



The Washington State Health Care Authority is leading an opioid misuse prevention campaign to inform and educate Washingtonians about the dangers of prescription drug misuse, and to promote safe storage and safe disposal practices.

Target Audiences

The campaign was informed by research with both subject matter experts and representatives from the three target audience groups:

- Young adults 18–25
 - Parents of teens and young adults
 - Older adults
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The Campaign Theme: Starts with One

The campaign focuses on the idea that every Washingtonian can make a positive impact in preventing opioid misuse. The Starts with One campaign features themes like “one honest conversation,” “one act of courage,” and “one simple step” paired with specific actions people can take to prevent opioid misuse.

What’s in the Provider Toolkit?

- Posters
 - Rack cards
 - Stickers
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How to Use the Toolkit Materials

1. **Hang the posters** in waiting rooms, exam rooms or other areas visible to patients, families, staff, and office visitors.
 2. **Display the rack cards** in the display stand in exam rooms, waiting rooms, or the check-in counter. Encourage patients to take one.
 3. **Put the stickers** in post-dental exam “to-go bags” or place a stack of stickers in your waiting room.
 4. **Download the article** and include it in your patient newsletter (print or electronic) or post it on your website.
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What You Can Do Right Now

- Display and distribute campaign materials in areas highly visible by patients.
- Inform office staff about the campaign and available materials.
- Create a social media post using the toolkit content.
- Share information consistently.
- Print more campaign materials as needed from the partner toolkit (GetTheFactsRx.com/provider-toolkit).

Always direct people to the campaign site (GetTheFactsRx.com) to learn more about opioid misuse, the importance of safe storage and disposal, overdose response information, and more.