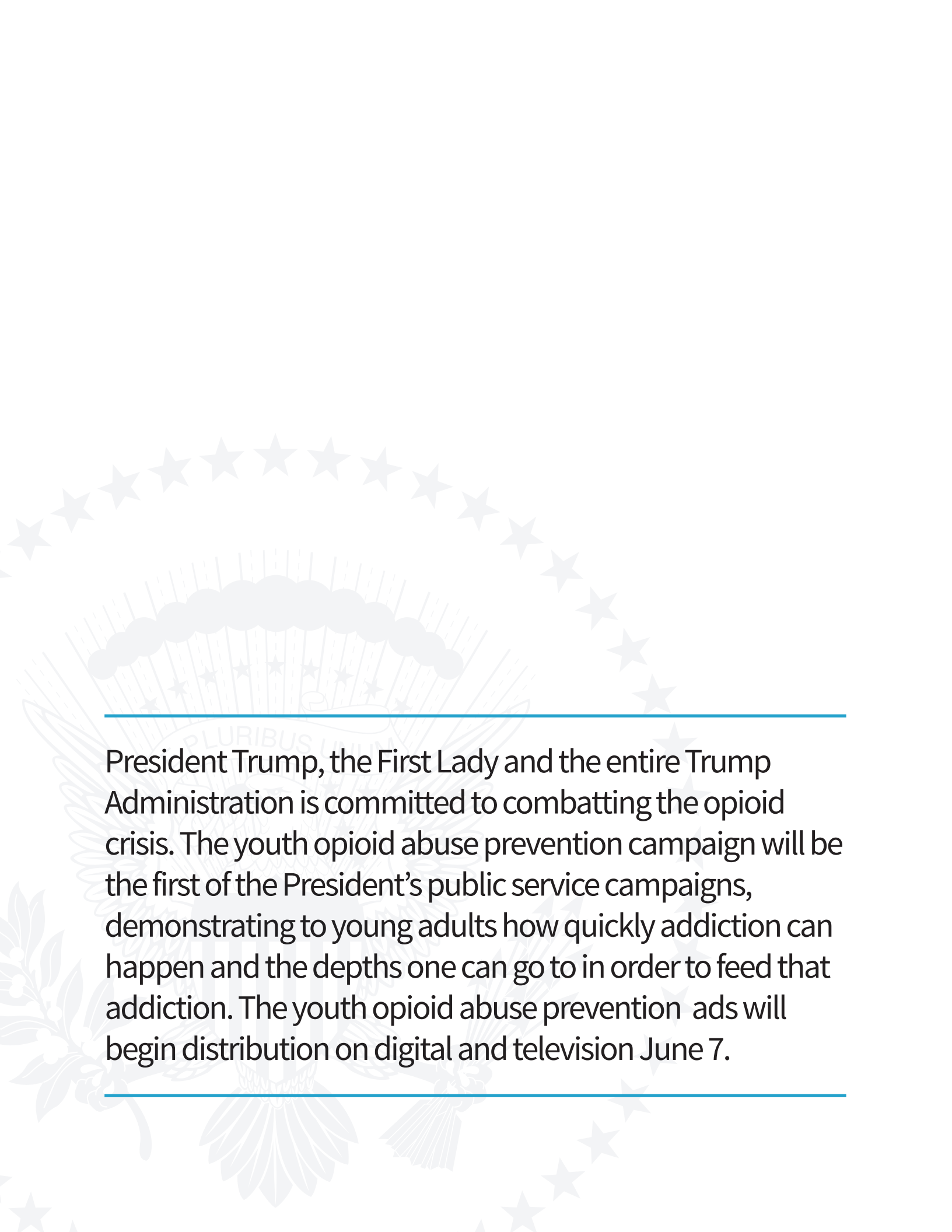




# YOUTH OPIOID ABUSE PREVENTION TOOLKIT



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President Trump, the First Lady and the entire Trump Administration is committed to combatting the opioid crisis. The youth opioid abuse prevention campaign will be the first of the President's public service campaigns, demonstrating to young adults how quickly addiction can happen and the depths one can go to in order to feed that addiction. The youth opioid abuse prevention ads will begin distribution on digital and television June 7.

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# SUMMARY



**THE CAMPAIGN:** This first campaign is a multi-channel campaign from the Office of National Drug Control Policy (ONDCP), the Ad Council and Truth Initiative that focuses on preventing and reducing the misuse of opioids among youth and young adults.



