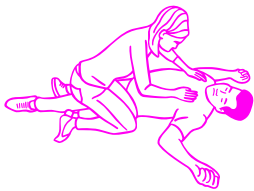


GET IT?

GOT IT.

GOOD!

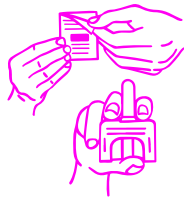
1 IDENTIFY OPIOID OVERDOSE AND CALL 911



Check for signs of an opioid overdose:

- Person DOES NOT wake up after you shout, shake their shoulders, or firmly rub the middle of their chest
- Breathing is very slow, irregular or has stopped
- Center part of the eye is very small, like a pinpoint
- Call 911 or ask someone to call for you.
- Lay the person on their back.

2 ADMINISTER NALOXONE NARCAN® NASAL SPRAY



Remove device from packaging.

Do not test the device. There is only one dose per device.

Tilt the person's head back and provide support under their neck with your hand.

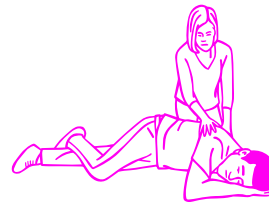
Hold the device with your thumb on the bottom of the plunger. Put your first and middle fingers on either side of the nozzle.



Gently insert the tip of the nozzle into one nostril. Your fingers should be right up against the nose. If giving to a child, make sure the nozzle seals the nostril.

Press the plunger firmly with your thumb to give the dose.
Remove the device from the nostril.

3 MONITOR AND SUPPORT



Move the person on their side (recovery position) Watch them closely.

You can give a dose every 2 minutes, if more are available and are needed. Switch nostrils with each dose.

Perform CPR if you know how until emergency medical help arrives, if it is needed.

WHAT IT'S ABOUT

“Get it? Got it. Good!” is the tagline for a new multimedia campaign from the Oklahoma Department of Mental Health and Substance Abuse Services. The goal is to promote awareness of and provide access to naloxone and fentanyl test strips, so that the risk of accidental overdose can be safely reduced. Materials are available at no cost, online at okimready.org/stopoverdose, and at custom vending machines that will be placed throughout the Oklahoma City and Tulsa metro areas.

WHY IT'S NEEDED

Fatal overdose is now the leading cause of death for people in the U.S. under 50 years old. Many of them are opioid-related, including synthetic opioids such as fentanyl.

KEY MESSAGES INCLUDE:

- **NALOXONE SAVES LIVES.**
Naloxone can reverse opioid overdose and why almost all of us should have it at home.
- **EXPECT FENTANYL & ALWAYS TEST FIRST**
Fentanyl is here. We need to explain why it's dangerous and that test strips are an easy way to test for its presence.

WHO THIS IS FOR

This is for every Oklahoman with opiates in their home, including legal prescriptions, as well as anyone who either uses substances or knows someone who does.

WHEN AND WHERE YOU'LL SEE IT

The campaign launch is scheduled to coincide with National Prevention Week, beginning May 7th. The first phase is scheduled for a 16-week flight. Advertising has been placed statewide and weighted by county-specific overdose data. The strategy includes a mix of digital display, social, streaming video, outdoor and radio.

Visuals for the initiative are inspired by 1960's packaging and 90's streetwear branding with a neon pink and deep purple color palette.

PLEASE HELP US SPREAD THE WORD

Everything you need should be included.

- **NALOXONE NASAL SPRAY, 2 PER PACKAGE**
- **FENTANYL TEST STRIPS, 5 PER PACKAGE**
- **USB DRIVE WITH CREATIVE ASSETS**



NALOXONE & FENTANYL TEST STRIPS SAVE LIVES.



GET IT?

GOT IT.

GOOD!

For more information, please visit
OKIMREADY.ORG/STOPOVERDOSE.

OKIMREADY.ORG



OKLAHOMA
Mental Health &
Substance Abuse