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Subject: Taking Action to Stop Youth Opioid Abuse

Attachments: President Donald J. Trump is Taking Action to Stop Youth Opioid Abuse.pdf
Youth Opioid Prevention Toolkit.zip

State and Local Leaders,

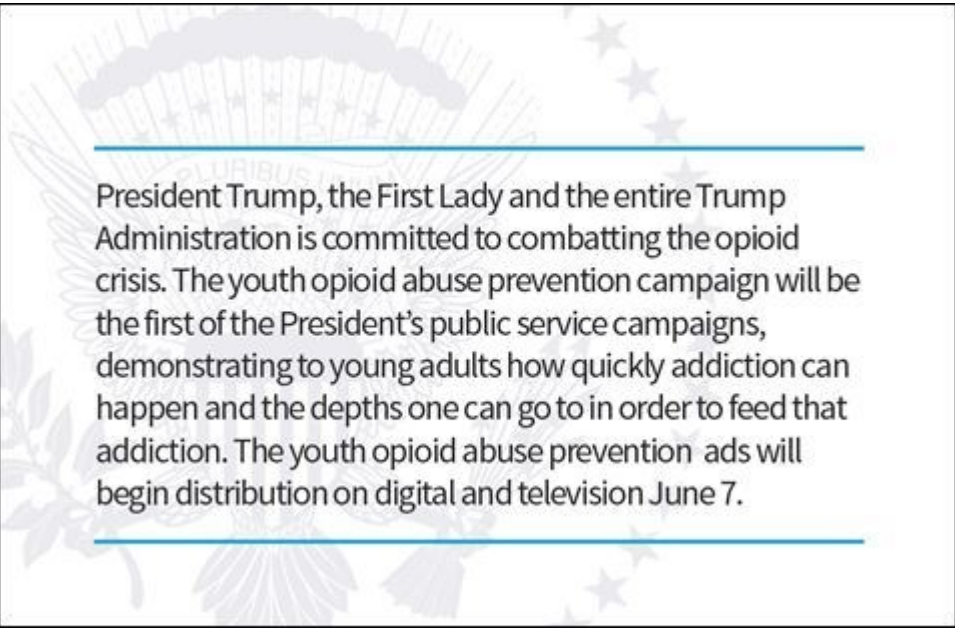
Thank you to those who joined today's briefing call on the Youth Opioid Prevent Ad Campaign. Below and attached you will find additional information (including the toolkit referenced in the call).



"My Administration is committed to fighting the drug epidemic and helping get treatment for those in need."

President Donald J. Trump

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- **Factsheet** – President Donald J. Trump is Taking Action to Stop Youth Opioid Abuse (attached)
 - o **Campaign To Stop Youth Opioid Abuse:** President Donald J. Trump is dedicating his first public service campaign to combatting opioid misuse and addiction among youth.
 - o **The Opioid Crisis:** The opioid epidemic in America is growing and young people are at an elevated risk of addiction.
 - o **Taking Action To Combat Opioids:** President Trump and his Administration are committed to fighting opioid addiction across the Nation
 - **Toolkit** – Youth Opioid Prevention Toolkit (attached in the zip file)
 - **Brochure** – Youth Opioid Prevention Brochure (attached in the zip file)
 - **Discussion Guide** – Youth Opioid Prevention Discussion Guide (attached in the zip file)
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President Trump, the First Lady and the entire Trump Administration is committed to combatting the opioid crisis. The youth opioid abuse prevention campaign will be the first of the President's public service campaigns, demonstrating to young adults how quickly addiction can happen and the depths one can go to in order to feed that addiction. The youth opioid abuse prevention ads will begin distribution on digital and television June 7.

Additional Information

Today is the official launch the first of many anti-opioid campaigns from the Trump Administration. This first campaign, done through the Office of National Drug Control Policy (ONDCP) will be focused on young adult opioid prevention. This campaign is a partnership between the Executive Office of the President, the Ad Council and the Truth Initiative. Attached you will find a campaign toolkit with the core elements helpful to the promotion of this effort, a fact sheet and prevention brochure.



THE ADS

Ads

- Amy's Story (Link: <https://www.youtube.com/watch?v=jCxMEjpX6K8>)
- Chris's Story (Link: <https://www.youtube.com/watch?v=dbskRwUudzc>)
- Joe's Story (Link: https://www.youtube.com/watch?v=EJaFM-Sl__A<)
- Kyle's Story (Link: <https://www.youtube.com/watch?v=IWyEnOSGWP8>)

Campaign Summary

- **The Campaign:** This first campaign is a multi-channel campaign from the White House Office of National Drug Control Policy (ONDCP), the Ad Council and Truth Initiative that focuses on preventing and reducing the misuse of opioids among youth and young adults.
- **The Audience:** The target audience is young adults 18 to 24 years old, with a halo audience of 15 to 30 years old.
- **The Website:** The campaign's website, opioids.thetruth.com, will include information about opioids, the epidemic, and a link to a treatment locator powered by SAMHSA.
- **The Ads:** The first set of four ads brings to life four different, hyper-relatable addiction stories of young Americans who, in pursuit of more pain pills, go to extreme measures to feed their addiction -- including a purposeful car crash and a self-inflicted broken arm.
 - o This multi-channel campaign will reach youth and young adults through donated media on digital platforms and social media, influencers and television.
 - o Every aspect of the campaign is grounded in research, evaluation and expert input. The final product reflects the most engaging of approximately 150 tested messages.
 - o This is the first of multiple advertising and awareness campaigns targeted to young Americans and the opioid crisis.

Today, the Administration unveiled the first set of public awareness ads to combat the opioid crisis. This first set of ads is focused on preventing young adults, ages 18-24, from misusing or abusing opioids. This campaign was created in partnership with the Office of National Drug Control Policy, the Ad Council, and the Truth Initiative. The Ad Council has a 75-year history of effective and iconic public awareness campaigns, and the Truth Initiative has a proven track record of changing youth health behaviors.

The first four ads, which are based on real life, tell the graphic stories of four young adults going to extreme lengths to maintain their prescription opioid addiction. These ads show young adults how quickly opioid addiction can occur, and the extreme lengths to which some go to continue use of drugs while in the grips of addiction. This will be the first of many ad campaigns from this Administration targeted to different audiences and varying aspects of the opioid crisis.

On day one of his Administration, President Donald J. Trump made combatting drug abuse and the opioid crisis a focal point of his Administration's agenda. In 2016, this crisis took the lives of 116 of our fellow Americans every day. This means opioid overdoses were responsible for killing more Americans than vehicle crashes, gun violence, or breast cancer. More than two-thirds of people in treatment for prescription opioids reported first using them before they were 25 years old. As we have said from the beginning, tackling this crisis will take a whole-of-government approach, and the Trump Administration remains committed to working with Congress, State, local, and tribal officials, and other important stakeholders to end this crisis once and for all.

This campaign is another critical step in the Trump Administration's effort to combat drug demand and the opioid crisis. The President's Initiative to Stop Opioid Abuse, which he announced on March 19, 2018, will help to reduce drug demand and save lives through education and awareness and by preventing over-prescribing, cutting off the flow of illicit drugs across our borders and into our communities, and expanding access to evidence-based treatment.

To view the ads and learn more about the campaign to combat the opioid epidemic, visit opioids.thetruth.com.

Please let me know if you have any questions.

Thanks,
Nic

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