

Youth and Parent Fentanyl Campaign Overview



This campaign was designed to inform teens about the risk of fentanyl - even just one try, could be fatal. This campaign was also designed to encourage parents and other adults in youth's lives to be prepared to have conversations about this fatal ingredient because so many young people are dying from fentanyl poisoning.

Campaign Flying

The campaign is live in-market from December 2022 through June 2023 on various media channels through a staggered flying approach. A second phase of the campaign is anticipated to run from July 2023 through September 2023.

Find  on Social Media at:



@up2sd



facebook.com/up2sd

Sample Creative

MOST STREET PILLS ARE LACED WITH FENTANYL.
THIS MUCH FENTANYL IS ENOUGH TO KILL.

EVERY PILL IS A RISK.
GET THE FACTS AND PROTECT YOURSELF FROM FENTANYL POISONING.

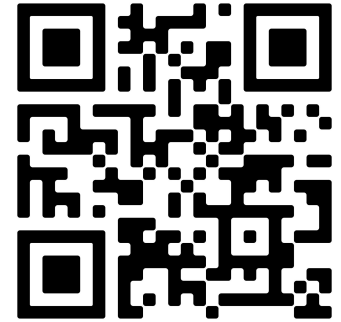
Up2SD.org/fentanyl

NUESTROS JÓVENES ESTÁN EN RIESGO DE INTOXICACIÓN POR FENTANILO.
Una pequeñísima cantidad de fentanilo, tan solo 3 granos de sal, puede causar una sobredosis mortal.

OUR YOUTH ARE DYING FROM FENTANYL
Protect kids and teens by talking about fentanyl risks today.

Up2SD.org/fentanyl

Website
Up2SD.org/fentanyl



Scan for more information

