



PRESS CONTACT:

Alicia House
Steve Rummeler HOPE Network
ahouse@rummlerhope.org

FOR IMMEDIATE RELEASE

Steve Rummeler HOPE Network Launches Statewide Fentanyl Awareness Campaign on International Overdose Awareness Day

The year-long awareness effort delivers a key message to the public: when it comes to fentanyl, what you know could save your life.

MINNEAPOLIS (August 31, 2023) – The Steve Rummeler HOPE Network, with support from the Minnesota Department of Human Services, is launching a year-long fentanyl awareness campaign to kickoff today on International Overdose Awareness Day. Through the campaign, the St. Paul-based nonprofit aims to raise public awareness of the prevalence and risks of fentanyl, and provide access to lifesaving overdose prevention resources like fentanyl test strips and naloxone.

Illicit fentanyl is the most common drug involved in overdoses today (CDC). In Minnesota, overdose deaths involving synthetic opioids, like fentanyl, increased 57% from 2020-2021 (MDH). One of the novel risks of fentanyl is that people may be consuming it without their knowledge via counterfeit pills or laced drugs.

The campaign's tagline, "*If You're Going to Use, Know,*" encompasses the key message of the awareness effort: knowledge is key in curbing this epidemic. Campaign creatives were developed by copywriter Phil Calvit and art director Paul Asao, with guidance from an advisory council of voices representing people with lived experience, young adults, treatment and outreach services, and other key audiences.

With support from Strong Suit Media and other media partners, campaign materials will be distributed statewide via billboards, transit, college campuses, bars and restaurants, social media, radio, local events and more. All campaign materials will guide people to a campaign website, fentfacts.com, to learn more about fentanyl and get resources like fentanyl test strips and naloxone.

To learn more about the risks of fentanyl, harm reduction strategies, and more, visit fentfacts.com.

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About Steve Rummeler HOPE Network

Steve Rummeler HOPE Network (SRHN) is a non-profit based out of St. Paul, MN. SRHN distributes naloxone and fentanyl test strips, provides community naloxone trainings and other education, and advocates for important legislation to improve access to life-saving care and overdose prevention resources.