



FENTANYL AND OPIOID OVERDOSE PREVENTION **CAMPAIGN KIT**

Last updated April 2026



Stanford
MEDICINE | REACH Lab

CREATED BY THE STANFORD REACH LAB





Looking for a bold, impactful campaign that exposes the dangers of illicitly produced fentanyl?

You're in the right place.

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ABOUT THIS RESOURCE

WHO IS THIS FOR?

This resource is for anyone who would like to raise awareness about the health harms related to fentanyl and other opioid use, including addiction and overdoses. This includes educators, health professionals, youth, parents, community groups, and beyond.

This set of campaign materials highlights the dangers of illicit fentanyl, its impact on teens and young adults, harm-reduction strategies such as explaining how to use naloxone and test strips to prevent overdose, and other educational resources

Note that many of the resources noted below satisfy California AB 2429 as well as similar bills in other states. For more information on California AB 2429, click the button below:

[CALIFORNIA AB 2429](#)

HOW TO USE THIS KIT

This kit was originally developed for use during the week leading up to or surrounding National Fentanyl Awareness Day (April 29) and/or National Overdose Awareness Week (end of August). Accordingly, we have created a suggested five-day campaign plan that can be implemented by organizations, schools, communities, and individuals.

With that said, use of this kit is NOT limited to this timeframe. If you prefer to raise awareness during a different point throughout the year or on only a single day, you are encouraged to adapt and utilize the resources in this kit as desired.

WHY IS THIS KIT IMPORTANT?

“Every week in 2022, the equivalent of a high school classroom’s worth of students — an average of 22 adolescents — died of drug overdoses in the United States, according to data...”

(The Overdose Crisis among U.S. Adolescents, Friedman and Hadland, 2023.)

By expanding education and improving access to resources for young people, we can take meaningful steps toward reducing this devastating statistic. This campaign kit aims to ensure that life-saving tools and educational resources are accessible to those who need them most.

COPYRIGHT NOTE

Please do not change or alter any of the resources or information provided for your use in this kit without prior approval. This includes the REACH Lab logo and all informational content. For any questions or concerns, please email stanfordreachlab@stanford.edu.



This is a living resource.

*We are constantly making updates.
Be sure to check back frequently
for the most up-to-date version.*

SUGGESTED CAMPAIGN TIMELINE

PRE-CAMPAIGN PREP:

Print out or order in advance all materials you plan to utilize:

- Posters
- Stickers

DAY 1:

- **Hand out stickers**
- **Hang flyers around the school or community**
- **Social media post** (focus: lethal dosage of fentanyl)
- **Morning announcement script** (for school-wide or classroom PSAs)

DAY 2:

- **Social media post** (focus: symptoms of an opioid—including fentanyl—overdose)
- **Morning announcement script** (for school-wide or classroom PSAs)

DAY 3:

- **Social media post** (focus: how to use naloxone)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 1 of Aware & Prepare Curriculum** (for schools)

DAY 4:

- **Social media post** (focus: how to use fentanyl test strips)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 2 of Aware & Prepare Curriculum** (for schools)

DAY 5:

- **Social media post** (focus: Good Samaritan Law)
- **Morning announcement script** (for school-wide or classroom PSAs)



CAMPAIGN DAY 1 MATERIALS

PRINT AND HAND OUT STICKERS

(Must be ordered ahead of time):

For day 1, you are encouraged to print and distribute stickers to students, parents, community members, or anyone to help raise awareness. Several sticker designs are provided below for selection.

STEP 1: Download the sticker file(s) you would like to have printed:



DOWNLOAD



DOWNLOAD



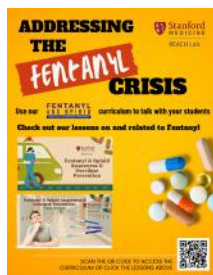
DOWNLOAD

STEP 2: Upload the selected images to a sticker printing service of your choice. Examples of commonly used providers include **Sticker Mule** and **Custom Ink**; however, you may use any company you are most comfortable with.

STEP 3: Once printed, distribute as you wish.

