



# PARTNER TOOLKIT

The Laced & Lethal toolkit is a resource for partners and community members to educate their communities on the increasing risk of fentanyl-laced drugs and further efforts to lower the number of fatal overdoses in King County.

Please send any questions about the toolkit to [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov)

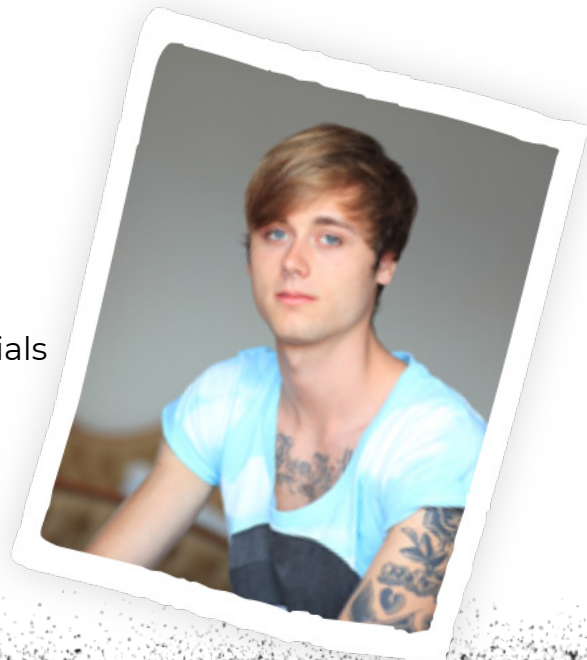
## TABLE OF CONTENTS

### Section 1: About Laced & Lethal

### Section 2: Support the Laced & Lethal Campaign

- Educate your community
- Download and request campaign materials
- Share how to get naloxone

### Section 3: Additional Resources



# ABOUT LACED & LETHAL

Laced & Lethal is a public health campaign that educates residents of King County on the dangers of fentanyl-laced substances and actions to prevent a fatal overdose.

Visit our website, [LacedandLethal.com](https://LacedandLethal.com), to learn more.

## CAMPAIGN EXECUTION

Laced & Lethal has developed a variety of evidence-based educational content and resources that are uniquely tailored for teens and adults. This work includes the creation of campaign branding, a comprehensive website, paid media ads, videos, posters, takeaways, a free naloxone distribution program, and more.

Laced & Lethal content is disseminated to those most at-risk in King County through targeted paid media advertisements and community partners. Each paid media activation includes a unique, audience-informed channel strategy that leverages relevant digital platforms such as Snapchat, Facebook, Instagram, search (Google), and Youtube. Ads deliver actionable information and drive to the website, [LacedandLethal.com](https://LacedandLethal.com), which provides in-depth fentanyl and overdose prevention education and resources.

## SUPPORT THE LACED & LETHAL CAMPAIGN

Want to engage with Laced & Lethal? Here are three ways you can support the campaign and help protect your community:

1. Educate Your Community
2. Download and request campaign materials
3. Share how to get naloxone





# 1. EDUCATE YOUR COMMUNITY

Increase awareness about fentanyl within your local community. Write a blog post, have conversations with friends and family, display materials, or post related content on your social media. Here are some talking points to support your communication efforts.

