

**SONG  
FOR  
CHARLIE**



# Community-Led Fentanyl Prevention in California



# The Program

Deploying trusted social messengers in California, who have been directly or indirectly impacted by the current fentanyl crisis to share their stories and encourage a shift in the behavior and social narrative that surrounds substance misuse, while also sharing resources for those impacted.

The program is divided into 3 phases; each focuses on reaching a vulnerable community:

**Phase 1**  
Black Community



These pills are being sold on social media

**Phase 2**  
Parents of Teens & Pre-teens



**Phase 3**  
Youth & Young Adults



*(still in progress)*

# Year to Date Results (Phase 3 is in progress.)

**40** trusted messengers created and posted **79** pieces of content on social media, generating **1,374** shares.



The content received **21.9K+** engagements across social media with **5,453** known clicks to the website or handle.



The contents received **5.5M+** views across social media platforms.



**64.3%** of commenters expressed positive sentiment towards to the campaign.



The campaign reached **1.2M+** Black and **2M+** of CA parent residents (est.) via program content.



# #KnowMore #ConnectToProtect Metrics

40

Social Media Messengers

1,453

Posts with Shares

5.5M+

Views Across Instagram,  
TikTok & Facebook

21.9K+

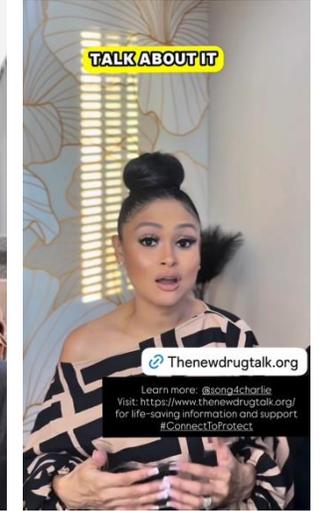
Social Engagements

 **\_kobefrisco**  
Omg thank you for the resource!  
For sure going to look into  
[@song4charlie](#)

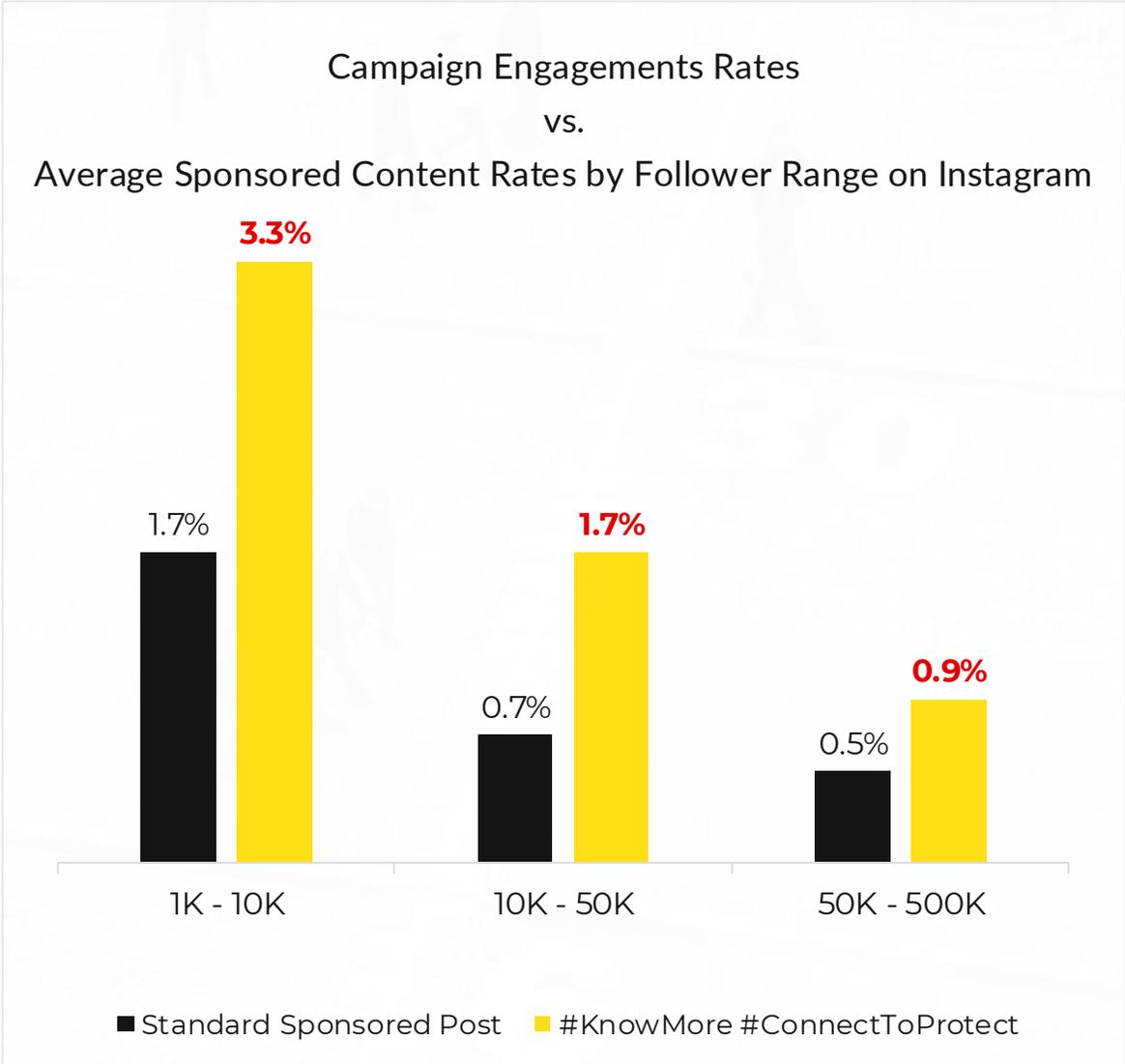
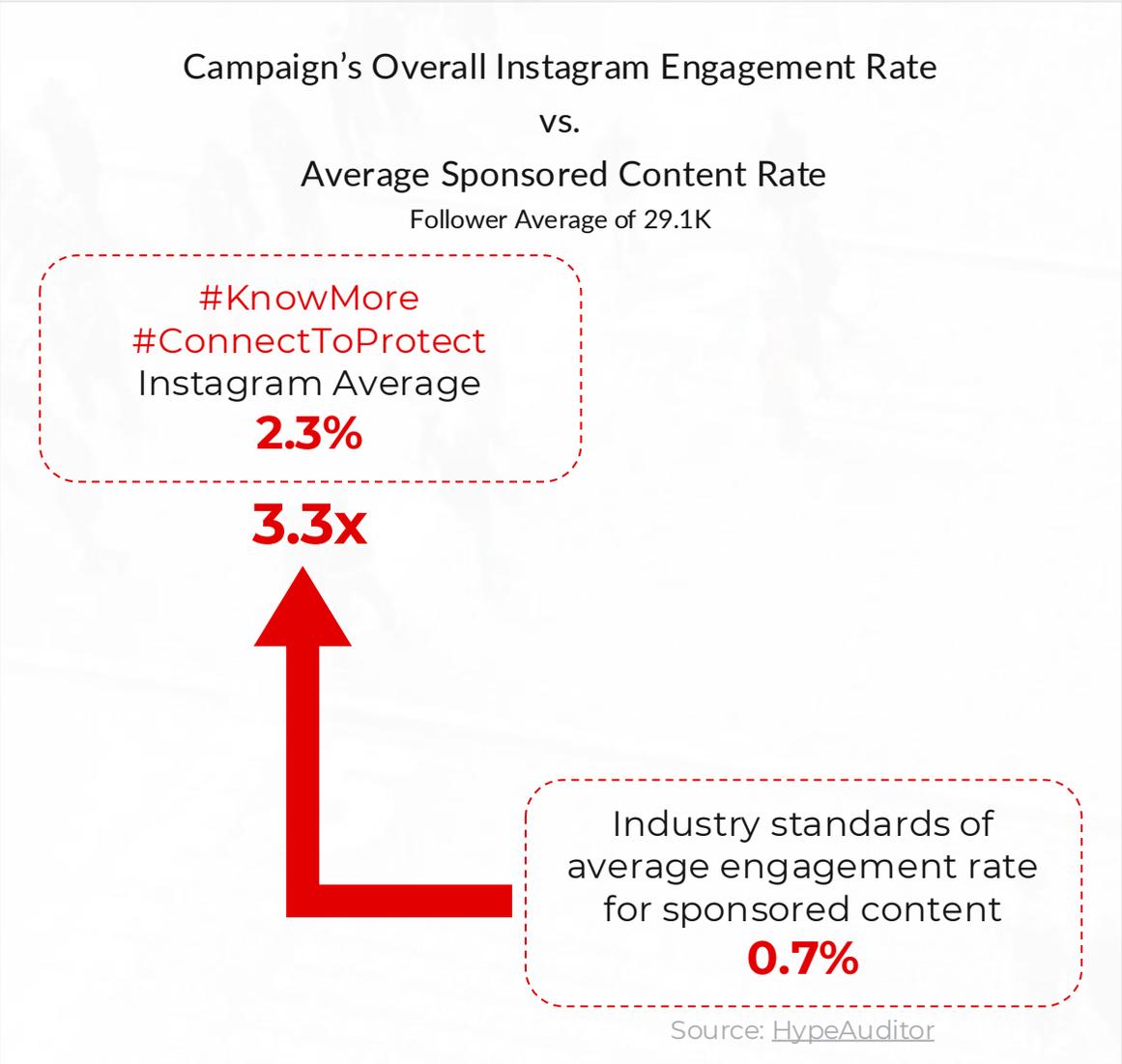
 **wcfenderson** I pray so many  
families learn about this! Save  
lives 🙏

