

IT ONLY TAKES ONE 

CAMPUS ACTIVATION

**SIDDALL**  
COMMUNICATIONS, LLC

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SOCIAL POST SUGGESTED COPY



Fake pills that look like Adderall, Xanax and other common meds are often laced with fentanyl. Spread the word. Because one fake pill can take a life. But one conversation can save it.



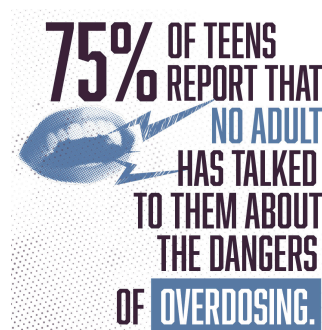
Fentanyl is found in pills that are made to look like Adderall, Xanax and other common drugs. According to the Virginia Foundation for Healthy Youth, about half of the fake pills tested contained a lethal dose of fentanyl. Share this statistic with friends and loved ones. Spread the word to stop this deadly drug.



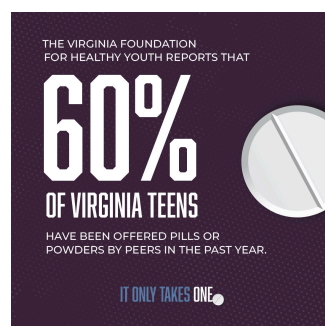
One fake pill can contain enough fentanyl to kill a person. One conversation about it could save a life. Make today the day you spread the word about fentanyl.



How can we stop Virginia’s fentanyl crisis? One conversation at a time. Make this the day you start talking about this deadly drug. It’s in fake pills. It’s in vapes. And we have to stop it from taking lives.



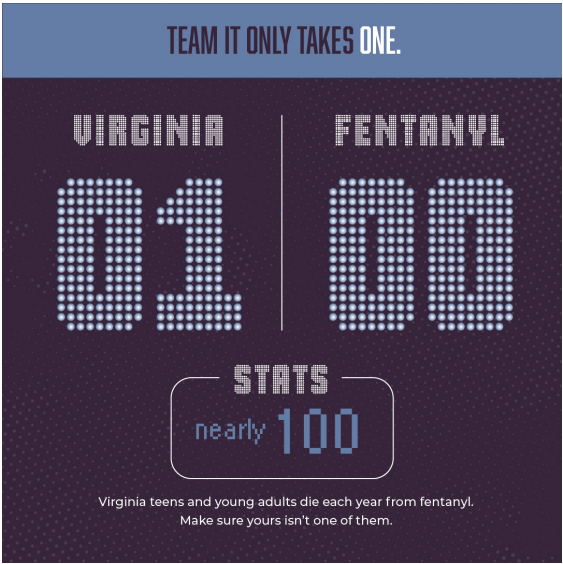
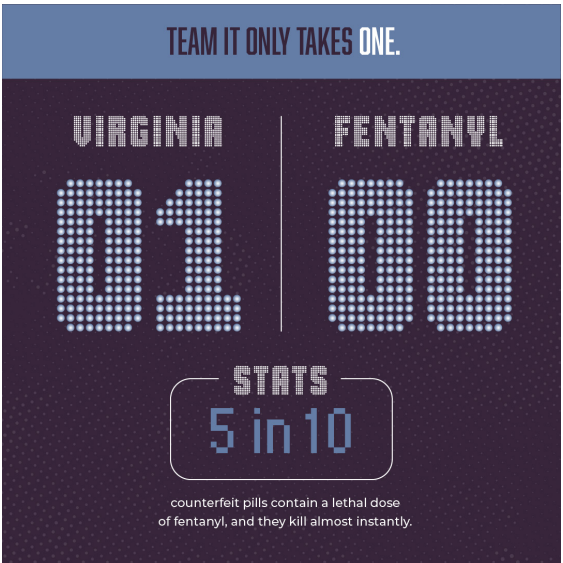
Fentanyl kills. But you can help stop it. Make this the day you have a conversation about this deadly drug. Visit [ItOnlyTakesOne.virginia.gov](https://ItOnlyTakesOne.virginia.gov) to commit to talking about fentanyl.



Fentanyl kills about 1,700 Virginians a year. So spread the word about how common this drug is. With so many students being offered pills and powders, they’re at risk of overdosing from fentanyl-laced drugs.



