

FENTANYL CRISIS RESPONSE

TOOLKIT

A FENTANYL CRISIS was declared on 8-1-2022 by Waukesha County Executive, Paul Farrow.

THIS IS A RESOURCE OF MEDIA USED TO PROMOTE AWARENESS OF THE CRISIS.

Release Date: 11/2022
Updated: 5/2024

Waukesha County Video Series



We/You Can Save A Life Campaign

WE CAN SAVE A LIFE. GET NALOXONE PROTECT LOVED ONES

One Pill Can Kill Campaign

ONE PILL CAN KILL

Health & Human Services Center
514 Riverview Ave.



Waukesha County declares Fentanyl a Community Health Crisis on August 1, 2022

Fentanyl, a synthetic opioid 100 times more powerful than morphine and 50 times stronger than heroin, is fueling overdose deaths across the US, Wisconsin, and Waukesha County.

To address this crisis, Waukesha County will:

- Distribute opioid settlement money, in partnership with the County Board, to support Narcan training, the District Attorney's pre-trial diversion programming, and other related purposes.

Visit our webpage here: www.waukeshacounty.gov/OverdosePrevention

- Implement the Overdose Fatality Review (OFR) initiatives, in partnership with public and private entities and surrounding counties to share data and best practices.

1st Overdose Fatality Review meeting occurred in Jan. 2024.

- Launch a local public information initiative utilizing the US Drug Enforcement Agency's 'One Pill Can Kill' Campaign.

Update: This launched in Oct. of 2022 - went through June of 2023.

We've since established a "You Can Save A Life Campaign" in addition to One Pill Can Kill, as well as a Waukesha County video series on battling the Opioid Crisis.

- Create a set of measurable objectives to track the county's efforts in the fight against fentanyl that will be evaluated on a quarterly basis.

Visit our webpage here: www.waukeshacounty.gov/OverdosePrevention

This Toolkit will help arm our partners and our community to spread the word with us. Please share or talk about this information to increase awareness of the dangers of fentanyl.

Thank you,

Waukesha County Health & Human Services
HHSPIO@WaukeshaCounty.Gov

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PLEASE NOTE:

For **original** files of the art included in this TOOLKIT, you can email the Waukesha County Public Health Public Information Officer at hhspio@waukeshacounty.gov.

Software used: **Adobe Illustrator.**

DOWNLOAD INSTRUCTIONS:

When this file is opened in Adobe Acrobat, you'll need the ability to "edit", which allows you to right click, and "Save As" to your own computer.

Declaration From County Executive Paul Farrow 8/1/2022



Objectives of the Crisis Awareness Promotion

The campaigns found in this toolkit offer the opportunity for the media, parents, educators, employers, and community organizations to raise awareness about counterfeit prescription drugs. Waukesha County is using the campaign slogans, One Pill Can Kill and You Can Save A Life. The One Pill Can Kill originated from the www.DEA.gov/onepill site. Materials created can help you participate in bringing awareness to this nationwide crisis.

Our main objective: To let every person who lives, works or goes to school in Waukesha County know the dangers of FENTANYL, that our county is facing a crisis, and that One Pill Can Kill, and You Can Save A Life by carrying Narcan.

Social Media Accounts

Website: www.WaukeshaCounty.Gov/OverdosePrevention/

- 1) Social Media Posts on Facebook @[WaukeshaCountyHHS](https://www.facebook.com/WaukeshaCountyHHS)
- 2) Social Media Posts on Instagram @[WaukeshaCoHHS](https://www.instagram.com/WaukeshaCoHHS)
- 3) Social Media Posts on NextDoor @ [Waukesha County Health and Human Services](https://www.nextdoor.com/WaukeshaCountyHealthandHumanServices)
- 5) Social Media Posts on LinkedIn @[Waukesha County Health & Human Services](https://www.linkedin.com/company/WaukeshaCountyHealth&HumanServices)

Assets and Other Marketing Material Toolkits

<https://www.dea.gov/onepill-toolbox>

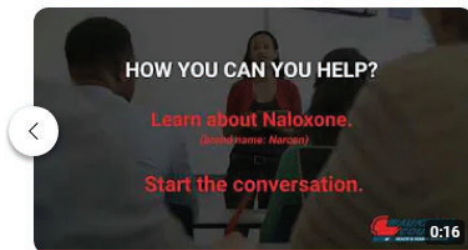
<https://www.dhs.wisconsin.gov/opioids/index.htm>

<https://store.samhsa.gov/sites/default/files/overdose-prevention-response-kit-pep23-03-00-001.pdf>

