

BEHIND THE FACE

COMMUNICATIONS TOOLKIT



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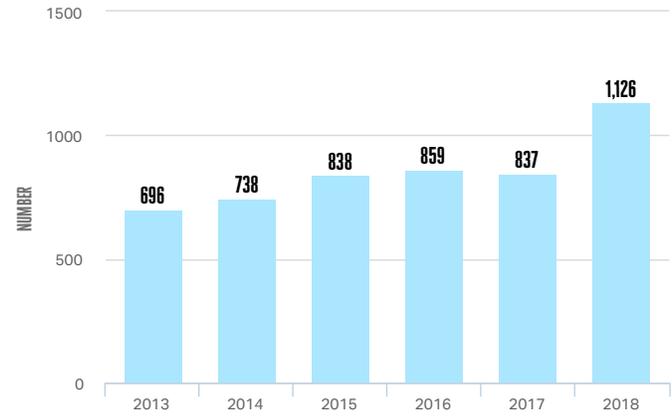


METH IN LA COUNTY

A GROWING PROBLEM

Meth use is becoming more common in LA County, and deaths involving meth are higher than any other drug in LA County. From 2008 to 2019, there were approximately 4,300 meth-related deaths in LA County, with a 66% rise in meth-related deaths from 2017 to 2019. From 2018-2019, more people died from meth overdoses than any other drug in LA County. And, meth is increasingly being found laced with fentanyl, a highly lethal opioid that significantly increases overdose risk. In addition, meth availability is increasing: from 2012 to 2017, the price of meth dropped 31% nationally. 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.

FIGURE 1. DEATHS TESTING POSITIVE FOR METHAMPHETAMINE, LAC
Source: NDEWS



HOW TO GET HELP

If you, a loved one, or someone you know needs treatment for methamphetamine, we can help! Call the Substance Abuse Service Helpline anytime, toll-free, 24/7 at 1-844-804-7500.

When you call, we will ask you questions about your methamphetamine and other drug or alcohol use, to help you decide if you need treatment and help you find a provider that meets your specific needs.



VIDEOS

(ENGLISH VERSION)



LOOK PAST THE STEREOTYPE

Who uses meth? You may be surprised. Meth is in all neighborhoods and used by all kinds of people. Learn more about what to look for to keep friends and loved ones safe.

<http://ph.lacounty.gov/sapc/public/meth/videos/meth-behind-the-face-no-sub.mp4>

(SPANISH VERSION)



VE MÁS ALLÁ DEL ESTEREOTIPO

¿Quién usa cristal? Puede que te sorprenda. El cristal se encuentra en todos los vecindarios y es consumido por todo tipo de personas. Obtén más información sobre cómo mantener seguros a tus amigos y seres queridos.

<http://ph.lacounty.gov/sapc/public/meth/videos/Meth-Behind-The-Face-no-sub-sp.mp4>

SAMPLE SOCIAL MEDIA CONTENT



SOCIAL POST 1

POST COPY: Think you know the signs of meth use? Long before meth makes a physical impact, it makes a mental impact. Visit MethFreeLACounty.org to learn early warning signs.



SOCIAL POST 2

POST COPY: Early meth use harms the brain. Meth can cause aggression and hallucinations long before the damage is visible on the face. Find out more about early signs of use at MethFreeLACounty.org.



SOCIAL POST 3

POST COPY: What you used to think about meth, may no longer be true. Meth is one of the deadliest drugs in LA. It kills people in every neighborhood, every race, and every gender. Learn more at MethFreeLACounty.org.



SOCIAL POST 4

POST COPY: Meth now affects every neighborhood, age, gender, race, and income level in LA. In fact, it's considered one of the deadliest drugs. Update what you know about meth and how to help. Learn more at MethFreeLACounty.org.

SAMPLE OUT OF HOME (OOH) CONTENT

BILLBOARD: ENGLISH

HEADLINE: Meth Damage Doesn't Start on the Face

SUBHEAD: Learn the Early Signs of Use at MethFreeLACounty.org.



