The Opioid Prevention Campaign teen video features key information about opioids and guidance on how to stay safe from addiction and protect your brain.



Download the Teens and Opioids Video

<https://bit.ly/3qjlo4J>

Hashtag

#OpioidPrevention

Sample Tweets

Teens have added health risks when it comes to opioid use. Learn more from Dr. Nora Volkow, our country's top addiction expert. #OpioidPrevention

Note to teens: you can keep yourself safe from addiction.

Check out these three strategies to #protectyourbrain 📌

#OpioidPrevention

Now is the time for health coping strategies, not substance use, especially for teens who are more vulnerable to addiction. #OpioidPrevention

12 Things Parents Can Do to Prevent Addiction Video

The Opioid Prevention Campaign parent video features 12 prevention strategies parents and caregivers can use at home.



Download the 12 Things Parents Can Do Video

<https://bit.ly/39yjQ0Q>

Hashtag

#OpioidPrevention

Sample Tweets

Parents: Your teen has added health risks when it comes to opioid use. Learn how to prevent addiction with 12 evidence-based strategies. #OpioidPrevention

Note to parents: you can keep your teens safe from addiction. Check out these 12 strategies 📌 #OpioidPrevention

Rises in drug and alcohol use and can increase in opioid overdoses.

Parents...now is the time to talk to your teens.

#OpioidPrevention

7 Things Teachers Can Do to Prevent Addiction Video

The Opioid Prevention Campaign teacher video features 7 prevention strategies teachers and other adults who work with teens.



Download the 7 Things Teachers Can Do Video

<https://bit.ly/33QTjlz>

Hashtag

#OpioidPrevention

Sample Tweets

Teachers: Learn how to prevent addiction among your students with 7 evidence-based strategies. #OpioidPrevention

Note to teachers: you can help keep your students safe from addiction. Check out these 7 strategies 📌 #OpioidPrevention

Teachers play an important role in the lives of their students. Learn more today about how to prevent addiction. #OpioidPrevention



Social Media and Infographics

Opioid Facts

Sample Posts

Take action today to prevent opioid use disorder among teens and adolescents. #OpioidPrevention

Find graphics made with image options sized for Facebook, Twitter and Instagram

DOWNLOAD



Opioid Facts



**OPIOID
PREVENTION
CAMPAIGN**

According to the latest data, 2.7% of 12th graders reported prescription opioid misuse in the past year

   #OPIOIDPREVENTION



**OPIOID
PREVENTION
CAMPAIGN**

Start a conversation with your family. Secure your meds.

Prescription medications that are kept in the home are a substantial source of opioids for adolescents

   #OPIOIDPREVENTION



**OPIOID
PREVENTION
CAMPAIGN**

Prevention works to protect teens from opioid use disorder and addiction

   #OPIOIDPREVENTION



DOWNLOAD

Content for Parents

Sample Posts

Rises in drug and alcohol use and can increase opioid overdoses. Parents...now is the time to talk to your teens.

#OpioidPrevention

Find graphics made with image options sized for Facebook, Twitter and Instagram

DOWNLOAD



Content for Teachers

Sample Posts

Teachers play an important role in the lives of their students.
Learn more today about how to prevent addiction.
[#OpioidPrevention](#)

Find graphics made with various image options sized for
Facebook, Twitter and Instagram

DOWNLOAD



Customized Imagery

There are two separate sets of explainer videos – one with standard imagery and a set of videos without images of drugs or alcohol. Partners can select the videos most appropriate for their network and community.

