

Media Outreach Language Template

Youth Fentanyl Awareness Campaign

Dear [Name of Media Contact]:

I'm writing to [Organization] to seek support for a new Ad Council PSA campaign that impacts our local community.

More Americans are dying of drug overdoses than ever before. Why? A synthetic opioid called fentanyl is making drugs even more deadly.

In 2021, drug overdose deaths reached nearly 108,000-- the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this time period. In 2020, 76% of drug deaths in people aged 14-23 involved fentanyl. Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly.

To raise awareness of this issue, the Ad Council has launched a new Youth Fentanyl Awareness campaign, aimed to educate young people on the dangers and prevalence of fentanyl.

The creative approach is intended to be bold so we breakthrough to young people on this critical issue. To accomplish this, we took over a high school and replaced the teachers with former drug dealers – “substitute dealers” as we call them – to teach the students about the fentanyl crisis through the lens of their everyday class subjects. We captured the whole experience on camera and are turning this content into a multi-channel campaign that will reach young adults, getting them the facts on fentanyl and potentially saving their lives. The new PSAs are available on AdCouncil.org:

<https://www.adcouncil.org/campaigns/youth-fentanyl-awareness>

By supporting these PSAs, you are providing young people in your community with lifesaving information so they can understand the dangers of fentanyl. Thank you in advance for your support.

Please direct questions to myself or the Ad Council media team at <https://AdCouncil.org/Contact-Us>.

Sincerely,

[Your name]