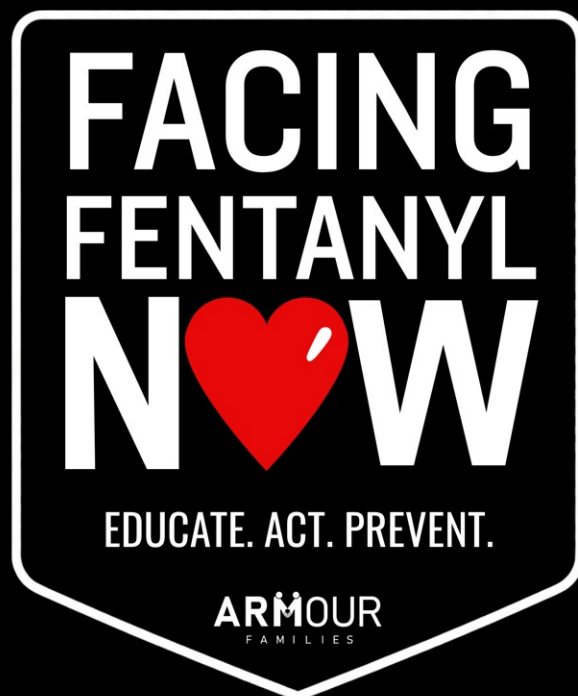




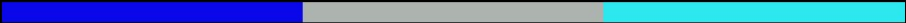
NATIONAL FENTANYL PREVENTION & AWARENESS DAY

AUGUST 21

PARTICIPATION GUIDE & TOOLBOX

Bring August 21 to Your Community.

EDUCATE. ACT. PREVENT.



A family-led guide for prevention, remembrance, education and action.

FACINGFENTANYLNOW.ORG

NATIONAL FENTANYL PREVENTION & AWARENESS DAY | AUGUST 21

START HERE: READY-TO-USE TOOLS

Use these links for quick-start guides, social media materials and national partner resources. Click any title in the digital guide to open the resource.

FACING FENTANYL QUICK-START RESOURCES

01 Prevention & Awareness Page

The main August 21 participation page with prevention, awareness and ways to get involved.

COPY/PASTE: <https://facingfentanylnow.org/how-can-i-help/>

02 Quick Start Partner Guide

A simple partner guide for organizations, agencies and community groups ready to participate.

COPY/PASTE: https://facingfentanylnow.org/files/2026/10/Quick_Start_Guide.png

03 Quick Start Social Media Guide

Fast, practical guidance for sharing August 21 messages across social media.

COPY/PASTE: https://facingfentanylnow.org/files/2026/10/SOCIAL_MEDIA_QUICK_SHEET.png

04 Simple Ways to Start

Easy first steps for individuals or groups that want to participate without planning a large event.

COPY/PASTE: https://facingfentanylnow.org/files/2026/10/START_SIMPLE.png

05 25 Simple Ways to Share the Message

Twenty-five practical ideas for spreading prevention and awareness in your community.

COPY/PASTE: https://facingfentanylnow.org/files/2026/10/SIMPLE_WAYS_TO_SPREAD_THE_MESSAGE.png

NATIONAL PARTNER RESOURCES

06 CDC National Fentanyl Prevention & Awareness Day Toolkit

Sample social media content and public-health resources from the Centers for Disease Control and Prevention.

COPY/PASTE: https://www.cdc.gov/overdose-prevention/php/toolkits/fentanyl-prevention-awareness-day.html#cdc_toolkit_supple_toolkit_cat_1-sample-social-media-content

07 DEA Fentanyl Free America — Promote

Campaign materials and promotional resources from the Drug Enforcement Administration.

COPY/PASTE: <https://www.dea.gov/fentanylfree/promote>

TIP: You do not need to use every resource. Choose the tools that fit your audience and the way you plan to participate.

[FacingFentanylNow.org](https://facingfentanylnow.org)

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Use this guide as a working toolbox. Jump to the section you need, copy the templates, and adapt them for your community.

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NATIONAL FENTANYL PREVENTION & AWARENESS DAY | AUGUST 21

BRING AUGUST 21 TO YOUR COMMUNITY

National Fentanyl Prevention and Awareness Day is a family-led day of prevention, remembrance, education and action. Each August 21, families, communities, schools, agencies, businesses, recovery partners and organizations are invited to carry the message in a way that fits their community.

2027 NATIONAL THEME: NATIONAL REMEMBRANCE**REMEMBER. EDUCATE. ACT. PREVENT.**

You do not need a large event to participate. Start with one action that fits your community.

This guide was created to make participation simple. Choose the ideas that fit your community, use the ready-to-adapt tools, and make the message your own while staying connected to the national movement.

Our shared purpose

- Raise awareness about the dangers of illicit fentanyl and today's changing illicit drug supply.
- Help people understand that fentanyl poisoning can happen when a person does not know fentanyl is present.
- Equip families and communities with practical prevention information.
- Remember the lives lost and carry their stories forward to help protect others.
- Bring together prevention, public safety, health, education, recovery and community voices.

EVERY VOICE COUNTS.

August 21 belongs in every community. Start where you are. Use what you have. Do something that can help another person understand the risk.

UNDERSTAND THE DAY

WHAT IS NATIONAL FENTANYL PREVENTION & AWARENESS DAY?

National Fentanyl Prevention and Awareness Day is observed each year on August 21 to bring focused attention to fentanyl prevention, the risks of illicit fentanyl poisoning, the changing illicit drug supply and the families and communities affected by this crisis.

The day grew from impacted families who understood that awareness had to lead to prevention. Their stories give the issue a human face, while education gives communities information they can use to protect lives.

The day is built around four actions

REMEMBER Honor the people and families at the center of this crisis.	EDUCATE Share clear information about illicit fentanyl, poisoning risk and the changing drug supply.
ACT Bring prevention into families, schools, workplaces, agencies and communities.	PREVENT Turn awareness and education into conversations and actions that can protect lives.

THE MESSAGE AT THE CENTER OF AUGUST 21

The name of the drug may change. The need to understand the supply does not. Prevention begins with understanding that substances from unregulated sources can be unpredictable and may contain fentanyl or other unexpected substances.

A FOCUSED PREVENTION DAY

WHY THIS DAY IS DIFFERENT

August 21 was created to give fentanyl prevention and awareness a focused day of its own - one that can speak directly to fentanyl poisoning, counterfeit pills, unregulated substances and the rapidly changing illicit drug supply.

WHY THE WORD “POISONING” MATTERS

Many impacted families use the term fentanyl poisoning when a person did not know fentanyl was present in what they took. Some people today knowingly seek fentanyl, but their intent does not create a controlled or reliably measured dose; a fatal exposure to illicit fentanyl is still appropriately described as a poisoning.