Explainer Bundle A



Explainer Bundle B





Fact Sheets & Toolkits

Materials & Publications



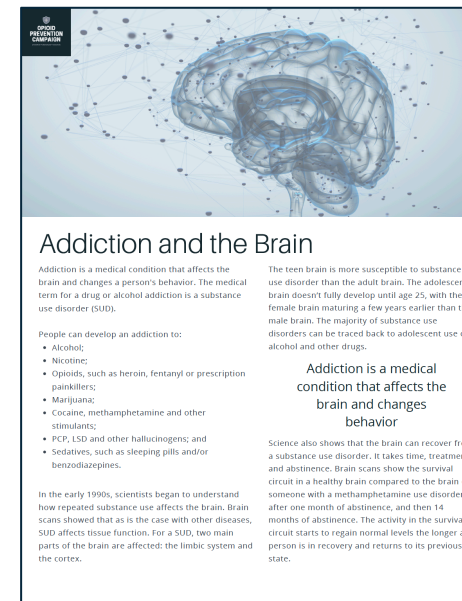
12 Things Parents Can Do to Prevent Addiction



Teens and Opioids

- Opioid use creates neurological changes in key areas of the brain that control decision making, self-control and the reward/pleasure process.
- Although opioid use among teens has been declining over the past 5 years, it still represents a major health crisis.
- Nearly 11.8 million individuals age 12 and older in the US reported misuse of opioids in the last year (Substance Abuse and Mental Health Services Administration, 2017).
- The use of prescription and illicit opioids caused the deaths of almost 9,000 children and adolescents in the United States between 1999 and 2016 (Gaither, Yale University, 2018).
- According to the latest data from 2019, 2.7% of 12th graders reported prescription opioid misuse in the past year (Monitoring the Future, 2020). Between 6%–9% of adolescents who misuse opioids will develop an opioid use disorder 6 to 12 months after starting.
- Prescription medications that are kept in the home are a substantial source of opioids for adolescents.
- Four out of five new heroin users report misusing prescription opioids before trying heroin (Substance Abuse and Mental Health Services Administration, 2013).

Teens and Opioids Fact Sheet



Addiction and the Brain

Addiction is a medical condition that affects the brain and changes a person's behavior. The medical term for a drug or alcohol addiction is a substance use disorder (SUD).

People can develop an addiction to:

- Alcohol;
- Nicotine;
- Opioids, such as heroin, fentanyl or prescription painkillers;
- Marijuana;
- Cocaine, methamphetamine and other stimulants;
- PCP, LSD and other hallucinogens; and
- Sedatives, such as sleeping pills and/or benzodiazepines.

In the early 1990s, scientists began to understand how repeated substance use affects the brain. Brain scans showed that as is the case with other diseases, SUD affects tissue function. For a SUD, two main parts of the brain are affected: the limbic system and the cortex.

The teen brain is more susceptible to substance use disorder than the adult brain. The adolescent brain doesn't fully develop until age 25, with the female brain maturing a few years earlier than the male brain. The majority of substance use disorders can be traced back to adolescent use of alcohol and other drugs.

Addiction is a medical condition that affects the brain and changes behavior

Science also shows that the brain can recover from a substance use disorder. It takes time, treatment and abstinence. Brain scans show the survival circuit in a healthy brain compared to the brain of someone with a methamphetamine use disorder after one month of abstinence, and then 14 months of abstinence. The activity in the survival circuit starts to regain normal levels the longer a person is in recovery and returns to its previous state.

Addiction and the Brain Fact Sheet

DOWNLOAD



Co-Branding Materials

Addiction Policy Forum provides access to free and low-cost awareness campaign materials, explainer videos and resources. If your organization would like to have its logo added to Opioid Prevention Campaign materials, please visit the campaign hub.

To join the campaign and have co-branded resources created, email
OPC@addictionpolicy.org



Newsletter Copy

Use this information to announce the campaign to your networks.

The Opioid Prevention Campaign Shares New Tools to Prevent Opioid Use in Teens

[ORG NAME] is pleased to announce the Opioid Prevention Campaign, a public health media campaign to help prevent adolescent substance use.

Taking time to connect with adolescents about substance use and how to develop healthy coping strategies is important. The new campaigns provides resources on key prevention strategies for parents, teachers and teens.

This initiative is a partnership with the Addiction Policy Forum. [Org name] and many other national, regional and local organizations are working together to prevent substance use and build resilience in adolescents. Visit www.addictionpolicy.org/opioid-prevention-campaign to explore the resources.



Email OPC@addictionpolicy.org for more information.

addictionpolicy.org