

Fairfax County Opioid Campaign Communication Toolkit

Last Updated September 15, 2023

In 2019-2021, the [Fairfax Opioid and Substance Use Task Force](#) led a multi-platform public awareness campaign to bring attention to the opioid crisis and resources available in the Fairfax community. The materials in the toolkit represent different Could Be You communication campaigns that Fairfax County implemented during this time. Images and videos were developed and tested for that campaign, and are now available to download in English, Spanish, Chinese, Korean, Vietnamese, Arabic and French.

These campaigns sought to reassure people experiencing opioid substance misuse that they are not alone, that it is important to stay connected to others and that help is available. We encourage others to use these tools to help prevent opioid misuse, dispel stigma and provide resources to aid in recovery.

New social media creative was added to the toolkit in 2023 to keep the conversation going and to provide new context to the ongoing issue.

CONCEPT 1: SHARE

This concept shows visuals and words of people engaging in self-care activities and connecting with their family and friends, paired with prevention messaging that contains specific calls-to-action or resources about storage and disposal of prescription opioids. Overall tone is positive and focuses on driving risk factors such as mental health, isolation and other audience group-specific risk factors.

Image	Social Post Text	Length (<280)
	<p>ENGLISH</p> <p>Preventing opioid misuse starts at home. Help protect your family's health:</p> <ul style="list-style-type: none"> 🔒 Lock up your pain pills so others can't get them. 🔑 Get rid of unused pills safely at a drop-off site, like a pharmacy, medical center, or police station. <p>#OpioidAwareness</p>	English: 250
	<p>ESPAÑOL</p> <p>Prevenir el uso indebido de opioides empieza en casa. Protege la salud de tu familia:</p> <ul style="list-style-type: none"> 🔒 Guarda bajo llave tus pastillas para que nadie pueda agarrarlas. 🔑 Deshazte de las pastillas sin usar en un sitio de recolección, como una farmacia, un centro médico o una comisaría. 	Español: 270

Image	Social Post Text	Length (<280)
<p>SHARE</p> <ul style="list-style-type: none"> ✓ beauty tips ✓ favorite products ✗ not your pain pills <p>#OpioidAwareness</p> <p>Find a drop-off site to dispose of unused pills safely.</p>	<p>ENGLISH</p> <p>Anyone can easily become addicted to opioids.</p> <p>Help keep your friends and family safe. Don't share pain pills. Safely get rid of unused pills at pharmacies, medical centers, or police stations.</p> <p>#OpioidAwareness</p> <p>Learn more: bit.ly/OpioidAware22</p>	English: 242
<p>COMPARTE</p> <ul style="list-style-type: none"> ✓ consejos de belleza ✓ productos favoritos ✗ no tus pastillas para el dolor <p>#OpioidAwareness</p> <p>Encuentra un sitio de recolección para deshacerte de manera segura de las pastillas no usadas.</p>	<p>ESPAÑOL</p> <p>Cualquiera puede volverse adicto a los opioides fácilmente.</p> <p>Protege a tu familia y amigos. No compartas pastillas para el dolor.</p> <p>Deshazte de forma segura de las pastillas no usadas en farmacias, centros médicos o comisarías.</p> <p>Más información: bit.ly/OpioidAware22</p>	Español: 270

Image	Social Post Text	Length (<280)
	<p>We can protect each other from opioid misuse.</p> <ul style="list-style-type: none"> Don't encourage someone to take pain or anxiety pills without a prescription. Lock up your pills so others can't get them. Find a drop-off site to get rid of unused pills safely. <p>#OpioidAwareness bit.ly/OpioidAware22</p>	278
		

Image	Social Post Text	Length (<280)
	<p>When times are tough, support your chosen family by showing up, NOT by sharing pills.</p> <ul style="list-style-type: none"> 🔒 Lock up your pills so others can't get them. 🔑 Find a drop-off site to get rid of unused pills safely. 💬 Start a casual, judgement-free chat about opioid misuse. <p>bit.ly/OpioidAware22</p>	276
		



SHARE

- ✓ your story
- ✗ not your pain pills

#OpioidAwareness

Find a drop-off site to dispose of unused pills safely.



