



YOR CA GRANT

Dan Lloyd, LMFT, Management Analyst

PROJECT GOAL:

**Fentanyl Media Campaign to Stop TAY
Overdose Deaths in Santa Clara County**



FENTANYL MEDIA CAMPAIGN ACTIVITIES:

- Brought in media consultant
- Developed campaign strategy
- Identified social media platforms frequented by TAY population
- Hosted Virtual Focus Group
- Launch date set

RESULTS CONCEPT RANKING:



Fentanyl Takes Friends 170



“I Thought I Was Doing Coke.” 168



Meet Fentanyl 141



NEXT STEPS:

- Launch Outreach efforts beyond Virtual means to schools, universities and local community venues once “Shelter in Place” order is lifted.
- Provide expanded TAY-specific MAT services in our designated clinic to prepare for increased referrals from our Emergency Departments, Primary Care Clinics and County Gateway Referral System.
- Continue to reassess outreach options as expansion or contraction occurs.