



METHFREE LACOUNTY.ORG

COMMUNICATIONS TOOLKIT

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WEB CONTENT

METH-FREE LA COUNTY CAMPAIGN

Meth use is increasing, and deaths involving meth are higher than any other drug in LA County. The drug is highly addictive, and its impact on health and well-being is devastating to the user. To raise awareness about the dangers of using meth and the help that is available for those who use, the Los Angeles County Department of Public Health launched the Meth-Free LA County campaign. This campaign is designed to encourage people who are at risk to never use meth and to motivate current users to adopt harm reduction strategies and be open to entering a process of treatment and recovery. While warning of the dangers of using meth, this innovative campaign also aims to reduce stigma around and promote compassion for those who use the drug. Information and resources are available at MethFreeLACounty.org.



NEED HELP WITH ADDICTION TO METHAMPHETAMINE?



Think you or someone you know may be struggling with a dependency or addiction to meth? We can help. Call the Los Angeles County Substance Abuse Service Helpline anytime – 24 hours a day, 7 days a week – for free at 1 (844) 804-7500 to learn more about no-cost treatment services available throughout Los Angeles County.

SUGGESTED HASHTAGS

#MethFreeLACounty #MethFree #RecoveryIsPossible #AddictionRecovery #RisforRecovery

Prevention poster



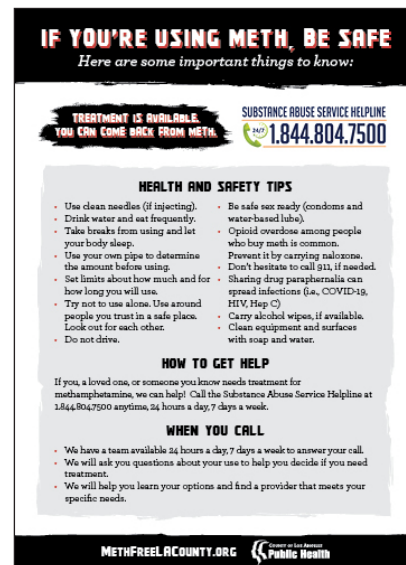
Recovery poster



Prevention postcard



Recovery postcard



RELEVANT DAYS & MONTHS FOR #METHFREELACOUNTY

FEBRUARY 2020 – APRIL 2021

February 24, 2020: Meth-Free LA County launches

March 2, 2020: Meth-Free LA County Press Conference

Month of May 2020: Mental Health Awareness Month / Mental Wellness Month
#MentalHealthAwarenessMonth

May 10-16, 2020: National Prevention Week #PROUDMOMMA, #NPW2020, #DODETOX

Month of June 2020: National Safety Month #GoGreenforSafety #KeepEachOtherSafe #NSM

August 31, 2020: International Overdose Awareness Day #EndOverdose #IOAD #OverdoseAware

Month of September 2020: National Recovery Month #RecoveryMonth #RisforRecovery

October 3, 2020: NAMI Walks Los Angeles County (National Alliance on Mental Illness)
#StigmaFree #namiwalks #mentalhealth #nami

November 30, 2020: National Meth Awareness Day #MethAwarenessDay

February 15-21, 2021: Random Acts of Kindness Week #KindnessStartsWithOne
#MakeKindnessTheNorm

February 17, 2021: Random Acts of Kindness Day #RandomActsOfKindnessDay

March 21-27, 2021: National Poison Prevention Week #NPPW #preventpoison

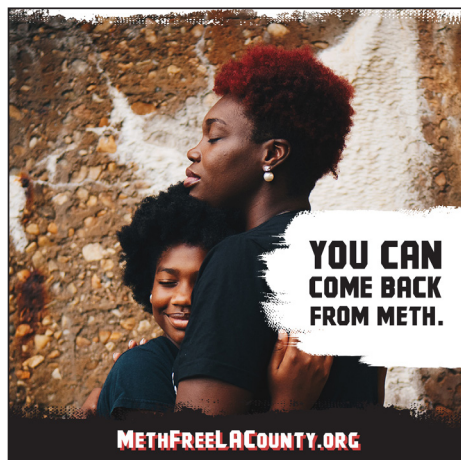
March 28-April 3, 2021: National Drug and Alcohol Facts Week #NDAFW #ShatterTheMyths

April 5-11, 2021: National Public Health Week #NPHW

April 7, 2021: World Health Day #WorldHealthDay #HealthForAll

SAMPLE SOCIAL MEDIA CONTENT

RECOVERY A



Post copy: It takes courage, love, expertise, and support to come back from meth. LA County can help.

RECOVERY B



Post copy: There is life after meth. LA County provides expertise, support, and encouragement to help overcome meth addictions.

