

IT ONLY
TAKES ONE

Fentanyl Awareness
Campaign Kit

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01

CAMPAIGN OVERVIEW

CAMPAIGN GOALS

In partnership with the Virginia Foundation for Healthy Youth and Attorney General Jason Miyares' One Pill Can Kill campaign, **First Lady of Virginia, Suzanne S. Youngkin**, launched the *It Only Takes One* pilot initiative, a program of the Virginia Department of Health, in January 2024. Beginning as a pilot in Roanoke, one of the Virginia cities most affected by the opioid crisis, the campaign exists to:

01

Increase awareness of the risks of fentanyl-laced drugs, including to young people who are not habitual drug users

02

Educate the public about the prevalence of fentanyl and its potency; that "it only takes one" pill, one time, to overdose

03

Drive conversations between parents (and other adults) and teens and young adults about the risks of fentanyl

VISUAL DIRECTION

IT ONLY TAKES ONE

The visual direction for the *It Only Takes One* campaign utilizes darker colors to convey a serious tone, complemented by bold, clear text that captures attention. The headline font draws inspiration from collegiate typography and numbers, emphasizing the connection to one of our key audiences: **students and young adults**.

Layered over the word “ONE” is a single white pill, symbolizing the anonymity and unpredictability of fentanyl contamination in illegal drugs. Even a tiny, lethal amount can be hidden in any substance.



METRICS

200+

news stories across TV, digital, print and radio featuring *It Only Takes One*

2M

Over 2 million readers and viewers reached

240K

Over 240,000 adults with a child or teen in their life in Roanoke reached with *It Only Takes One* ads

500

Over 500 adults committed to have a conversation with a child in their care*

**As of June 2024*

02

BRAND & LOGO GUIDE

LOGO

DESIGN ELEMENT

The logo for *It Only Takes One* is central to the campaign, often standing alone as the primary design element. To maintain brand integrity, use the approved color scheme that highlights the word “ONE” in a distinctive color.

All approved VARIATIONS are available on [page 10](#).

The logo is displayed on a dark purple background. The words "IT ONLY TAKES" are in a light blue, bold, sans-serif font. The word "ONE" is in a white, bold, sans-serif font. To the right of the word "ONE" is a white, circular pill with a diagonal line through it, rendered with a slight 3D effect and shadow.

IT ONLY TAKES ONE

The logo is displayed on a light gray background. The words "IT ONLY TAKES" are in a blue, bold, sans-serif font. The word "ONE" is in a dark blue, bold, sans-serif font. To the right of the word "ONE" is a white, circular pill with a diagonal line through it, rendered with a slight 3D effect and shadow.

IT ONLY TAKES ONE

LOGO

SPACING

Ensure ample spacing around the logo to enhance legibility. The logo design works well in oversized and exaggerated proportions, often spanning almost the full width of the design.



IT ONLY TAKES ONE

LOGO

DESIGN VARIATIONS

The logo is designed to be flexible, adapting to fit the space of various collateral.

Choose the variation that best fits your design.

Available **download options** include:

- [Single line text](#) (A)
- [Left-aligned stacked](#) (B)
- [Right-aligned stacked](#) (C)
- [Three-line option](#) (D)
- [Four-line option](#) (E)



FONTS

HEADLINE

The headline font is “[Abolition](#)” (available via Adobe Fonts). As a Canva alternative, “Bebas Neue” in Bold is recommended.

BODY

The body font is “[Montserrat](#),” available through Google Fonts and Canva.

HEADLINE:
Abolition

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()

BODY:
Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Thin

ExtraLight

Light

Regular

Medium

Semibold

Black

Bold

Extrabold

COLORS

The campaign features a limited palette of two primary colors—dark purple and glaucous—along with black and white.

DARK PURPLE

HEX: #37253a
RGB: 55, 37, 58
CMYK: 72, 81, 49, 54

GLAUCOUS

HEX: #637ca5
RGB: 99, 124, 165
CMYK: 67, 48, 17, 1

03

CAMPAIGN CORE MESSAGES

CORE MESSAGES

It's not a matter of if your child is offered a pill with fentanyl – **it's a matter of when.**

Even “good kids” are taking them, because they think they're real. Counterfeit pills look just like real prescription pills like Xanax, Adderall or Percocet.

