



STARTS WITH
one

Washington State
Opioid Awareness Campaign

About Me

- [Name]
- [Title]
- [Organization]
- [How/why you work in opioid awareness/education – 6 words or less]

Purpose Statement

The Starts with One campaign is designed to inform and educate young adults, their parents, and older adults about the dangers of prescription drug misuse and the importance of safe storage, use, and disposal.

Your Role

The campaign is supporting the work of local communities around the state. People are taking simple steps to be part of the solution and to prevent opioid misuse. We all play a role.

A close-up photograph of a key inserted into a door lock. The key is silver and the lock is brass. The image is overlaid with a semi-transparent teal rectangle. The text "What is an opioid?" is centered in white on the teal background.

What is an opioid?

What is an opioid?

- Commonly used to reduce pain
- Common prescription opioids include:
 - Oxycodone
 - Hydrocodone
 - Codeine
 - Morphine
 - Fentanyl
- Heroin is an illegal opioid

A photograph of a doctor in a white lab coat and glasses, sitting at a desk and reviewing medical charts. The doctor's hands are visible, one pointing at a chart. The scene is overlaid with a semi-transparent yellow filter. The text "How does an opioid affect you?" is centered in white.

How does an opioid affect you?

How does an opioid affect you?

- Dulls perceptions of pain
- Negatively affects the reward center in the brain
- Can affect the brain's reward (pleasure) center
- Can make a person feel euphoric (high)
- Highly addictive



Who is affected by opioids?

Who is affected by opioids?

- Opioids are highly addictive. Anyone taking prescription opioids could become addicted.
- Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member.

A photograph of a young man with curly hair, smiling broadly. He is wearing a light-colored polo shirt. Another person's hand is visible on his right shoulder, suggesting a supportive or affectionate gesture. The image is overlaid with a large, semi-transparent yellow shape that frames the central part of the scene.

What can you do?

What can you do?



Ask your doctor about other ways to manage pain.

What can you do?



Do not share your prescriptions.

What can you do?



Never use another person's prescriptions.

What can you do?



Talk with your kids about the risks of opioid misuse.

What can you do?



Lock up your medications.

What can you do?



Safely dispose of unused medications at a take-back location near you.

[MedTakeBackWashington.org](https://www.MedTakeBackWashington.org)

What can you do?



Talk with your family and friends about the risks of opioid misuse.

A photograph of two men standing outdoors in winter attire, including a flat cap and a scarf. They appear to be in conversation. The image is overlaid with a semi-transparent teal gradient that covers most of the frame. The text 'How to respond to an overdose' is centered in white on this gradient.

How to respond to an overdose

Signs of an Overdose

SLOW OR NO BREATHING

WON'T WAKE UP

PALE, ASHY, COOL SKIN

BLUE LIPS OR FINGERNAILS

How to Respond to an Overdose

- Call 911 for help
- Check for signs of an opioid overdose
- Give naloxone and give rescue breaths
- Stay with the person until medical help arrives



Learn more, share information

Sharing Information

- In our community
- Existing tools and resources
 - Social media content
 - Posters
 - Rack cards
 - Videos

Sharing Information

- [GetTheFactsRX.com](https://www.getthefactsrx.com)
 - Learn more about opioids
 - Learn more about safe storage and disposal
 - Conversation starters
 - Resources
 - Treatment resources
 - Items for download to share

Resources Available



one simple step
Keep your family safe.

Lock up your meds. [GetTheFactsRx.com](https://www.getthefactsrx.com)

Washington State Health Care Authority

This advertisement features a close-up of a key inserted into a door lock. The background is dark, and the text is in white and yellow. The 'one' logo is stylized with a diagonal slash through the 'o'.



one
honest conversation

Your influence matters.
[GetTheFactsRx.com](https://www.getthefactsrx.com)

Washington State Health Care Authority

This advertisement shows a man and a young girl looking off to the side. The man has his arm around the girl's shoulder. The background is a soft, out-of-focus outdoor setting. The text is in white and yellow.



one
honest conversation

Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member.¹

You can be the one to help keep your family safe. Talk with your kids and share the facts with other parents.

Learn more at [GetTheFactsRx.com](https://www.getthefactsrx.com)

STOP OPIOID MISUSE
Your influence matters

- ✓ Young people in Washington say that their parents are one of the biggest influences on their decision to use or not use drugs.²
- ✓ Talk to your kids about the risks of opioid misuse.
- ✓ Encourage your kids to talk with their doctor about other ways to treat pain.
- ✓ Lock up your medications.
- ✓ Dispose of unused medications safely at a take-back program near you. Find one at [MedTakeBackWashington.org](https://www.MedTakeBackWashington.org).

¹Source: Substance Abuse and Mental Health Services Administration
²Source: 2021 Healthy Youth Survey

Washington State Health Care Authority

This advertisement features a young woman and a young girl talking. The woman is leaning in and talking to the girl. The background is a bright, outdoor setting. The text is in white and yellow. A teal box on the right contains a list of tips.



STOP OPIOID MISUSE

You can be the one to keep your family safe. It begins with one step. One act of courage. One honest conversation. When it comes to preventing opioid misuse, you can make a difference. Talk with your loved ones and share the facts.



Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member.¹



Young people in Washington say that their parents are one of the biggest influences on their decision to use or not use drugs.²



Safely storing your opioid prescriptions in a locking bag, safe or lock box in your home can protect your loved ones and prevent opioid misuse before it starts.