COMPARTE

- ✓ tus anécdotas
- ✗ no tus pastillas para el dolor

#OpioidAwareness

Encuentra un sitio de recolección para deshacerte de manera segura de las pastillas no usadas.

Image	Social Post Text	Length (<280)
	<p>What you do with your pills might not seem like a big deal but can affect the people you love.</p> <p>Keep them safe:</p> <ul style="list-style-type: none"> 🔒 Lock up your pills. 🔑 Find a drop-off site to get rid of unused pills. 💬 Start a judgement-free chat about mental health and opioid use. <p>bit.ly/OpioidAware22</p>	277
		

SHARE

✓ family time
together

✗ not your
pain pills

#OpioidAwareness

Find a drop-off site to
dispose of unused pills safely.

COMPARTE

✓ tiempo con
tu familia

✗ no tus
pastillas
para el dolor

#OpioidAwareness

Encuentra un sitio de recolección
para deshacerte de manera segura
de las pastillas no usadas.

Image	Social Post Text	Length (<280)
 <p>SHARE</p> <ul style="list-style-type: none"> ✓ your new moves ✗ <u>not</u> your pain pills <p>#OpioidAwareness</p> <p>Find a drop-off site to dispose of unused pills safely.</p> <p>COMPARTE</p> <ul style="list-style-type: none"> ✓ tus nuevos movimientos ✗ <u>no</u> tus pastillas para el dolor <p>#OpioidAwareness</p> <p>Encuentra un sitio de recolección para deshacerte de manera segura de las pastillas no usadas.</p>	<p>ENGLISH</p> <p>The best times are the ones where we look out for each other.</p> <p>Help keep your loved ones safe from opioid misuse: lock up your pain pills. Throw out unused medication at a drop-off location.</p> <p>#OpioidAwareness</p> <p>Learn more: bit.ly/OpioidAware22</p> <p>ESPAÑOL</p> <p>Los mejores momentos son cuando nos cuidamos entre sí.</p> <p>Mantén a tus seres queridos a salvo del uso indebido de opioides: guarda bajo llave tus pastillas para el dolor. Deshazte de las pastillas no usadas en un lugar de recolección.</p>	English: 240 Español: 275
 <p>SHARE</p> <ul style="list-style-type: none"> ✓ memes ✓ videos ✗ <u>not</u> your pain pills <p>#OpioidAwareness</p> <p>Find a drop-off site to dispose of unused pills safely.</p> <p>COMPARTE</p> <ul style="list-style-type: none"> ✓ memes ✓ videos ✗ <u>no</u> tus pastillas para el dolor <p>#OpioidAwareness</p> <p>Encuentra un sitio de recolección para deshacerte de manera segura de las pastillas no usadas.</p>		

CONCEPT 2: FENTANYL FACTS

This concept provides basic information about fentanyl (specifically, why it is dangerous, where it's found, etc.) and usable tips and guidance for the general public and specific audience groups on prevention and safety. Messaging related to prevention, warning signs and treatment can also be customized to target trusted messengers. Graphics may include links to specific pages on fairfaxcounty.gov.

Image	Social Post Text	Length (<280)
	<p>Know the facts about fentanyl. It's:</p> <ul style="list-style-type: none">→ Undetectable by sight, smell, or taste.→ Sold by unlicensed vendors online, on social media, and laced in recreational substances on the street.→ Potent and fast-acting. A small amount can cause an overdose. <p>Be safe. Be fentanyl-free.</p>	280
		