5 IN 10

counterfeit pills contain a
lethal dose of fentanyl,
and they kill almost instantly.

NEARLY 100

Virginia teens and young adults
die each year from fentanyl.
Make sure yours isn't one of them.

Find out the best way to talk to your kids about fentanyl.

Visit itonlytakesone.virginia.gov

04 PRINT FLYER

PRINT FLYER

Help spread the word! Print off one of these flyers to post in a public space like a doctor’s office, school administration office, coffee shop bulletin board or another place in your community. Or share it with a friend!

English and Spanish versions of the flyer are available to download.

Please click on image to save and print flyer.

IT ONLY TAKES ONE.

It's not a matter of *IF* your child is offered a drug with **fentanyl – it's a matter of *WHEN*.**

Even "good kids" are taking fentanyl-laced pills, because they think they're real. Counterfeit pills look just like real prescription pills like **Xanax**, **Adderall** or **Percocet**.

5 IN 10
counterfeit pills contain a lethal dose of fentanyl, and they kill almost instantly.

NEARLY 100
Virginia teens and young adults die each year from fentanyl. Make sure yours isn't one of them.

2-1-1
Get Connected. Get Help.

Find out the best way to talk to your kids about fentanyl.

English

SOLO SE NECESITA UNO.

No es cuestión de *SI* a tu hijo le ofrecerán una droga con **fentanilo – es cuestión de *CUÁNDO*.**

Incluso los "niños buenos" están tomando pastillas mezcladas con fentanilo, porque piensan que son reales. Las pastillas falsificadas se parecen a las pastillas de prescripción reales como **Xanax**, **Adderall** o **Percocet**.

5 DE CADA 10
pastillas falsificadas contienen una dosis letal de fentanilo, y matan casi al instante.

CASI 100
adolescentes y jóvenes adultos de Virginia mueren cada año por fentanilo. Asegúrate de que el tuyo no sea uno de ellos.

2-1-1
Get Connected. Get Help.

Descubre la mejor manera de hablar con tus hijos sobre el fentanilo.

Spanish

05

SOCIAL POST PACKAGE

SOCIAL POSTS

GENERAL

The general social posts for the *It Only Takes One* campaign emphasizes statistics, bold typography, and empathy for young adults at risk. These posts can feature a pill alongside the text.

These posts **SHOULD NOT** be edited or altered in anyway.

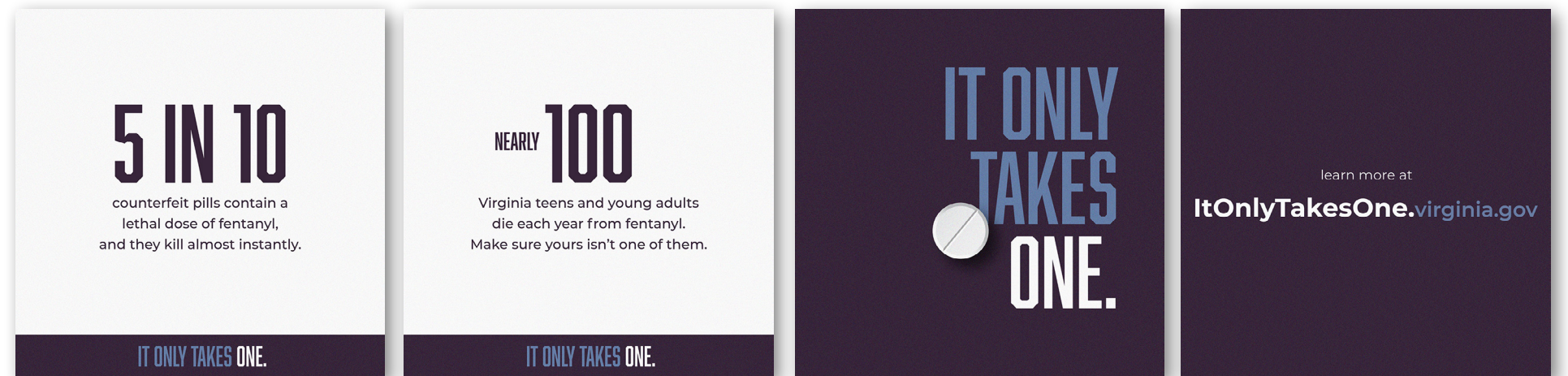
[Download the social posts PACKAGE A](#)

