

Oregon Substance Use Prevention High School Social Media Campaign

Oregon Department of Education

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Introduction

This implementation plan aims to support Oregon schools in delivering effective substance use prevention education. Following legislative actions in 2023 and 2024, this guide includes media campaign materials and strategies tailored for high schools.

In 2023, the Oregon legislature passed Senate Bill 238, which established a requirement for development and district implementation of curriculum supplements and lesson plans on the dangers of synthetic opioids, including fentanyl or any substituted derivative of fentanyl, and counterfeit and fake drugs and the laws that provide immunity or other protections for persons who report drug or alcohol use or who seek medical treatment for drug or alcohol overdoses for themselves or others. Building on this initiative, the 2024 legislature added to and increased the focus on opioid prevention with House Bill 5204, which makes both a short- and long-term investment in substance use prevention. This bill provided funding for the development of substance use prevention media campaigns for schools to use.

WestEd and Song for Charlie, in partnership with the Oregon Department of Education facilitated listening sessions with high school students to identify key messages and gather feedback on materials to support a substance use prevention media campaign. Using feedback from the students, the team developed campaign materials for high schools to implement.

Oregon's collaborative investment seeks not only to raise awareness of substance use prevention strategies but also to equip schools with effective tools for ongoing communication with students and their families. This plan provides structured support for implementing these initiatives and fostering a safer, more informed school community.

True Friends Social Media Campaign

Background

Most people are aware that fentanyl has had a large impact on Oregon, but many are surprised to hear that drug overdose currently is the leading cause of death for young people in our state. Schools have an opportunity to help address this alarming trend and protect their students by providing youth with evidence-based substance use prevention messaging.

To help combat this crisis, beginning in the 2024–25 school year, all Oregon school districts and public charter schools are required to implement one of the ODE Synthetic Opioid Prevention Lessons at each grade level (grades 6, 7, 8 and at least once in high school). In addition to information about synthetic opioids and their risks, these classroom lessons include information about Oregon's Good Samaritan laws and how to administer naloxone.

The True Friends campaign is a free, turnkey resource for schools to use to reinforce the ODE Synthetic Opioid Lessons students receive in the classroom and provide evidence-based social norms messaging that encourages healthy behaviors and attitudes. Some of the positive social skills that are encouraged in this campaign include prioritizing your health and finding healthy ways to manage stress. This substance use prevention campaign is meant to complement the classroom instruction Oregon students receive and can be used at various times of the year, acting as a reminder of some of the lessons they have learned and to help build social and personal skills outside of the classroom. Messaging in the True Friends campaign avoids detrimental fear-based and stigmatizing language and instead relies on evidence-based approaches.

This social media campaign was developed for the Oregon Department of Education by WestEd and Song for Charlie and is available in English and Spanish; it is free for all Oregon schools to use.

Overview of High School Plan

Key message: This campaign is focused on providing key facts about fentanyl and fake pills, signs of an opioid overdose and how to use naloxone, and healthy ways to manage stress and prioritize health. It promotes supporting friends and recognizes the value in having true friends that keep each other safe.

Campaign elements: This social media campaign, designed for use by high schools on ALL school-related Facebook, Instagram and TikTok accounts that your students follow, can be used as is on your existing social media platforms or modified to fit the needs and culture of your school.

- **Campaign design:** This plan has been designed for users of all levels of expertise, with everything you need to manage the social media posts, including easy step-by-step instructions.
- **Messaging approach:** The campaign focuses on being informative by educating students about substance use prevention and offering clear and concise information that is both approachable and empowering. It is action-oriented and focuses on building protective factors. The campaign is rooted in the evidence-based principles of caring for others and supporting students as they build the skills they need to be healthy. The True Friends campaign avoids fear-based language and instead uses positive terms that do not label or judge individuals, promoting an inclusive and supportive atmosphere. Examples of language the campaign avoids include terms such as "abuser," "addict," "lethal," "scary," and other negative connotations. By integrating these guidelines, the campaign aims to provide a welcoming environment that supports the well-being of students and their communities.

Target Audience

The True Friends campaign is targeted directly at high school students, with messaging that is intended to educate them about mental health and the dangers of fake pills and fentanyl.

Recommended Timing

Repeated messaging is important to reinforce concepts and build trust. Campaign materials can be spread throughout the year or repeated to promote ongoing conversations and collaboration with students. While you can use this campaign to educate your students on fentanyl, opioids and fake pills any time that is convenient for you, there are a few times during the school year when the campaign would be especially relevant:

- **October:** October is National Substance Use Prevention Month. If your school already has substance use education planned for this month, this campaign will complement that nicely.
- **April:** April is Stress Awareness Month, and these campaigns reinforce the idea that finding healthy ways to de-stress and cope with challenging moments is key to staying safe. This is also around the time when proms are hosted, and prom can expose students to party atmospheres where they may have important choices to make about substance use and keeping friends safe.
- If October and April are not ideal for your district or school, you may want to schedule the campaign 1–2 months after the annually required instruction in substance use prevention to remind students of the lessons they learned.