A bridge to broader remembrance and awareness

August 21 can also serve as a starting point for continued education and remembrance throughout the rest of August and beyond. Communities can use the day to begin conversations that continue through other prevention, recovery and overdose-awareness observances.

The goal is not one day of awareness

The goal is to use one nationally recognized date to create conversations and actions that continue all year: education before exposure, practical preparation, informed response and remembrance that leads to prevention.

AUGUST 21 IS A CALL TO ACTION.

REMEMBER. EDUCATE. ACT. PREVENT.

We remember every life. We stand with every family. We carry prevention forward.

START SIMPLE. BUILD WHAT FITS.

YOU CHOOSE THE SIZE OF YOUR AUGUST 21

There is no single way to participate. Your August 21 activity should reflect your community, your capacity and the people you are trying to reach.

5 MINUTES

Share an official prevention message, recognize August 21 at a meeting, post a remembrance or ask your organization to acknowledge the day.

30 MINUTES

Hold a workplace or classroom conversation, host a short remembrance, invite a first responder or prevention speaker, or distribute educational materials.

1 HOUR

Host a community awareness gathering, panel, campus activity, memorial observance or prevention presentation.

BUILD BIGGER

Organize a community event, press conference, resource fair, awareness walk, public safety event, landmark lighting or statewide observance.

Three simple steps

- 1. CHOOSE** Choose one action your community can realistically complete.
- 2. CONNECT** Invite the people who can help carry the message: families, schools, prevention leaders, public safety, recovery voices, businesses, faith communities and local leaders.
- 3. SHARE** Register your participation, use the August 21 message and share what your community did so the national movement can grow.

10 WAYS TO PARTICIPATE

BRING AUGUST 21 TO LIFE

Pick one idea or combine several. A meaningful August 21 does not depend on the size of the event - it depends on reaching people with a message that can help prevent harm.

1 REQUEST A PROCLAMATION

Ask a mayor, governor, county, school district or organization to formally recognize August 21.

2 HOST AN AWARENESS EVENT

Bring families, prevention partners and community leaders together for education and action.

3 HOLD A REMEMBRANCE

Create a memorial display, candlelight observance, reading of names or moment of silence.

4 SHARE PREVENTION INFORMATION

Use posters, fact sheets, social content, presentations or community tables.

5 BRING AUGUST 21 TO A SCHOOL OR CAMPUS

Use announcements, classroom conversations, campus events, peer education or parent outreach.

10 WAYS TO PARTICIPATE | CONTINUED

BRING AUGUST 21 TO LIFE**6****INVOLVE PUBLIC SAFETY**

Invite law enforcement, EMS, fire and other first responders to participate in education and remembrance.

7**ENGAGE A BUSINESS OR WORKPLACE**

Share employee messages, host a lunch-and-learn, use digital screens or sponsor a community activity.

8**INCLUDE RECOVERY VOICES**

Invite people in recovery and recovery organizations to participate in prevention, hope and community education.

9**LIGHT A LANDMARK**

Ask a public building, bridge, campus, stadium or business to illuminate in recognition of August 21.

10**SHARE A STORY**

Honor a loved one, share why prevention matters to you, and use your voice to help someone else understand the risk.

START WITH ONE ACTION

A single meaningful action can introduce August 21 to a new school, workplace, agency, city or country. Build from there.

YOUR GUIDE AT A GLANCE

INSIDE THE COMPLETE AUGUST 21 TOOLBOX

Use this guide as a working toolbox. Each section is ready to use, adapt and activate locally. Choose the tools that fit your community and start with one meaningful action.

01 START HERE

About August 21 • Quick-start participation • Key messaging

02 PLAN AN EVENT

Event checklist • 15/30/60-minute programs • Partner list

03 PROCLAMATION TOOLKIT

Mayor • Governor • County • School district • Request email

04 SOCIAL MEDIA TOOLKIT

Sample posts • Countdown copy • Hashtags • Graphic checklist

05 REMEMBRANCE TOOLKIT

Reading of names • Memorial display • Story sharing

06 POWER OF THE PARENT + SCHOOLS & COLLEGES

Conversation tools • Campus ideas • Parent/staff outreach

07 LAW ENFORCEMENT & FIRST RESPONDERS

Agency participation • Community education • Recognition

08 BUSINESS & WORKPLACE

Employee messaging • Workplace activities • Sponsorship

09 RECOVERY COMMUNITY

Prevention and hope messaging • Speaker involvement • Connection

10 MEDIA TOOLKIT

Press release • Media advisory • Reporter pitch • Interview talking points

11 INTERNATIONAL PARTICIPATION

Country recognition • Local adaptation • Partner invitation

12 REGISTER & SHARE

Event registration • Proclamation submission • Photos • Participation map

REMEMBER. EDUCATE. ACT. PREVENT.

Choose the section you need. Start with one action. Build from there.

PLAN AN AUGUST 21 ACTIVITY

START WITH THE PURPOSE

The strongest August 21 activities begin with one clear purpose. Decide what you want people to understand, remember or do when they leave. Then choose the format that best fits your community.

Choose your primary purpose

- **EDUCATE** Help people understand illicit fentanyl, poisoning risk and the changing illicit drug supply.
- **REMEMBER** Honor lives lost and give families a meaningful place to share names, photographs and stories.
- **PREPARE** Share practical prevention and response information people can use to protect themselves and others.
- **CONNECT** Bring together families, prevention, recovery, public safety, health, schools, workplaces and community leaders.

Choose a format that fits

15 MINUTES

A recognition or remembrance that can fit into a meeting, school day, workplace gathering or public event.

30 MINUTES

A focused awareness program with a welcome, family voice, prevention message and call to action.

60 MINUTES

A community program with multiple voices, education, remembrance and local resources.

COMMUNITY EVENT

A larger gathering, resource fair, press event, awareness walk, memorial display or public-safety activity.

Tip: Keep the program focused. A few clear messages and meaningful voices are often more powerful than too many speakers.

READY-TO-USE CHECKLIST

AUGUST 21 EVENT PLANNING CHECKLIST

Use this checklist for a small observance or a larger community event. Not every item will apply.

- ☐ **PURPOSE & FORMAT** Choose the goal, audience, length and type of activity.
- ☐ **DATE & TIME** August 21 is the national day. Select the time that works best for your audience.
- ☐ **LOCATION** Confirm a safe, accessible space and any required permission or reservation.
- ☐ **PARTNERS** Invite the organizations and people who can strengthen the message.
- ☐ **PROGRAM** Choose a host, speakers, remembrance elements, prevention message and closing action.
- ☐ **MATERIALS** Prepare signage, handouts, memorial items, presentation equipment and resource information.
- ☐ **MEDIA & PROMOTION** Decide whether the activity is public. If so, share an announcement and contact local media.
- ☐ **SAFETY & SUPPORT** Plan for emotional support, accessibility, emergency needs and a respectful environment.
- ☐ **REGISTER** Submit your event or proclamation to Facing Fentanyl so it can be connected to the national day.
- ☐ **SHARE AFTERWARD** Send photos, stories and highlights so the impact of August 21 can be documented and amplified.

