

# Behavioral Health Advisory Board Update: Illicit Fentanyl Media Campaign for Youth and Parents & Caregivers



Thursday, February 2, 2023

***Kat Casabar Briggs, MPH***

*Behavioral Health Services – Communication & Engagement Team  
County of San Diego Health and Human Services Agency*

# Overview & Background

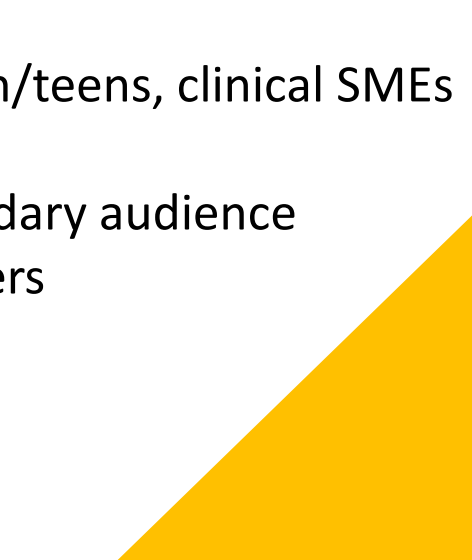


- **Action:** Develop and launch a media campaign to increase awareness of illicit fentanyl, educate youth, and prevent fentanyl overdoses
- **Two main audiences:**
  - Primary:
    - Youth = middle school to 18 years of age
    - Transition Age Youth (TAY) = 18 to 24/25 years of age
  - Secondary:
    - Parents and caregivers of youth and TAY
    - Other adults 30-60 years of age who may be an influential person in a youth/young adult's life



# Overview & Background



- **June 28, 2022:** Illicit fentanyl declared a public health crisis
  - **August-September 2022:** Jamboard Conversations with Youth
  - **October 2022:** Synthesis of initial input/feedback
  - **November 2022:** Development of initial content and review with youth/teens, clinical SMEs
  - **December 2022:** Development of draft content and review with secondary audience and clinical SMEs; initial updates to Up2SD.org and threading to partners
  - **Teen Social Media Launch:** Late December 2022/January 2023
  - **Adult Campaign Materials Launch:** February 2023
- 

# Youth Jamboard Conversations

- **CDC – Stop Overdose: Facts on Fentanyl**  
[https://youtu.be/zu\\_WtBrmScs](https://youtu.be/zu_WtBrmScs)
- **King County – Laced & Lethal: Meet Myles**  
<https://youtu.be/KgaJy5FNDnc>
- **Faces of Fentanyl**  
[https://facesoffentanyl.net/wp-content/uploads/2022/09/fentynal\\_psa\\_2022\\_final\\_draft-1440p.mp4](https://facesoffentanyl.net/wp-content/uploads/2022/09/fentynal_psa_2022_final_draft-1440p.mp4)

## AZ Fentanyl - Counterfeit Pills

[Community Toolkit](#)

[Instagram Photo](#)

[Facebook Photo](#)

[Pill Photo](#)

[Ethan's Story](#)

[Issaiah's Story](#)

[PSA - 15 Seconds](#)

[PSA - Good Samaritan Law](#)

[PSA - Ethan](#)

[English\)](#)

[Spanish\)](#)



# Youth Jamboard Conversations

## Questions to Consider

### Issaiah's Story

<https://szhidta.sharepoint.com/:x/y:/Public/EVlyCI09hRpLnZ5ZH46wPUBVxjFREq3O6zK4rg073MCRw?e=c0BCIR>

How would people know when a overdose is happening?

powerful message - real life stories that show how it affects other people

Because of the Widespread lacing of Fentanyl in pills, The Recreational use of pills might become less popular in the future.

It's super important to talk about the laws in place to keep people safe from getting into legal trouble in these situations.

It shows us how common pills are used for recreational use so much that the contents of the pill are never even questioned

not taking just any pill with just anybody

could focus more on how they got the fentanyl, major problem seemed to be the OD could have been prevented.