It is generally not advised to run the campaign during September or June, when students are already busy with the beginning of the school year and end-of-year activities.

Accessibility Tips

You may be required to ensure that all public information and communications comply with accessibility laws and guidelines like the [Web Content Accessibility Guidelines](#) (WCAG). To ensure the campaign is inclusive and reaches as many students as possible, schools should consider the following accessibility best practices for social media:

- **Research platform-specific accessibility features:** Each social media platform has different accessibility tools and limitations. Take time to learn how each platform handles alternative (alt) text, captions, hashtags and contrast.
- **Add alt text to all images:** Alt text provides a description of an image for people using assistive technologies, like screen readers. We provided suggested alt text for each social media image whenever possible. Use these images to ensure all audiences can understand and engage with the visual content.
- **Make video content accessible:** Closed captions are essential for people who are Deaf or hard of hearing. We provided transcripts and closed captions for the video. Some platforms (YouTube, Facebook and LinkedIn) allow you to add their closed captioning files for video posts. Other platforms (Instagram, TikTok and X) require captions to be burned into the video, which has been done for you.
- **Use CamelCase for hashtags:** Capitalize the first letter of each word in multi-word hashtags (e.g., #KeepYourFriendsSafe) to make them easier to read for everyone, including screen reader users.

These small steps can make a big difference in helping everyone access and engage with the messages.

Running the Campaign With Campaign Files


The campaign has been designed to meet the needs of your school and your planned communications. Materials can be used for a focused campaign, split into multiple campaigns or used more than once. An example of a 4-week campaign is provided below. However, you may want to consider other options such as posting weekly to make an 8-week campaign or breaking the posts into two 3-week campaigns. Regardless of the cadence of posts, it is important to monitor the post or turn off comments to ensure that engagement is respectful and safe.


The campaign materials are designed to be informative. They educate students about substance use prevention and ways to keep themselves and their friends safe. The materials are grounded in evidence-based principles and should not be paired with messaging that utilize stigmatizing or fear-based tactics.

High School Media Campaign (4-Week Example)

English Campaign Files


Week 1 (two assets)

Title	Share the Facts
Type of Content	Social Media Post: Reel (video)
Image	
Video File	Share the Facts Video
Post or Caption Copy	<p><i>Does your friend group know these facts?</i></p> <p><i>We'll be sharing facts and tips to help you and your friends stay safe from the dangers of fentanyl.</i></p> <p><i>#TrueFriends #KeepYourFriendsSafe #FakePillFacts</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>
Closed Captioning	Share the Facts Closed Captioning
Transcript	Share the Facts Transcript

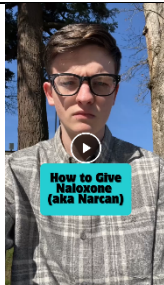
Title	Healthy Ways to Chill
Type of Content	Social Media Post: Carousel (graphics)
Image	 <p>(+ 6 more slides)</p>
Graphic Files	Healthy Ways to Chill Graphic 1 Healthy Ways to Chill Graphic 2 Healthy Ways to Chill Graphic 3 Healthy Ways to Chill Graphic 4 Healthy Ways to Chill Graphic 5 Healthy Ways to Chill Graphic 6 Healthy Ways to Chill Graphic 7
Post or Caption Copy	<p><i>Stressful or overwhelming days are a given. What matters are the choices you make around dealing with them. Here's how other students chill in healthy ways ...</i></p> <p><i>#TrueFriends #KeepYourFriendsSafe #HealthyWaysToChill</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>
Alt Text	Healthy Ways to Chill Alt Text

Week 2 (one asset)

Title	How to Spot an Overdose
Type of Content	Social Media Post (graphic)

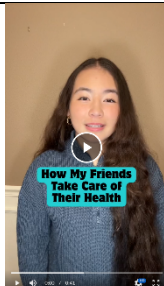
Image	 <p>(one image only)</p>
Graphic Files	How to Spot an Overdose Graphic
Post or Caption Copy	<p><i>Knowing these three signs will prepare you to help a friend who may be in danger.</i></p> <p><i>#TrueFriends #KeepYourFriendsSafe #OverdoseSigns</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>


Week 3 (one asset)