Image	Social Post Text	Length (<280)
 <p>Fentanyl is...</p> <ul style="list-style-type: none"> • Undetectable by sight, smell, or taste • Potent • Deadly <p>#OpioidAwareness</p> <p>Don't kill the vibe. Party fentanyl-free.</p> <p>Be safe. Know your fentanyl facts.</p>	<p>Pills and recreational substances that look “normal” can still contain fentanyl.</p> <p>💀 Fentanyl is deadly even in small doses.</p> <p>Party safely: don’t take pills or unknown substances. It’s okay to say no. Your future is more important than the FOMO.</p> <p>#OpioidAwareness</p>	265
 <p>El fentanilo es...</p> <ul style="list-style-type: none"> • Indetectable a la vista, el olfato o el gusto • Potente • Mortal <p>#OpioidAwareness</p> <p>Mantén la onda. Bebe sin fentanilo.</p> <p>Mantente a salvo. Infórmate sobre el fentanilo.</p>		

Image	Social Post Text	Length (<280)
	<p>Fentanyl is deadly. It's found in pain and anxiety pills sold online and on social media.</p> <p>Look out for charges and packages that could be from unlicensed sellers.</p> <p>Talk to your teen about mental health and substance use. #OpioidAwareness</p> <p>Learn more: bit.ly/FakeAware22</p>	276
		

	<p>Pills that look “normal” can still have deadly fentanyl in them.</p> <p>Assume any pills sold online, on social media, on the streets, or by someone you don’t know are laced with fentanyl.</p> <p>Only take pills prescribed by your doctor from a licensed pharmacy.</p> <p>#OpioidAwareness</p>	272
		

Image	Social Post Text	Length (<280)
 <p>Fake & Fatal</p> <p>Assume any pills sold on social media or given by a family member or friend are fake and laced with fentanyl.</p> <p>Only take pills prescribed by your doctor from a licensed pharmacy.</p> <p>Be safe. Be fentanyl-free.</p> <p>#OpioidAwareness</p>	<p>Fentanyl is hard to spot, but easily causes overdoses.</p> <p>Pills sold online or on social media are often laced with fentanyl, which is deadly even in small amounts.</p> <p>Don't take unknown substances from others or buy pills online.</p> <p>Learn more: bit.ly/FakeAware22</p>	271
 <p>Falsas y Mortales</p> <p>Asume que cualquier pastilla vendida por Internet, en las redes sociales, en la calle o por alguien que no conoces está mezclada con fentanilo.</p> <p>Compra las pastillas recetadas por tu médico únicamente en una farmacia autorizada.</p> <p>Mantente a salvo. Infórmate sobre el fentanilo.</p> <p>#OpioidAwareness</p>		

 <p>Friends protect friends from fentanyl poisoning: Start a short, casual, and judgement-free conversation.</p> <p>Be safe. Be fentanyl-free.</p> <p>#OpioidAwareness</p>	 <p>Friends protect friends from fentanyl poisoning: Start a short, casual, and judgement-free conversation.</p> <p>Be safe. Be fentanyl-free.</p> <p>#OpioidAwareness</p>	<p>ENGLISH</p> <p>Anyone can easily become addicted to opioids.</p> <p>Opioid dependency makes people more likely to seek other substances that may contain fentanyl.</p> <p>Help your friends avoid opioid dependency and fentanyl poisoning. Speak up. Show support. #OpioidAwareness</p>	English: 250
 <p>Los amigos protegen a los amigos de la intoxicación por fentanilo. Inicia una conversación corta, informal y sin prejuicios.</p> <p>Mantente a salvo. Infórmate sobre el fentanilo.</p> <p>#OpioidAwareness</p>	 <p>Los amigos protegen a los amigos de la Intoxicación por fentanilo. Inicia una conversación corta, informal y sin prejuicios.</p> <p>Mantente a salvo. Infórmate sobre el fentanilo.</p> <p>#OpioidAwareness</p>		