Issaiah had no idea he was receiving fentanyl. He was a child and didn't have a SUD.

emotional when mother spoke about how the loss impacted her.

Not your typical narrative

could more effectively touch on statistics and frequency of ODs

very impactful for parent

Really sad

I think it can be more inclusive than just "child" like include "friend" or a more general term

The point is that you can't tell right?

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



Neither can your child.

Is there an "effective message" that you see here? Is there something that does NOT work?

impactful because even parents wouldn't be able to tell the difference

I like it but you should connect resourced to it maybe a link

Most can't. That's the problem. ✓

and?

Is there anything that DOESN'T work? Is it confusing, unclear, different than your perspective?

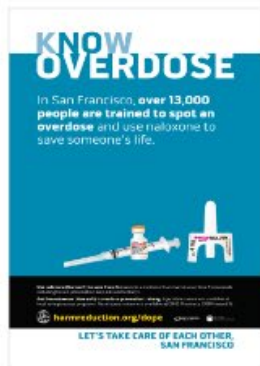
# Youth Jamboard Conversations

(4) Have you seen any promotional materials for any resources to support overdose prevention or get treatment for substance use disorder?



I've heard the county is setting up Naloxone Vending machines

how do would you treat this if it is Lethal?



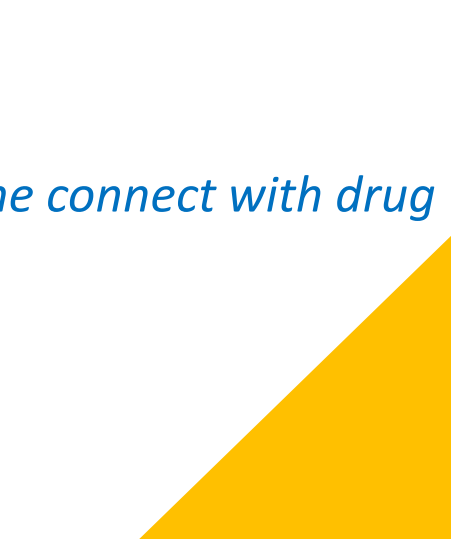
No this is my first time seeing videos or talking about it in depth.



# Recommendations



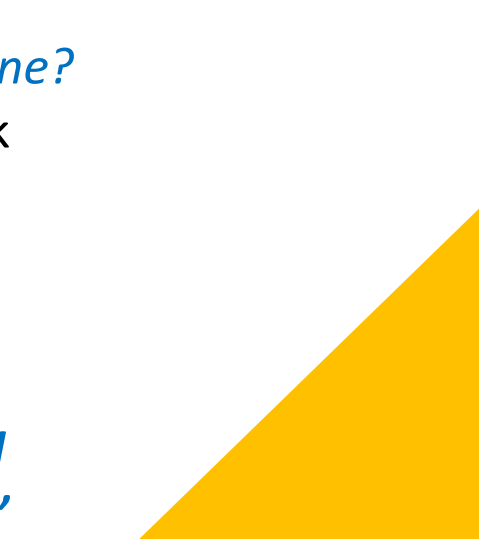
Based on input we received from youth, we got the following recommendations:

- Clear, concise messaging; not too wordy  
*“If it’s a little long that’s fine, I’m not too lazy to read, but I will tune out if it’s too complicated”*
  - Include images and fact-based messaging  
*“Give us what we as youth should look out for”*
  - Relate substance misuse more to mental health  
*“Most of us, we really care about our mental health, but don’t see the connect with drug stuff that’s available or shared”*
  - Include clear call-to-actions or instructions for us  
*“Authentically empower us, don’t tell us”*
  - Don’t stereotype or criminalize drug use or drug users  
*“I, we, don’t always know the full story”*
- 

# Recommendations (continued)



Based on input we received from youth, we got the following recommendations:

- Include photos of people or have people in videos who have been impacted and make sure diverse genders/races/ethnicities are represented  
*“Everyone’s impacted by this” “Real testimonials make it real”*
  - More education on naloxone and accessing naloxone  
*“So what? What should I do now? Is there an age limit to get naloxone?”*
  - Use social media channels, especially Instagram, Snapchat, and TikTok  
*“I get all my news and updates from social media”*
  - Utilize students/youth as messengers when possible  
*“If something’s for us, ask us or give it to us to handle”  
“It would be effective if youth were presenting to high schoolers”*
  - ***“Don't try to be "trendy", it really comes off as "cringe and outdated and social media trends come and go so quickly, you will fall behind”***
- 

# Recommendations

## Channels for Initial Dissemination

### Teen Communications Channel



### Parent Communications Channel

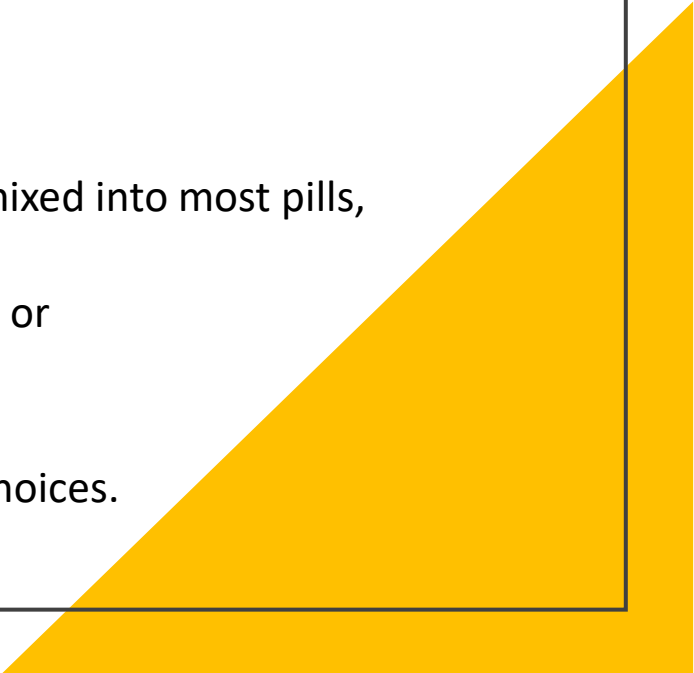




# Recommendations



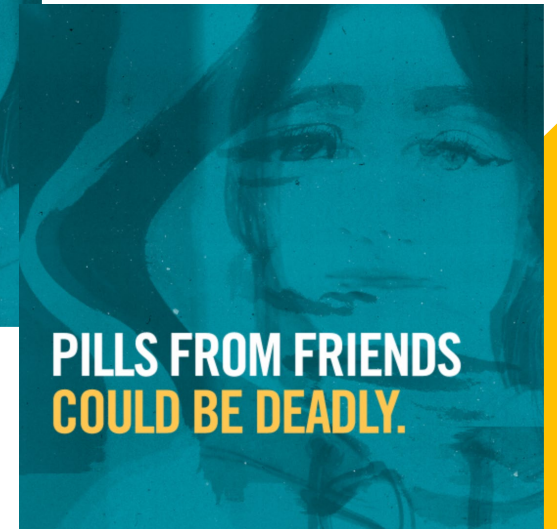
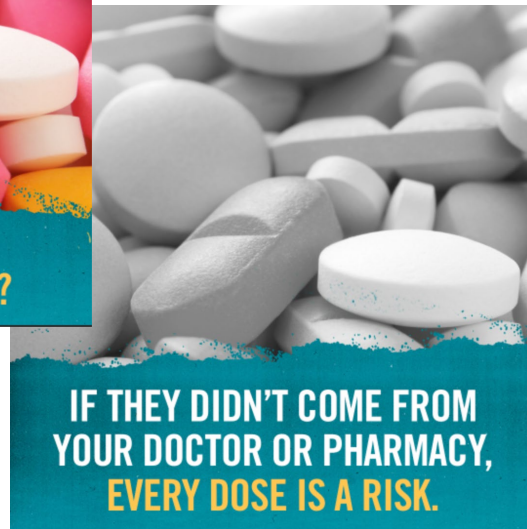
## Core messages:

- **Youth/Teens:**
    - There's no easy way to tell if drugs are safe or not.
    - Fentanyl is in most illicit pills and it doesn't take much to be deadly.
    - If drugs didn't come from a doctor or pharmacy, you never know what's in them.
    - Drugs don't come with an ingredient list.
  - **Parents/Caregivers:**
    - The drug landscape has changed, and potentially deadly doses of fentanyl are mixed into most pills, but you can't see, smell, or taste it.
    - It's causing more teen and young adult deaths in San Diego County than suicide or homicide combined.
    - Talk to the teens in your life so they understand the risk.
    - Visit [Up2SD.org](https://Up2SD.org) for tips on how to start the conversation and encourage safer choices.
- 



# Recommendations

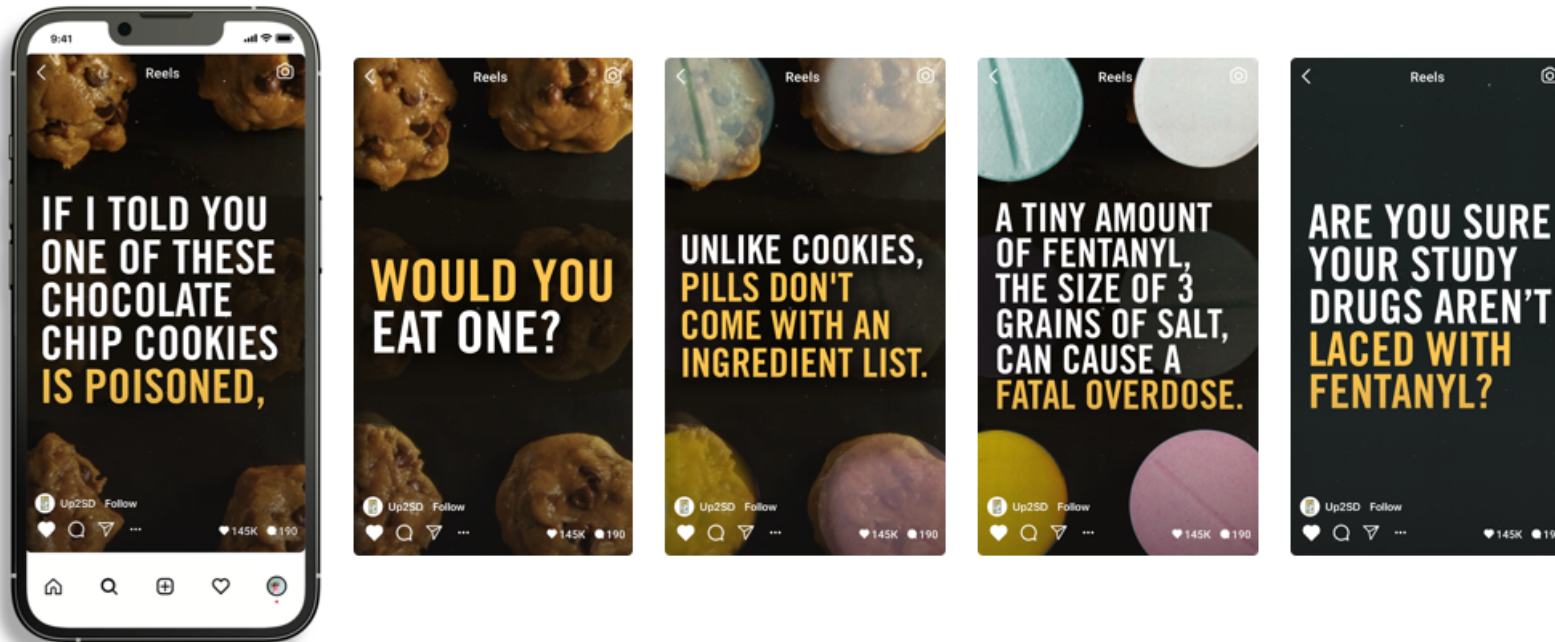
## Core messages:



Sample Asset. For placements such as a carousel on Instagram.