KEEP IT ACHIEVABLE

A well-planned 15-minute observance is more valuable than an event that becomes too difficult to complete. Start with what your community can realistically do.

READY TO USE

15-MINUTE AUGUST 21 OBSERVANCE

Use this format inside a staff meeting, school or campus program, agency briefing, community gathering, workplace or memorial event.

0:00-2:00 WELCOME & PURPOSE Recognize National Fentanyl Prevention and Awareness Day and explain why your organization or community is participating.

2:00-5:00 REMEMBRANCE Honor lives lost. This may include a name, photograph, short family message or moment of silence.

5:00-10:00 PREVENTION MESSAGE Share two or three clear points about illicit fentanyl, poisoning risk and the changing drug supply.

10:00-13:00 LOCAL ACTION Tell participants what they can do: learn, share prevention information, carry naloxone where appropriate, talk with family and friends, or connect with local resources.

13:00-15:00 CLOSING End with the August 21 message and invite participants to carry prevention beyond the day.

Suggested closing words

“We remember every life. We stand with every family. We carry prevention forward. Educate. Act. Prevent.”

MAKE IT YOUR OWN

Add a local story, community resource or speaker while keeping the program focused and respectful.

READY TO USE

30-MINUTE AWARENESS PROGRAM

This format works well for schools, colleges, workplaces, first-responder agencies, community organizations and local government observances.

0:00-3:00 WELCOME Introduce August 21 and the purpose of the gathering.

3:00-8:00 FAMILY OR LIVED-EXPERIENCE VOICE Share a brief story that connects the issue to a real person and a prevention message.

8:00-16:00 PREVENTION EDUCATION Explain illicit fentanyl, counterfeit or unexpected substances, poisoning risk and why the drug supply is unpredictable.

16:00-22:00 RESPONSE & RESOURCES Share practical response information and local prevention, recovery, treatment or support resources as appropriate to the audience.

22:00-27:00 REMEMBRANCE Use a short reading, photograph display, moment of silence or reading of names.

27:00-30:00 CALL TO ACTION Ask participants to carry one prevention message into their family, workplace, school or community.

OPTIONAL ADDITION

If time and setting allow, provide a resource table with prevention materials, naloxone information, local support resources and the Facing Fentanyl August 21 QR code.

READY TO USE

60-MINUTE COMMUNITY PROGRAM

Use this structure when you want a fuller program with family, prevention, public safety, recovery and community voices.

0:00-5:00 WELCOME & RECOGNITION Welcome participants and recognize August 21.

5:00-12:00 FAMILY VOICE A family member or impacted person shares a story with a prevention-centered message.

12:00-22:00 UNDERSTAND THE RISK A prevention, health or subject-matter speaker explains the changing illicit drug supply and fentanyl poisoning risk.

22:00-32:00 COMMUNITY RESPONSE Public safety, health, education or prevention partners explain what is happening locally and what resources are available.

32:00-42:00 RECOVERY & HOPE A recovery voice or recovery organization shares the importance of connection, support and pathways to help.

42:00-52:00 REMEMBRANCE Reading of names, memorial display, music, candlelight element or moment of silence.

52:00-60:00 ACTION & CLOSING Give the audience specific next steps and invite continued prevention beyond August 21.

Keep individual remarks brief. The goal is a connected program, not a series of long speeches.

BUILD YOUR LOCAL CIRCLE

WHO SHOULD YOU INVITE?

Invite the partners who fit your community and your event. You do not need every group represented.

- **IMPACTED FAMILIES** Parents, siblings, spouses and loved ones who want to carry prevention through remembrance.
- **PREVENTION & PUBLIC HEALTH** Local prevention coalitions, health departments, educators and community-health partners.
- **LAW ENFORCEMENT & FIRST RESPONDERS** Police, sheriff, DEA partners where appropriate, fire, EMS and emergency-response leaders.
- **SCHOOLS & COLLEGES** Administrators, counselors, prevention staff, student organizations, residence life and parent groups.
- **RECOVERY & TREATMENT** Recovery organizations, peer-support groups and treatment or behavioral-health providers.
- **BUSINESS & WORKFORCE** Employers, chambers, unions or workforce groups, transportation partners and local businesses.
- **FAITH & COMMUNITY GROUPS** Faith leaders, service clubs, neighborhood groups and civic organizations.
- **LOCAL LEADERS** Mayors, county leaders, public agencies and other nonpartisan community representatives.
- **MEDIA** Local television, radio, newspapers, digital outlets and community newsletters.

ONE GOOD RULE

Invite people because they add a useful voice, resource or connection - not simply to make the program larger.

MAKE AUGUST 21 OFFICIAL

REQUEST A PROCLAMATION

A proclamation is one of the simplest ways to introduce National Fentanyl Prevention and Awareness Day to a city, county, state, school district or organization. It creates a public point of recognition and gives local leaders a clear opportunity to support prevention, remembrance, education and action.

Why a proclamation helps

- Creates an official local recognition of August 21.
- Opens the door to conversations with community leaders and agencies.
- Gives families and partners something concrete to share with local media and the public.
- Can become an annual tradition that grows over time.
- Connects a local community to a broader national and international prevention effort.

Who can issue or adopt one?

Depending on local practice, recognition may come from a governor, mayor, county or municipal body, school district, university, agency, tribal government, business or community organization.

START EARLY

Many offices require several weeks to review proclamation requests. Check the office's submission rules and deadline before sending your request.

STEP BY STEP

HOW TO REQUEST AN AUGUST 21 PROCLAMATION

- 1 IDENTIFY THE RIGHT OFFICE** Start with the mayor, governor, county, municipality, school district, university or organization you want to recognize the day.
- 2 CHECK THE PROCESS** Look for proclamation or ceremonial-request instructions. Some offices use an online form; others accept email or mailed requests.
- 3 SEND THE SAMPLE LANGUAGE** Use the template in this guide and adapt only what is needed for your community.
- 4 ADD YOUR LOCAL CONNECTION** Briefly explain who is requesting the proclamation and why August 21 matters locally.
- 5 ASK ABOUT PRESENTATION** If appropriate, ask whether the proclamation can be presented publicly, photographed or included in an August 21 observance.
- 6 CONFIRM THE FINAL WORDING** Review the issued proclamation for names, date and local information.
- 7 SHARE IT** Post the proclamation, send it to local partners and media, and submit it to Facing Fentanyl for national recognition.
- 8 BUILD FOR NEXT YEAR** Save the contact and submission timeline so the request can be renewed annually.

KEEP THE REQUEST NONPARTISAN

August 21 can bring people together around prevention, remembrance, education and protecting lives. Keep proclamation requests focused on those shared community purposes.

