

Oregon Substance Use Prevention K–5 School Media Campaign

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Introduction

This implementation plan aims to support Oregon K–5 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 elementary 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 a listening session with Oregon parents and produced communication materials tailored for elementary schools to better engage parents and caregivers with the standards and curriculum.

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.

Growing Up Safe

K–5 Media Campaign Implementation Plan

Background

Early education is pivotal to shaping perceptions and building resilience, setting the stage for healthier choices as students progress through school. Recognizing the importance of early intervention, this campaign aims to equip young students with age-appropriate knowledge and skills to understand and avoid the dangers of substance use.

The focus of the Growing Up Safe campaign is to provide engaging and accessible materials that inform parents and caregivers of the substance use prevention curriculum and standards addressed in K–5 and provide them with strategies to start talking to their students about substance use. These materials are available in English and Spanish and are free for all Oregon schools to use.

Overview of Growing Up Safe

- **Key messages:** Growing Up Safe focuses on providing information on how the school addresses age-appropriate content on substance use prevention for K–5 students and offers strategies for parents and caregivers to support this learning. It emphasizes a positive, evidence-based approach that promotes healthy behaviors and attitudes without using scare tactics or stigmatizing language.
- **Campaign elements:** This communication and media campaign, designed for use by elementary schools, includes social media for school-related Facebook or Instagram accounts that parents follow, a template for crafting emails or newsletters, a handout illustrating the progression of standards, and at-home strategies for parents and caregivers. Some materials can be used as is, while others should be modified to fit the needs or 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 parents about substance use prevention, offering clear and concise information that is both approachable and empowering. It is action-oriented and encourages active collaboration between parents, caregivers and schools. 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. Growing Up Safe 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. The materials are grounded in evidence-based principles and should not be paired with messaging that utilizes stigmatizing or fear-based tactics. 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 campaign materials are intended for parents and caregivers of K–5 students.

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 caregivers. While you can use this campaign to engage parents and caregivers at any time that is convenient for you, there are a few times during the school year when the campaign would be especially relevant:

- **September:** The curriculum and standards awareness information may be pertinent to parents and caregivers as you provide information on what the students will be learning and engaging with as the year progresses.
- **October:** October is National Substance Use Prevention Month. If your school already has substance use education planned for this month, the Growing Up Safe campaign will complement that nicely.

It is generally not advised to run the campaign during June, when parents and caregivers are already busy with end-of-the-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 caregivers 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. For campaigns that include social media, we provided suggested alt text for each image whenever possible. Use these images to ensure all audiences can understand and engage with the visual content.
- **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

Once you determine when to implement the campaign, roll it out using the following steps:

- Inform caregivers of the substance use curriculum using the parent newsletter template.
- Consider hosting an open house to engage caregivers in conversation.
- Find opportunities to share the Substance Use Prevention Standards Progression and Substance Use Prevention Strategies for Parents and Caregivers as handouts. This may be during an open house, conferences or other events that caregivers attend.

- Start the Growing Up Safe social media campaign. Consider if you want to make one or two posts during a 2–5-week campaign or if you want to spread the posts throughout the year.
- Monitor social media chat or turn off comments if it is not monitored.

K–5 Campaign Files

Title	Substance Use Prevention Education Announcement
Type of Content	Newsletter Template
Brief Summary	Use the template to inform parents and caregivers about the curriculum and resources used to support students’ learning on substance use prevention standards.
Files	English Parent Newsletter Template Spanish Parent Newsletter Template

Title	Substance Use Prevention Standards Progression
Type of Content	Handout
Brief Summary	Use the handout to provide information on the topics and standards addressed in each grade level K–5.
Files	English Standards Progression Handout Spanish Standards Progression Handout

Title	Substance Use Prevention Strategies for Parents and Caregivers
Type of Content	Handout
Brief Summary	Use the handout to let parents and caregivers know how they can support their student in making informed decisions.
Files	English Parent Strategies Handout Spanish Parent Strategies Handout

Title	Growing Up Safe
Type of Content	Social Media Post: Graphics
Brief Summary	Social media posts highlight strategies for parents and caregivers to adopt that support building the skills students need for future success.
Files	English Social Media Graphic 1 English Social Media Graphic 2 English Social Media Graphic 3

	English Social Media Graphic 4 English Social Media Graphic 5
Files (Spanish)	Spanish Social Media Graphic 1 Spanish Social Media Graphic 2 Spanish Social Media Graphic 3 Spanish Social Media Graphic 4 Spanish Social Media Graphic 5
Post or Caption Copy	English Social Media Posts Spanish Social Media Posts
Alt Text	English Alt Text Spanish Alt Text