# Recommendations

## Core messages:



**Sound:** We hear the burning and crackling sound of the cookies being baked.

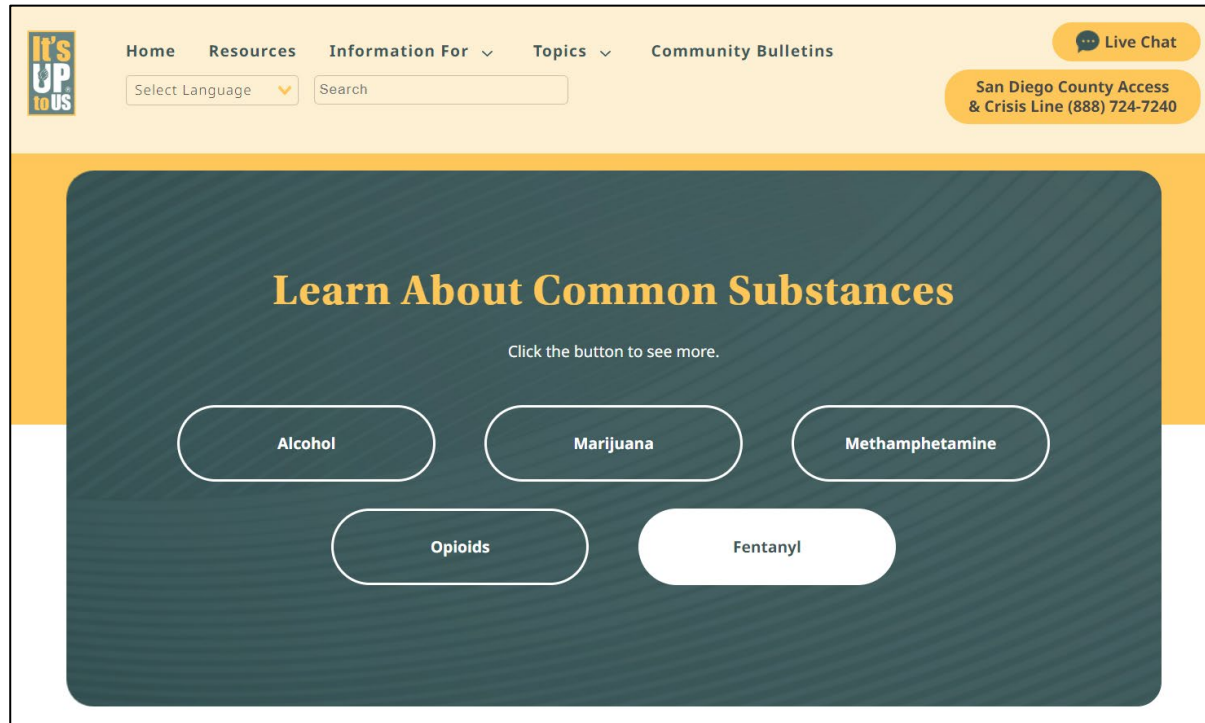
**Music:** on frame 4, starts an ominous ambient musical bed, supporting the resolution of the video.

**Sample Asset. For placements such as Instagram Reels and/or TikTok Video.**



# Where Are We Now

- Gathering input and making updates to Up2SD.org
- Shortcut URL: [Up2Sd.org/Fentanyl](https://Up2Sd.org/Fentanyl) [Up2Sd.org/Fentanilo](https://Up2Sd.org/Fentanilo)



The screenshot shows the Up2SD.org website. The header includes a logo, navigation links (Home, Resources, Information For, Topics, Community Bulletins), a language selector, a search bar, a live chat button, and a San Diego County Access & Crisis Line contact number. The main content area features a dark green background with the title 'Learn About Common Substances' and a prompt to 'Click the button to see more.' Below this are five buttons: Alcohol, Marijuana, Methamphetamine, Opioids, and Fentanyl. The Fentanyl button is highlighted in white.