Image	Social Post Text	Length (<280)
 <p>ESPAÑOL Cualquiera puede volverse adicto a los opiodes. La dependencia de opiodes hace que las personas sean más propensas a buscar sustancias con fentanilo.</p> <p>Ayuda a tus amigos a evitar la dependencia de opiodes y la intoxicación por fentanilo. No te quedes callado. Demuestra apoyo.</p>	<p>Los amigos protegen a los amigos de la intoxicación por fentanilo. Inicia una conversación corta, informal y sin prejuicios.</p> <p>Manténte a salvo. Manténte libre de fentanilo.</p> <p>#OpioidAwareness</p>	Español: 279
 <p>If a friend pressures you to take pills or unknown substances, that's a red flag. </p> <p>Say no today, protect your tomorrow. Your life matters. Your future is important.</p> <p>#OpioidAwareness Learn more: bit.ly/OpioidAware22</p>	<p>Friends don't make friends take pills or unknown substances. Be safe. Be fentanyl-free.</p> <p>Los amigos no invitan a los amigos a tomar pastillas o sustancias desconocidas. Mantente a salvo. Infórmate sobre el fentanilo.</p> <p>#OpioidAwareness</p>	235

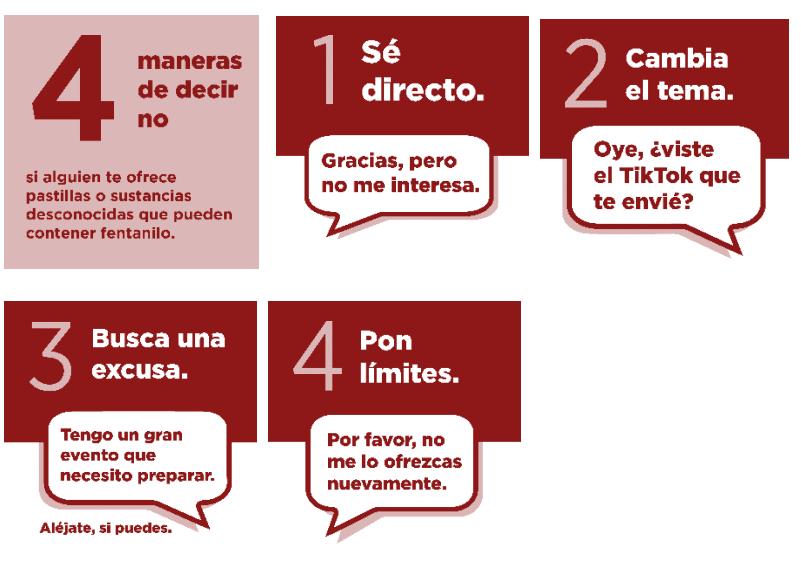
Image	Social Post Text	Length (<280)
 <p>4 ways to say no if someone offers you pills or unknown substances that may contain fentanyl.</p> <p>1 Be direct. Thanks, but I'm not into it.</p> <p>2 Change the topic. Hey, did you see the TikTok I sent you?</p> <p>3 Make an excuse. I have a big event I need to prepare for. Leave if you can.</p> <p>4 Set a boundary. Please don't ask me about this again.</p>	<p>Fentanyl is undetectable and deadly. It's often found in fake pills and recreational drugs. #OpioidAwareness</p> <p>If someone offers you pills or unknown substances, here are four ways to say no:</p> <ol style="list-style-type: none"> 1. Be direct. Say you're not into it. 2. Change the topic. 3. Make an excuse. Say you have an exam or a big event you need to prepare for. Leave the situation if you can. 4. Set a boundary. Ask them not to ask you again. <p>Learn more: bit.ly/OpioidAware22</p>	Tweet Series
 <p>4 maneras de decir no si alguien te ofrece pastillas o sustancias desconocidas que pueden contener fentanilo.</p> <p>1 Sé directo. Gracias, pero no me interesa.</p> <p>2 Cambia el tema. Oye, ¿viste el TikTok que te envíé?</p> <p>3 Busca una excusa. Tengo un gran evento que necesito preparar. Aléjate, si puedes.</p> <p>4 Pon límites. Por favor, no me lo ofrezcas nuevamente.</p>		

Image	Social Post Text	Length (<280)
	<p>Fentanyl is deadly. It's often found in recreational drugs and fake pain and anxiety pills. Wondering how to protect your teen? These 7 strategies can help:</p> <ol style="list-style-type: none"> 1. Lock up your pills. Don't share them. 2. Safely get rid of unused pills at a drop-off site. 3. Never buy pills from social media, online, on the street, or from unlicensed pharmacies. 4. Look out for suspicious packages and credit card charges. 5. Have a short, judgment-free talk about stress, mental health, peer pressure, and substance use. 6. If someone you know is struggling with opioids, support them in getting help. 7. Sign up for a REVIVE! training (bit.ly/REVIVEAware22) to learn what to do in an overdose situation. <p>Learn more: bit.ly/FakeAware22</p>	Thread

