

www.safersacramento.com

# SAFER SACRAMENTO MISSION



### **EDUCATION FOR ALL**

Safer Sacramento will provide educational multimedia resources to guide individuals to make healthy choices and to avoid or reduce the potential harm from the use or misuse of alcohol, tobacco, marijuana, and other substances.



# SAFER SACRAMENTO GOALS

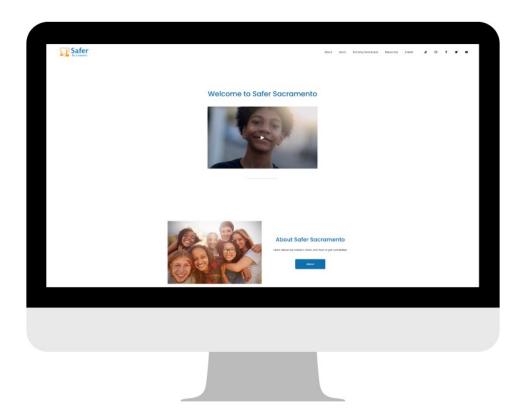


# EQUITABLE ACCESS TO PREVENTION, INTERVENTION, TREATMENT, AND HARM REDUCTION SERVICES

- 1. Seamlessly blend science, art, and expertise to educate the citizens of Sacramento County on the effects of substance use and the importance of prevention and treatment.
- 2. Contribute to reducing the rate of substance use and its potential harm.
- 3. Promote equitable access to prevention, intervention, and treatment services for the citizens of Sacramento County.







# **CAMPAIGN: FENTANYL AWARENESS DAY, MAY 9**



### **OBJECTIVES:**

- 1. Leverage voices from the community to educate audiences about the dangers of fentanyl.
- 2. Use social media for storytelling, engaging audiences in conversation, and offering treatment and support services.
- 3. Warn citizens of Sacramento County about fake pills that may contain fentanyl.
- 4. Educate the community about the difference between fentanyl overdose and poisoning.
- 5. Drive audiences to the Safer Sacramento website for more information about treatment, recovery, harm reduction, and other support services.



# **WEBSITE: FENTANYL EDUCATION**





# The Facts About Fentanyl

Fentanyl is a synthetic opioid that is up to **50 times stronger than heroin and 100 times stronger than morphine**. Doctors prescribe pharmaceutical fentanyl to treat severe pain, but illicit fentanyl is sold on the black market. It is a white powder that can be easily added to other drugs and is classified as a narcotic.

Drugs commonly laced with fentanyl:

- Opioids
  - Hydrocodone (Vicodin®)
  - Oxycodone (Oxycontin<sup>®</sup>, Percocet<sup>®</sup>)
  - Alprazolam (Xanax<sup>®</sup>)
- Stimulants
  - Amphetamines (Adderall<sup>®</sup>)
  - Methamphetamines
  - Cocaine

 Fentanyl Facts

 The Numbers

 Lethal Dose

 Overdose Versus Poisoning

 Harm Reduction

 Narcan

 The Role of Social Media

 Fentanyl Resources

 Remembrance

 Fentanyl Awareness Billboards

 Stories

Resources

Events

About Learn

Fentanyl Awareness

If drugs are laced or replaced with fentanyl, you won't be able to see it, taste it, or smell it.

Hallucinoaens

# WEBSITE: VIDEO LEARNING



All **Fentanyl Awareness** Educational FAS FAQs, English FAS FAQs, Spanish





**FENTANYL** 

#### Fentanyl Awareness • 7/14/23

#### Meth and Fentanyl in Sacramento County

Meth continues to be the main drug in Sacramento County, but fentanyl is driving the rates of overdose and poisoning deaths. "It [fentanyl] came on the scene so quickly and I just don't believe that people really understand just how deadly it can be."



#### Fentanyl Awareness • 7/14/23

#### Fentanyl Changed the Recreational Drug Space

An amount of fentanyl that can fit on the tip of a pen can kill you. This fact has introduced 'a higher risk threshold than we've ever seen before in the recreational drug use space." The consequence is death

DOUBT **GIVE NARCAN** () Safer

WHEN IN

#### Fentanyl Awareness • 7/14/23 When In Doubt, Give Narcan

Medical experts agree that if you give Narcan and the patient doesn't need it, there are no side effects. Watch the video to learn more.



