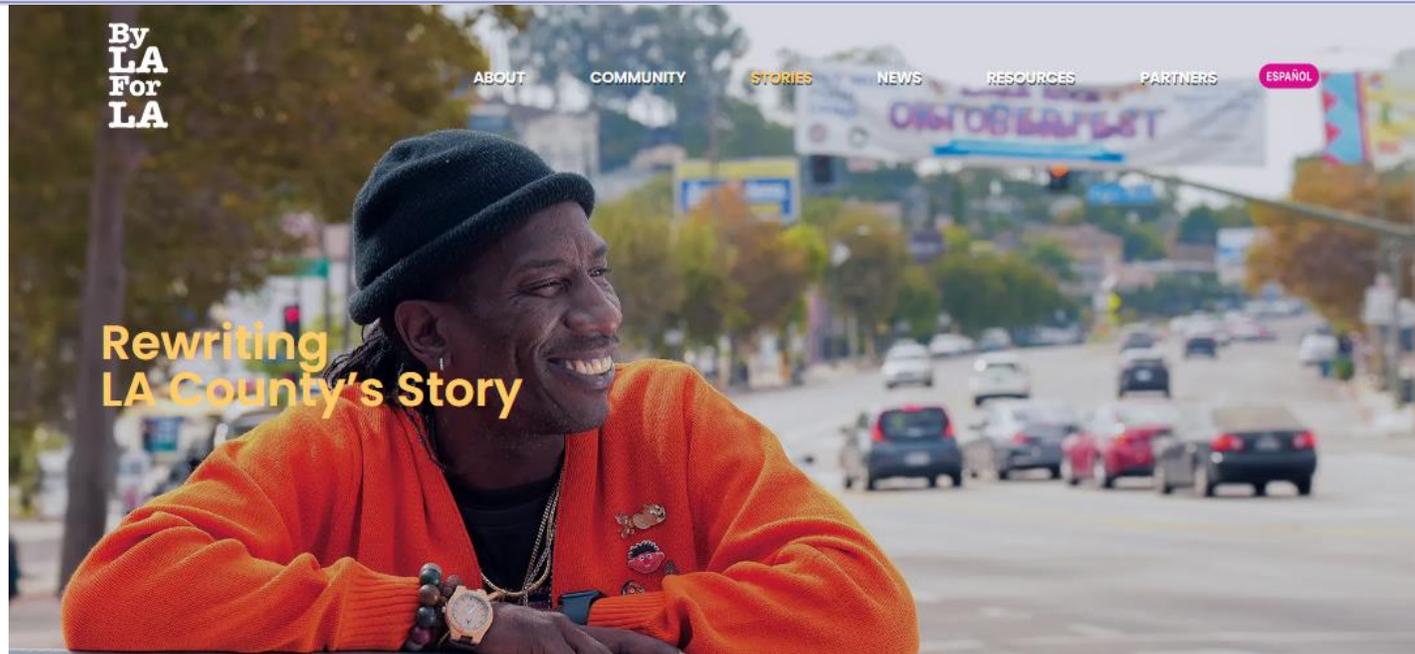




Rewriting LA County's Story

Reescribiendo la historia del condado de Los Angeles

An anti-stigma public awareness campaign



Multi-year anti-stigma media campaign



Develop ongoing partnerships with community organizations

Increase neighborhood support for services expansion/ reduce NIMBY through positive narratives

Reduce stigma around services people who use drugs

Increase access and awareness to overdose prevention and harm reduction supports

Show the strong community-driven response is **ALREADY** working – 50,000 overdoses reversed!



~~Overdose.~~

OVERCOME.

~~Sobredosis.~~

SUPERACIÓN.

Rewriting LA County's Story

It's easy to write off people who use drugs. But their story isn't over. And neither is Los Angeles County's. Let's reframe our stigma and perceptions, because the old way of tackling the drug crisis is what got us here. This is where our new story begins — where LA County overcomes the overdose crisis, one life at a time.



Aspirational. Caring. Bold. Human. Auténtico.

LA County shared insights and stories. Our campaign will stand out because it's based in everything that makes the work great: The people impacted, the lives saved, and the shared values.



Campaign Launch



Ongoing:

- Outdoor ads
- Digital billboards
- Digital + social ads
- Community events
- Radio spots/interviews
- Press engagement
- Meetings to share content





Overdose.

resources to achieve that.

Data-drive digital placements:
Greater focus on neighborhoods with higher overdose rates and services that need support.

Greater emphasis on communities that are at higher risk of overdose.

Radio ads/interviews.



~~Fear.~~
FACTS.

35,000 lives saved from overdose...and counting.

ByLAforLA.org



 **iHeart**RADIO
COMMUNITIES

**THE CRUZ
SHOW** Mon - Fri | 2pm - 7pm
REAL 92.3 / KRRL-FM / Los Angeles



BIG BOY Mon - Sat | 5am - 10am
REAL 92.3 / KRRL-FM / LOS ANGELES



Social Media Toolkits

Overdose. OVERCOME.

