



PREVENT
Overdose
WA

**WA Department of Health 2023
Opioid/Fentanyl Overdose
Prevention Campaign**



Six Phases of Research Informed Campaign Development

1

Secondary
Research

Review of recent harm reduction and anti-stigma campaigns to ID best practices and knowledge gaps to inform campaign research and development.

2

Partner
Interviews

Gather partner feedback to inform campaign focus, messaging and strategies.

3

Focus/
Message
Testing

Understand awareness, barriers & motivators to harm reduction behaviors to inform messages.

(Qualitative study of people who use opioids and their care networks)

4

Concept
Testing

Tested Prevent Overdose WA campaign concepts with priority audiences.

(Qualitative study of people who use opioids and their care networks)

5

Survey: Stigma
& Behaviors

Set baselines of harm reduction behaviors and stigma levels.

(Quantitative survey in English and Spanish of general pop, people who use opioids and care networks)

6

Ad Recall &
Awareness

Set baselines + inform future work.

(Quantitative survey in English and Spanish of general pop, people who use opioids and care networks)

Behavior & Audience Selection

Behavior Focus: Getting more people in the community to have and know how to use naloxone (an easy-to-use, safe nasal spray that can reverse an opioid overdose). Secondary messaging of not using alone.

Priority Audiences:

1) People who use opioids (PWUO):

- Knew about naloxone but did not necessarily carry it.

2) Care Networks (People with a close relationship with someone who uses opioids)

3) Audience Overlays (populations disproportionately affected by opioid overdose):

- Male identifying people
- Young adults 16-24
- Latino/Hispanic
- American Indian/Alaska Native
- Black/African American
- People living in 13 WA counties with higher overdose rates.



View Campaign Videos in [English](#) | [Spanish](#) & Websites in [English](#) | [Spanish](#)



Be prepared to save a life.

PREVENT Overdose WA

Order FREE naloxone online



Lleva naloxona contigo y revierte una sobredosis.

NO MÁS sobredosis WA



Prevent Overdose WA
Naloxone can save a life

I was scared the night you overdosed.

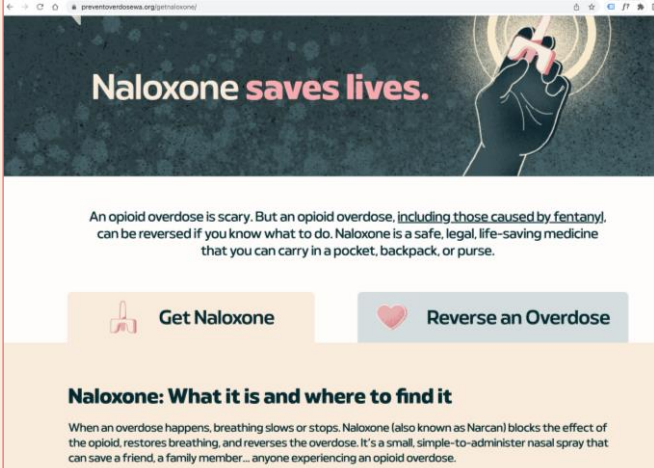
Ad



Be prepared to save a life.

Learn how at PreventOverdoseWA.org

PREVENT Overdose WA



Naloxone saves lives.

An opioid overdose is scary. But an opioid overdose, including those caused by fentanyl, can be reversed if you know what to do. Naloxone is a safe, legal, life-saving medicine that you can carry in a pocket, backpack, or purse.

[Get Naloxone](#) [Reverse an Overdose](#)

Naloxone: What it is and where to find it

When an overdose happens, breathing slows or stops. Naloxone (also known as Narcan) blocks the effect of the opioid, restores breathing, and reverses the overdose. It's a small, simple-to-administer nasal spray that can save a friend, a family member... anyone experiencing an opioid overdose.



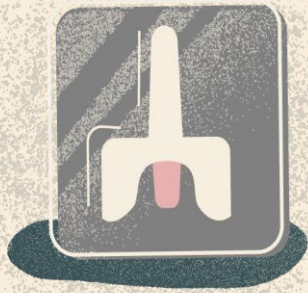
La naloxona salva vidas.

NO MÁS sobredosis WA

APRENDE CÓMO >

Results

Awareness and Behavior Results



98%

increase in naloxone orders (in 13 focus counties)

14%

increase in naloxone awareness

Campaign Engagement



500K

social media engagements

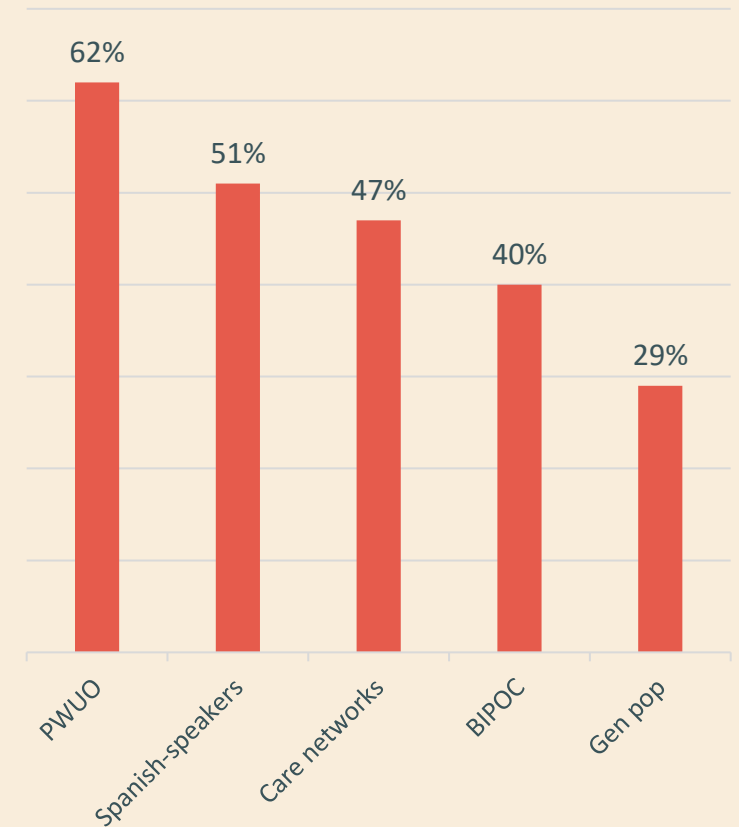
23.4

million completed video views

188K

website visits

Ad recall highest among priority audience groups



For questions please reach out to:
Chantel.Wang@doh.wa.gov