IOTO CAMPUS ACTIVATION TOOLKIT:  
SOCIAL POST GRAPHICS






IOTO CAMPUS ACTIVATION TOOLKIT:  
I TOOK THE PLEDGE GRAPHIC



**FIVE VIRGINIANS** DIE FROM FENTANYL **EVERY DAY.**  
**IT ONLY TAKES** ONE INDIVIDUAL TO HAVE A CONVERSATION THAT WILL **SAVE A LIFE.**

I \_\_\_\_\_ WILL  
HAVE A CONVERSATION WITH \_\_\_\_\_  
ABOUT FENTANYL BECAUSE

ITONLYTAKESONE.VIRGINIA.GOV

IT ONLY TAKES ONE 

# 10 WAYS TO HELP SAVE A LIFE

## Activation Ideas for Fentanyl Prevention & Awareness on Campus

Fentanyl is the leading cause of overdose deaths in Virginia, and many victims are young people. By increasing awareness and taking action, we can help prevent its devastating effects.

This guide is designed for student leaders, campus organizations and staff who want to bring fentanyl prevention to their communities. Whether it's for **National Fentanyl Prevention and Awareness Day**, **National Fentanyl Awareness Day**, **National Naloxone Day**, **International Overdose Awareness Day** or **National Recovery Month**, or part of year-round programming, consider these **10 ways to make a difference on your campus**.

- 1

**SIGN & SHARE THE PLEDGE**  
Encourage students, faculty and organizations to sign the Commit to Talk pledge at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov) — then challenge friends to do the same on social media.
- 2

**HOST A TABLING EVENT**  
Set up a table in a high-traffic area (dining hall, quad, union) with pledge cards, purple ribbons and awareness materials.
- 3

**LIGHT YOUR CAMPUS PURPLE**  
Work with facilities to light up a campus landmark (dorm, fountain, stadium) in purple to show solidarity and remembrance.
- 4

**WEAR PURPLE FOR PREVENTION**  
Ask students, faculty and staff to wear purple during fentanyl awareness observances. Share photos with #ItOnlyTakesOne.
- 5

**HOST NALOXONE/REVIVE TRAINING**  
Partner with campus health or local organizations to offer a 10-minute REVIVE! training session so students know how to respond in an overdose emergency. Learn more at [itonlytakesone.virginia.gov/take-action/get-trained/](https://itonlytakesone.virginia.gov/take-action/get-trained/).
- 6

**BRING IN A SPEAKER OR PANEL**  
Invite a recovery advocate, health professional, peer leader or Fentanyl Family Ambassador to share stories and tips for staying safe.
- 7

**POST STUDENT STORIES**  
Encourage students to record short videos or social posts about why prevention matters to them, using campaign hashtags #itonlytakesoneVA.
- 8

**POP-UP AWARENESS WALL**  
Set up an interactive wall where students can write why they're committed to prevention, dedicate messages to loved ones or sign and display pledge cards.
- 9

**GAME DAY TAKEOVER**  
Work with your athletics department to display prevention messages on the scoreboard and hand out ribbons – or host a table where students and guests can sign the pledge and learn how to get REVIVE! trained.
- 10

**RESIDENCE HALL COMPETITION**  
Host a friendly competition between dorms, student clubs, Greek organizations, etc. to see who can get the most pledges signed or participants at a prevention event.



Visit [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov) for resources and ideas.



FENTANYL AWARENESS:

Prompts for Capturing  
Powerful Student Voices

When it's heard directly from students, conversation about overdose prevention is more genuine and relatable. Use these tips and prompts to spark discussions at your event, in interviews or on social media.

TIPS FOR GETTING AND LEVERAGING GREAT QUOTES

- **Ask open-ended questions.** Encourage more than “yes” or “no” answers.
- **Keep it short.** Aim for one- or two-sentence responses for social media or press use.
- **Always ask permission.** Get a student's okay before sharing their quote publicly.
- **Use great student quotes anywhere.** Work them into signage at a pledge table, in dialog after a panel or during a student-led awareness activity.
- **Make it social.** Record answers as short video clips or post written quotes using #ItOnlyTakesOneVA.

PROMPTS ABOUT AWARENESS AND IMPACT

- *“Did you learn anything today about fentanyl that surprised you?”*
- *“What do you think most students don't realize about fentanyl?”*
- *“How has this event changed how you think about substance use or overdose prevention?”*

PROMPTS ABOUT ACTION AND EMPOWERMENT

- *“What's one thing you plan to do after this event to help keep yourself or your friends safe?”*
- *“How can student leaders on this campus help spread awareness about fentanyl?”*
- *“What do you think would be the best way to raise awareness about this issue on campus?”*

PROMPTS ABOUT PERSONAL CONNECTION

(Optional — for students who want to share more personal stories)

- *“Why does fentanyl prevention matter to you personally?”*
- *“Have you or someone you know been affected by fentanyl? What would you want others to know from that experience?”*
- *“Do you know the signs of an overdose and what to do in the event of an overdose?”*

IT ONLY TAKES ONE



Find more resources at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov).

