



**THE NEW**  
**DRUG**  
**TALK**  
**CONNECT TO PROTECT**

GENERAL TOOLKIT

Our kids face a drug landscape that is more dangerous than ever, as potent chemicals like fentanyl are used to make counterfeit pills and other drugs that young people can find online, on campus or on the block. At a time when many are struggling with stress and anxiety, self-medication and experimentation can result in tragedy, even the first, second or third time.

To help them stay safe, parents and caregivers need to talk to our kids about drug use and mental wellness in new ways. This can be an uncomfortable topic, but it is one we can no longer avoid. It's time to have the New Drug Talk, and now there is a place to go for tools and advice on how to get started.

The New Drug Talk: Connect to Protect is an online resource hub developed by the nonprofit Song for Charlie, in partnership with the California Department of Healthcare Services, that is packed with videos, talking points, and supportive tips to help parents and caregivers get comfortable connecting with their kids and discussing these critical issues. Included on the site:

#### **WHAT TO KNOW**

What is fentanyl? How could fentanyl pose a risk for my child? Here, you'll learn important information and context to prepare for a practical and supportive conversation as a family.

#### **WHAT TO SAY**

What's the most effective - and least awkward - way to bring up this topic? Get tips for helping the initial conversation go well, and ideas for how to keep the discussion flowing smoothly.

#### **WHAT TO DO**

How can you and your child prevent fentanyl overdoses before they happen? If you witness a fentanyl overdose what can you do to save a life?

This toolkit provides you with content to amplify the New Drug Talk message and help reach as many families as possible. It includes: resources to share on social media, messaging guidelines, and draft email outreach. We invite you to customize this content and integrate it with your brand. Thank you for joining us in our effort to connect to protect.

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For any questions about these resources, please reach out to [realtalk@songforcharlie.org](mailto:realtalk@songforcharlie.org)

#### **IN THIS TOOLKIT YOU WILL FIND:**

- Sample Social Media Copy
- **Creative Assets**
- Messaging Guidelines
- Sample Email Draft

#### **SOCIAL ACCOUNTS TO FOLLOW**

Instagram: [@song4charlie](https://www.instagram.com/song4charlie)

Everywhere Else: [@songforcharlie](https://www.instagram.com/songforcharlie)

# Sample Social Media Copy

## HASHTAGS TO USE:

#ConnectToProtect #TheNewDrugTalk #JustSayKnow #SongforCharlie  
#WeDontKnowWhatWeDontKnow #JustSayNOW

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## GENERAL AUDIENCE:

Only 3 in 10 teens and young adults in California report having talked to their parents about the misuse of drugs. It's Time to Have the Talk. Start Here. [thenewdrugtalk.org](https://thenewdrugtalk.org)

In just three years, drug deaths among California teens have nearly tripled. Despite these tragedies, most families do not understand the threat posed by the new synthetic drug landscape. Learn. Listen. Connect. Protect. Learn more [thenewdrugtalk.org](https://thenewdrugtalk.org)

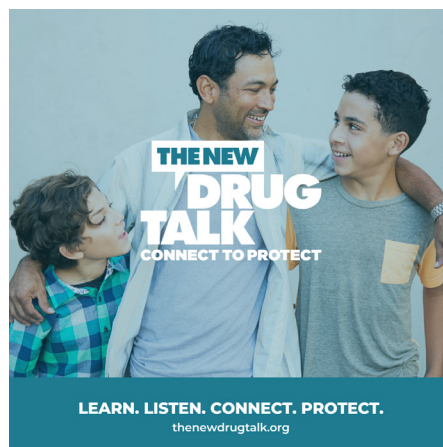
Most parents say they've talked with their kids about this issue, but most young Californians say their parents rarely broach the subject with them. It's Time to Have the Talk. Start Here. [thenewdrugtalk.org](https://thenewdrugtalk.org)

Young adults cite fear of judgment, fear of potential consequences, and lack of comfort as some of the most significant obstacles to discussing prescription pill misuse with their families. Learn. Listen. Connect. Protect. Learn more [thenewdrugtalk.org](https://thenewdrugtalk.org)

Parents say that a key barrier that keeps them from talking with their children about fentanyl is "lacking enough knowledge." Learn. Listen. Connect. Protect. Learn more [thenewdrugtalk.org](https://thenewdrugtalk.org)

# Creative Assets

DOWNLOAD ALL GRAPHICS HERE



# Messaging

- Consider your audience. If you're talking to:
  - **The general public or young people (Ages 13-17):** Encourage them to know the facts and tell their friends.
  - **Parents or educators:** encourage them to foster conversation in schools and at home.
  - **Adults (18+) who may be considering use:** Encourage them to exercise caution, take steps to reduce risks, and be prepared to step in when others need help.
- Customize the messaging and graphics to match your brand voice and resonate with your audience.
- Don't focus on stigmatizing drug use or people who use drugs. Instead, emphasize the risks of encountering illicitly manufactured fentanyl and how people can protect themselves and their community.

## Sample Email

### OPTION 1

**Subject Line:** Help Spread the Word About the Illicit Fentanyl Crisis

Dear [X Employee],

We are excited to announce that X is partnering with national nonprofit, Song for Charlie, on their newest resource for families: [The New Drug Talk: Connect to Protect](#). This is an exciting new initiative aimed at educating families about the dangers and prevalence of illicit fentanyl and sharing practical tips about how to have an ongoing conversation with their kids about choosing healthy coping strategies over self-medication. This hub was made possible by Song for Charlie's partnership with the California Department of Healthcare Services and we are proud to join their effort to raise awareness, educate and save lives.

Please share [The New Drug Talk](#) with your friends and family. It is an online portal, free to all, that equips families with the knowledge and resources to protect themselves and their loved ones in the age of fentanyl and other deadly chemical synthetics. Engaging and interactive exercises help families understand how the drug landscape has changed and get comfortable discussing this challenging topic in an appropriate and supportive way. Families can easily access relevant information in learning modules that are organized by age group – middle school, high school, and college-aged youth.

Join X in helping families learn how to keep their kids safe.

## OPTION 2

**Subject Line:** Help Spread the Word About the Illicit Fentanyl Crisis

Dear [X Employee]:

Our kids face a drug landscape that is more dangerous than ever, as potent chemicals like fentanyl are used to make counterfeit pills and other drugs that young people can find online, on campus or on the block. At a time when many are struggling with stress and anxiety, self-medication and experimentation can result in tragedy, even the first, second or third time.

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