[Download the social posts PACKAGE B](#)

PACKAGE A



PACKAGE B



SOCIAL POSTS

TEAM

The team social posts for the *It Only Takes One* campaign shifts the tone from alarm and concern to positivity and camaraderie. These designs focus on support systems, particularly through school sports teams.

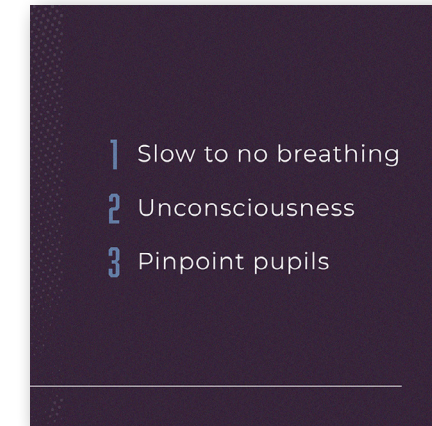
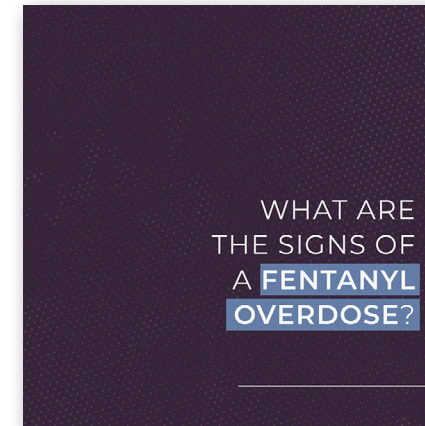
These posts **SHOULD NOT** be edited or altered in anyway and **SHOULD NOT** include the pill. You may incorporate a school logo for your unique campaign.

[Download the social posts PACKAGE C](#)

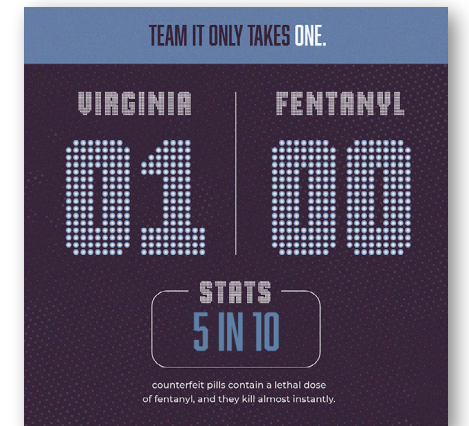
[Download the social posts PACKAGE D](#)

[Download the social posts PACKAGE E](#)

