

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 — 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/.

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.

IT ONLY TAKES ONE



Visit itonlytakesone.virginia.gov for resources and ideas.