Image	Social Post Text	Length (<280)
 <p>7 acciones de seguridad</p> <p>para proteger a tus seres queridos de una sobredosis de fentanilo.</p> <p>#OpioidAwareness</p>		

CONCEPT 3: SAFE SPACE

This concept encourages people to reach out, speak up and utilize the resources they have at their disposal to create or find a “safe space” that is free of stigma, judgement, neglect, detention or deportation.

Image	Social Post Text	Length (<280)
 <p>#OpioidAwareness</p> <p>Build a safe space.</p> <p>Worried someone close to you is withdrawing socially or struggling with opioids?</p> <p>Speak up. Save a life. bit.ly/DetoxAware22</p>	<p>Safe spaces start with an open conversation.</p> <p>If you're worried that a loved one is struggling with opioids, reach out, listen, and encourage them to get help.</p> <p>Call the @FairfaxCSB Detox Center (703-502-7000). All calls are confidential. bit.ly/DetoxAware22</p> <p>#OpioidAwareness</p>	278
 <p>#OpioidAwareness</p> <p>Crea un espacio seguro.</p> <p>¿Estás preocupado porque alguien cercano a ti se está retrayendo socialmente o está luchando con el uso de opioides?</p> <p>No te quedes callado. Salva una vida. bit.ly/DetoxAware22</p>		



If you're struggling with opioids, help is available.

Talk to someone you trust or call the @fairfaxcsb Detox Center (703-502-7000) for judgment-free help:
bit.ly/DetoxAware22

All calls are confidential. Your safe space is out there.
#OpioidAwareness

265

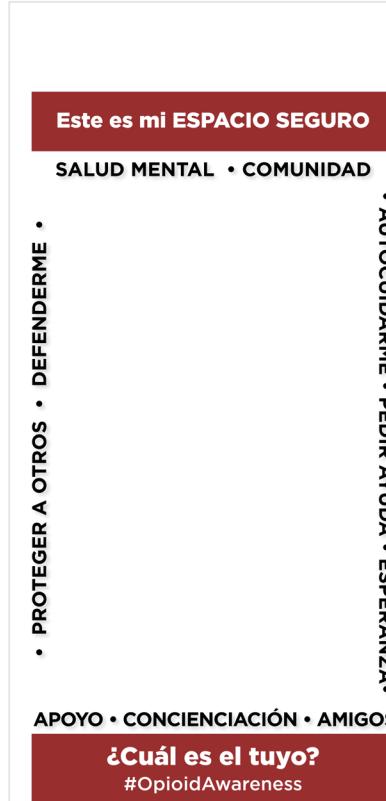
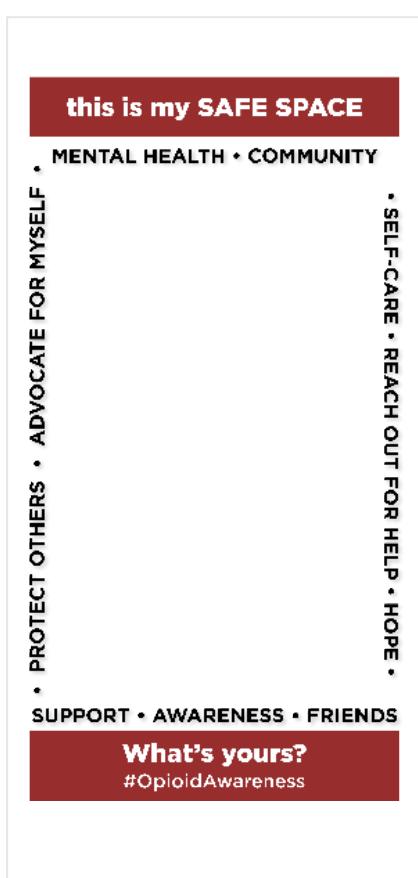
Image	Social Post Text	Length (<280)
	<p>If you're prescribed an opioid-based medication, ask your health care provider about the risks and whether alternative options are available.</p> <p>Don't hesitate to advocate. Speak up to protect yourself from opioid dependency. #OpioidAwareness</p>	238
		