BILLBOARD: SPANISH

HEADLINE: El Daño Del Cristal No Comienza En El Rostro

SUBHEAD: Conoce los primeros signos de uso en MethFreeLACounty.org



HARM REDUCTION

COMMUNICATIONS TOOLKIT



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3 / Meth in LA County: A Growing Problem

4 / Sample Out Of Home (OOH) Content

METH IN LA COUNTY AND THE PEOPLE EXPERIENCING HOMELESSNESS POPULATION

A GROWING PROBLEM

Meth use is becoming more common in LA County, and deaths involving meth are higher than any other drug in LA County. From 2008 to 2019, there were approximately 4,300 meth-related deaths in LA County, with a 66% rise in meth-related deaths from 2017 to 2019. From 2018-2019, more people died from meth overdoses than any other drug in LA County. And, meth is increasingly being found laced with fentanyl, a highly lethal opioid that significantly increases overdose risk.

According to a report released by the Los Angeles County Department of Public Health (DPH) in December 2020, drug/alcohol overdose is currently the leading cause of death among **people experiencing homelessness (PEH)** in LA County. To reduce meth's harm among the PEH population, the LADPH adapted the MethFreeLACounty campaign with specific creative placed outdoors (Out Of Home) in areas with high meth-related overdose rates.

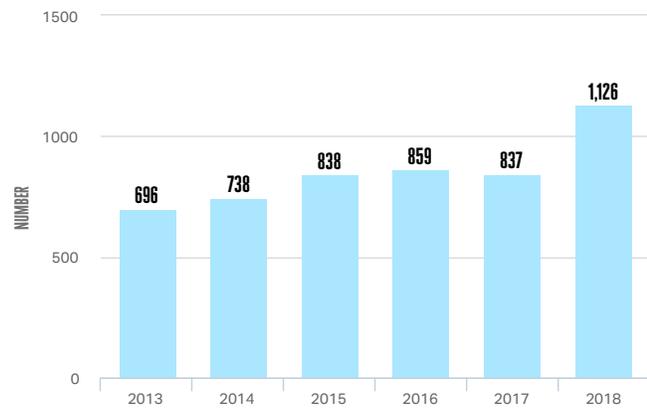
HOW TO GET HELP

If you, a loved one, or someone you know needs treatment for methamphetamine use, we can help! Call the Substance Abuse Service Helpline anytime, toll-free, 24/7 at 1-844-804-7500.

When you call, we will ask you questions about your methamphetamine and other drug or alcohol use. This will help you decide if you need treatment and help lead you to a provider that meets your specific needs.

FIGURE 1. DEATHS TESTING POSITIVE FOR METHAMPHETAMINE, LAC

Source: NDEWS



SAMPLE OUT OF HOME (OOH) CONTENT

BILLBOARD: ENGLISH

HEADLINE: Turn the Page on Meth

SUBHEAD: Find Services Right for You at MethFreeLACounty.org / 1-844-804-7500



BILLBOARD: SPANISH

HEADLINE: Dale la vuelta a la página. Protégete del daño del cristal.

SUBHEAD: Conoce cómo reducir el daño en NoCristalCondadoLA.org / 1-844-804-7500



SAMPLE OUT OF HOME (OOH) CONTENT

BUS SHELTER: ENGLISH

HEADLINE: Turn the Page on Meth

SUBHEAD: Visit MethFreeLACounty.org or Call 1-844-804-7500 to Find Services That Are Right for You.

BODY COPY: No matter your story, we want to help you find your ending to meth addiction. We can provide tools to protect yourself from overdose, education on ways to reduce harm, and even free and low cost treatment plans.



**TURN THE PAGE
ON METH**

No matter your story, we want to help you find your ending to meth addiction. We can provide tools to protect yourself from overdose, education on ways to reduce harm, and even free and low cost treatment plans.

VISIT MethFreeLACounty.org OR CALL
1-844-804-7500 TO FIND SERVICES
THAT ARE RIGHT FOR YOU.

METHFREE
LA COUNTY

COUNTY OF LOS ANGELES
Public Health

BUS SHELTER: SPANISH

HEADLINE: Dale la vuelta a la página.
Protégete del daño del cristal.

SUBHEAD: Visita NoCristalCondadoLA.org o llama al 1-844-804-7500 para encontrar servicios adecuados para ti.

BODY COPY: No importa cual sea tu historia, queremos ayudarte a cerrar el capítulo de la adicción al cristal. Tenemos herramientas para prevenir las sobredosis, educación sobre reducción de daño y planes de tratamiento gratuitos y de bajo costo.