SAMPLE LANGUAGE

CITY / COUNTY PROCLAMATION TEMPLATE

The following language can be adapted to match the format required by your local office.

WHEREAS, National Fentanyl Prevention and Awareness Day is observed on August 21 as a day of prevention, remembrance, education and action; and

WHEREAS, families and communities have experienced profound loss connected to illicit fentanyl and a rapidly changing illicit drug supply; and

WHEREAS, clear prevention information can help people better understand the risks associated with counterfeit pills and other substances obtained from unregulated sources; and

WHEREAS, families, schools, public-safety partners, health professionals, recovery communities, businesses and community organizations all have a role in sharing information and helping protect lives; and

WHEREAS, remembering those who have died can strengthen the commitment to prevent future loss and support families and communities affected by this crisis;

NOW, THEREFORE, I, [NAME/TITLE], on behalf of [CITY/COUNTY], do hereby recognize August 21 as National Fentanyl Prevention and Awareness Day and encourage residents to learn about fentanyl-related risks, share prevention information, remember lives lost and support actions that help protect our community.

Signed this ___ day of _____, 20__.

SAMPLE LANGUAGE

GOVERNOR / STATE PROCLAMATION TEMPLATE

Adapt this language to the requirements and style of the governor's proclamation office.

WHEREAS, National Fentanyl Prevention and Awareness Day on August 21 brings focused attention to prevention, education, remembrance and action related to illicit fentanyl and the changing drug supply; and

WHEREAS, communities across our state include families, schools, public-safety agencies, health professionals, recovery organizations, employers and local leaders working to prevent loss and strengthen awareness; and

WHEREAS, prevention includes helping people recognize that substances from unregulated sources may contain fentanyl or other unexpected substances and may carry serious risk; and

WHEREAS, the voices and stories of impacted families can help communities understand the human impact of this crisis and inspire action that protects others; and

WHEREAS, coordinated education, preparedness, community connection and access to appropriate resources can support prevention and help save lives;

NOW, THEREFORE, I, [GOVERNOR NAME], Governor of the State of [STATE], do hereby proclaim August 21 as National Fentanyl Prevention and Awareness Day and encourage people across our state to participate in prevention, remembrance, education and community action.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of [STATE] to be affixed.

COPY, PERSONALIZE AND SEND

SAMPLE PROCLAMATION REQUEST EMAIL**SUBJECT: Request to Recognize August 21 - National Fentanyl Prevention and Awareness Day**

Dear [Name/Office],

I am writing on behalf of [family/organization/community] to request that [City/County/State] recognize August 21 as National Fentanyl Prevention and Awareness Day.

August 21 is a family-led day focused on prevention, remembrance, education and action. The day creates an opportunity for communities to share clear information about illicit fentanyl and the changing drug supply, remember lives lost, and encourage practical prevention efforts.

[Add 1-2 sentences about why this matters in your community or who is making the request.]

I have included sample proclamation language that can be adapted to your office's preferred format. If possible, we would also be grateful for information about whether the proclamation may be presented or recognized publicly around August 21.

Thank you for considering this request and for helping bring prevention and awareness to our community.

Sincerely,

[Name]

[Organization, if applicable]

[Phone]

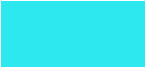
[Email]

AFTER IT IS ISSUED

Send a copy or photo of your proclamation to Facing Fentanyl so your community can be included in August 21 participation and recognition.

Share the Message

Use these ready-to-copy messages to make August 21 visible in your community. Personalize them with your local event, organization or loved one's story.



A strong August 21 social campaign should do three things: explain the day, share a prevention message, and give people a simple action they can take.

Keep your posts simple

- Lead with August 21 and the name National Fentanyl Prevention and Awareness Day.
- Use clear language about illicit fentanyl and today's changing illicit drug supply.
- Pair facts with action: learn, talk, carry prevention forward, attend an event or share a resource.
- When remembering someone, lead with the person — their name, life and story — not only the circumstances of their death.
- Use Facing Fentanyl graphics and logos consistently so local posts connect to the national movement.

Recommended core hashtags

#FacingFentanyl #August21 #FentanylPrevention #EducateActPrevent

A simple posting rhythm

2-4 WEEKS OUT

Announce participation and invite others to join.

1 WEEK OUT

Share a prevention message and your event details.

AUGUST 20

Post a final reminder and tell people how to participate.

AUGUST 21

Share your observance, remembrance or prevention action.

AFTER AUGUST 21

Thank partners and share photos, proclamations or impact.

YEAR-ROUND

Continue the prevention message beyond a single day.

Ready-to-Copy Posts

Copy, personalize and share. Keep your local details short so the central message stays clear.



GENERAL AWARENESS POST

August 21 is National Fentanyl Prevention and Awareness Day — a day for prevention, remembrance, education and action. We are joining families and communities across the country to raise awareness about illicit fentanyl and today's changing illicit drug supply. Learn the risk. Share the message. Help protect the people you love. #FacingFentanyl #August21 #EducateActPrevent

COMMUNITY EVENT POST

Our community is joining National Fentanyl Prevention and Awareness Day on August 21. Join us at [LOCATION] at [TIME] for [EVENT/ACTIVITY]. Together, we will remember lives lost, share prevention information and strengthen awareness in our community. [LINK/CONTACT] #FacingFentanyl #August21

FAMILY POST

On August 21, we remember the people we love and carry their stories forward through prevention. In memory of [NAME], I am sharing this message so another family may be protected from the devastation of fentanyl poisoning. Every story matters. Every voice counts. #FacingFentanyl #August21

ORGANIZATION / PARTNER POST

[ORGANIZATION] is proud to recognize August 21 as National Fentanyl Prevention and Awareness Day. We stand with impacted families and community partners working to expand prevention, education and awareness about the dangers of illicit fentanyl. Prevention belongs everywhere. #FacingFentanyl #August21

Posts for Schools, Agencies & Workplaces

Use language that fits your audience while keeping August 21 connected to the national prevention message.



SCHOOL / COLLEGE

This August 21, [SCHOOL/COLLEGE] is recognizing National Fentanyl Prevention and Awareness Day. Students, families and staff all have a role in understanding the risks within today's illicit drug supply and sharing prevention information that can save lives. Learn more at FacingFentanylNow.org. #FacingFentanyl #August21

LAW ENFORCEMENT / FIRST RESPONDER

On August 21, [AGENCY] joins communities nationwide in recognizing National Fentanyl Prevention and Awareness Day. We honor lives lost, stand with impacted families and support prevention and public awareness about the dangers of illicit fentanyl. #FacingFentanyl #August21

BUSINESS / WORKPLACE

Prevention belongs in the workplace too. On August 21, [BUSINESS/ORGANIZATION] is recognizing National Fentanyl Prevention and Awareness Day and sharing information to help employees and families better understand the risks associated with illicit fentanyl and the changing drug supply. #FacingFentanyl #August21

RECOVERY COMMUNITY

Recovery voices are part of prevention. This August 21, we join National Fentanyl Prevention and Awareness Day to remember those lost, support those here, and share messages of prevention, connection and hope. #FacingFentanyl #August21

Countdown + Graphic Checklist

A small set of coordinated graphics is more useful than dozens of one-off designs.