## Fentanyl-Added Substances

Fentanyl is an extremely dangerous opioid that is being found more and more often in illegal powders and counterfeit pills (pills you did not personally get from a pharmacist). It is often mixed into heroin, meth, and counterfeit opioids.



### What is fentanyl?

Fentanyl is a very strong synthetic opioid that is 50-100 times more potent than morphine. Because it is so strong and cheap to produce, it is mixed more and more often into illegal substances, despite the dangers.

### How dangerous is fentanyl?

### How do I know if my supply has fentanyl?

### How can I prevent a fentanyl overdose?

# Where Are We Now

- Working with internal stakeholders to review draft materials to support secondary audience of parents/caregivers, other adults

**DRAFT**

## How to Talk to Teens About Fentanyl



San Diego County is seeing an increase in illicit drugs that contain fentanyl. Between January 2019 and December 2020, there was an 89% increase in illegally made fentanyl seized at the southwest border. That means that fentanyl is here in San Diego County. In 2020, fentanyl was involved in over 450 overdose deaths, which is up from 151 deaths in 2019. That's a 200% increase.

**DRAFT**

- 1 Peel back the package to remove the device. Hold the device with your thumb on the bottom of the plunger and two fingers on the nozzle.



- 2 Gently place and hold the tip of the nozzle in either nostril until your fingers touch the bottom of the nose. Press the plunger firmly to release the dose into the nose. Repeat in 2-5 minutes if no response, using 2<sup>nd</sup> Narcan applicator.



- 3 Get emergency medical help right away! Call 9-1-1. Move the person on their side (recovery position) after giving Narcan nasal spray. Stay with the person.



**DRAFT**

## What You Need to Know About Naloxone

Naloxone, or "NARCAN®", can be used to stop an overdose.

### What is naloxone?

- A safe and easy to use life-saving medicine to reverse an overdose from opioids.
- The goal of distributing naloxone and preventing deaths.
- It is approved by the Food and Drug Administration even if you are not sure if overdose.

### Why add it to a first aid kit?

- Anyone can carry naloxone, even bystanders experiencing an overdose.
- Using it can potentially save someone's life before responders arrive.
- Having it readily available does not mean someone who is experiencing an overdose is surviving and eventually getting the help they need.

Good Samaritan laws are in place in most states to protect people who assist in an overdose or a combination of these.

**DRAFT**

## Where can I get it?

Obtain naloxone free of charge in San Diego County from a local community naloxone distribution program.

## Locations in San Diego County:



1 Family Health Centers of SD SafePoint Program  
Address: Imperial Ave & 16th St.  
Hours: Tuesdays and Thursdays, 6pm-9pm  
Phone: 619-993-0216

2 Family Health Centers of SD SafePoint Program  
Address: North Park Way and 31st St  
Phone: 619-993-0216

3 Central Region  
Address: 5202 University Ave, San Diego, CA 92105  
Hours: Hours vary, please call for availability  
Phone: 619-229-5400

4 East Region  
Address: 367 North Magnolia Ave, El Cajon, CA 92020  
Hours: Hours vary, please call for availability  
Phone: 619-441-6500

5 North Central Region  
Address: 3609 Ocean Ranch Blvd, Ste 104, Oceanside, CA 92056  
Hours: Monday through Thursday, 8am-11am and 1pm-4pm  
Phone: 760-740-3000

6 North Inland Region  
Address: 649 West Mission Ave, Suite 2, Escondido, CA 92025  
Hours: Monday through Friday, 8am-5pm  
Phone: 760-740-3000

7 South Region  
Address: 680 Oxford St, Chula Vista, CA 91911  
Hours: Monday through Friday, 8am-5pm  
Phone: 619-408-3110

8 North Central Region  
Address: 5055 Ruffin Rd, San Diego, CA 92125  
Hours: Hours vary, please call for availability  
Phone: 658-573-7300



### Make it a conversation

Having a general conversation about anxiety, stress, and great first step when talking to youth about drugs and safety. Anxiety and stress are normal things that happen in life. Give suggestions on how to manage them. Talk about how you as a caregiver want them to be safe, instead of focusing on punishment. Remember that their brain is still growing until age 25.