## KEY TALKING POINTS

- **Localize the Risk:** Pills laced with fentanyl are flooding the Pacific Northwest. In just two years (2018-2020), King County saw a 164% increase in the number of fentanyl-related overdose deaths.
- **Explain the Risk:** Fentanyl is tasteless, odorless, and too small to see with the naked eye. It's extremely potent: an amount the size of two grains of salt is enough to cause a deadly overdose.
- **Help Identify the Risk:** Fentanyl-laced pills appear identical to those prescribed by doctors. In King County, fentanyl is most commonly seen in blue, greenish, or pale colored counterfeit pills. There may be other colors. These pills may be marked as "M30" and sometimes as "K9," "215," and "v48."
- **Dispel Misconceptions:** There is no such thing as a "safe" source: substances are often laced with fentanyl long before they reach a direct supplier. The blending of fentanyl is inconsistent and completely random, making every single dose a risk. One dose may not contain fentanyl, while another does—even though both come from the same supply.
- **Promote Naloxone:** Naloxone is the only medication that can reverse an opioid overdose. It's available over-the-counter without a prescription at Washington state pharmacies and many community-based organizations. Visit the resources section for location information and ways to get it for free. Emphasize the importance of having it on hand and letting others know where it is stored in case of emergency.
- **Discourage Using Alone:** The best way to prevent a fatal overdose is to avoid using alone. If someone is experiencing an overdose they can't personally call for help or use naloxone. If using with someone is not possible, recommend using a service like [neverusealone.com](https://neverusealone.com).
- **Teach the Warning Signs:** The most clear sign of an overdose is if someone is unresponsive (won't wake up). Other signs include:
  - Slowed or no breathing
  - Heavy gurgling or snoring sounds
  - Blue or gray skin, lips, or nails
  - Cold or clammy skin
- **Emphasize the Big Three:** In case of an overdose, someone will need to: Administer naloxone, perform rescue breathing, and call 911. Even if you don't have naloxone, rescue breathing alone can keep someone alive until EMS arrives. For more instructions and for information on how to identify an overdose visit <https://lacedandlethal.com/how-to-spot-an-overdose>
- **Explain the Law:** Remember that the Good Samaritan Law protects witnesses and victims from being prosecuted for drug possession: "If you seek medical assistance in a drug-related overdose, you and the victim cannot be prosecuted for drug possession."

For additional tips on how to have effective conversations with teens reference the discussion guide linked in section 2.

## 2. DOWNLOAD AND REQUEST CAMPAIGN MATERIALS

Help educate your community about the increasing risk of fentanyl-laced substances in King County and overdose prevention with the downloadable materials below. To request free printed materials please **fill out this form**.

Please do not modify these documents. If modifications are needed please reach out to us at [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov). We would be happy to help.

### MATERIALS FOR TEENS

#### POSTER

Provide teens with the need to know information and resources about naloxone, the life-saving overdose reversal medication.

CLICK A LANGUAGE TO DOWNLOAD

[English](#) [Spanish](#) [Vietnamese](#) [Russian](#) [Somali](#)



We recommend using 100 lb matte, 11' x 17" paper when printing the poster. Display in areas with high visibility.

#### HANDOUT

Put vital naloxone information and resources directly into teens' hands with this printable card.

CLICK A LANGUAGE TO DOWNLOAD

[English](#) [Spanish](#) [Vietnamese](#) [Russian](#) [Somali](#)



We recommend using either 12 pt or 14 pt matte cardstock and a print size of 4" x 6" to print the handout. Place where they can be clearly seen and are easily accessible.



## DISCUSSION GUIDE

Learn tips and strategies for effective conversations with teens about fentanyl-laced drugs and overdose prevention.



This PDF document can be printed on any regular printer using 8.5" x 11" paper. It can also be sent digitally.

## STICKERS

Encourage teens to take pride in carrying naloxone by using these stickers, which alert others that naloxone is on hand.



We recommend printing the stickers through a sticker vendor, such as Sticker Mule. For best results, choose a matte finish. In addition, we encourage teens and organizations to share these stickers digitally on their social media channels.

## MATERIALS FOR ADULTS

### POSTER

Amplify must-have overdose prevention tips and resources to at-risk adults with this printable poster.



CLICK TO DOWNLOAD

### HANDOUT (SMALL)

Provide fentanyl education and overdose prevention tips with this handy card.



- **Avoid using alone.** You can't administer naloxone, perform rescue breathing, or call 911 for yourself during an overdose, increasing the risk for a fatal overdose.
- **Take pills or drugs in turns,** just in case there's a deadly dose of fentanyl in your pills.
- If you do choose to use drugs alone, **use a free service like Never Use Alone** (scan below to access).