Suggested countdown copy

- 30 DAYS — August 21 is coming. Bring National Fentanyl Prevention and Awareness Day to your community.
- 21 DAYS — 21 days until August 21. One message shared today may protect someone tomorrow.
- 7 DAYS — One week until National Fentanyl Prevention and Awareness Day.
- TOMORROW — Tomorrow we remember, educate and act.
- TODAY — Today is National Fentanyl Prevention and Awareness Day. Educate. Act. Prevent.

Create these core graphics

OFFICIAL AUGUST 21 GRAPHIC

Square post + story format.

EVENT ANNOUNCEMENT

Space for local date, time and location.

COUNTDOWN SERIES

30 / 21 / 7 / 1 / Today.

IN MEMORY OF

Editable name + photo template.

PROCLAMATION

Graphic for city/state recognition.

PARTNER BADGE

"We recognize August 21."

PREVENTION MESSAGE

One clear risk or action statement.

THANK-YOU POST

For partners, speakers and volunteers.

File formats to keep on hand

PNG for social and web • PDF for print • transparent PNG for logos • high-resolution JPG when a platform requires it

Remember a Life. Carry the Story Forward.

National Fentanyl Prevention and Awareness Day is rooted in families. Remembrance gives every community a way to honor those lost while turning love and loss into prevention.

There is no single right way to remember someone. Keep the person at the center. A remembrance can be quiet and personal or part of a larger public event.

Ways to include remembrance on August 21

DISPLAY PHOTOGRAPHS

Create a respectful photo wall, table or digital memorial.

READ NAMES

Invite families to submit names and include a reading during the program.

LIGHT A CANDLE

Use individual candles, battery candles or a shared light.

MOMENT OF SILENCE

Set aside one minute for reflection.

SHARE A STORY

Invite brief memories that show who the person was.

CARRY A NAME

Use name cards, ribbons or memorial signs.

PLAY MEANINGFUL MUSIC

Choose music that supports reflection without overpowering the moment.

CREATE A MEMORY BOOK

Invite guests to leave a name, message or promise of prevention.

A guiding principle

Remember the life — not only the loss. Use names, photographs, relationships, interests and memories whenever families are comfortable sharing them.

A Simple Memorial Observance

This 15–20 minute remembrance can stand alone or be added to a larger August 21 program.



Suggested order

1 WELCOME — 2 MINUTES

Welcome families and guests. Explain that the observance is being held as part of National Fentanyl Prevention and Awareness Day.

2 REMEMBRANCE MESSAGE — 2 MINUTES

Acknowledge the lives represented and the families carrying their stories.

3 READING OF NAMES — 5–10 MINUTES

Read submitted names slowly. If the list is long, use multiple readers and allow a short pause between groups.

4 MOMENT OF SILENCE — 1 MINUTE

Invite participants to remember a loved one or reflect on the lives represented.

5 PREVENTION COMMITMENT — 2 MINUTES

Connect remembrance to action: learn the risks, share prevention information and carry the message forward.

6 CLOSING — 1 MINUTE

Thank families and community partners. Invite attendees to visit memorial displays or resources.

Optional opening language

“Today, we remember the people whose lives were taken by fentanyl poisoning. We speak their names because every life matters, every family matters, and every story can carry a message that helps protect someone else.”

Reading of Names + Family Story Guide

Give families control over how their loved one is represented. Participation should always be voluntary.



Reading of names: simple script

“We will now read the names of those we remember today. As each name is spoken, we ask that you hold that person and their family in your thoughts. These names represent lives, relationships, dreams, laughter, love and memories that continue.”

[READ NAMES SLOWLY]

“May their lives continue to move us toward prevention, awareness and action.”

Family story prompt

If a family member wants to share, invite a short story using these prompts:

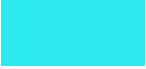
- My loved one's name is _____.
- They were a _____ (son, daughter, sibling, parent, friend, partner, etc.).
- Something I want people to know about them is _____.
- A memory that makes me smile is _____.
- The prevention message I want another family to hear is _____.

For organizers

Ask permission before publishing a person's name, photograph or story. Confirm spelling and preferred wording with the family. Never pressure a family to speak publicly or explain circumstances they do not wish to share.

Create a Memorial Display

A thoughtful display can make remembrance visible without requiring a long program.



What you need

- A clean table, wall, easels or display panels.
- Printed photos or memorial cards submitted with permission.
- Name labels large enough to read comfortably.
- Battery-operated candles or another simple remembrance element.
- A sign explaining that the display is part of National Fentanyl Prevention and Awareness Day.
- A prevention resource table nearby so remembrance is connected to action.
- A designated volunteer who can assist families and protect the display.

Suggested display sign

IN THEIR MEMORY, WE ACT

Today we remember the lives represented here and the families who carry them forward. Their stories strengthen our commitment to prevention, education and awareness. Every life matters. Every voice counts.

After the event

Return original photographs and personal items carefully. With family permission, share selected images from the display and invite participants to continue carrying the prevention message beyond August 21.

Help Your Community Tell the Story

Local coverage can extend the reach of an August 21 activity far beyond the people in the room. Use this section to make it easy for reporters, editors and community outlets to understand what is happening, why it matters and how to cover it.

A simple media plan

Choose one clear local story

- 01 Lead with what is happening in your community: a remembrance, proclamation, prevention event, school activity, public-safety partnership or family-led effort.

Name one media contact

- 02 Use one person who can quickly answer questions, confirm logistics and connect a reporter with speakers or families who have agreed to participate.

Send a short media advisory

- 03 Give the essential details: what, when, where, who and why. Keep it easy to scan.

Follow with a personal pitch

- 04 A short email or phone call explaining the local relevance can help a newsroom decide whether the story fits its audience.

Prepare your speakers

- 05 Agree on the core prevention message, confirm terminology and make sure anyone sharing a personal story is comfortable with what will be public.

Keep the message centered on August 21

- National Fentanyl Prevention and Awareness Day is observed each August 21.
- The day brings prevention, education, remembrance and action together.
- Use “illicit fentanyl” when describing fentanyl in the unregulated drug supply.
- Connect remembrance to prevention: we remember those lost and carry their stories forward to help protect others.

TIP: Personalize every media template in this guide. Replace bracketed text, verify names and titles, and confirm event details before sending.

Sample Media Advisory

Copy, personalize and send this as a concise invitation to local media. Keep the final version to one page when possible.