 **silv.wassumz** Wow! Sending  
this information to my  
nephews! Thanks for sharing  
this 🙏🙏

 **bria.snyder**  
This is what I want my kids to see  
🙏 real and informative

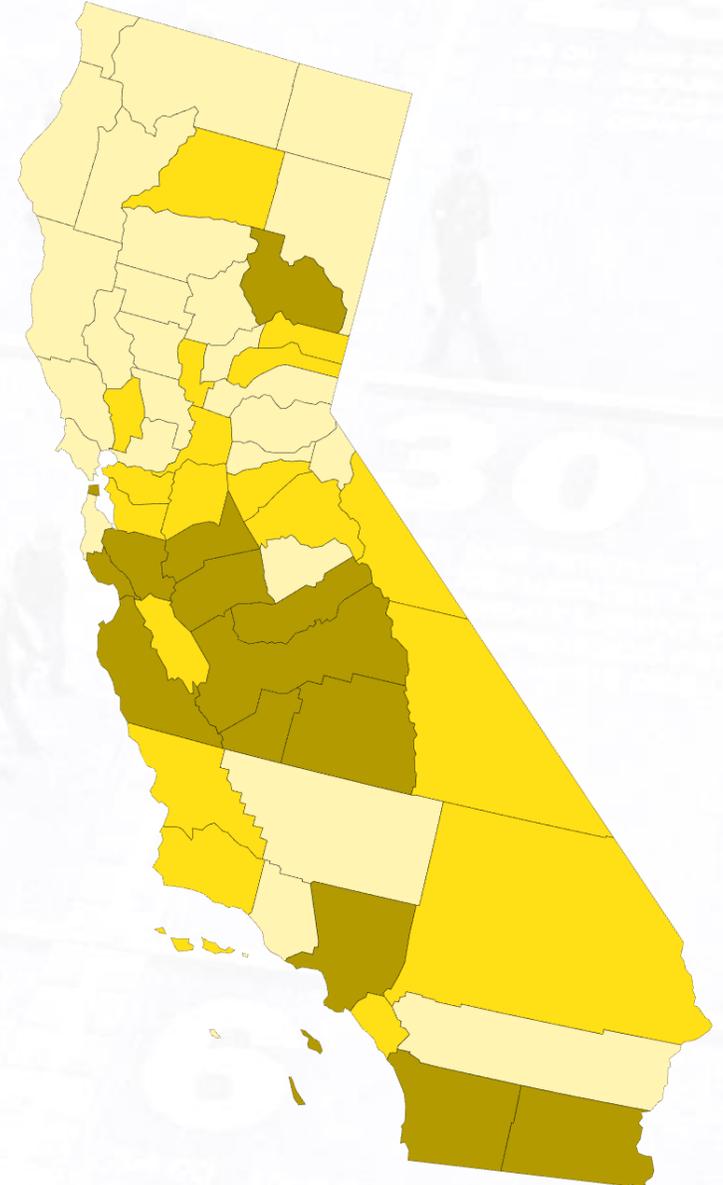


# Campaign's Average Engagement Above Industry Averages!



# Audience Reach | CA Counties Ranked by Saturation of Reach

<b>1</b>	San Francisco	<b>21</b>	Shasta	<b>41</b>	San Mateo
<b>2</b>	San Diego	<b>22</b>	Santa Barbara	<b>42</b>	Modoc
<b>3</b>	Los Angeles	<b>23</b>	Nevada	<b>43</b>	Trinity
<b>4</b>	Santa Cruz	<b>24</b>	Tuolumne	<b>44</b>	Sonoma
<b>5</b>	Stanislaus	<b>25</b>	San Luis Obispo	<b>45</b>	Butte
<b>6</b>	Fresno	<b>26</b>	Sierra	<b>46</b>	Lake
<b>7</b>	Merced	<b>27</b>	Orange	<b>47</b>	Humboldt
<b>8</b>	Kings	<b>28</b>	Inyo	<b>48</b>	Mendocino
<b>9</b>	Plumas	<b>29</b>	Contra Costa	<b>49</b>	Siskiyou
<b>10</b>	Imperial	<b>30</b>	San Bernardino	<b>50</b>	El Dorado
<b>11</b>	Santa Clara	<b>31</b>	Napa	<b>51</b>	Del Norte
<b>12</b>	Tulare	<b>32</b>	Sutter	<b>52</b>	Alpine
<b>13</b>	Madera	<b>33</b>	Tehama	<b>53</b>	Lassen
<b>14</b>	Monterey	<b>34</b>	Ventura	<b>54</b>	Mariposa
<b>15</b>	Alameda	<b>35</b>	Placer	<b>55</b>	Solano
<b>16</b>	Sacramento	<b>36</b>	Amador	<b>56</b>	Kern
<b>17</b>	San Joaquin	<b>37</b>	Yolo	<b>57</b>	Riverside
<b>18</b>	Mono	<b>38</b>	Marin	<b>58</b>	Colusa
<b>19</b>	San Benito	<b>39</b>	Yuba		
<b>20</b>	Calaveras	<b>40</b>	Glenn		



*\*Saturation of reach is the percentage of the population reached in the state calculated by taking the known state reach of the program divided by the state population reported on the US Census data.*



# Black Community

Combatting rising overdoses via authentic storytelling and cultural connection [#KnowMore](#)





I'm partnering with Song for Charlie



only 2 milligrams of fentanyl (about a few grains of salt) can be fatal! we cannot heal in silence.