PRINT & HANG UP POSTERS/FLYERS:

Below are several flyers you are welcome to print, distribute, and hang in areas that makes the most sense to your campaign. Posters below can be accessed in both **8.5 x 11 in.** and **11 x 17 in.**



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN



8.5 X 11 IN

11 X 17 IN

SOCIAL MEDIA:

For day 1, we've provided a social media graphic and caption for you to share on your organizational or personal accounts. If you are not posting during/for National Overdose Awareness Week, feel free to remove that language from the caption below. You're also welcome to email the graphic to community members and partners, encouraging them to post and help amplify the message.

DISCLAIMER: *The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.*



[DOWNLOAD GRAPHIC & CAPTION](#)

CAPTION:

“Every week in 2022, the equivalent of a high school classroom’s worth of students — an average of 22 adolescents — died of drug overdoses in the US.”

(The Overdose Crisis among U.S. Adolescents, Friedman and Hadland, 2023.)

Fentanyl is a very strong synthetic opioid that is often illegally mixed into drugs purchased on the street, online, or from fake pharmacy sites — often leading to unintentional drug overdoses and even death.

Illegally produced fentanyl is especially dangerous because...

- You can't see, taste, or smell it
- The deadly dose is small enough to fit on the tip of a pencil

To better understand the dangers of illicit fentanyl, how to avoid an overdose, and how to help save a life, you can visit the Stanford REACH Lab resources below:

- Aware & Prepare Curriculum: tinyurl.com/AwarePrepareCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

#fentanyl #overdose #overdoseprevention #narcans #opioids #prevention

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



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MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

If you're running this campaign at a school or similar setting, you can use the morning announcement script below. If your campaign is scheduled for a time unrelated to National Overdose Awareness Week or National Fentanyl Awareness Day, feel free to omit language related to these specific events.

Good morning everyone,

[As National Overdose Awareness Week / As National Fentanyl Awareness Day] approaches, we're spending [this week / today] learning about the dangers of illicit fentanyl, how it affects young people, ways to stay safer (like using test strips), and life-saving tools like naloxone. Why does this matter?

"Every week in 2022, the equivalent of a high school classroom's worth of students — an average of 22 adolescents — died of drug overdoses in the United States."

Fentanyl is a very strong synthetic opioid that is often illegally mixed into drugs purchased on the street, online, or from fake pharmacy sites.

Fentanyl is especially dangerous because you can't see, taste, or smell it. In addition to this, it has an extremely small deadly dose— small enough to rest on the tip of a pencil.

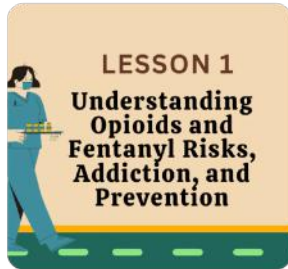
By the end of [the week / today], we hope you'll understand the dangers of fentanyl, how to avoid an overdose, and how to potentially help save a life.

[DOWNLOAD SCRIPT](#)

CAMPAIGN DAY 2 MATERIALS

AWARE & PREPARE CURRICULUM (LESSON 1):

If you are in a classroom or similar setting, you can use day 2 to teach lesson 1 of the REACH Lab's 2 lesson curriculum on fentanyl and opioids: Aware & Prepare. This lesson goes in depth about what opioids are, the risks of fentanyl, addiction, and overall prevention.



Click above to access lesson 1 along with its associated resources.



Fentanyl & Other Opioid Overdose Prevention

Click above to learn more about the curriculum as a whole.

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Opioid and fentanyl overdoses don't just happen at parties—they often occur at home, even with others nearby. Knowing the signs can help you act quickly and potentially save a life. Signs of an overdose include the following:

- Slow, shallow, or lack of breathing
- Unconsciousness or unresponsiveness
- Pale, clammy skin
- Blue or gray lips/nails
- Pinpoint pupils
- Snoring, gurgling, or choking sounds
- A limp body
- Slow or no heartbeat

If you notice any of these symptoms, act immediately: give naloxone (Narcan) if available, then call 9-1-1. If you're unsure whether it's truly an overdose, still give naloxone—it won't harm someone who isn't overdosing.