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

[DATE]

CONTACT: [NAME] | [PHONE] | [EMAIL]

AUGUST 21 COMMUNITY EVENT TO MARK NATIONAL FENTANYL PREVENTION AND AWARENESS DAY

WHAT: [Organization/community] will hold [type of event] in recognition of National Fentanyl Prevention and Awareness Day. The event will bring together [families/community leaders/prevention partners/first responders/students/recovery partners] for prevention, education, remembrance and action.

WHEN: [Date and time]

WHERE: [Location and full address]

WHO: [Key participants/speakers]

WHY: August 21 is a day to increase awareness of illicit fentanyl and the changing illicit drug supply, remember lives lost to fentanyl poisoning, support impacted families and strengthen prevention in communities.

VISUALS / INTERVIEW OPPORTUNITIES: [Memorial display / proclamation presentation / prevention materials / community partners / participating family speakers who have agreed to media interviews].

ABOUT: National Fentanyl Prevention and Awareness Day is a family-led observance founded by Facing Fentanyl. Learn more at facingfentanylnow.org.

Sample Press Release

Use this after you have confirmed your event, partners and spokespersons. Replace every bracketed field before distribution.

FOR IMMEDIATE RELEASE

[COMMUNITY] TO OBSERVE NATIONAL FENTANYL PREVENTION AND AWARENESS DAY ON AUGUST 21

[CITY, STATE] — [Organization/community] will join communities across the country on August 21 in observance of National Fentanyl Prevention and Awareness Day, a family-led day focused on prevention, education, remembrance and action.

The local observance will take place [time] at [location] and will include [brief description: proclamation, remembrance, speakers, prevention resources, community partners, lighting, etc.].

“[Insert a short local quote about why August 21 matters in your community],” said [name, title/relationship].

Organizers will share information about illicit fentanyl and today’s changing illicit drug supply while honoring lives lost to fentanyl poisoning and supporting families whose experiences continue to drive prevention efforts.

[Optional second paragraph describing local partners, resources or a specific activity.]

Community members can learn more about the local event at [URL/contact]. Information about National Fentanyl Prevention and Awareness Day and Facing Fentanyl is available at facingfentanylnow.org.

###

Before sending: confirm the spelling of every name, obtain permission for personal stories and photographs, and remove any details that are not intended for public release.

Reporter Pitch Email

A short, personal message is often more useful than sending a long attachment with no context.

SUBJECT LINE OPTIONS

Local families mark August 21 with fentanyl prevention and remembrance event

[City] joins National Fentanyl Prevention and Awareness Day on August 21

Local August 21 event connects remembrance with fentanyl prevention

EMAIL

Hi [Reporter Name],

I'm reaching out about a local story connected to National Fentanyl Prevention and Awareness Day on August 21.

[Organization/community] is holding [event/activity] at [time/location]. The event will bring together [brief list of participants] to remember lives lost to fentanyl poisoning, raise awareness about illicit fentanyl and today's changing illicit drug supply, and share prevention information with our community.

[One sentence explaining the strongest local connection or visual.]

We can provide interviews with [names/roles only if confirmed], along with event visuals and background information about August 21.

I've included the event details below. Please let me know if I can help with anything else.

Thank you,
[Name]
[Organization]
[Phone]
[Email]

Make the pitch local

- Explain why this matters in your community instead of relying only on national language.
- Offer specific people who have already agreed to speak with media.
- Tell the reporter what they can actually see or photograph at the event.

Interview Talking Points

These points are a guide, not a script. Choose the messages that fit your role and speak in your own voice.

Five messages to carry

What August 21 is

- 01 National Fentanyl Prevention and Awareness Day brings people together around prevention, education, remembrance and action.

Why families are central

- 02 Families have turned profound loss and lived experience into prevention messages intended to help protect other families and communities.

Why the language matters

- 03 Illicit fentanyl is present in an unpredictable unregulated drug supply. Prevention messages should help people understand that risk clearly without stigma.

What your community is doing

- 04 Describe the specific action taking place locally: education, remembrance, a proclamation, resource distribution, training, a campus activity or another prevention effort.

What you want people to do next

- 05 Give one practical next step: learn the risks, talk with family members, share credible prevention information, carry naloxone where appropriate, or connect with local resources.

For family speakers

- Decide in advance what parts of your loved one's story you want to share publicly.
- Say their name and who they were, not only how they died.
- You may decline any question or redirect back to the prevention message you want to carry.

CORE LINE: We remember every life. We stand with every family. We make every day about prevention.

POWER OF THE PARENT

One Conversation Can Change Everything.

Parents and trusted adults do not need to be experts to begin prevention. A meaningful conversation can start with curiosity, accurate information and connection.

Start the conversation

- Ask what they already know and what they are hearing.
- Listen before lecturing; make room for questions.
- Talk about counterfeit pills, illicit fentanyl and the changing drug supply.
- Explain that substances from unregulated sources may contain unexpected ingredients.
- Share credible prevention information without creating unnecessary fear.
- Keep the conversation going over time.

YOU DO NOT NEED THE PERFECT WORDS.

You need to begin.

SCHOOLS & COLLEGES

Bring August 21 onto campus through a brief announcement, classroom or residence-hall conversation, prevention resource table, digital signage, parent/family outreach, or a carefully planned remembrance activity.

Connect the day to year-round prevention through campus health, counseling, recovery, residence life, orientation, public safety, student leaders and other existing support systems.

Law Enforcement & First Responders

Agencies can support August 21 through public education, community partnership, remembrance and lifesaving preparedness.

Ways an agency can participate

- Share an August 21 prevention message from agency leadership.
- Participate in a community event, proclamation or remembrance ceremony.
- Provide a public-facing presentation on illicit fentanyl and local safety concerns within the agency's expertise.
- Share credible prevention and emergency-response resources through agency social channels.
- Host or join a community resource table with prevention partners.
- Recognize personnel and partners working to protect and educate the community.
- Coordinate with local families and community organizations before using personal stories or memorial images.
- Connect residents with local naloxone, treatment, recovery or other community resources where appropriate.

15-minute agency option

01 Opening

Recognize National Fentanyl Prevention and Awareness Day and the purpose of the observance.

02 Local prevention message

Share one concise public-safety or prevention message relevant to the community.

03 Remembrance

Observe a moment of silence or recognize impacted families participating with permission.

04 Call to action

Direct residents to credible prevention and emergency-response resources.

PARTNERSHIP MATTERS: When possible, bring public safety, public health, recovery and impacted families into the same August 21 conversation.

Businesses & Workplaces

Employers can make August 21 visible in simple ways while sharing prevention information with employees, customers and the wider community.

Easy workplace actions

- Send a brief August 21 message to employees.
- Display an official poster or digital-screen graphic in common areas.
- Host a short lunch-and-learn or safety conversation.
- Share prevention resources through an employee newsletter or intranet.
- Post an August 21 message on company social media.
- Support or sponsor a local family-led or community prevention event.
- Light a building or display an awareness message where appropriate.
- Review workplace emergency-response resources and make sure employees know where to find them.