Stereotypes don't stop overdoses. New approaches do. ByLAforLA.org

How to Use This Toolkit

As you all know, LA County recently launched a campaign to raise awareness and access to overdose prevention materials to get the word out about the campaign – and to help. We hope you will help us by sharing these materials on your social media and at your organizations.

Campaign Headlines

- "Rewrite Your Story, Together" ByLAforLA.org
- "Your story is not over. Take the first step in healing."
- "We treat people with the respect and care they need to heal."
- "We've saved 35,000 lives in Los Angeles County & County of Orange."
- "Hubs and services connect people to housing, care, and recovery."
- "Naloxone is safe and reverses opioid overdoses."
- "Overdose to Overcome."

Sobredosis. SUPERACIÓN.

El condado de Los Ángeles está reescribiendo su historia. ByLAforLA.org

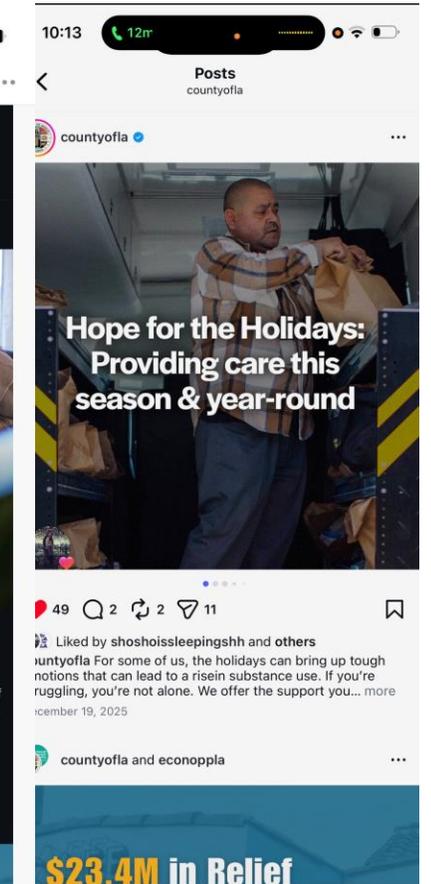
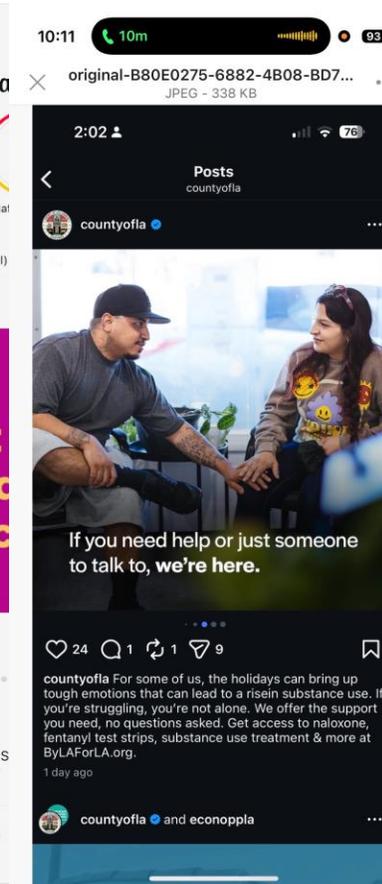
Cómo usar esta guía de recursos

El condado de Los Ángeles lanzó recientemente una campaña para reducir el estigma hacia las personas que usan drogas y aumentar la concienciación y el acceso a recursos de prevención de sobredosis. Esta guía proporciona materiales para difundir información sobre la campaña, así como herramientas y sugerencias sobre cómo pueden utilizarlos.

Esperamos que nos ayuden compartiendo estos materiales ya sea en sus sitios web, redes sociales y en sus organizaciones.

Títulos de la campaña

- "Reescribamos tu historia, juntos. ByLAforLA.org."
- "Tu historia no ha terminado. Da el primer paso hacia la sanación."
- "Tratamos a las personas con el respeto y el cuidado que necesitan para mejorar su salud."
- "Hemos salvado 35,000 vidas en el condado de Los Ángeles... y seguimos."
- "Los centros y servicios conectan a las personas con vivienda, cuidado y recuperación."
- "La naloxona es segura y revierte las sobredosis por opioides."
- "De la sobredosis a la superación."



Larger Effort – CDC Grant

Timeline: March 2024- October 2028

Partner: Vital Strategies

Vital Strategies is a global public health organization that supports governments in building strong public health programs.

Grant also funds Health Services and DPH services:

- Expanding naloxone access and education
- More connection and retention in care
- Work directly with clinicians and health systems



What we learned from campaign research

Real-world stories win the day.

Seeing is believing: Emotive stories of real lives persuade people; data provides confidence and scale.

Speak to the continuum of care.

The public wants solutions that move people towards stable, productive lives and not “enabling” They understand it may take time. Harm reduction services are an entry point to treatment, housing, work support.

Be specific.

