

Riverside County's *Opioid Overdose* Prevention Campaign



Riverside County University Health System

2021 to 2025

\$450,000

Partners: Centric

Primary Audience:

Youth and young adults ages 15-24

Secondary Audience:

Parents and caregivers, schools, community partners

Region: Riverside County

Services:

Audience research, website development, creative development, video production, outreach, co-creation workshops with youth, outreach, parent webinars.

Background and Challenge

Riverside County experienced a sharp rise in opioid overdoses and overdose deaths, especially among Hispanic/LatinX and White 15-24-year-olds. The challenge was to develop a campaign that effectively reached this audience, promoted harm reduction strategies, and empowered both youth and their support systems to take action.

Impact and Results

By addressing opioid overdose prevention through an integrated, research-driven approach, the campaign successfully increased awareness, engagement, and action among Riverside County's youth and families. The landing page became a go-to resource for overdose prevention, with high engagement rates among target demographics. Digital and social media analytics showed strong reach and interaction, particularly on youth-preferred platforms.

Parent-focused initiatives enhanced knowledge and preparedness, while community partnerships ensured sustained impact. The campaign's strategic execution contributed to a broader harm reduction movement, equipping youth and their support networks with critical life-saving knowledge and resources.

Strategic Approach

Our multi-year campaign delivered life-saving overdose instructions in digital and print formats including TikTok, YouTube, Instagram, Connected TV, Snapchat, movie theatres, and outdoor media near schools and community centers. Parent-focused initiatives enhanced knowledge and preparedness, while community partnerships ensured sustained impact.

- **Youth-focused landing page:** Central hub with info on opioid use, overdose symptoms, emergency response, and local support.
- **Youth channels:** TikTok, YouTube, Instagram, Connected TV, and Snapchat used for short-form animated videos and interactive content. Outdoor media near schools and community centers.
- **Pocket cards:** Life-saving overdose instructions in digital and print formats, distributed via schools and community programs.
- **Youth Co-Created Content:** School-based toolkit (journal, decals, announcements) co-created with young people in Riverside County
- **Parent engagement:** Family-focused media placements and live/on-demand webinars in English and Spanish.
- **Community partnerships:** Schools and local organizations amplified campaign messaging.