**DALE LA VUELTA A LA PÁGINA
PROTÉGETE DEL DAÑO DEL CRISTAL**

No importa cual sea tu historia, queremos ayudarte a cerrar el capítulo de la adicción al cristal. Tenemos herramientas para prevenir las sobredosis, educación sobre reducción de daño y planes de tratamiento gratuitos y de bajo costo.

VISITA NoCristalCondadoLA.org O LLAMA
AL 1-844-804-7500 PARA ENCONTRAR
SERVICIOS ADECUADOS PARA TI.

METHFREE
LA COUNTY

COUNTY OF LOS ANGELES
Salud Pública

SAMPLE OUT OF HOME (OOH) CONTENT

BUS BENCH: ENGLISH

HEADLINE: Turn the Page on Meth

SUBHEAD: Protect Yourself From Overdose

BODY COPY: Find Services Right for You at MethFreeLACounty.org / 1-844-804-7500

TURN THE PAGE ON METH
PROTECT YOURSELF FROM OVERDOSE

METH FREE
LA COUNTY

FIND SERVICES RIGHT FOR YOU AT MethFreeLACounty.org / 1-844-804-7500

COUNTY OF LOS ANGELES
Public Health

BUS BENCH: SPANISH

HEADLINE: Dale la vuelta a la página

SUBHEAD: Protégete de una sobredosis de cristal

BODY COPY: Encuentra servicios adecuados para ti en NoCristalCondadoLA.org / 1-844-804-7500

DALE LA VUELTA A LA PÁGINA
PROTÉGETE DE UNA SOBREDOSIS DE CRISTAL

METH FREE
LA COUNTY

ENCUENTRA SERVICIOS ADECUADOS PARA TI EN NoCristalCondadoLA.org / 1-844-804-7500

CONDADO DE LOS ANGELES
Salud Pública

SAMPLE OUT OF HOME (OOH) CONTENT

POSTCARD: ENGLISH

SIDE A HEADLINE: Turn the Page on Meth

SIDE A SUBHEAD: Visit **MethFreeLACounty.org** or call **1-844-804-7500** to find services that are right for you.

SIDE B HEADLINE: If you are using meth, **take steps to keep yourself as healthy and safe** as possible

SIDE B BODY COPY:

- **Use clean needles** (if slamming/injecting). Clean needles are available at most retail pharmacies or see below for locations.*
- **Use your own pipe** to determine the amount before using.
- **Set limits** about how much and for how long you will use.
- **Have a 'buddy' system.** This is where you and a friend look out for each other and keep each other safe, try not to use while you're alone.
- **Don't mix meth with other drugs** (including alcohol).
- **Prevent an overdose by carrying naloxone.** See below for locations.*
- **Test meth** for fentanyl by using fentanyl strips. See below for locations.*
- **Be safe-sex ready** (condoms and water-based lube).
- **Do not drive.** Meth affects your ability to drive safely.
- **Don't hesitate to call 911, if needed.** First responders are trained on how to give naloxone.
- **Feel protected by the Good Samaritan Law.** If you need to call 911, the Good Samaritan Law helps protect you from drug charges when you call for help.

*For locations, scan the QR code or visit **MethFreeLACounty.org**. Call **1-844-804-7500** to find services that are right for you.

TURN THE PAGE ON METH

SCAN FOR INFO ON HOW TO LOWER RISK

METH-FREE
LA COUNTY

VISIT **METHFREE.LACOUNTY.ORG** OR CALL **1-844-804-7500** TO FIND SERVICES THAT ARE RIGHT FOR YOU.

County of Los Angeles
Public Health

IF YOU ARE USING METH, TAKE STEPS TO KEEP YOURSELF AS HEALTHY AND SAFE AS POSSIBLE

- **USE CLEAN NEEDLES** (if slamming/injecting). Clean needles are available at most retail pharmacies or see below for locations.*
- **USE YOUR OWN PIPE** to determine the amount before using.
- **SET LIMITS** about how much and for how long you will use.
- **HAVE A 'BUDDY' SYSTEM.** This is where you and a friend look out for each other and keep each other safe, try not to use while you're alone.
- **DON'T MIX METH WITH OTHER DRUGS** (including alcohol).
- **PREVENT AN OVERDOSE BY CARRYING NALOXONE.** See below for locations.*
- **TEST METH** for fentanyl by using fentanyl strips. See below for locations.*
- **BE SAFE-SEX READY** (condoms and water-based lube).
- **DO NOT DRIVE.** Meth affects your ability to drive safely.
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- **FEEL PROTECTED BY THE GOOD SAMARITAN LAW.** If you need to call 911, the Good Samaritan Law helps protect you from drug charges when you call for help.