IT ONLY TAKES ONE PACKAGE C



PACKAGE D



PACKAGE E

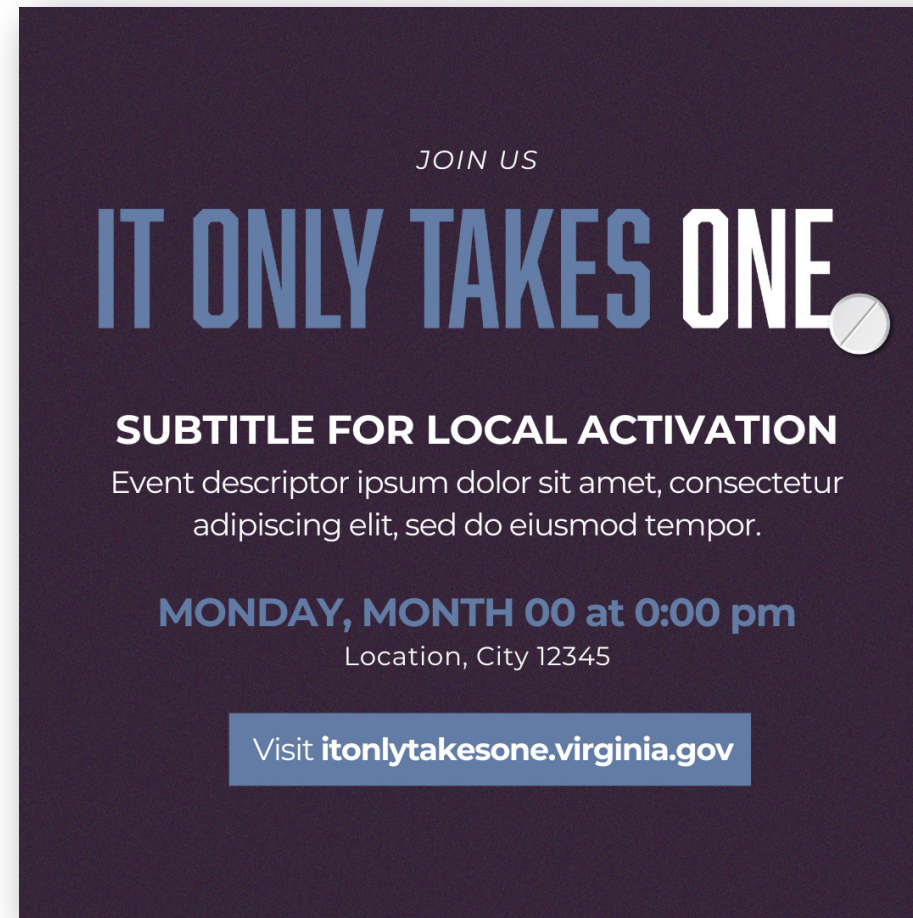


EVENT INVITATION

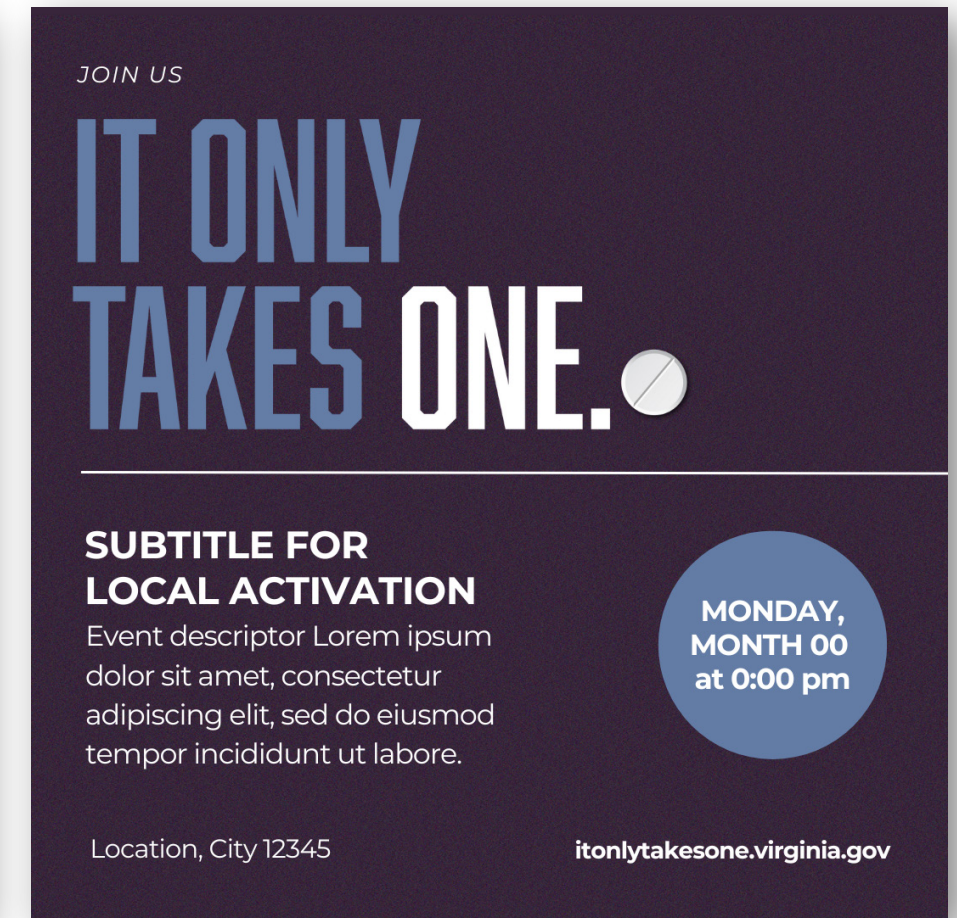
CREATE YOUR OWN

To create your own invitation graphics, use the provided Canva links. You can customize the text to reflect the specifics of your unique event. The updated text may include the following:

- The name of your local event
- A short descriptor
- The day and time of the event
- The location of the event



[Customize this event invitation template](#)

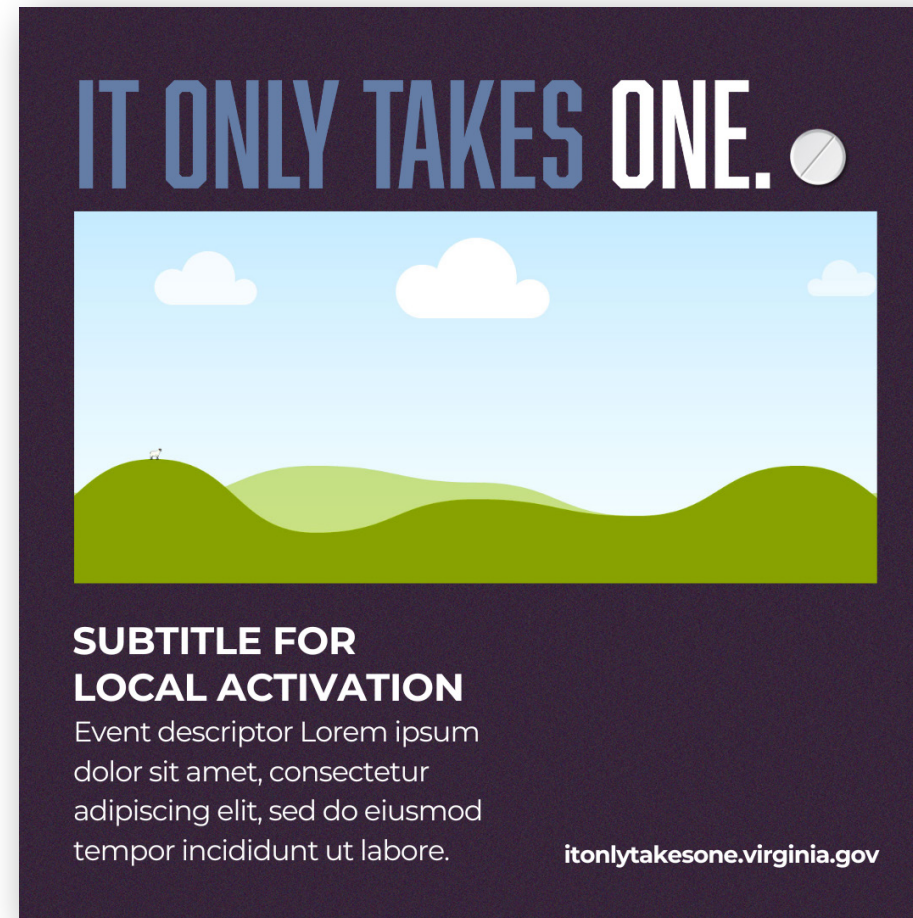


[Customize this event invitation template](#)

EVENT POSTS

CREATE YOUR OWN

To share highlights from your unique event, use the provided Canva links. Drop in group photos showcasing event participation and share short messages recapping the event.



[Create an event post using this template](#)



[Create an event post using this template](#)

06

TEMPLATES

PRESS RELEASE TEMPLATE

Share the news about an event, an announcement about number of adults that have enrolled in Commit To Conversation in your community or other news related to *It Only Takes One* by sharing the attached sample press release template with members of the media in your community.

Please click on image to save and print flyer.