RECOVERY C



Post copy: We have help, support, and resources to help those struggling with meth take back their lives and their dreams.

PREVENTION A



Post copy: Meth is linked to more deaths in LA County than any other drug. Let's create a meth-free LA.

PREVENTION B



Post copy: Meth can take hold of anyone, even loved ones. But it doesn't have to take them away. Help is available.

VIDEOS

“THE STRUGGLE” (ENGLISH)



http://publichealth.lacounty.gov/sapc/videos/meth-TheStruggleIsRealerHere_English.mp4

“THE STRUGGLE” (SPANISH)



http://publichealth.lacounty.gov/sapc/videos/meth-TheStruggleIsRealerHere_Spanish.mp4

“COME BACK FROM METH” (ENGLISH)



http://publichealth.lacounty.gov/sapc/videos/meth-ComeBackFromMeth_English.mp4

“COME BACK FROM METH” (SPANISH)



http://publichealth.lacounty.gov/sapc/videos/meth-ComeBackFromMeth_Spanish.mp4

DIGITAL BANNERS - PREVENTION

PREVENTION BANNERS - 300X600 (ENGLISH)



PREVENTION BANNERS - 300X250 (ENGLISH)



DIGITAL BANNERS - PREVENTION

PREVENTION BANNERS - 300X600 (SPANISH)



PREVENTION BANNERS - 300X250 (SPANISH)



DIGITAL BANNERS - RECOVERY

RECOVERY BANNERS - 300X600 (ENGLISH)



YOU CAN COME BACK FROM METH.

SUPPORT. EXPERTISE. LOVE. COURAGE.

[LEARN MORE >](#)

COUNTY OF LOS ANGELES
Public Health



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RECOVERY BANNERS - 300X250 (ENGLISH)

YOU CAN COME BACK FROM METH.

[LEARN MORE >](#)

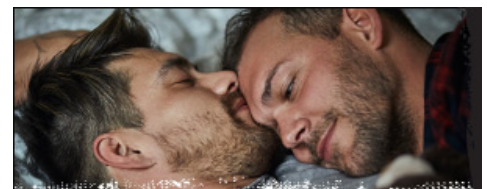

COUNTY OF LOS ANGELES
Public Health



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Public Health



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COUNTY OF LOS ANGELES
Public Health

DIGITAL BANNERS - RECOVERY

RECOVERY BANNERS - 300X600 (SPANISH)



**PUEDES
RECUPERARTE
DEL CRISTAL.**

APOYO. EXPERIENCIA. AMOR. VALENTÍA.

APRENDE MÁS >

 **Salud Pública**



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RECOVERY BANNERS - 300X250 (SPANISH)

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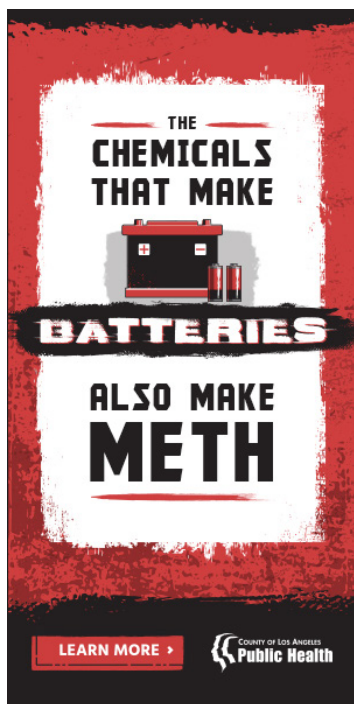
 **Salud Pública**



DIGITAL BANNERS - ANIMTED & MOBILE

ANIMATED PREVENTION BANNERS - 300X600 (ENGLISH)

Frame 1



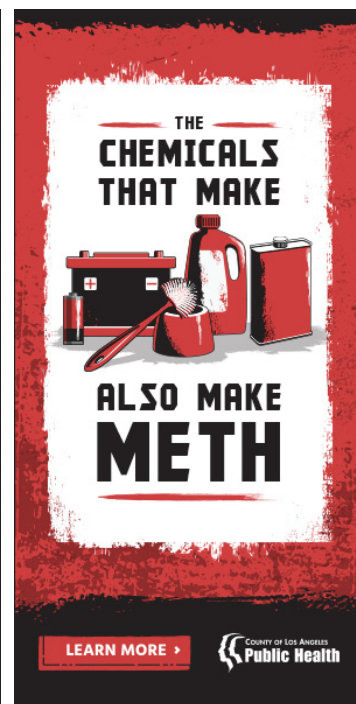
Frame 2



Frame 3



Frame 4



MOBILE BANNERS - 320X50 (ENGLISH)

Prevention version



Recovery version