Image	Social Post Text	Length (<280)
 <p>#OpioidAwareness</p> <p>Your health is your business.</p> <p>Health care providers are not allowed to share your information related to:</p> <ul style="list-style-type: none"> • health • finances • immigration status • personal matters <p>If you're struggling with opioid misuse, get help. bit.ly/DetoxAware22</p>	<p>ENGLISH</p> <p>Health care providers are not allowed to share your information without your consent.</p> <p>If you're struggling with opioids, call the @fairfaxcsb Detox Center (703-502-7000) for a judgment-free recovery: bit.ly/DetoxAware22</p> <p>All calls are confidential. #OpioidAwareness</p>	English: 271
 <p>#OpioidAwareness</p> <p>Solo a ti te importa tu salud.</p> <p>Los proveedores de atención médica no pueden compartir tu información relacionada con:</p> <ul style="list-style-type: none"> • la salud • finanzas • estatus migratorio • los asuntos personales <p>Si estás luchando contra el uso indebido de opiados, pide ayuda llamando al 703-502-7000. Las llamadas son confidenciales.</p>	<p>ESPAÑOL</p> <p>Los proveedores de atención médica no pueden compartir tu información sin tu consentimiento.</p> <p>Si estás luchando con los opioides, llama al 703-502-7000 @fairfaxcsb Detox Center para recibir un tratamiento sin compromiso.</p> <p>Las llamadas son confidenciales. bit.ly/DetoxAware22</p>	Español: 280

Image	Social Post Text	Length (<280)
	<p>Your health matters.</p> <p>Don't struggle with pain, anxiety, or stress alone. Talk to someone you trust about getting help.</p> <p>Don't seek out medications from unlicensed sellers, which might be laced with deadly substances like fentanyl. #OpioidAwareness</p>	250
		

	<p>Ending stigma starts with safe spaces.</p> <p>If you're worried that someone close to you is struggling with opioids, reach out to them.</p> <p>Learn more about detox and recovery programs in Fairfax County: bit.ly/DetoxAware22</p> <p>Speak up. Save a life. #OpioidAwareness</p>	<p>263</p>
		

SAFE SPACE: SNAPCHAT FILTER



EVERGREEN MESSAGING FROM 2019-2021

Static Images for Social Media

Each image shares suggested messaging around stigma, prevention, awareness and treatment, but feel free to use your own. *Note that some social media platforms require certification for paid advertisements about drug misuse or addiction; please check a platform's ad policies to learn more possible requirements.*

Don't Need to Be a Statistic



The #OpioidCrisis is real. Get help if you are struggling or know someone who is.

[1000 x 1000](#)

Ride to Recovery



Prevent #OpioidMisuse. The first step is recognizing the problem. The next is getting help.

[741 x 741](#)

Not Recreational



“ You first start out thinking it's just recreational, **but it's not.** **”**
—Sam
Fairfax County Resident
Speak up. Get Help.
(703) 502-7000 #OpioidAwareness

If you are feeling pressure to use opioids, you can get help today. #OpioidAwareness

[1080 x 1080](#)

[1080 x 1920](#)

[1920 x 1080](#)

Break the Silence



Break the silence about #OpioidMisuse. You don't have to do it alone. Reach out for help.

[1000 x 1000](#)

Don't Hurt Alone



Take the first step. You don't have to face it alone. Get help for #OpioidMisuse today.

[1080 x 1080](#)
[1080 x 1920](#)
[1920 x 1080](#)

Talk to Someone



“Talk to your father.
Talk to your brother or sister.
Talk to a therapist if you have to.”