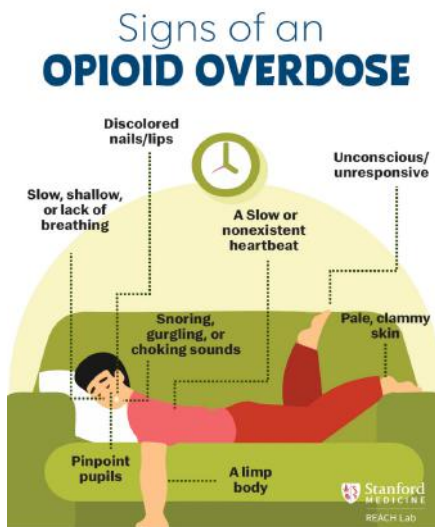
[DOWNLOAD SCRIPT](#)

SOCIAL MEDIA:

For day 2, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Opioid and fentanyl overdoses don't just happen at parties—they often occur at home, even with others nearby. Knowing the signs can help you act quickly and potentially save a life:

- Signs of an overdose signs:
- Slow, shallow, or no breathing
- Unconsciousness or unresponsiveness
- Pale, clammy skin
- Blue or gray lips/nails
- Pinpoint pupils
- Snoring, gurgling, or choking sounds
- Limp body
- Slow or no heartbeat

If you notice any of these symptoms, act immediately: give naloxone (Narcan) if available, then call 9-1-1. If you're unsure whether it's an overdose, still give naloxone—it won't harm someone who isn't overdosing.

For additional information, you can use the resources below provided by the Stanford REACH Lab:

- Aware & Prepare Curriculum: tinyurl.com/AwarePrepareCurriculum
- Naloxone (Narcan) Video: tinyurl.com/REACHYouthNaloxoneVideo
- Find Naloxone Near You: tinyurl.com/FindNaloxoneResource
- REACH Lab website: tinyurl.com/REACHLabHome

#fentanyl #overdose #overdoseprevention #narcan #opioids #prevention

Tag our social media accounts when you post!



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tinyurl.com/REACH-LinkedIn



@stanfordreachlab



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CAMPAIGN DAY 3 MATERIALS

AWARE & PREPARE CURRICULUM (LESSON 2):

If you are in a classroom or similar setting, you can use day 3 to share lesson 2 of the REACH Lab’s 2 lesson curriculum on fentanyl and opioids: Aware & Prepare. This lesson goes in depth about how to recognize an overdose, administer naloxone, and use fentanyl test strips.



Click above to access lesson 2 along with its associated resources.



Fentanyl & Other Opioid Overdose Prevention

Click above to learn more about the curriculum as a whole.

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you’re running this campaign at a school or similar setting.

Good morning everyone,

Did you know you can temporarily reverse the effects of an opioid overdose such as those related to Fentanyl?

This can be done by following five simple steps to administer a substance called naloxone (Narcan).

You can’t hurt someone by giving them naloxone, even if they’re not overdosing. This means that if you’re unsure — you should always use naloxone anyway.

While naloxone can be extremely helpful—it is only a temporary fix. If someone is overdosing, you will need to call emergency services.

If you are interested in getting naloxone, you can find it at local health centers, pharmacies, and school campuses. [Note: if you offer naloxone at your organization or campus, this is a great place to point this out]. Naloxone is a tool that just might save a life. To learn how to administer naloxone, you can find a step-by step video on the Stanford REACH Lab website: stanfordreachlab.com.

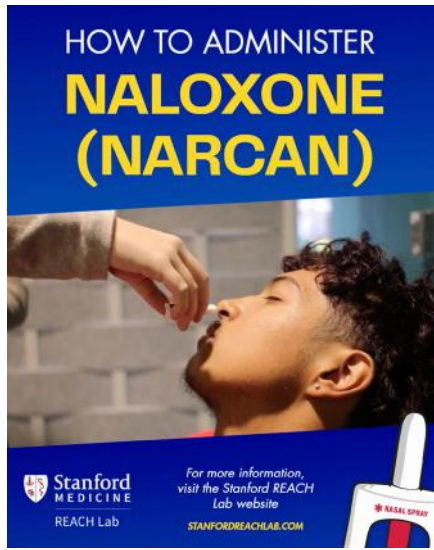
DOWNLOAD SCRIPT

SOCIAL MEDIA:

For day 3, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



[DOWNLOAD GRAPHIC & CAPTION](#)

CAPTION:

Did you know you can temporarily reverse the effects of an opioid overdose such as those related to Fentanyl?