# IT ONLY TAKES ONE SPECK OF FENTANYL TO KILL. LEARN HOW TO STOP IT.

You’ve probably heard about fentanyl – but do you really know what makes it so dangerous? This powerful synthetic opioid is being mixed into fake pills and powders, often without people knowing. And it only takes a few salt-sized grains of fentanyl to be deadly.

The good news? **Awareness saves lives.** When you understand the risks and know how to respond, you can protect yourself and the people you care about.

### KNOW THE SIGNS OF AN OVERDOSE

If you think someone might be overdosing, don’t wait, **act fast.** Watch for:

- Unresponsiveness or the inability to wake up
- Slow or stopped breathing
- Blue or gray skin, lips or fingernails
- Choking, gurgling or snoring sounds

### If you think it’s an overdose, call 911 right away.

And don’t be afraid to call. Virginia’s Good Samaritan Law protects you when you get help for someone in an emergency.

NEED SUPPORT?

988 Suicide & Crisis Lifeline:  
Call or text 988 – 988lifeline.org

### KNOW HOW TO SAVE A LIFE

- 1

**Carry naloxone.** It’s a safe medication that reverses opioid overdoses. Anyone can use it. You can often get it for free through your campus health center or your local health department – or through the REVIVE! program.
- 2

**Get REVIVE! trained.** It only takes 10 minutes to learn how to spot an overdose and administer naloxone. Find training near you at [itonlytakesone.virginia.gov/take-action/get-trained](https://itonlytakesone.virginia.gov/take-action/get-trained).
- 3

**Take the pledge.** Commit to talking about fentanyl and looking out for your friends. Sign the pledge at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov).

IT ONLY TAKES ONE 

Find more resources at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov).

# IT ONLY TAKES ONE SPECK OF FENTANYL TO KILL. LEARN HOW TO STOP IT.

Fentanyl overdose resources for students, peer leaders and campus organizers.

Use these resources to learn more, take action and bring overdose prevention to your campus.

FACTS ABOUT FENTANYL AND OVERDOSE PREVENTION

- **CDC: Fentanyl Facts:** What you need to know about fentanyl and overdose risks. [cdc.gov/stop-overdose/caring/fentanyl-facts.html](https://www.cdc.gov/stop-overdose/caring/fentanyl-facts.html)
- **DEA: One Pill Can Kill:** See what counterfeit pills look like and learn the dangers. [dea.gov/onepill](https://www.dea.gov/onepill)
- **Virginia Department of Health:** Opioid Data & Resources – Get the latest stats and statewide prevention strategies. [vdh.virginia.gov/opioid-data](https://www.vdh.virginia.gov/opioid-data)

TAKE ACTION

- **Sign the Commit to Talk Pledge:** Join Virginians in pledging to talk about the dangers of fentanyl. [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov)
- **Plan an Awareness Event:** Use the It Only Takes One toolkit to host a roundtable, training session or pledge drive. [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov)
- **REVIVE! Overdose Response Training:** Learn how to recognize and respond to an overdose. [dbhds.virginia.gov/behavioral-health/substance-abuse-services/revive-2/](https://dbhds.virginia.gov/behavioral-health/substance-abuse-services/revive-2/)
- **Get Free Naloxone:** Find locations where you can get naloxone near you. [vdh.virginia.gov/naloxone/naloxone-distribution-to-community-partners/](https://vdh.virginia.gov/naloxone/naloxone-distribution-to-community-partners/)

FIND HELP AND SUPPORT.

- **988 Suicide & Crisis Lifeline:** Free, 24/7 mental health and crisis support. Call or text 988 | [988lifeline.org](https://988lifeline.org)
- **Department of Behavioral Health and Developmental Services:** For recovery and wellness support. [dbhds.virginia.gov/](https://dbhds.virginia.gov/)
- **Right Help, Right Now:** For behavioral health support. [hhr.virginia.gov/initiatives/behavioral-health/](https://hhr.virginia.gov/initiatives/behavioral-health/)
- **SAMHSA Helpline:** National 24/7 treatment referral and information. Call 1-800-662-HELP (4357) | [samhsa.gov/find-help/national-helpline](https://www.samhsa.gov/find-help/national-helpline)
- **Virginia Community Services Boards:** Local mental health & substance use support. [vacsbs.org](https://vacsbs.org)

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Find more resources at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov).