<https://songforcharlie.org/college-toolkit/>

<https://nida.nih.gov/research-topics/parents-educators>

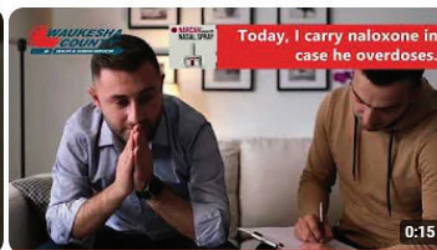
You Can Save A Life Video Series (2023)



Learn About Naloxone - You Can Save A Life

30 SECOND AD

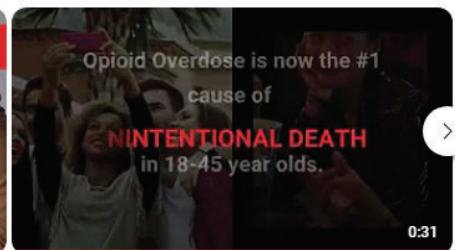
<https://www.youtube.com/watch?v=rivH5o2Blws>



Carry Naloxone - You Can Save A Life

15 SECOND AD

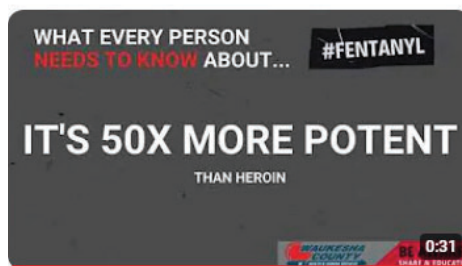
<https://www.youtube.com/watch?v=oU8aB0D2yeA>



Waukesha County Overdoses Increased 76%

30 SECOND AD

<https://www.youtube.com/watch?v=0gDmev7aVol>



What You Need to Know About Fentanyl in 30 Seconds

30 SECOND AD

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



Waukesha County Needs Your Help

30 SECOND AD

<https://www.youtube.com/watch?v=fnne0cgkWQY>

Waukesha County Combats the Fentanyl Crisis Video Series (2024)

For 30 second and 1 minute cuts of this video series, including options with Spanish subtitles, please email: hhspio@waukeshacounty.gov



We have to keep talking about this as much as we can.

*This is an opportunity where **WE, TOGETHER, CAN MAKE A DIFFERENCE.***

- County Executive Paul Farrow

CREATING ADVOCACY & CHANGE:

The 2024 HHS Fentanyl Crisis Video Series:

LOSS & REMEMBRANCE

<https://www.youtube.com/watch?v=LIGrvWHkp7Q&t=16s>

Features local parents bravely sharing their heartbreaking stories of losing children to fentanyl poisoning, shedding light on the urgent need for awareness, education, and preventive measures in the face of this devastating epidemic.

ROAD TO RECOVERY

<https://www.youtube.com/watch?v=JQqjS2AqtFk>

Captures the inspiring journey of a few Waukesha residents on the road to recovery as they courageously share their personal stories of overcoming challenges.

HEROES AMONG US

<https://www.youtube.com/watch?v=xQ6vjcA03XU>

Spotlights the heroic efforts of frontline workers addressing the fentanyl crisis in Waukesha County, illustrating their courage and commitment.

WAUKESHA COUNTY BATTLES THE FENTANYL CRISIS

<https://www.youtube.com/watch?v=JEGbV4ITwXo>

Learn about what Waukesha County is doing to combat the Fentanyl Crisis.

Included in this toolkit are the materials available. This is a dynamic campaign, additional artwork will be periodically added to the Waukesha County website.

- Waukesha County's One Pill Can Kill Facebook Posts
- Waukesha County's One Pill Can Kill Twitter Posts
- One Pill Can Kill Logo
- **Background artwork to make your own One Pill Can Kill Post**
- Sample Social Media Artwork and Verbiage for Posts

It can be helpful to use imagery from your local area in the background, and pictures of local people.

The images included in this toolkit are stock photography.

HASHTAGS FOR PROMOTION

#OnePillCanKill - in combination with other hashtags

DEA Suggested Hashtags

#DEA

#OPCK

#1PillCanKill

#Fentanyl

#FakePill

#Counterfeit

WORDS AND IMAGERY TO AVOID

- Avoid clichéd imagery (people taking pills, people passed out and/or similar visuals)
- Words to Avoid:
 - Addict
 - Abuse
 - Committed Suicide
 - Clean/Sober
 - Crazy

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



4 out of 10 pills with FENTANYL have a potentially lethal dose.

HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



Solo píldoras de confianza de una farmacia autorizada

4 de cada 10 píldoras con FENTANILO tienen una dosis potencialmente letal. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPíldoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



Fake pills can be cut with FENTANYL. FENTANYL is odorless, tasteless & can be deadly. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



Las píldoras falsas pueden ser reducidas con FENTANILO El FENTANILO es inoloro, insaboro y puede ser mortal. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPíldoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



PUBLIC SAFETY
ALERT
Fake pharmacies advertise online.

ONE PILL CAN KILL

#OnePillCanKill

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

BE AWARE
SHARE & EDUCATE

This graphic features a man in a white t-shirt with his hand raised in a stop gesture. The text 'ONE PILL CAN KILL' is written across his palm. The background is a solid light blue. At the bottom, there is a red and white banner with the Waukesha County logo and the text 'BE AWARE SHARE & EDUCATE'.

Fake prescription pills are easily accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smart phone. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate. #OnePillCanKill
www.waukeshacounty.gov/overdoseprevention/



Alerta de seguridad pública
Las farmacias falsas hacen anuncios en línea.

UNA PÍLDORA PUEDE MATAR

#UnaPíldoraPuedeMatar

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

Tome conciencia
Comparta e instruya

This graphic features a man in a white t-shirt with his hand raised in a stop gesture. The text 'UNA PÍLDORA PUEDE MATAR' is written across his palm. The background is a solid light blue. At the bottom, there is a red and white banner with the Waukesha County logo and the text 'Tome conciencia Comparta e instruya'.

Las píldoras prescritas falsas son de fácil acceso y suelen venderse en las redes sociales y en plataformas de comercio electrónico, lo que hace que estén a disposición de todas las personas que tengan un teléfono inteligente. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPíldoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



Every color, shape and size of fake pills can be extremely dangerous. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



Todos los colores, las formas y los tamaños de píldoras falsas pueden ser sumamente peligrosos. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPildoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish

**WAUKESHA COUNTY
HAS A FENTANYL
CRISIS**

Criminal Drug
Networks are trafficking
fentanyl-laced fake pills.

#OnePillCanKill

**ONE
PILL CAN
KILL**

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

Criminal drug networks are trafficking fentanyl-laced fake pills. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate. #OnePillCanKill
www.waukeshacounty.gov/overdoseprevention/

**El condado de
Waukesha
tiene una crisis
de fentanilo.**

Las redes de
narcotráfico
comercializan
píldoras falsas
contaminadas
con fentanilo.

#UnaPildoraPuedeMatar

**UNA
PÍLDORA PUEDE
MATAR**

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**Tome conciencia
Comparta e instruya**

Las redes de narcotráfico comercializan píldoras falsas contaminadas con fentanilo. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPildoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



7 out of 10 pills with FENTANYL have a potentially lethal dose.

HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

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7 de cada 10 píldoras con FENTANILO tienen una dosis potencialmente letal. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

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Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



Criminal drug networks are trafficking fentanyl-laced fake pills. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate. #OnePillCanKill
www.waukeshacounty.gov/overdoseprevention/



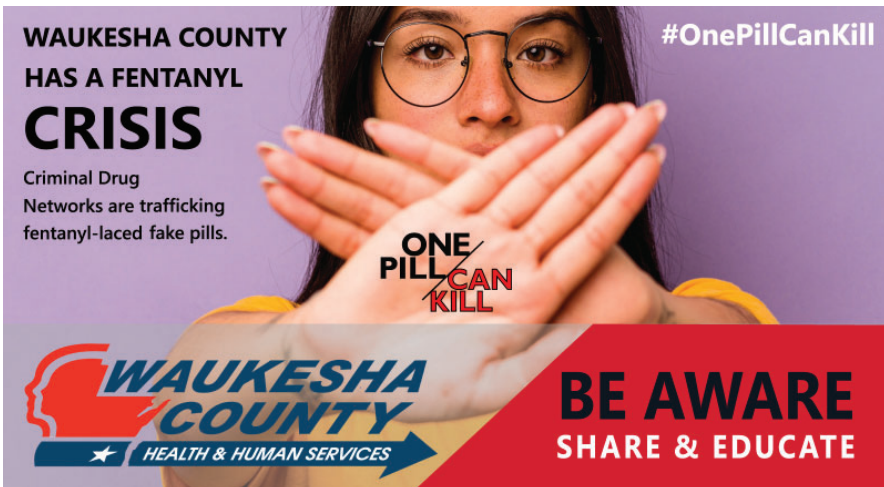
Las redes de narcotráfico comercializan píldoras falsas contaminadas con fentanilo. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPíldoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Twitter