Learn more at [LACEDANDLETHAL.COM](https://www.lacedandlethal.com)

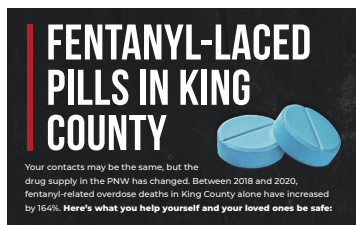
CLICK TO DOWNLOAD

We recommend using 100 lb matte, 11" x 17" paper when printing the poster. Display in areas with high visibility.

We recommend using either 12 pt or 14 pt matte cardstock and a print size of 4" x 6" to print the handout. Display where they can be clearly seen and are easily accessible.

### HANDOUT (FULL SIZE)

Educate your community on ways to prevent a fatal overdose and relevant resources with this guide.



#### GET NALOXONE

This life-saving medication can quickly reverse opioid overdoses. In 2020 alone, it saved over 2,000 community members in Washington state. It's available in pharmacies without a prescription and for free. Scan the code to get free naloxone now.

#### AVOID USING ALONE

During an overdose, it's impossible to give yourself naloxone, perform rescue breathing, or call 911 for yourself. Having someone else present means they can respond and save your life.

If everyone you're with is using, take pills in turns, just in case they're laced with a deadly dose of fentanyl. There's no one to get help if everyone has overdosed.

If you do choose to use by yourself, use a free service like **Never Use Alone**. Scan the code to go to their website.

Learn more at [LACEDANDLETHAL.COM](https://www.lacedandlethal.com)

CLICK TO DOWNLOAD



This PDF document can be printed on any regular printer using 8.5" x 11" paper. It can also be sent digitally.





# 3. SHARE HOW TO GET NALOXONE

Naloxone (also called Narcan®) is a life-saving medication that can reverse an overdose. In Washington state it's easily accessible over-the-counter without a prescription. See the resources section for more information on where to get it and encourage those you know to get naloxone to keep themselves and their loved ones safe.

Reach out to [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov) to learn how to become a Laced & Lethal community partner and distribute naloxone in your community.

## ADDITIONAL RESOURCES

Explore the resources below to find more information on substance use and organizations offering support to residents in King County.

### NALOXONE

- For King County residents, Laced & Lethal has partnered with Kelley-Ross pharmacies to provide free and naloxone to King County residents. There are two ways to get naloxone through this program:
  - Visit one of the two Kelley-Ross pharmacies in-person and mention the Laced & Lethal campaign. The pharmacies are located at 2324 Eastlake Ave E #400, Seattle, WA 98102 and 904 7th Ave #103, Seattle, WA 98104 (in the Polyclinic).
  - Order online by filling out [this form](#). Naloxone will be shipped to you at any address at no cost.
- For Washington state residents, naloxone is available at pharmacies and many community organizations. Find an organization near you [here](#).

### CRISIS LINES

- [Teen Link](#) is a hotline staffed by trained teen volunteers to the youth of King County. It is a part of the Crisis Connections program and can be accessed by dialing (866) 833-6546.

- [Crisis Connections](#) tends to the emotional and physical needs of individuals across Washington. Immediate help is available 24 hours a day by calling the adult crisis line: (866) 427-4747.
- [Never Use Alone](#) provides a life-saving, judgement-free crisis line for people who use drugs alone. Call (800) 484-3731 for this free service.

### TREATMENT

- The Washington Recovery Help Line (866) 789-1511 is open 24/7 to anyone struggling with substance abuse, gambling addiction, and/or mental health challenges.

### ADDITIONAL OVERDOSE INFORMATION

- [Stopoverdose.org](#) offers information and resources to help residents of Washington respond to and prevent opioid overdose and find naloxone.

If you have any questions or comments, please contact [LacedandLethal@kingcounty.gov](mailto:LacedandLethal@kingcounty.gov)