This can be done by following five simple steps to administer a substance called naloxone (Narcan) which is often found at local health centers, pharmacies, and school campuses.

How to use naloxone (Narcan) in 5 easy steps:

- Tilt the person's head back and hold the spray with your thumb on the plunger and two fingers on the nozzle
- Insert the tip of the spray into one nostril, until your fingers are touching their nose
- Press the plunger firmly to release the first dose
- Observe the person for 2-3 minutes (if there is no response, administer a second dose)
- Call 9-1-1

You can't hurt someone by giving them naloxone, even if they're not overdosing. This means that if you're unsure — you should always use naloxone anyway. Naloxone is only a temporary fix, and in any case of an overdose, you will need to call emergency services.

For additional information, you can use the resources below provided by the Stanford REACH Lab:

- **Aware & Prepare Curriculum:** tinyurl.com/AwarePrepareCurriculum
- **Naloxone (Narcan) Video:** tinyurl.com/REACHYouthNaloxoneVideo
- **Find Naloxone Near You:** tinyurl.com/FindNaloxoneResource
- **REACH Lab website:** tinyurl.com/REACHLabHome

#fentanyl #overdose #overdoseprevention #narcan #opioids #prevention

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CAMPAIGN DAY 4 MATERIALS

SOCIAL MEDIA:

For day 4, we've provided another social media graphic and caption for you to share on your organization or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



[DOWNLOAD GRAPHIC & CAPTION](#)

CAPTION:

Because you cannot see, taste, or smell fentanyl, test strips are an important harm-reduction tool. Fentanyl test strips are small paper strips that detect fentanyl in drugs.

When reading test strip results, it is important to know that the strips are read differently than many other rapid tests such as those for COVID:

1 line = Positive (fentanyl is present)

2 lines = Negative (no fentanyl detected)

While the safest way to prevent an overdose is not to use drugs at all, if you do choose to use, fentanyl test strips are an important harm reduction tool. With that said, for the test to be reliable, it must be used correctly.

For details on how to properly test a drug using test strips, check out the Stanford REACH Lab resources below.

- Watch Now: tinyurl.com/TestStripsREACH
- Aware & Prepare Curriculum: tinyurl.com/AwarePrepareCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome


#fentanyl #overdose #overdoseprevention #narcan #opioids #prevention

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[tinyurl.com/REACH-LinkedIn](https://www.linkedin.com/company/stanfordreachlab)


[@stanfordreachlab](https://www.facebook.com/stanfordreachlab)


[@stanfordTPT](https://twitter.com/stanfordTPT)

MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Because you cannot see, taste, or smell fentanyl, test strips are an important harm-reduction tool. Fentanyl test strips are small paper strips that detect fentanyl in drugs.

When reading test strip results, it is important to know that the strips are read differently than many other rapid tests such as those for COVID. 1 line means that fentanyl is [present in the drug while 2 lines means fentanyl was not detected.

While the safest way to prevent an overdose is not to use drugs at all, if you do choose to use, fentanyl test strips are an important harm reduction tool. With that said, for the test to be as reliable as possible, it must be used correctly. For details on how to properly test a drug using test strips, there are step-by-step videos which can be found on the Stanford REACH Lab website.

[DOWNLOAD SCRIPT](#)

CAMPAIGN DAY 5 MATERIALS

SOCIAL MEDIA:

For day 5, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:

GOOD SAMARITAN LAWS ARE HERE TO PROTECT YOU!

Never hesitate to call 9-1-1 for a suspected overdose. Many states have Good Samaritan laws that may protect the patient and the caller—even if drugs or alcohol are involved.