Sample employee message

COPY + PERSONALIZE

Today, August 21, we recognize National Fentanyl Prevention and Awareness Day.

We are joining communities across the country in raising awareness about illicit fentanyl and today's changing illicit drug supply, remembering lives lost to fentanyl poisoning, and sharing prevention information that can help protect families and communities.

We encourage our team to learn the risks, share credible information and know what resources are available in our community.

Learn more: facingfentanylnow.org

Recovery Community

People in recovery and recovery organizations are important partners in prevention. August 21 can honor lives lost while also recognizing hope, connection, treatment, recovery and the value of every person who is here.

Ways to participate

- Join or co-host an August 21 community event.
- Offer speakers who want to share lived experience and prevention messages.
- Host an open house, community conversation or resource table.
- Share local recovery, treatment and support resources.
- Participate in remembrance activities alongside impacted families.
- Use social media to carry both prevention information and messages of hope.
- Invite peer-support organizations and recovery community organizations into local planning.
- Help ensure August 21 messaging avoids stigma and recognizes multiple pathways to support and recovery.

Suggested message

August 21 is a day of remembrance and prevention, and it is also a day to stand with people who are here. Recovery voices can help communities understand risk, reduce stigma, connect people to support and show that every life has value.

Build a shared resource table

Consider bringing together prevention education, naloxone information, treatment and recovery resources, behavioral health supports, peer services and local community contacts. Use resources that are current and appropriate for your community.

AUGUST 21 MESSAGE: Remember those we lost. Protect those who are here. Carry prevention forward.

Make Prevention Visible.

A building, bridge, campus, stadium, monument or community landmark can become a visible symbol of remembrance and prevention. Light it blue on August 21, pair the lighting with a clear prevention message, and invite the community to learn why the day matters.

How to participate

- 1 Choose a landmark**
Identify a building or public space that already participates in awareness lighting or community observances.
- 2 Make the request early**
Contact the property owner, city, venue, university or public-information office and ask about its lighting-request process.
- 3 Connect the light to the message**
Ask that the lighting be paired with a brief explanation of National Fentanyl Prevention and Awareness Day and a prevention resource.
- 4 Invite the community**
Share the lighting time and location, invite families and partners, and encourage photos using the official August 21 messaging.
- 5 Share it nationally**
Send Facing Fentanyl a photo, location and short description so the participation can be recognized and documented.

KEEP IT SIMPLE

The lighting itself is not the message. Use it to open the door to remembrance, education and action - and make prevention visible.

Sample Landmark / Building Request

Use this as a starting point and personalize it for the building, city, campus or organization you are contacting.

COPY + PERSONALIZE

Subject: Request to Recognize August 21 - National Fentanyl Prevention and Awareness Day

Dear [Name/Office],

I am writing to ask [building/landmark/organization] to recognize National Fentanyl Prevention and Awareness Day on August 21 by illuminating [location] in support of prevention, awareness and remembrance.

August 21 brings families, communities, agencies, schools, businesses, recovery partners and prevention organizations together to raise awareness about illicit fentanyl and today's changing illicit drug supply, remember lives lost to fentanyl poisoning, and encourage action that can help protect others.

We would be grateful if [building/landmark] could participate on August 21. If lighting is available, please let us know the colors, timing, application requirements and any information you need from us.

We would also be glad to share the recognition through local and national August 21 outreach.

Thank you for considering this request and for helping make prevention visible in our community.

Sincerely,

[Name]

[Organization]

[Phone / Email]

[City, State / Country]

When they say yes

- Confirm the exact lighting time and public viewing location.
- Ask whether the venue will post the reason for the lighting on its website or social channels.
- Provide official August 21 language and graphics.
- Notify local media and community partners.
- Photograph the lighting and share the location with Facing Fentanyl.

Bring August 21 to Your Country

National Fentanyl Prevention and Awareness Day began as a family-led movement in the United States. The prevention message can travel farther. Countries, communities, agencies, families, recovery partners and prevention organizations are invited to recognize August 21 in ways that reflect their own communities and local realities.

Recognize the day

- 1 A government, city, agency, organization, school or community can issue a statement, proclamation or other formal recognition of August 21.

Use local voices

- 2 Families, people in recovery, public-health professionals, prevention leaders and public-safety partners can help shape messaging that is meaningful locally.

Focus on prevention

- 3 Use August 21 to explain emerging risks in the illicit drug supply and give people practical information that can help protect lives.

Remember with purpose

- 4 Honor people lost while carrying their stories forward as a reason to educate and prevent future loss.

Connect with Facing Fentanyl

- 5 Share your recognition, event, materials and photos so international participation can be connected through the broader August 21 movement.

A COMPLEMENTARY DAY

August 21 can serve as a prevention-focused lead-in to other local and international observances later in the month. It does not need to replace existing awareness or remembrance efforts.

International Government / Partner Invitation

This invitation can be shared with ministries, embassies, public-health agencies, law-enforcement partners, prevention organizations, recovery communities and other national or regional partners.

COPY + PERSONALIZE

Subject: Invitation to Recognize August 21 - National Fentanyl Prevention and Awareness Day

Dear [Title/Name],

Facing Fentanyl invites [country/organization] to join August 21 as a shared day of prevention, remembrance, education and action.

What began in the United States as a family-led movement to prevent fentanyl poisoning can become a global invitation to raise awareness, strengthen prevention and protect lives. Each country can make the message its own by addressing the substances, risks and prevention needs affecting its communities.

Participation can begin simply: issue a public recognition, share prevention information, bring families and community partners together, engage public-health and public-safety leaders, or hold an August 21 awareness activity.

Facing Fentanyl welcomes the opportunity to share materials, lessons learned and support as [country/organization] considers how August 21 could be recognized locally.

Every community can do something. Every voice counts.

Sincerely,
[Name / Title]
Facing Fentanyl
facingfentanylnow.org

FOR INTERNATIONAL PARTNERS

Translate and adapt the message to local conditions. Keep the core purpose - prevention, awareness, remembrance and action - while using terminology and resources that make sense in your country.

International Recognition Template

This adaptable language can support a proclamation, ministry statement, municipal recognition or organizational resolution. Local officials should review and modify it to fit their jurisdiction and terminology.

RECOGNITION OF AUGUST 21
NATIONAL FENTANYL PREVENTION AND AWARENESS DAY

WHEREAS, communities around the world are confronting an evolving illicit drug supply that can expose people to fentanyl and other unexpected substances; and

WHEREAS, education and prevention can help people better understand risk, make informed decisions, recognize emergencies and connect with lifesaving resources; and

WHEREAS, families and communities affected by fentanyl poisoning carry powerful experience that can help inform prevention and protect others; and

WHEREAS, August 21 provides an opportunity to remember lives lost, support those who have been impacted, share credible prevention information and strengthen community action; and

NOW, THEREFORE, [government/agency/organization] recognizes August 21 as a day of fentanyl prevention and awareness and encourages communities, institutions and partners to participate through education, remembrance and prevention activities appropriate to their local needs.