Every color, shape and size of fake pills can be extremely dangerous. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/



Criminal Drug Networks are trafficking fentanyl-laced fake pills. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/

Graphics Sized for Twitter

**ONLY TRUST
PILLS
FROM A
LICENSED
PHARMACY**

**ONE
PILL CAN
KILL**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

7 out of 10 pills with FENTANYL have a potentially lethal dose. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.
#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/

**NOT
ALL
PILLS
ARE
REAL**

**ONE
PILL CAN
KILL**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
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#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/

**PUBLIC SAFETY
ALERT**

**ONE
PILL CAN
KILL**

**Fake pharmacies
advertise online.**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

Fake prescription pills are easily accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smart phone, including minors.
HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.
#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/

Graphics for You To Use in Your Own Campaign

Get inspirational facts and graphics from the DEA here:

<https://www.dea.gov/onepill-toolbox>

Use these as you see fit:



QR CODE TO WAUKESHA COUNTY'S
OVERDOSE PREVENTION PAGE



If you'd like original design files of this art, please email the Waukesha County Public Health Communications Coordinator, at lkwiat@waukeshacounty.gov.

Additional Informational Graphics & Post Ideas



YOU CAN

SAVE A LIFE

WATCH & LEARN.
LET'S MAKE A DIFFERENCE TOGETHER!

Learn how to use **Naloxone (Narcan®)**.
Naloxone is given as a nasal spray, and can reverse the effects of an opioid overdose and **SAVE A LIFE**.

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

Concerned about someone's use? Call 262-896-8061
Email: OverdosePrevention@WaukeshaCounty.Gov

www.WaukeshaCounty.Gov/OverdosePrevention



This QR code takes you to a 2-minute video by the Wisconsin Department of Health Services, which demonstrates how to administer Narcan.

WE CAN
Save A Life

Free Naloxone (Narcan®) and Training.

Concerned about someone's use? Call: (262) 896-8061 | Email: Overdoseprevention@waukeshacounty.gov

WAUKESHA COUNTY OVERDOSE PREVENTION:
WWW.WAUKESHACOUNTY.GOV/OVERDOSEPREVENTION



© 2022 Waukesha County Health & Human Services. All rights reserved. This graphic is for informational purposes only. It is not intended to be used for any other purpose. For more information, please contact the Health & Human Services Department at (262) 896-8061.

Use these graphics as a social media banner, a billboard, back of bus or interior of bus ad.

NOSOTROS PODEMOS
Salvar Una Vida

Naloxona gratis (Narcan®) y capacitación.

¿Está preocupado por el uso de sustancias de alguien que conoce?
Llame al: (262) 896-8061 | Escriba a: Overdoseprevention@waukeshacounty.gov

PREVENCIÓN DE SOBREDOSIS DEL CONDADO DE WAUKESHA:
WWW.WAUKESHACOUNTY.GOV/OVERDOSEPREVENTION



El financiamiento para esta capacitación fue posible gracias a (19FPC221) de la Administración de Salud Mental y Abuso de Sustancias de EE. UU. (SAMSHA). Esta subvención es administrada por la División de Servicios de Atención y Tratamiento del Departamento de Servicios de Salud de Wisconsin.



These are powerful images and messaging from the Love, Logan Foundation and SOFA, sized for Facebook & Instagram.



Love, Logan Foundation



Messaging Ideas:
Fentanyl is the #1 cause of death in the U.S. among ages 18-45.



Now YOU Know!

Never say not my child.



Be aware. Share & educate about FENTANYL poisoning.



Hashtags:
#GoneTooSoon
#NowYouKnow
#OnePillCanKill
#FentanylPoisoning



Websites to reference:
<https://savingothersforarchie.com/>
<https://loveloganfoundation.org/>
<https://waukeshacounty.gov/overdoseprevention>



THEY DIDN'T KNOW...
FENTANYL
AMERICA'S NEW "F" WORD



Don't Let This Be You!

NOW YOU KNOW

Fentanyl is the **#1 cause of death** in the U.S. among ages 18-45!



Love Logan Foundation

SOFA
SAVING OTHERS FOR ARCHIE

For more information please visit:
www.SavingOthersForArchie.com

#OnePillcanKill #justKNOW

Waukesha County
HEALTH & HUMAN SERVICES

Print:
Suitable for posters, bus shelters, post cards and social media.