# CAMPUS EVENT PLANNING GUIDE

## Bring your campus together for an important conversation.

You don't need to be an event expert to make a difference. This guide is built for **student affairs teams, residence life staff, health educators and student leaders** who want to create a meaningful, high-impact fentanyl prevention event. It's simple, adaptable – and designed to help you start lifesaving conversations on your campus.

### Recommended Event Structure

This event structure keeps things simple while creating a meaningful experience — giving students, staff and community members a chance to learn, connect and take action together.

- Roundtable Discussion (30 min.):** Host a guided conversation led by a moderator with a mix of student leaders, campus officials and public health or recovery advocates. This is an opportunity to share stories, exchange ideas and empower students to take the message back to their peers.
- Quick REVIVE! Training (10 min.):** Offer a brief, hands-on training session led by campus health or local public health experts to teach participants how to recognize an overdose and save a life using naloxone.
- Awareness Action:** Close the event with a tangible activity – like signing the pledge, distributing purple ribbons, or performing another symbolic action that keeps the message visible on campus.
- Enhancement Options:** Want to take it further? Add simple but powerful touches like a candlelight vigil, chalk message wall, or partnering with the athletics department for a game-day awareness moment.

### Planning Timeline

- 6-8 weeks out:** Identify the date, secure the venue, recruit student partners, invite guest speaker(s).
- 4-6 weeks out:** Confirm REVIVE! training support, develop a promotion plan, submit space and tech requests.
- 2-3 weeks out:** Launch the marketing campaign (email blasts, social media, flyers), coordinate with athletics or other campus departments for add-ons.
- 1 week out:** Finalize run-of-show, brief speakers, and distribute logistics to all stakeholders.
- Day of:** Ensure signage, ribbons, pledge cards, and tech setup are in place. Coordinate media coverage if applicable.

IT ONLY TAKES ONE 

*It only takes one pill to take a life – and one action to help save one.*

# CAMPUS EVENT PLANNING GUIDE

## Sample Run-of-Show (60-75 mins.)

Time	Activity	Lead
0:00-0:05	Welcome and context for the event	Campus official
0:05-0:35	Roundtable discussion	Moderator
0:35-0:45	REVIVE! training	Health department or campus health staff
0:45-0:55	Pledge signing & ribbon distribution	Student leaders
0:55-1:15	Optional add-ons: vigil, game-day awareness or reflection activity	Planning team

### Sample Moderator Questions for Roundtable Discussions

Here are a few sample prompts to guide your conversation:

- What do students on our campus need to know about fentanyl that they might not already know?
- How can student leaders help prevent overdoses and start meaningful conversations with peers?
- What resources are available on campus (or in the community) if someone needs help?
- What role do faculty, staff and administration play in supporting student-driven prevention?
- If you could give students one piece of advice about staying safe, what would it be?

### Event Checklist

- ☐ Reserve venue and AV support
- ☐ Identify and invite speaker(s)
- ☐ Coordinate with the local health department for REVIVE! training
- ☐ Recruit student leaders for planning and promotion
- ☐ Secure materials (ribbons, pledge cards, signage)
- ☐ Promote through campus communications and media channels
- ☐ Coordinate with the PR team for coverage
- ☐ Capture event documentation for reporting

To access helpful resources, visit [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov)



Every day, families across Virginia are negatively impacted by fentanyl, a deadly opioid that is laced into fake pills and powders. It only takes one counterfeit pill to take a life. But it also only takes one conversation, one action, or one event to spark hope and save lives.

Thanks to the diligent efforts of caring communities like yours, **Virginia is now leading the nation in reducing drug overdose deaths, with a 44% drop in fentanyl deaths in 2024.** But even one loss is too many – and our work continues.

Moments like National Fentanyl Prevention and Awareness Day on August 21st, International Overdose Awareness Day on August 31st, and National Recovery Month in September remind us just how powerful it is when campuses and communities come together to raise awareness and take action. But this work cannot be limited to those days alone.

That’s why I’m inviting you to join us by hosting an awareness event on your campus or in your community. Whether it’s a roundtable conversation, a session on how to administer the opioid reversal drug naloxone, a pledge drive, or a moment of remembrance, your efforts will help save lives by educating students, sparking conversations and spreading the critical message that fentanyl kills.

In this toolkit, you’ll find simple, ready-to-use resources to help you plan and host a meaningful event – along with ideas for engaging students, faculty, and community members. Whether you light your campus purple (the color of recovery), organize an informative panel discussion, or simply share this message on social media, your actions matter!