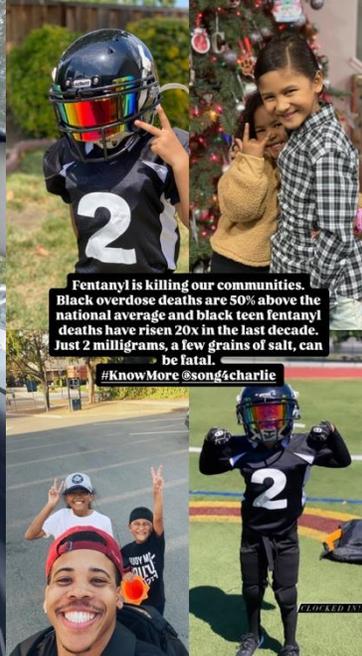
let's protect each other and #knowmore

learn more at the link below or @song4charlie

Songforcharlie.org



and go to @song4charlie to learn more



Fentanyl is killing our communities. Black overdose deaths are 50% above the national average and black teen fentanyl deaths have risen 20x in the last decade. Just 2 milligrams, a few grains of salt, can be fatal.

#KnowMore @song4charlie



#KNOWMORE TO PROTECT



It is imperative that we spread awareness about the dangers of fentapills because fentanyl is killing our men, women and children at a drastic rate.

Songforcharlie.org

Fentapills are fake pills made to look like real prescription Adderall, Xanax, etc. except they are made with fentanyl. Fentanyl is also being mixed into party drugs like coke and Molly.

@song4charlie offers information and resources regarding this issue. Visit their site to #knowmore, share this information and save a life. 🙏



THEIR WEBSITE AT WWW.SONGFORCHARLIE.ORG



The people you love matter. Knowledge keeps us all safer.

That's why I partnered with @song4charlie to help spread awareness about how you can stay safe too.

#KnowMore



I'm partnering with @song4charlie to share something that means so much to me as a mom ❤️

Fake prescription pills made with fentanyl are taking lives every day, and it's closer to home than many realize.

#knowmore



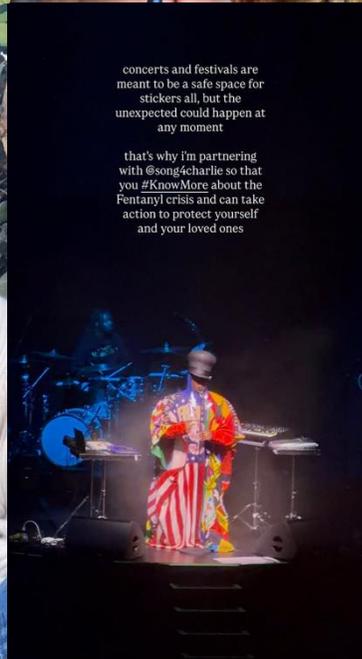
FENTANYL

PLEASE TAKE PRECAUTIONS FOR FENTANYL TESTING STRIPS



SONG FOR CHARLIE

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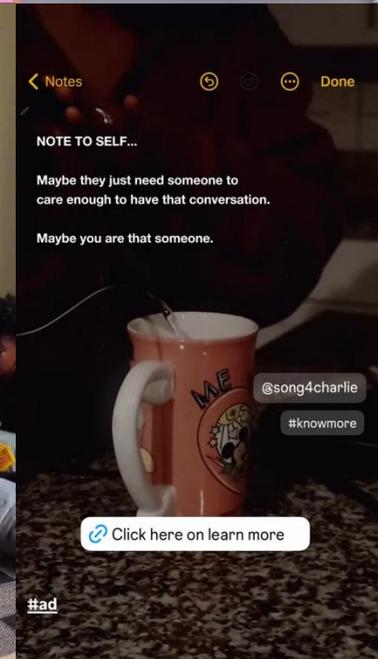


concerts and festivals are meant to be a safe space for stickers all, but the unexpected could happen at any moment

that's why I'm partnering with @song4charlie so that you #KnowMore about the Fentanyl crisis and can take action to protect yourself and your loved ones



we can protect the moments



< Notes Done

NOTE TO SELF...

Maybe they just need someone to care enough to have that conversation.

Maybe you are that someone.