METH-FREE
LA COUNTY

*FOR LOCATIONS, SCAN THE QR CODE OR VISIT **METHFREE.LACOUNTY.ORG**. CALL **1-844-804-7500** TO FIND SERVICES THAT ARE RIGHT FOR YOU.

County of Los Angeles
Public Health

SAMPLE OUT OF HOME (OOH) CONTENT

POSTCARD: SPANISH

SIDE A HEADLINE: Dale la vuelta a la página. Protégete del daño del cristal.

SIDE A SUBHEAD: Visita NoCristalCondadoLA.org o llama al **1-844-804-7500** para encontrar servicios adecuados para ti.

SIDE B HEADLINE: Si estás usando cristal, **toma medidas para mantenerte lo más saludable y seguro posible**

SIDE B BODY COPY:

- **Usa jeringas limpias** (en caso de inyectar). Las jeringas limpias están disponibles en la mayoría de las farmacias o consulte a continuación para las ubicaciones.*
- **Usa tu propia pipa** para determinar la cantidad antes de usar.
- **Pon límites** de cuánto vas a usar y por cuánto tiempo.
- **Ten un sistema de compañeros.** Este es donde tú y un amigo se cuidan el uno al otro y se mantienen seguros. Intenta no usar si estás solo.
- **No mezcles el cristal con otras drogas** (incluyendo el alcohol).
- **Evita una sobredosis teniendo contigo naloxona.** Ve abajo para ubicaciones.*
- **Hazle pruebas de fentanilo a las drogas** (cristal) con el uso de tiras de fentanilo. Ve abajo para ubicaciones.*
- **Estar listo para el sexo seguro** (condones y lubricantes a base de agua).
- **No manejes.** La metanfetamina afecta tu capacidad para conducir con seguridad. También va en contra de la ley.
- **No dudes en llamar al 911, si es necesario.** El personal de primeros auxilios está capacitado para administrar naloxona.
- **La ley del buen samaritano te protege.** Si necesitas llamar al 911, no te preocupes por meterte en problemas. La ley del buen samaritano protege a quien llama y a quien recibe ayuda.

*Para ver las ubicaciones, escanea el código QR o visita NoCristalCondadoLA.org.

Llama al **1-844-804-7500** para encontrar servicios adecuados para ti.

DALE LA VUELTA A LA PÁGINA
PROTÉGETE DEL DAÑO DEL CRISTAL

ESCANEA PARA SABER
CÓMO REDUCIR EL RIESGO

METH FREE
LA COUNTY

VISITA NOCRISTALCONDADOLA.ORG O LLAMA AL
1-844-804-7500 PARA ENCONTRAR SERVICIOS
ADECUADOS PARA TI.

CONDADO DE LOS ANGELES
Salud Pública

**SI ESTÁS USANDO CRISTAL, TOMA MEDIDAS PARA
MANTENERTE LO MÁS SALUDABLE Y SEGURO POSIBLE**

- **USA JERINGAS LIMPIAS** (en caso de inyectar). Las jeringas limpias están disponibles en la mayoría de las farmacias o consulte a continuación para las ubicaciones.*
- **USA TU PROPIA PIPA** para determinar la cantidad antes de usar.
- **PON LÍMITES** de cuánto vas a usar y por cuánto tiempo.
- **TEN UN SISTEMA DE COMPAÑEROS.** Este es donde tú y un amigo se cuidan el uno al otro y se mantienen seguros. Intenta no usar si estás solo.
- **NO MEZCLES EL CRISTAL CON OTRAS DROGAS** (incluyendo el alcohol).
- **EVITA UNA SOBREDOSIS TENIENDO CONTIGO NALOXONA.** Ve abajo para ubicaciones.*
- **HAZLE PRUEBAS DE FENTANILO A LAS DROGAS** (cristal) con el uso de tiras de fentanilo. Ve abajo para ubicaciones.*
- **ESTAR LISTO PARA EL SEXO SEGURO** (condones y lubricantes a base de agua).
- **NO MANEJES.** La metanfetamina afecta tu capacidad para conducir con seguridad. También va en contra de la ley.
- **NO DUDES EN LLAMAR AL 911, SI ES NECESARIO.** El personal de primeros auxilios está capacitado para administrar naloxona.
- **LA LEY DEL BUEN SAMARITANO TE PROTEGE.** Si necesitas llamar al 911, no te preocupes por meterte en problemas. La ley del buen samaritano protege a quien llama y a quien recibe ayuda.

