

Good Day Community Partners

We wanted to share some resources and assets the Department has invested in to support a community wide effort to addressing the increases in substance uses (specifically opioids and drugs containing the deadly fentanyl) and harm reduction efforts around Naloxone and access to care.

In the late spring DBH invested in creating assets that we all could use to help raise awareness of the dangers of Fentanyl, educate our community on life saving Naloxone, and basic information to access care/treatment.

These assets are created to you or any other organization can also add their logos to the assets and co-brand along with Behavioral Health and Public Health. We have included assets such a brochure, digital graphics for use on your websites, social media, etc. We also have included posters that can be used, and short videos (15 and 30 sec) that can be shared via email, social media, etc. They are in English, Spanish and Hmong.

https://drive.google.com/drive/folders/1Db4hzD8ohYFRfE_HPaN4jCDGc0ddIHRr

These assets were developed with the idea that it can be used by any part of our community. Additionally, we developed these assets by using experts from the Public Health Department, local hospitals, substance use experts, and professional marketing firm. We had these created based on current data, expert input and made to reach audiences of youth, and those who may work with youth. We focused on everything on types of resonating images, wording and colors to help them be responsive to the target populations.

You may add your logos and share, or if you need help to add your logo you can reach out to DBH to request assistance with having your logo included. We can then send you back files with your logo also included so you can use the assets as your own.

As we work across sectors to address this new challenge in our community we are all directing people to the following website www.opioidsafefresno.com for more info, resources, and supports. This website is being used across sectors, and is updated regularly.

So please feel free to use all the assets available. They are in English, Spanish and Hmong, with more being translated (so check the link for updated files). If you want to co-brand (have your agency logo included) please reach out to your analyst and they'll connect you to the team that can provide that support.