**THE AUDIENCE:** The target audience is young adults 18 to 24 years old, with a “halo” audience of 15 to 30 years old.



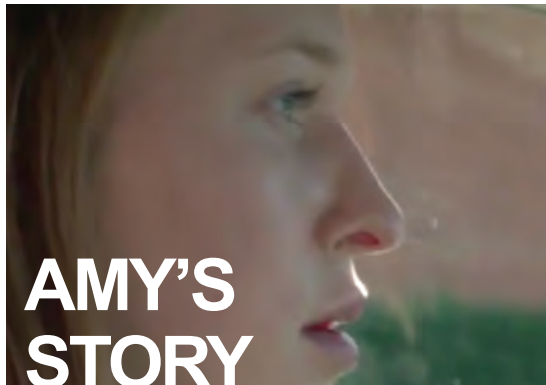
**THE WEBSITE:** The campaign’s website, [opioids.thetruth.com](https://opioids.thetruth.com), will include information about opioids, the epidemic, and a link to a treatment locator powered by SAMHSA.



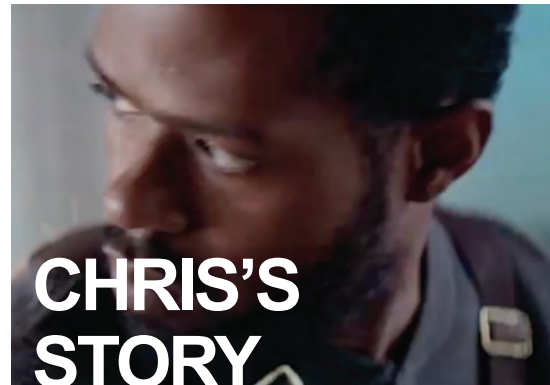
**THE ADS:** The first set of four ads brings to life four different, hyper-relatable addiction stories of young Americans who, in pursuit of more pain pills, go to extreme lengths to feed their addiction -- including a purposeful car crash and a self-inflicted broken arm.

- This multi-channel campaign will reach youth and young adults through donated media on digital platforms and social media, influencers and television.
- Every aspect of the campaign is grounded in research, evaluation and expert input. The final product reflects the most engaging of approximately 150 tested messages.
- This is the first of multiple advertising and awareness campaigns targeted to young Americans and the opioid crisis.

# THE ADS



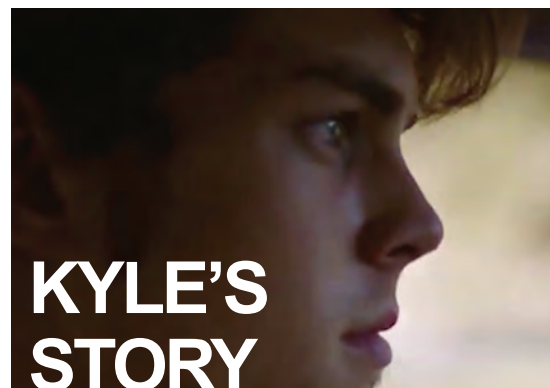
<https://www.youtube.com/watch?v=jCxMEjpX6K8>



<https://www.youtube.com/watch?v=dbskRwUudzc>



[https://www.youtube.com/watch?v=EJaFM-Sl\\_A](https://www.youtube.com/watch?v=EJaFM-Sl_A)



<https://www.youtube.com/watch?v=IWyEnOSGWP8>

# SAMPLE TWEETS



- ” Today, @ONDCP & @WhiteHouse unveiled the first set of public awareness ads focused on preventing young adults from misusing or abusing opioids. Watch now at [opioids.thetruth.com](https://opioids.thetruth.com). #CrisisNextDoor
  
- ” Opioid addiction can happen in the blink of an eye. Watch real life stories of the extreme measures young adults have gone to in order to get more prescription opioids: [opioids.thetruth.com](https://opioids.thetruth.com)
  
- ” Understand how far prescription drug abuse took these four young adults in these new ads from the White House @ONDCP. Watch now: [opioids.thetruth.com](https://opioids.thetruth.com) #CrisisNextDoor
  
- ” How do you avoid opioid addiction? Ask questions. Talk to your doctor about alternatives. Follow the instructions. Stop as soon as you can. Safely dispose of leftover pills. Never share pills. Learn more about prevention at [opioids.thetruth.com](https://opioids.thetruth.com).
  