NOTE: Good Samaritan laws vary greatly from state to state in terms of who is protected & other details. Be sure to research your specific state laws for accurate information.

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[DOWNLOAD GRAPHIC & CAPTION](#)

CAPTION:

Have you heard of Good Samaritan Laws?

Sometimes people don't call 9-1-1 when they notice an overdose because they are afraid they'll get in legal trouble. That's why most states have laws, referred to as Good Samaritan laws or 9-1-1 drug overdose laws, that may protect the patient and people who call to report drug overdoses— even if alcohol or other drugs are present.

DISCLAIMER: Good Samaritan laws vary greatly from state to state in terms of who is protected and other details, so be sure to research your specific state laws for accurate information.

For more information on opioids, fentanyl, and Good Samaritan Laws, check out the Stanford REACH Lab resources below!

- Aware & Prepare Curriculum: tinyurl.com/AwarePrepareCurriculum
- REACH Lab website: tinyurl.com/REACHLabHome

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MORNING ANNOUNCEMENT SCRIPT:

For School-wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning everyone,

Have you heard of Good Samaritan Laws?

Sometimes people don't call 9-1-1 when they notice an overdose because they are afraid they'll get in legal trouble. That's why most states have laws, referred to as Good Samaritan laws or 9-1-1 drug overdose laws, to protect people who call to report drug overdoses— even if alcohol or other drugs are present.

It is important to know that Good Samaritan laws vary greatly from state to state in terms of who is protected and other details, so be sure to research your specific state laws for accurate information.

For additional information on opioids, fentanyl, and Good Samaritan Laws, check out the Stanford REACH Lab website.

[DOWNLOAD SCRIPT](#)

ADDITIONAL RESOURCES



DRUG PREVENTION & INTERVENTION TOOLKIT

The Drug Prevention & Intervention Toolkit, developed by the Stanford REACH Lab, contains theory-based and evidence-informed resources created by educators, parents, and researchers aimed at preventing middle and high school students' use of drugs including: fentanyl, hallucinogens, opioids, and more.

[VIEW](#)



SAFETY FIRST

Safety First is made up of 13 lessons on alcohol, opioids/fentanyl, psychedelics, and other drugs. The purpose of all of our curriculums is to encourage youth to abstain from use, but this curriculum also includes a clear harm-reduction message for youth who are experimenting or using, to provide high school students with scientifically accurate information to empower them to quit and/or reduce harm, should they choose to continue to use.

[VIEW](#)



STANFORD REACH LAB WEBSITE

Our website is your go-to hub for staying up to date on the latest tools and resources to support your campaign. It features a comprehensive collection of infographics, flyers, educational videos, curricula, research, and more—covering a wide range of drug-related topics.

STANFORDREACHLAB.COM

ARTICLES:

The Overdose Crisis among U.S. Adolescents | The New England Journal of Medicine

[VIEW](#)



RELEVANT VIDEOS

Every Second Counts: When and How to Administer Naloxone (Narcan) | REACH Lab

www.youtube.com/watch?v=CA6uRNMDcic

How to Administer Naloxone (Narcan) | REACH Lab

www.youtube.com/watch?v=RYCrqHSW6aM

Fentanyl Test Strips: A Step-by-Step Guide | REACH Lab

www.youtube.com/watch?v=h9fT7hTL44U

Drugs & the Brain: Why Waiting Until Full Brain Development is Important | REACH Lab

<https://www.youtube.com/watch?v=Qr760aOB-2Y>

Susan's Brain: The Science of Addiction | Harvard Online

<https://www.youtube.com/watch?v=pe5loX720Rk>



WE ARE HERE TO HELP

If you have any questions after revealing this campaign kit, feel free to reach out to our team using the email listed below:

stanfordreachlab@stanford.edu



WE WOULD LOVE TO SEE YOUR CAMPAIGN IN ACTION!

If you have any photos from your campaign that you're comfortable with the REACH Lab using on our social media, website, or other promotional materials, please email them to **lexibatt@stanford.edu**.