Join us in this lifesaving effort. Together, we can protect our campuses, empower our students, and beat fentanyl in Virginia. Visit **[itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov)** to access resources and get started today.

**Suzanne S. Youngkin**  
First Lady of Virginia



FOR IMMEDIATE RELEASE

[Date]

Media Contact:

[Name]

[Title]

[Phone]

[Email]

[Campus Name] Students Lead the Charge for Fentanyl Prevention on Campus

*Students invite peers, campus leaders and media to a fentanyl prevention and awareness event at [Campus Name].*

What:

Students at [Campus/Organization Name] are taking action to raise awareness about the dangers of fentanyl – and to equip their peers with lifesaving skills. As part of Virginia’s statewide *It Only Takes One* initiative, [Campus/Organization Name] student leaders will host a fentanyl prevention and awareness event featuring [include 1-2 sentences to briefly describe key elements — ex. a student-led roundtable discussion, naloxone (Narcan) training, pledge-signing or remembrance activity].

Why:

Fentanyl is now the leading cause of drug overdose deaths in the U.S., and teens and young adults are increasingly at risk from counterfeit pills containing deadly amounts of the drug. Nearly 90% of fentanyl overdoses in Virginia are accidental. This event empowers students with the knowledge and tools to protect themselves and their peers, and amplifies student voices in the fight against this crisis.

Who:

- [Name], [Title or Role] (Student leader or organizer)
- [Name], [Title] (Campus administrator or partner)
- [Optional] Local public health or recovery advocate

When:

[Day, Date]

[Time]

Where:

[Location Name]

[Full Address]



Visuals/Media Opportunities:

- Student-led roundtable discussions
- Naloxone (Narcan) training demonstration
- Pledge-signing and awareness displays
- Interviews with student leaders and campus officials

About It Only Takes One:

**It Only Takes One** is a statewide initiative championed by the First Lady of Virginia Suzanne S. Youngkin, the Secretary of Health and Human Resources, the Virginia Foundation for Healthy Youth and state health and public safety partners. The campaign provides tools, training and resources to help communities start lifesaving conversations about fentanyl and overdose prevention. Learn more at [itonlytakesone.virginia.gov](https://itonlytakesone.virginia.gov).

###





PRE-EVENT

FOR IMMEDIATE RELEASE

[Campus/Organization Name] Students Lead the Charge for Fentanyl Prevention on Campus

[City, VA] — Students at [Campus/Organization Name] are taking action to save lives. On [Event Date], student leaders will host a fentanyl prevention and awareness event as part of Virginia’s statewide *It Only Takes One* initiative – bringing their peers together to learn, talk and drive change to take on one of today’s most pressing public health challenges.

The event, which will be held [add specific locations and times], will feature [add 1-2 sentences to briefly describe key components — ex. a student-led roundtable discussion, a quick naloxone training, pledge-signing activities, or a moment of remembrance].

*"[Quote from student leader or event organizer — ex. 'As students, we want to start conversations that could save lives,' said [Name, Title]. 'Events like this help us spread awareness and show our campus community how to respond in an emergency.']"*

Fentanyl is now the leading cause of drug overdose deaths in the U.S., and teens are increasingly at risk from counterfeit pills containing deadly amounts of fentanyl. Nearly 90% of fentanyl overdoses in Virginia are accidental.

[Optional quote from campus administrator or partner]

The event is part of the *It Only Takes One* statewide initiative, which provides resources for colleges, universities and communities to host fentanyl prevention events, pledge drives and trainings across Virginia.

For more information about the event or to access prevention resources, visit [Campus Website or] [itonlytakesone.virginia.gov](#).

Media Contact:

[Name]  
[Title]  
[Phone]  
[Email]

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POST-EVENT

FOR IMMEDIATE RELEASE

[Campus/Organization Name] Students Take On Fentanyl at “It Only Takes One” Event

[City, VA] —On [Event Date], student leaders at [Campus/Organization Name] hosted a fentanyl prevention and awareness event as part of Virginia’s statewide *It Only Takes One* initiative. More than [number of attendees] gathered at the event, where they learned and discussed one of today’s most pressing public health challenges.

The event featured [add 1-2 sentences to briefly describe key components — ex. a student-led roundtable discussion, a quick naloxone training, pledge-signing activities, or a moment of remembrance].

*"[Quote from student leader or event organizer — ex. 'As students, we want to start conversations that could save lives,' said [Name, Title]. 'Events like this help us spread awareness and show our campus community how to respond in an emergency.']"*

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[Name]  
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