SAMPLE PRESS RELEASE TEMPLATE

[Organization] Hosts Fentanyl Awareness Event
[Organization] Partners with First Lady of Virginia to Fight Fentanyl Crisis

City, VA – Month day, 2024 – [Organization name] today announced that it will host [event name/description] to raise awareness about the deadly risks of fentanyl. The event will take place as part of First Lady Suzanne S. Youngkin’s ongoing campaign against fentanyl, It Only Takes One.

[Organization name] is also proud to announce **X [number]** adults in the organization have committed to the campaign to have a conversation with a teen or child about the risks of fentanyl-laced drugs. We encourage any adult interested in starting the conversation to learn more and enroll at <https://www.itonlytakesone.virginia.gov/commit-now/>.

The campaign seeks to warn adults and teens that a single fentanyl-laced pill can cost a life. An average of five Virginians die from fentanyl poisoning every day; in far too many cases because they were not aware of the risk. The opioid has become the leading cause of unnatural death in Virginia.

[placeholder for a brief description of hosting organization]

[placeholder for a quote from organization spokesperson]

[placeholder for details about the event]

For more information and additional resources, visit ItOnlyTakesOne.virginia.gov.

###

WHAT PARENTS CAN DO FLYER

- Use the provided Canva link to access the *It Only Takes One*: “What Parents Can Do” flyer template.
- Customize the flyer to suit your needs.
- Download your personalized flyer.

[Create your own parents flyer](#)



SLIDE SHOW

- Use the provided Canva link to access the *It Only Takes One* slideshow template.
- Customize the slideshow to align with your presentation goals.
- Download your customized slideshow.

[Create your own slide show](#)

IT ONLY TAKES ONE. ●

City of Roanoke Pilot Celebration and Phase 2 Launch

June 24, 2024



IT ONLY TAKES ONE. ●



IT ONLY TAKES ONE. ●

What were your activities during the pilot?

IT ONLY TAKES ONE. ●

THANK YOU!



07

COMMIT TO CONVERSATION

COMMIT TO CONVERSATION

IT ONLY TAKES ONE. No matter your relationship with a teen or child, you have a part to play, and one conversation can save a life.

Visit **itonlytakesone.virginia.gov**

to enroll and get resources to guide the conversation.

08

SWAG ART FILES

STICKERS

Choose from three main sticker designs.

When uploading to a vendor, use circle stickers for circular designs and die-cut stickers for angular designs.

All stickers should be printed at under 2x2 inches.

[Download the sticker files](#)



T-SHIRTS

T-shirts feature the center-aligned *It Only Takes One* logo on the front right chest. This should be smaller in scale, with the main emphasis on the back.

The back design resembles a jersey, with “RICHMOND” or “ROANOKE” as the “last name” and “01” as the number, highlighting the campaign slogan.

[Download the t-shirt files](#)

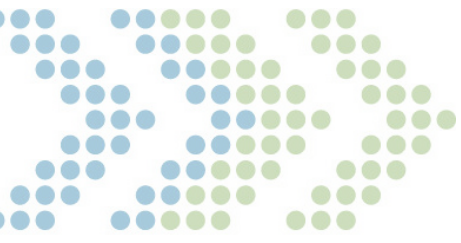
IT ONLY
TAKES ONE.

RICHMOND
01



09

VIRGINIA RESOURCES



VA REVIVE! Training: Saving Lives from Opioid Overdose



VA REVIVE! is a free, statewide program designed to train individuals to recognize and respond to opioid overdose emergencies. Developed by the Virginia Department of Behavioral Health and Developmental Services, REVIVE! equips participants with the knowledge and skills to administer naloxone, a medication that can reverse the effects of opioid overdose and save lives.

Signs of Overdose:

Recognizing the signs of opioid overdose can save a life. Here are some things to look for:

- Small, constricted “pinpoint pupils”
- Falling asleep or losing consciousness
- Slow, weak, or no breathing
- Choking or gurgling sounds
- Limp body
- Cold, clammy, and/or discolored skin

What to do if You Think Someone is Overdosing:

It may be hard to tell whether a person is high or experiencing an overdose. If you aren’t sure, it’s best to treat the situation like an overdose—you could save a life.