—Lucas
Fairfax County Resident

Speak up. Get Help.
(703) 502-7000 #OpioidAwareness

Talk to someone about #opioids and what you are feeling. Talk it out. #BreaktheSilence

[1080 x 1080](#)
[1080 x 1920](#)
[1920 x 1080](#)

Get Back Up



When you fall, support is available to help you get back up.

#OpioidAwareness
[1080 x 1080](#)
[1080 x 1920](#)
[1920 x 1080](#)

Ask for Help



“You need to ask for help.
Just ask! It's there.”

—May
Fairfax County Resident

Speak up. Get Help.
(703) 502-7000 #OpioidAwareness

Ask for Help. You don't have to solve it alone. Help for #OpioidMisuse is available.

[1080 x 1080](#)
[1080 x 1920](#)
[1920 x 1080](#)

The Life You Deserve



“Please give yourself the life that I didn't have, and that you deserve.”

—Dwight
Fairfax County Resident

Speak up. Get Help.
(703) 502-7000 #OpioidAwareness

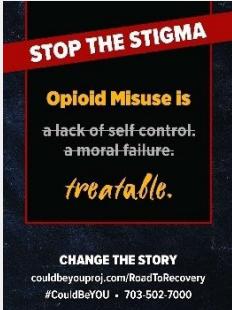
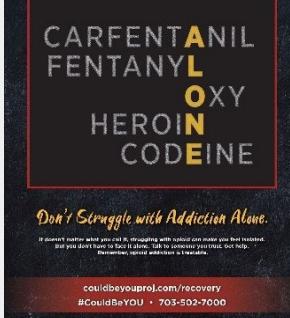
Give yourself the life You deserve. Today can be the first day of your recovery.

#OpioidAwareness
[1080 x 1080](#)
[1080 x 1920](#)
[1920 x 1080](#)

Print Ads

These posters were developed to share information in community venues, such as recreation centers and clinics. The transit ads were posted in bus shelters. You can customize these posters around your own organization's information.

Note: These files are large as they are print ready. Please email fairfaxcountyofficeofpublicaffairs@fairfaxcounty.gov to request copies if you are interested in sharing.

Bus Shelter Art	Poster
45" wide x 67" high artwork to display in bus shelter	18" wide x 20" high artwork that can be printed and mounted as posters
	

Bus Tail Art

66" wide x 15" high artwork to display on bus tails.



Bus Cards

17" wide x 11" high posters to display inside the bus



Videos

Four of the videos in this toolkit feature testimonials from real people being treated by the [Fairfax-Falls Church Community Services Board](#) (CSB). They shared their experiences with opioids and their decision to seek treatment. The audio is real and drawn from interviews with four individuals in treatment; however, the images in the video do not represent the actual people speaking. The fifth video is a compilation of people in treatment sharing their experiences and advice for others. *Note that some social media platforms require certification for paid video placements about drug misuse or addiction; please check a platform's ad policies to learn more possible requirements.*

Link to Opioid Toolkit Playlist on Youtube (https://www.youtube.com/playlist?list=PL9D0cdqzRCqC-y5LXb_Tyo_6sa9PuWFJA)



Maria Testimonial (30-Second Video)

Maria is a chronic pain sufferer who describes how her responsible prescription use eventually led to heroin use. She talks about her commitment to treatment and hopes for the future.



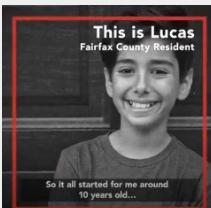
Sam Testimonial (30-Second Video)

Sam is a soccer player who explains how a prescription for a knee injury led to heroin use. He shares his determination to recover for his children.



Dwight Testimonial (30-Second Video)

Dwight is a 61-year-old man who reflects on the triggers that can lead to relapse. He shares his hopes for a brighter future.



Lucas Testimonial (30-Second Video)

Lucas, a man in his late 20s, talks about the several times he sought treatment in the past and why this time is different.



If I Could Do it Again (30-Second Video)

Compilation of individuals in treatment who reflect on what they might have done differently in the past and their advice to young people based on their experiences.