- ” New from the White House @ONDCP and @TruthInitiative : The Truth About Opioids, an ad campaign to make young adults ask if they really know the risks of opioid misuse. [opioids.thetruth.com](https://opioids.thetruth.com) #CrisisNextDoor
  
- ” You won't want to miss these new ads from the @WhiteHouse @ONDCP @TruthInitiative & @AdCouncil combating the opioid #CrisisNextDoor [opioids.thetruth.com](https://opioids.thetruth.com)

# TALKING POINTS

## OPIOID ADDICTION

- The opioid epidemic in America is spreading geographically and demographically, and is truly the crisis next door.
  - It is estimated more than 2 million Americans will suffer from addiction to prescription or illicit opioids in 2018. (Source: WH Fact Sheet)
  - 63,632 Americans died of drug overdose in 2016, nearly two-thirds of which involved a prescription or illicit opioid. (Source: CDC)
- In 2013, more than two-thirds of individuals admitted into substance use treatment programs report first use of opioids (other than heroin) by age 25. (Source: SAMSHA)
- Nearly seven percent of high school seniors report having misused opioids (other than heroin). (Source: NIH)
- In 2015, over seventy percent of all overdose deaths among those ages 15 to 24 involved an opioid. (Source: HHS)

## STOP OPIOID ABUSE

- **SAFE DISPOSAL** – When a doctor determines there is no longer a need for the prescribed pain pill, safe disposal is critical. Don't flush or throw out the pills. Many pharmacies and police stations will destroy prescription drugs you no longer need or want. Safe disposal sites can be located through the [www.justice.com/SaveLives](http://www.justice.com/SaveLives)
- **TALK TO YOUR DOCTOR**- Have a conversation with your doctor about the risks if you are prescribed an opioid. You can ask for alternative treatment for pain or ask for a limited prescription.
- **OPIOID KNOWLEDGE** – It's important to know which medications contain opioids. Opioids (or opiates) are a type of drugs with powerful pain-relieving properties. Doctors often prescribe these for severe pain, after a surgery or for a root canal. Opioids have many names like Vicodin, Percocet, Tramadol, OxyContin, Dilaudid and codeine. Illegal opioids include heroin and illicit synthetic opioids.
- **PROPER PRESCRIPTION USE** - When prescribed by a doctor, opioids can be used in a responsible way to reduce pain. Talk to your doctor to understand how often you should take medication and if there are alternatives options to manage your pain.

## ADMINISTRATION EFFORTS

- President Trump's plan to combat the opioid crisis focuses on three areas: prevention and education, law enforcement, interdiction and disrupting drug supply chains, and treatment and recovery. The Administration is not prioritizing one area over another because addressing all three of these areas is critical to reversing opioid crisis.
- President Trump's Initiative to stop youth opioid abuse will address factors fueling the opioid crisis, including over-prescription, illicit drug supplies, and insufficient access to evidence-based treatment, primary prevention, and recovery support services.
- On October 26, 2017, President Trump's Administration declared the opioid crisis a nationwide Public Health Emergency. The President and his entire Administration, in partnership with state and local leaders, are working every day to combat the crisis and reduce the stigma around addiction so that people are not afraid to share their stories and seek treatment.

# PROMOTIONAL GRAPHICS

MORE THAN  
**2 MILLION AMERICANS**  
WILL SUFFER FROM  
ADDICTION TO  
PRESCRIPTION OR ILLICIT  
**OPIOIDS IN 2018**

## HOW TO STOP OPIOID ABUSE

### **S**AFE DISPOSAL

SAFELY DISPOSE OF LEFT OVER OR UNUSED PILLS BY FINDING A DROP-OFF LOCATION AT [WWW.JUSTICE.GOV/SAVELIVES](http://WWW.JUSTICE.GOV/SAVELIVES)

### **T**ALK TO YOUR DOCTOR

TALK ABOUT THE RISKS IF YOU ARE PRESCRIBED AN OPIOID OR IF ALTERNATIVES ARE AVAILABLE

### **O**PIOID KNOWLEDGE

LEARN WHAT AN OPIOID IS AND KNOW ITS NAMES LIKE VICODIN, PERCOCET, AND CODEINE AND ILLEGAL HEROIN

### **P**ROPER PRESCRIPTION USE

TAKE OPIOIDS EXACTLY AS PRESCRIBED BY YOUR DOCTOR, NO MORE THAN NEEDED AND NO SHARING OF LEFT OVER PILLS

NEARLY SEVEN PERCENT OF  
**HIGH SCHOOL SENIORS**  
REPORT HAVING  
**MISUSED OPIOIDS**