- Call 911 immediately
- Administer naloxone, if available
- Try to keep the person awake and breathing
- Lay the person on their side to prevent choking
- Stay with them until emergency workers arrive

Naloxone is a life-saving medication that can reverse an overdose from opioids, including fentanyl, if given in time.

Who Can Attend?

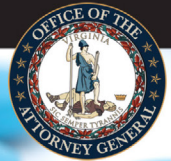
Open to all individuals interested in learning how to respond to opioid overdoses.

How Can I Get Naloxone?

- Through a doctor’s prescription.
- Under Virginia’s standing order, available at pharmacies without an individual prescription.
- At no cost from Virginia’s Local Health Departments and some Community Services Boards.

Naloxone nasal spray is easy to use and available without a prescription in Virginia.

ONE PILL CAN KILL



CAN I TRUST THESE PILLS?

- ✓ They came from a trusted pharmacy.
- ✗ They came from a stranger, not a trusted medical professional.
- ✗ They were sold online by an unknown person.
- ✗ It came in odd packaging or quantities.



WHO DO YOU TRUST?



OnePillCanKillVA.org



POTENTIAL HEALTH COMPLICATIONS FROM OPIOID USE

SHORT-TERM

Euphoria; warm flushing of skin; dry mouth; heavy feeling in the hands and feet; clouded thinking; alternate wakeful and drowsy states; itching; nausea; vomiting; slowed breathing and heart rate.

LONG-TERM

Collapsed veins; abscesses (swollen tissue with pus); infection of the lining and valves in the heart; constipation and stomach cramps; liver or kidney disease; pneumonia.

WITHDRAWAL SYMPTOMS

Restlessness, muscle and bone pain, insomnia, diarrhea, vomiting, cold flashes with goosebumps, leg movements.

Protect yourself at
OnePillCanKillVA.org



Both are pills,
but one can kill.



Spot the **fake** at
OnePillCanKillVA.org



Paid for in part by a grant from:





FACT SHEET FLYER

Spread the Word. We can all play a part in ending the opioid crisis in Virginia. Download the resources below and share them with others to let them know about ways to overcome addiction, prevent overdoses, and save lives.

[Download the flyer at CurbTheCrisis.com](http://CurbTheCrisis.com)

**YOU CAN
PLAY A PART
IN ENDING THE
OPIOID CRISIS.**

We all have a role to play in the fight against the opioid crisis. Take the first step with Curb The Crisis, an online resource created specifically for **Virginians**.

At **CurbTheCrisis.com**, find these and other helpful resources:

- Treatment locators
- Guidance on evaluating the quality of treatment providers
- Tips on proper drug storage and disposal
- Information on obtaining and administering naloxone, a lifesaving prescription drug that can reverse the effects of an opioid overdose

Visit **CurbTheCrisis.com** today.

facebook.com/CurbTheCrisis

10

THANK YOU

THANK YOU

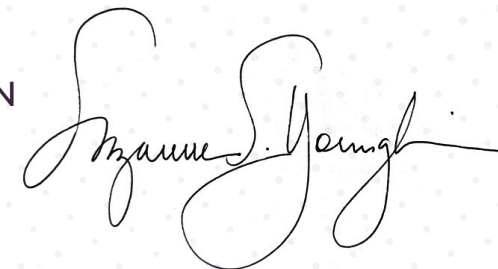
Thank you for being part of the *It Only Takes One* family. It has been an incredible journey to watch stakeholders from all over the Commonwealth come together to share and listen to lived experiences; lend their expertise, time and talents; and raise their voices to save lives in our communities.

Your passion and persistence in making Virginia a safer place, especially for our youth, truly inspires. Further, we moved the needle toward greater awareness and understanding of the threats of fentanyl throughout greater Roanoke and in other communities during this campaign.

Just as it only takes one, fentanyl-laced pill, joint or vape to ruin a life, it only takes one, courageous person to have a tough conversation about the dangers of opioids and fentanyl. I firmly believe that it is our moment to accomplish change!

Thank you for your partnership and your heart for others. Together, we will save lives.

- SUZANNE S. YOUNGKIN
First Lady of Virginia



IT ONLY TAKES ONE 

itonlytakesone.virginia.gov