Title	How to Use Naloxone (AKA Narcan)
Type of Content	Social Media Post- Reel (video)
Image	
Video File	How to Use Naloxone Video
Post or Caption Copy	<p><i>Knowing how to use and where to get Naloxone or Narcan is like knowing CPR. You may never need to use these skills, but it's best to have them. At our school, you can find Narcan in ADD PLACE WHERE STUDENTS CAN GRAB IT IF SOMEONE IS OVERDOSING ON CAMPUS. Off campus, you can find it at local pharmacies.</i></p> <p><i>#TrueFriends #KeepYourFriendsSafe #NarcanSavvy</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>

Closed Captioning	How to Use Naloxone Closed Captioning
Transcript	How to Use Naloxone Transcript

Week 4 (two assets)


Title	Prioritize Your Health
Type of Content	Social Media Post: Reel (video)
Image	
Video File	Prioritize Your Health Video
Post or Caption Copy	<p><i>How are you taking care of your health? Drop your answer in the comments.</i></p> <p><i>#TrueFriends #KeepYourFriendsSafe #HealthIsWealth</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>
Closed Captioning	Prioritize Your Health Closed Captioning
Transcript	Prioritize Your Health Transcript

Title	Rapid Fire Facts
Type of Content	Social Media Post: Carousel (graphics)
Image	 <p>(+ 10 more slides)</p>
Graphic Files	Rapid Fire Facts Graphic 1 Rapid Fire Facts Graphic 2 Rapid Fire Facts Graphic 3 Rapid Fire Facts Graphic 4

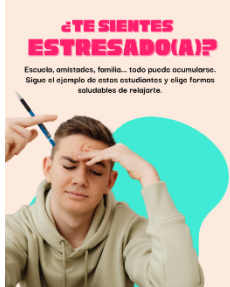
	Rapid Fire Facts Graphic 5 Rapid Fire Facts Graphic 6 Rapid Fire Facts Graphic 7 Rapid Fire Facts Graphic 8 Rapid Fire Facts Graphic 9 Rapid Fire Facts Graphic 10 Rapid Fire Facts Graphic 11
Post or Caption Copy	<p><i>Helpful facts for your friends.</i></p> <p><i>These facts are important and can help keep you and your friends safe. Who is one person you can share these facts with?</i></p> <p><i>#TrueFriends #KeepyYourFriendsSafe #FakePillFacts</i></p> <p><i>Note: If you or a friend are struggling with mental health or substance use, we are here to help. Please reach out to a trusted school staff member.</i></p>
Alt Text	Rapid Fire Facts Alt Text

Spanish Campaign Files


Week 1 (two assets)

Title	Comparte los datos (Share the Facts)
Type of Content	Social Media Post: Reel (video)
Image	
Video File	Share the Facts Spanish Subtitle
Post orCaption Copy	<p><i>¿Tu grupo de amigos conoce estos datos?</i></p> <p><i>Estaremos compartiendo datos y consejos para ayudarte a ti y a tus amigos a mantenerse seguros frente a los peligros del fentanilo.</i></p> <p><i>#VerdaderosAmigos #CuidaTusAmigos #DatosDePastillasFalsas</i></p>


	<i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i>
Closed Captioning	Share the Facts Spanish Closed Captioning
Transcript	Share the Facts Spanish Transcript

Title	Maneras saludables de relajarse (Healthy Ways to Chill)
Type of Content	Social Media Post- Carousel (graphics)
Image	 <p>(+ 6 more slides)</p>
Graphic Files	Spanish Healthy Ways to Chill Graphic 1 Spanish Healthy Ways to Chill Graphic 2 Spanish Healthy Ways to Chill Graphic 3 Spanish Healthy Ways to Chill Graphic 4 Spanish Healthy Ways to Chill Graphic 5 Spanish Healthy Ways to Chill Graphic 6 Spanish Healthy Ways to Chill Graphic 7
Post or Caption Copy	<p><i>Los días estresantes o abrumadores son algo normal. Lo que importa son las decisiones que tomas para enfrentarlos. Aquí te mostramos cómo otros estudiantes se relajan de manera saludable...</i></p> <p><i>#VerdaderosAmigos #CuidaTusAmigos #ManerasSaludablesDeRelajarse</i></p> <p><i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i></p>
Alt Text	Spanish Healthy Ways to Chill Alt Text

Week 2 (one asset)

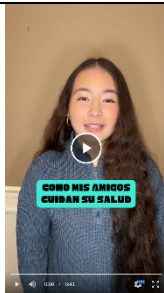
Title	Cómo identificar una sobredosis (How to Spot an Overdose)
Type of Content	Social Media Post (graphics)
Image	 <p>(one image only)</p>
Graphic Files	Spanish How to Spot an Overdose Graphic
Post or Caption Copy	<p><i>Conocer estas tres señales te preparará para ayudar a un amigo que podría estar en peligro.</i></p> <p><i>#VerdaderosAmigos #CuidaTusAmigos #SeñalesDesObredosis</i></p> <p><i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i></p>