YOUR INFLUENCE MATTERS

Lock up your medications.

Talk with your loved ones about the risks of opioid misuse.

Talk with your doctor about other ways to manage pain. Encourage your loved ones to do the same.

Dispose of unused medications safely at a pharmacy location near you. Find one at MedTakeBackWashington.org.



Resources Available



KNOW THE FACTS

What is an Opioid?

Opioids are a specific class of drugs commonly used to reduce pain.

Opioids prescribed by doctors include oxycodone, hydrocodone, codeine, morphine, fentanyl, and others. Heroin and illicitly manufactured fentanyl are also opioids.

Opioids can negatively affect the reward center in the brain. Over time, a user may need more and more, making these drugs highly addictive.⁴

OTHER PAIN RELIEF OPTIONS



If you are prescribed an opioid, talk with your doctor about other options.



Talk with a behavioral health provider about strategies that can help manage stress.³



Try physical therapy or other therapies such as acupuncture or massage.³

LEARN MORE AT GetTheFactsRx.com

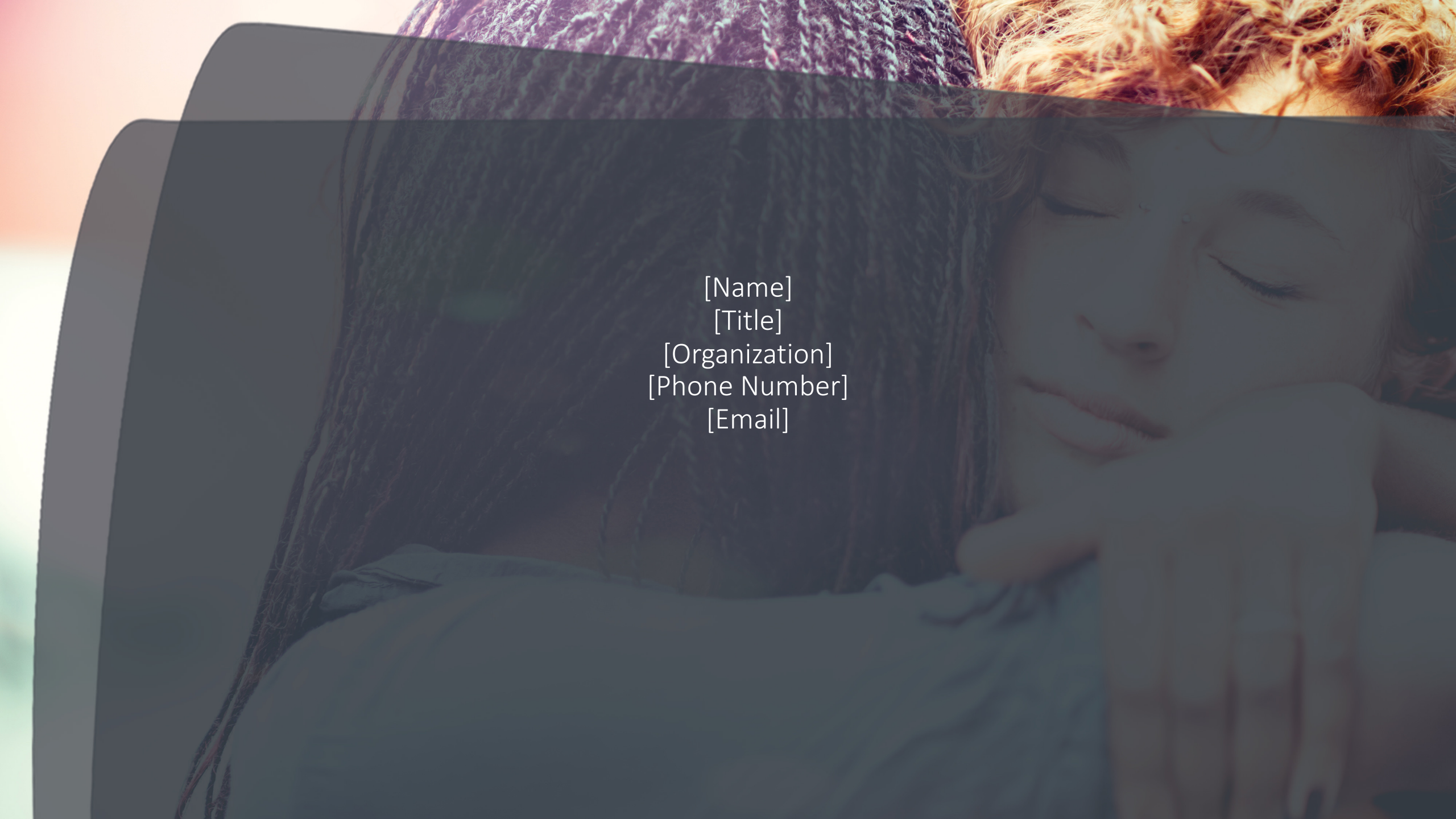
Sources: ¹Substance Abuse and Mental Health Services Administration, ²2021 Healthy Youth Survey, ³Center for Disease Control and Prevention ⁴National Institute on Drug Abuse for Teens



Remember:



You have a role to play. You are part of the solution.



[Name]
[Title]
[Organization]
[Phone Number]
[Email]