### Explain what fentanyl is and the risk

Fentanyl is a very strong opioid. An amount as small as grains of salt can cause an overdose. It is often mixed in with counterfeit pills. **You can't tell if drugs contain fentanyl by smell, or touch.**



### Teach them there is help

Naloxone reverses overdoses, but it's not the ONLY help someone will need. Impress upon teens the importance of seeking help after administering naloxone. If you know of youth using opioids, talk about how you want them to be safe, instead of focusing on punishment for drug use.

# CALL 911

YOUR ACTIONS ARE PROTECTED

## Overdose Death Prevention Law

911 Good Samaritan Law (Health and Safety Code 11376.5)

Under California law, individuals who call 911 seeking emergency medical assistance in good faith for a **personal overdose** or the overdose of **another person** are protected from arrest or prosecution for drug violations.

Protection applies even if a caller: **DRAFT**

- is under the influence
- has drug paraphernalia in their possession
- has another substance **similar to** a controlled substance in their possession

When would this immunity **NOT** apply?

- Individuals possessing large amounts of controlled substances that suggest drug sales or trafficking are not protected by this law.
- If individuals are knowingly administering drugs to others against their will, they are not protected.
- This law does not exempt individuals from charges related to any dangerous activities that result from excessive consumption. For example, the law would not protect an individual from the charges related to driving under the influence.
- This law also does not exempt individuals from charges related to parole or probation violations.

SAVE A LIFE | MAKE THE CALL



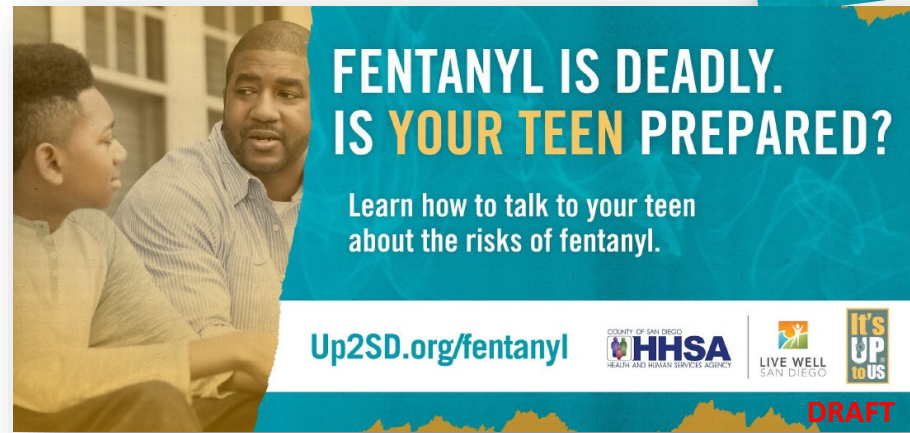
# Where Are We Now

- Coordination and collaboration with *Live Well San Diego* Youth Sector and threading with other County efforts and teams
- Continuing conversations with youth to identify ways they can continue to support/direct this campaign
- Connecting with schools and universities, especially Film Clubs or Video Programs
- Discussing next phase (~April 2023- )



# Next Steps

- Drafts of materials for secondary audience received from marketing firm and draft handouts created
- **Schedule working meeting(s) with stakeholders early/mid-February 2023 to review drafted materials to date:**
  - Website – [Up2SD.org/fentanyl](https://Up2SD.org/fentanyl)
  - Handouts for schools, community
  - Marketing firm materials



# Questions?



*thank  
you*