#### Fentanyl Awareness • 6/29/23

#### Fentanyl and Xylazine

Neil Khushal of River City Recovery discusses the dangers of xvlazine, its effects, and its dangers to the Sacramento County community.



#### Fentanyl Awareness • 6/8/23

Fentanyl Awareness • 4/17/23

Losing Zach to Fentanyl Poisoning

Percocet\* that he got from a dealer through

Chris Didier shares his story of losing his son Zach to

Snapchat: he didn't know it was fake and laced with

fentanyl poisoning. Zach thought he was taking a

#### **Illicit Fentanyl PSA**

PSA created by Basis Creative Films to educate the public about illicit fentanyl.



#### Fentanyl Awareness • 4/17/23

#### Losing Mikael to Fentanyl Poisoning

Allyssia Paloma lost her brother, Mikael, to fentanyl poisoning in 2020; he was 22 years old. His friend gave him what they thought was a Percocet\* - they didn't know it was a fake laced with fentanyl.



fentanyl



Fentanyl Awareness • 4/17/23

Fentanyl Poisoning

newer stone

The Ripple Effect: Losing Zach to

The ripple effect of losing a loved one to fentanyl

poisoning is wide and deep. And the pain it causes



Fentanyl Awareness • 7/13/23

#### There Are Safe Ways to Use and **Experiment with Substances**

There are safe ways to use and experiment with substances, but it's important to be prepared and have a plan. Andrew Mendonsa, PhD, Clinical Services Division Manager at the Sacramento County Health Center, explains, Learn more about harm reduction at www.safersacramento.com/harm-reduction.



#### Fentanyl Awareness • 7/12/23 When Parents Use Fentanyl

Sacramento County can provide numerous services for parents who are using fentanyl or other substances and also help ensure that children and other family members are safe.



#### Fentanyl Awareness • 7/12/23

#### Rainbow Fentanyl

Rainbow fentanyl is designed and manufactured to appeal to younger kids - they think it might be candy or "something yummy" without understanding what it really is. The results can be deadly.



Fentanyl Awareness • 4/17/23 Death By Deception: Losing Zach to Fentanyl Poisoning

Laura Didier's son, Zach, bought what he thought was Percocet® on Snapchat: it turned out to be a fake laced with fentanyl. Zach died of fentanyl poisoning at the age of 17.

Fentanyl Awareness • 4/17/23

THE FENTANYL

COUNTY

#### The Perfect Storm: The Fentanyl Crisis in Sacramento County

**CRISIS IN SACRAMENTO** 

The crux of the fentanyl crisis is multifaceted. It's the supply entering the country; it's the cheapness of the drugs; it's the lack of penalty in the law for suppliers; and it's tech

Fentanyl Awareness • 4/17/23

#### Fentanyl Overdose and Poisoning Doesn't Discriminate

DOESN'T <sup>QM</sup>

DISCRIMINATE

Fentanyl overdose and poisoning knows no bounds; it impacts all ages, genders, demographics, and socioeconomic groups.

Fentanyl Awareness • 4/17/23

Fake Drugs: Can't Tell the Difference

You will not be able to tell the difference between

real drugs and fake drugs. Law enforcement and

professionals at the Sacramento County Crime Lab

can't tell the difference until they test them.

# YOUTUBE VIDEO LIBRARY: DIVERSE VOICES AND PERSPECTIVES



























### **KEY RESULTS**



### 411,000 IMPRESSIONS

We saturated our target market with engaging content.



### 17,500+ ENGAGEMENTS

Likes, clicks, shares, comments, saves.



### 5,600+ CLICKS

After seeing our content, audiences wanted to learn more.



### 8,400+ WEBSITE VISITS

From April 17-May 31 we saw massive website traffic.



### 6,700+ FENTANYL FACTS PAGE VISITS

Our primary call-to-action page during the campaign.

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### 343,000+ TIKTOK VIEWS 1,200+ VIDEO SHARES

Young audiences shared info/content with friends.



