



Starts with One Community Presentation: Speaker's Guide

To educators, health providers, nonprofits and other partners:

Thank you for being a part of the effort to inform and educate people about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal. The Starts with One campaign is designed to help with this effort and provides you, as an advocate for the cause, helpful materials that support the work you do.

As you go into the community to inform and educate, we want to provide you with the necessary tools. This guide will help you put together an effective presentation that you or someone from your organization can give. This presentation is designed with the following audiences in mind but can be adapted for various audiences:

- Young adults
- Parents of young adults
- Older adults

Tools for your use:

1) Adaptable PowerPoint presentation

The Starts with One campaign has created a PowerPoint for you to use as you present in the community. The slides inform audiences about what opioids are and why they're dangerous, who is affected, and why it's important to take action. The goal of the PowerPoint is to educate people and offer actionable steps they can take to make a difference. The PowerPoint is flexible in that you'll see slides where you can make edits or insert local content. See page 2 of this guide for a full walk-through including tips for an excellent presentation.

2) Partner Toolkit

We developed a number of resources to help educators, health providers, nonprofits and other partners to use this campaign in their own communities. You can access these materials by visiting the downloadable partner toolkit on GetTheFactsRX.com/downloads. We recommend bringing rack cards or posters with you to pass out at your presentations.

3) Website and Facebook Page

For additional information and resources for you to use in your community outreach, visit GetTheFactsRX.com or visit the Health Care Authority's [Facebook page](#), Washington State Health Care Authority. Be sure to encourage your audiences to explore these resources too!

On behalf of the Washington State Health Care Authority, thank you for all your efforts to educate and inform people about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal.

Thank you,

Washington State Health Care Authority

Washington State
Health Care Authority

GetTheFactsRx.com



Starts with One Community Presentation: PowerPoint Presentation

Below is an overview of the slides provided to you in the Starts with One Community Presentation PowerPoint. As someone who is invested in informing and educating audiences about the dangers of opioids and safe storage and disposal, you have valuable insights you can add to the presentation. We've noted slides where we suggest inserting local content.

We envision this presentation being given at a variety of locations such as senior centers, PTA meetings, rotary clubs, church groups, etc. You may want to hide slides or add slides depending on who you are presenting to. We've made recommendations for which slides are best suited for which audiences.

Slide 1, Cover

This is the cover slide with the Starts with One logo. This is important to show to familiarize audiences with the campaign.

Slide 2, About Me

You'll notice a place to enter your name on this slide, as well as the organization you work for. This is your introduction slide to offer the audience background on why you're invested in and qualified to speak on this issue.

Slide 3, Purpose Statement

This summarizes the Starts with One campaign purpose. It will provide audiences background on the goal of the campaign (and narrow the focus of your presentation). Adapt your speaking content to this audience – explain why you're specifically speaking to the audience you're with. Why did you decide to speak to this audience?

Slide 4, Your Role

Rallying cry! This is where you help your audience understand their role in combating this crisis. It's your opportunity to focus on the idea that making a meaningful difference truly starts with one simple act. Each person in the audience can make a difference.

Slides 5 and 6, What is an opioid?

These slides provide a general overview of what opioids are. There is still uncertainty about what an opioid is. This is your opportunity to educate and provide examples.

Slides 7 and 8, How does an opioid affect you?

Audience members may be wondering how exactly opioids affect people. This is crucial information to share because it communicates why they are so addictive and dangerous.

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Slides 9 and 10, Who do opioids affect?

One goal of the Starts with One campaign is to destigmatize the idea that “it won’t happen to me.” Opioids can affect everyone. Slide 11 provides statistics about how widespread of an issue this is. Add local data if possible.

Slides 11–18, What can you do?

This is a series of call-to-action slides. This is the most customizable section of the PowerPoint. You’ll notice recommendations are included in the speaker notes for which calls-to-action are most appropriate for certain audiences. Use your best judgement to decide what your audience would benefit most from hearing. Hide or delete slides you don’t think pertain to your audience.

Slides 19–21, How to respond to an overdose

These slides provide information about the signs of an opioid overdose and how to safely respond. The speaker’s notes provide details about naloxone.

Slides 22–26 Purpose Statement

This series of slides summarizes the different tools and resources available for audiences to learn more and share information with others. We recommend editing or hiding slides to fit your audiences’ needs. For example, if your audience is full of regional business leaders, include the slide on social media graphics and encourage organizations to share the graphics.

Slide 27, Remember

This is your last opportunity to remind people about why this is such an important issue and how they can make a difference. End on a really positive note!

Slide 28, Contact Information

Provide your contact information in case people have follow-up questions. You may not be able to answer all questions – and that’s okay! Let people know you will do your best to get the information they are looking for and will follow up.