*PARA VER LAS UBICACIONES, ESCANEA EL CÓDIGO QR O VISITA
NOCRISTALCONDADOLA.ORG. LLAMA AL **1-844-804-7500** PARA
ENCONTRAR SERVICIOS ADECUADOS PARA TI.

METH FREE
LA COUNTY

CONDADO DE LOS ANGELES
Salud Pública

TURN ON THE LIGHT

COMMUNICATIONS TOOLKIT



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METH IN LA COUNTY

A GROWING PROBLEM

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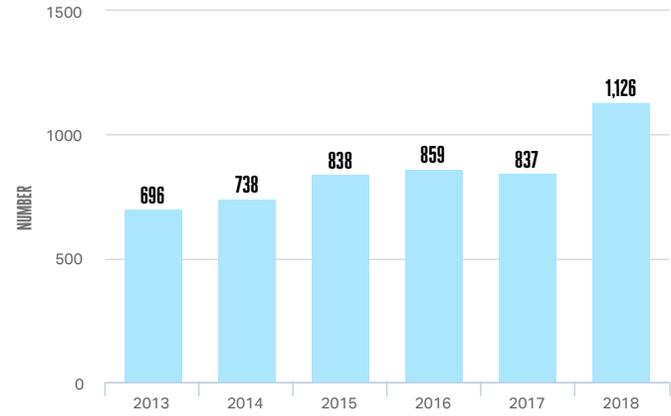
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FIGURE 1. DEATHS TESTING POSITIVE FOR METHAMPHETAMINE, LAC

Source: NDEWS



SAMPLE VIDEO CONTENT



TURN ON THE LIGHT :30
(ENGLISH VERSION)

<http://publichealth.lacounty.gov/sapc/public/meth2021/videos/Meth-Free-Turn-on-the-Lights-no-sub.mp4>



TURN ON THE LIGHT :30
(SPANISH VERSION)

<http://publichealth.lacounty.gov/sapc/public/meth2021/videos/Meth-Free-Turn-on-the-Lights-no-sub-sp.mp4>

SAMPLE SOCIAL/DIGITAL ASSETS AND CAPTIONS



SOCIAL POST 1

POST COPY: Decision-making is one of the areas of the brain seriously hurt by meth use. Meth kills brain cells from the first hit, creating damage that can never be fully repaired.



SOCIAL POST 2

POST COPY: It's hard to focus on your health while using meth. Each use kills brain cells, making it difficult to stop harmful behaviors and impairing your ability to make solid decisions.



SOCIAL POST 3

POST COPY: Meth use PERMANENTLY changes the structure of your brain. Each hit kills brain cells, harming your memory in a way that can never be repaired.

SAMPLE SOCIAL/DIGITAL ASSETS AND CAPTIONS



SOCIAL POST 4

POST COPY: People glorify the high from meth, but have you heard about the come down? In reality, meth destroys the wiring in your brain, making it difficult to feel pleasure in the things you used to.



SOCIAL POST 5

POST COPY: When you see others high on meth, you rarely get the full story. No one shares how they feel after the initial high causes depression, apathy, and hopelessness.



SOCIAL POST 6

POST COPY: You may have heard that meth makes the fireworks fly, but you probably didn't hear how it destroys your brain pleasure centers, eventually lowering your ability to experience any pleasure at all.

SAMPLE SOCIAL/DIGITAL ASSETS AND CAPTIONS



SOCIAL POST 7

POST COPY: When you think meth is giving you a boost, it's actually taking a cut. Meth changes your brain, taking away your ability to make decisions and use self-control.



SOCIAL POST 8

POST COPY: No son solo tics nerviosos. El cristal daña la parte del cerebro que se encarga de controlar el movimiento. Con cada uso, vas perdiendo el control sobre tu cuerpo.



DIGITAL BANNER - MOBILE