Signed: _____ Date: _____

LOCALIZE BEFORE USE

Add local data only when it is current, sourced and appropriate. Countries may also broaden the language to address other emerging synthetic drugs or substances affecting their communities.

Register Your August 21 Activity

Registration helps Facing Fentanyl see where August 21 is happening, connect participating communities, recognize local leadership and build a clearer national and international picture of the movement.

Information to have ready

- Organization or group name
- Primary contact name and email
- City, state/province and country
- Name of the activity or event
- Date, time and location
- Public or private event
- Brief description of what you are planning
- Website or social-media link, if available
- Partners participating with you
- Whether you would like your activity shared publicly

WHERE TO REGISTER

Visit facingfentanylnow.org for the current August 21 participation and registration information. If an online registration form is added for the campaign year, use the link or QR code provided there.

Why register?

A proclamation, school activity, workplace message, memorial gathering, lighting, prevention event or international recognition all count. Registration is about documenting participation - not judging the size of the activity.

Share What Happened

The story of August 21 is bigger than any one event. After your activity, help document what happened so other communities can see what is possible and Facing Fentanyl can help you carry the momentum forward.

Send or save these items

- 2-5 strong photos from the activity
- A copy or photo of any proclamation or official recognition
- Event flyer or digital graphic
- Approximate attendance, if applicable
- Names of participating organizations or agencies
- A short description of what your community did
- One or two lessons that could help another community
- Local media links or coverage
- A quote from a participant, family member or partner - with permission to share
- Any plans to continue prevention work after August 21

PHOTO REMINDER

Before sending identifiable photos for public use, make sure you have the permissions required by your organization, venue or local rules - especially when minors are present.

A simple follow-up message

Our community recognized August 21 in [City/State/Country] through [activity]. We were joined by [partners/participants]. One thing we hope other communities take from our experience is: [lesson]. Attached are photos/materials that may be shared with permission.

Language That Keeps the Message Clear

Consistent language helps communities understand what August 21 is about while still leaving room for local voices and local experience.

Core messages

- August 21 is National Fentanyl Prevention and Awareness Day.
- The day brings remembrance, education, action and prevention together.
- Illicit fentanyl can be present in an unpredictable and constantly changing drug supply.
- Education should help people understand risk before a tragedy occurs.
- Families and lived experience are powerful partners in prevention.
- Prevention does not end on August 21; the day should help open the door to year-round action.

Preferred language

USE WHEN APPROPRIATE	AVOID ASSUMING
illicit fentanyl	that every fentanyl-involved death had the same circumstances
fentanyl poisoning	that a person knowingly sought fentanyl unless that is established
overdose/poisoning	that one term fits every family or community
today's illicit drug supply	that risk comes only from pills
people who use drugs / people in recovery	stigmatizing labels for people
credible, current local data	unsourced statistics or numbers copied from another community

ONE MESSAGE TO REMEMBER

The name of the drug may change. The need to understand the supply does not.

GLOSSARY

KEY TERMS USED IN THIS GUIDE

This glossary is designed to keep August 21 messaging clear and consistent. Local organizations may use additional terminology that reflects their communities, professional settings, or lived experience.

Awareness Sharing clear, accurate information so people recognize a risk, understand why it matters, and know where to find help or resources.

Counterfeit pill A pill made to look like a legitimate prescription medication but produced outside a regulated pharmaceutical supply. Counterfeit pills may contain fentanyl or other unexpected substances.

Drug poisoning Serious injury or death caused by exposure to a toxic amount of a drug or substance. The term can be especially relevant when a person did not know what substance was present.

Fentanyl A powerful synthetic opioid used medically for pain and anesthesia. Illicitly manufactured fentanyl is also present in the unregulated drug supply and is associated with fatal poisonings.

Fentanyl poisoning Serious injury or death caused by fentanyl exposure.

Illicit fentanyl Fentanyl manufactured or distributed outside the regulated medical and pharmaceutical system.

Illicit / unregulated drug supply Drugs, pills, powders, or other substances produced or sold outside regulated medical and pharmaceutical systems. Contents, strength, and contamination can be unpredictable.

Naloxone A medication that can rapidly reverse an opioid overdose, including one involving fentanyl. It is commonly available as a nasal spray and may be carried by community members and first responders.

Overdose A life-threatening reaction that occurs when a drug or combination of drugs overwhelms the body. In this guide, overdose and poisoning may both appear depending on the circumstances being described.

Prevention Actions taken before harm occurs to increase knowledge, reduce risk, strengthen protective factors, and help people make safer decisions.

Proclamation An official ceremonial statement issued by a mayor, governor, county, tribal, or other government leader recognizing a date, cause, or community observance.

Recovery An individual process of change through which a person works toward improved health, wellness, stability, and quality of life in relation to substance use.

Remembrance An intentional act of honoring and remembering people who have died, while recognizing the families and communities who continue to carry their stories.

Lived experience Knowledge gained through direct personal experience. In this guide, it may include people in recovery and family members or others directly affected by fentanyl or substance-related harms.

Impacted family A family affected by fentanyl poisoning, overdose, substance use, or related loss. The term includes many experiences and should be used respectfully and according to how families describe themselves.

Community partner A local organization, agency, school, business, faith group, recovery organization, public-safety partner, healthcare organization, or other group working with the community.

First responder A trained professional who responds to emergencies, including law enforcement officers, firefighters, emergency medical personnel, and other designated responders.

Media advisory A brief notice sent to news organizations before an event. It highlights the who, what, when, where, and why and is designed to encourage media attendance.

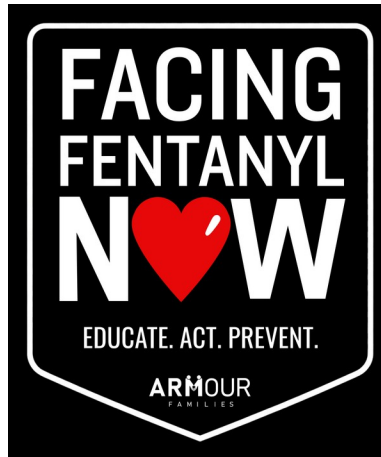
Press release A written announcement that provides news organizations with background, quotes, event details, and other information that can support coverage.

Harm reduction Practical strategies intended to reduce negative health and safety consequences associated with drug use, including approaches such as naloxone access and drug-checking where available.

AUGUST 21

Every Voice Counts.

Bring August 21 to your community.



REMEMBER. EDUCATE. ACT. PREVENT.

A family-led movement carrying prevention forward.

facingfentanylnow.org