### **BILLBOARDS PLACED AROUND SACRAMENTO COUNTY**



Face the Facts. Street Drugs Kill. safersacramento.com/fentanyl-facts SACRAMENTO OPIOID COALITION

# You thought it was Xannie. You died from Fentanyl.

Face the Facts. Street Drugs Kill. safersacramento.com/fentanyl-facts SACRAMENTO COALITION



### TRANSIT POSTERS PLACED AROUND SACRAMENTO COUNTY





You thought it was Xannie. You died from Fentanyl.

Face the Facts. Street Drugs Kill.



Fentanyl is deadly. Learn the facts.

Get help. 916.874.9754

SACRAMENTO COALITION SSE STERRA SACRAMENTO VALLEY Safer

# **BILLBOARDS AND TRANSIT STOPS: QR CODE RESULTS**





Face the Facts. Street Drugs Kill.



Fentanyl is deadly. Learn the facts.

Get help. 916.874.9754 SACRAMENTO COLLITION

30 SCANS TO THE 'FENTANYL FACTS' PAGE

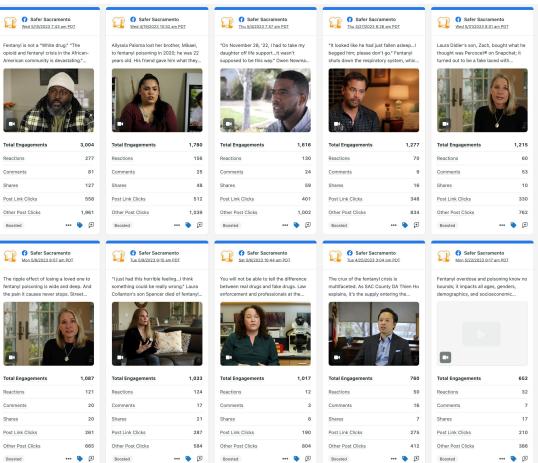


11 SCANS TO THE 'GET HELP' PAGE

**116 SCANS TO THE SAFER SACRAMENTO HOMEPAGE** 

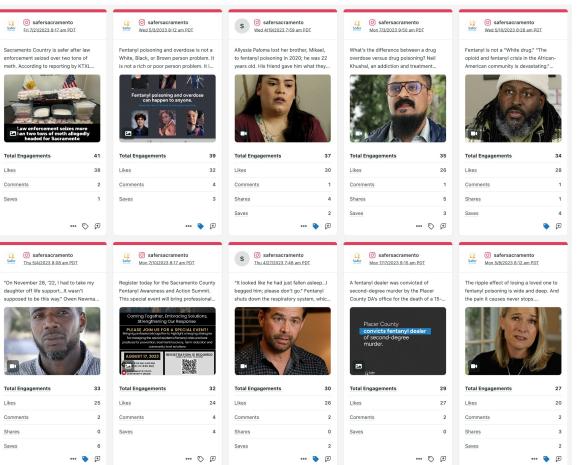
## **TOP FACEBOOK POSTS BY ENGAGEMENT**





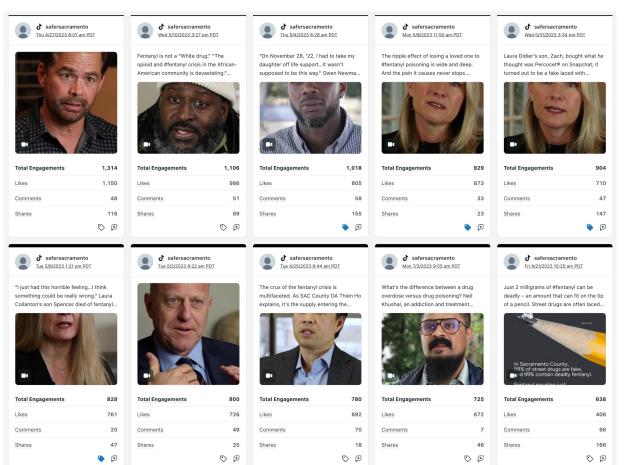
# **TOP INSTAGRAM POSTS BY ENGAGEMENT**





## **TOP TIKTOK POSTS BY ENGAGEMENTS**





# JOIN THE CONVERSATION

# **FIND US ON SOCIAL**



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