Week 3 (one asset)

Title	Cómo usar Naloxona (Narcan) (How to Use Naloxone (AKA Narcan))
Type of Content	Social Media Post: Reel (video)
Image	
Video File	How to Use Naloxone Spanish Subtitle
Post or Caption Copy	<p><i>Saber cómo usar y dónde conseguir naloxona/Narcan es un poco como saber RCP. Puede que nunca necesites usar estas habilidades, pero es mejor tenerlas. En nuestra escuela, puedes encontrar Narcan en << ADD PLACE WHERE STUDENTS CAN GRAB IT IF SOMEONE IS OVERDOSING ON CAMPUS >>. Fuera del campus, lo puedes encontrar en farmacias locales.</i></p> <p><i>#VerdaderosAmigos #CuidaTusAmigos #NarcanSavvy</i></p>

	<i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i>
Closed Captioning	Spanish How to Use Naloxone Closed Captioning
Transcript	Spanish How to Use Naloxone Transcript

Week 4 (two assets)

Title	Pon Tu Salud Primero (Prioritize Your Health)
Type of Content	Social Media Post: Reel (video)
Image	
Video File	Prioritize Your Health Spanish Subtitle
Post or Caption Copy	<p>¿Cómo estás cuidando tu salud? Déjanos tu respuesta en los comentarios.</p> <p>#VerdaderosAmigos #CuidaTusAmigos #LaSaludesRiqueza</p> <p><i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i></p>
Closed Captioning	Spanish Prioritize Your Health Closed Captioning
Transcript	Spanish Prioritize Your Health Transcript

Title	Datos Rapidos (Rapid Fire Facts)
Type of Content	Social Media Post: Carousel (graphics)
Image	 <p>(+ 10 more slides)</p>

Graphic Files	Spanish Rapid Fire Facts Graphic 1 Spanish Rapid Fire Facts Graphic 2 Spanish Rapid Fire Facts Graphic 3 Spanish Rapid Fire Facts Graphic 4 Spanish Rapid Fire Facts Graphic 5 Spanish Rapid Fire Facts Graphic 6 Spanish Rapid Fire Facts Graphic 7 Spanish Rapid Fire Facts Graphic 8 Spanish Rapid Fire Facts Graphic 9 Spanish Rapid Fire Facts Graphic 10 Spanish Rapid Fire Facts Graphic 11
Post or Caption Copy	<p><i>Datos útiles para tus amigos.</i></p> <p><i>Esta información es importante y puede ayudar a mantenerte a ti y a tus amigos seguros. ¿Con quién puedes compartir esta información?</i></p> <p><i>#VerdaderosAmigos #CuidaTusAmigos #DatosDePastillasFalsas</i></p> <p><i>Nota: Si tú o un amigo están pasando por dificultades de salud mental o consumo de sustancias, estamos aquí para ayudar. Por favor acércate al personal escolar en el que tu confíes.</i></p>
Alt Text	Spanish Rapid Fire Facts Alt Text

Tips for Running a Social Media Campaign

- You can plan this campaign on your school's various social media accounts. Choose accounts that students are most likely to follow and ask various student groups to share posts to help amplify.
- Posts can be used in any order or frequency that aligns with your school's specific communication calendar and initiatives.
- Once campaign assets are posted, be sure to regularly monitor comments on the platforms to make sure nothing inappropriate is showing up OR, if your team does not have someone who can monitor them, disable comments for these posts
- Be sure to check direct messages (DMs) during the time the campaign is posted on social media. Students may DM the school to ask for help, report concerns, make suggestions, etc. Each DM should be addressed within one day (or within a reasonable time), ensuring the student that their issue or concern is being addressed, or directing the student to the appropriate school staff member.

- We recommend you review your district's policies and make any necessary adjustments to this campaign to ensure it adheres to your district's policies.

IDEAS TO INCREASE AWARENESS/VIRALITY

One challenging part of any social media campaign is ensuring your message reaches as many students as possible. Here are a few ideas you can employ to help these posts go viral at your school:

- Run the campaign on all groups' socials.
 - Have every caregiver group, student group, club and organization post this campaign during the same week or even on the same day on any of the social media channels they use.
 - Changing campus culture around substance use will take all groups working together.
- Share campaign posts in the school newsletter.
 - Highlight the post and link to it directly from a newsletter that goes out to caregivers and students, or another regular communication channel.
- Utilize school news.
 - Recommend that student-run news segments or newspapers run a feature on the campaign.
- Recruit student leaders to share posts (if this aligns with the school's social media policy).
 - Students share videos and social media content all the time. Ask the student leaders to share these posts via the method they typically use to share with friends (e.g., WhatsApp, messaging, texting, or sharing on social platforms).