@song4charlie

#knowmore

Click here on learn more

#ad

# The Results

**21** trusted messengers created and posted **53** pieces of content on social media, generating **1,084** shares.



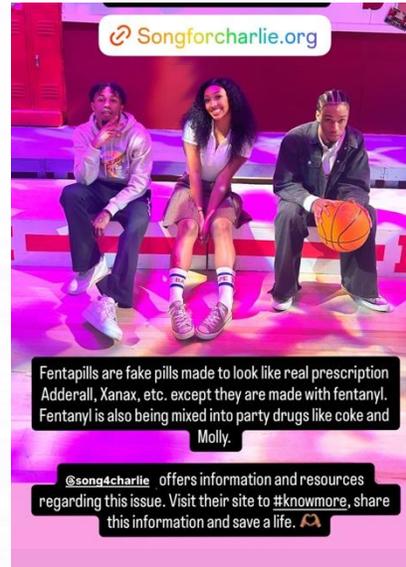
The content received **9.8K+** engagements across social media with **3,088** known clicks to the website or handle.



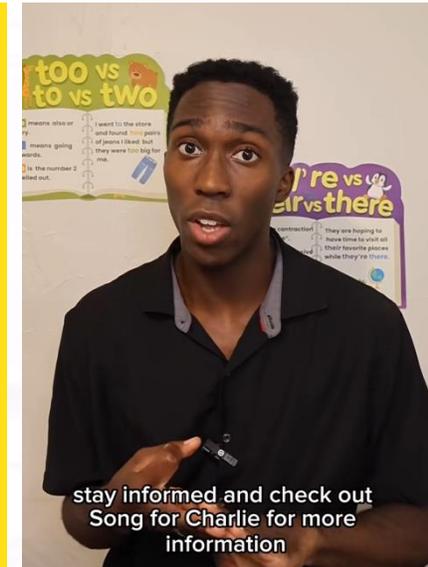
The contents received **3.4M+** views across social media platforms.



**99.1%** of commenters expressed positive sentiment, including **86.5%** specifically positive to the campaign.



The campaign reached **1.2M** Black CA residents (est.) via campaign content, or **57%** of the Black CA population.



# View Frequency

**74%** of the reached audience saw multiple pieces of content posted from participating creators.

On average, a member of the campaign audience potentially saw the **#Knowmore** messaging **2 times** during the campaign.

**1.6M+** California audiences (est.) saw campaign content at least once.

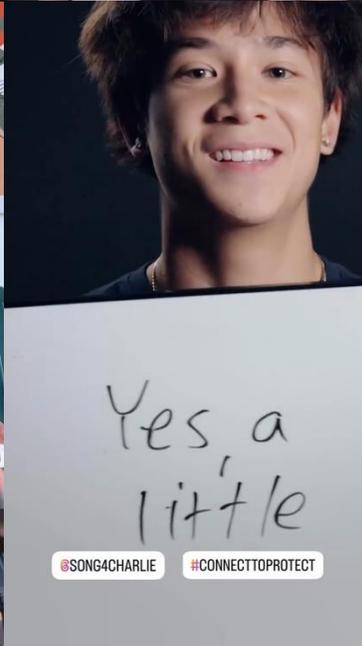




# Parents of Teens & Pre-Teens

Open dialogs to protect our teens from  
prescription pill misuse [#ConnectToProtect](#)





# The Results

**19** trusted messengers created and posted **26** pieces of content on Instagram, generating **290** shares.



The content received **8.1K+** engagements on social media with **2,356** known clicks to the website or handle.



The contents received **2M+** views across social media platforms.



**65.5%** of commenters expressed positive sentiment toward the campaign.



The campaign reached **over 2M** of CA parents via campaign content.



# View Frequency

**45%** of the reached California audience saw multiple pieces of content posted from participating creators.

On average, a member of the campaign audience potentially saw the **#ConnectToProtect** messaging **1-2 times** during the campaign.

**2M+** California audiences (est.) saw campaign content at least once.