People do not understand “harm reduction” but they are more likely to be supportive when message is more direct about a specific service

Show the work in action.

Images of delivery of specific services get positive response, show the naloxone in the hand, show a person helping another person.

Show people in community.

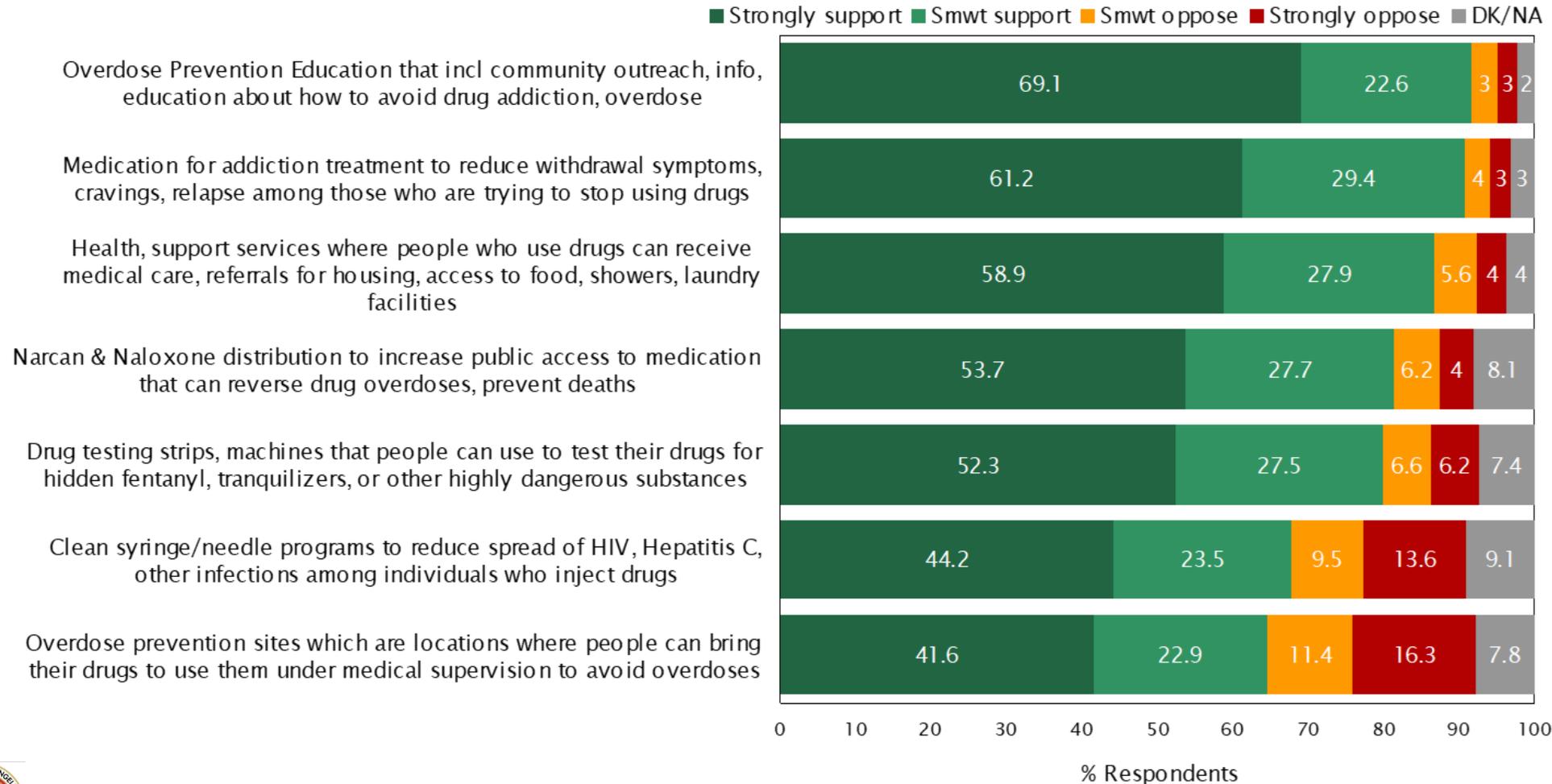
Portray people who use drugs with dignity and care. Show how they are part of the community and contribute, from taking care of each other.

Convey that we're in this together.

LA's plan is built from community up and depends on local champions. That means services and clients reflect the needs of their community. Data show that people don't travel more than a few miles for services.



LA County residents strongly support services



Plain language approach to describing services has majority support even across the more “controversial” approaches



ByLAForLA.org

By
LA
For
LA

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We're Making LA Stronger Together.

LA County is tackling the overdose crisis.



The Plan is Working. The Impact is Real.

35K

Overdoses reversed.

12

New health hubs delivering care in high-need neighborhoods.

100K

Fentanyl test strips.

20+

Community partner organizations providing direct services.

1M+

Doses of naloxone distributed, increasing naloxone access ten times over.

40K

Wound care kits.



3M

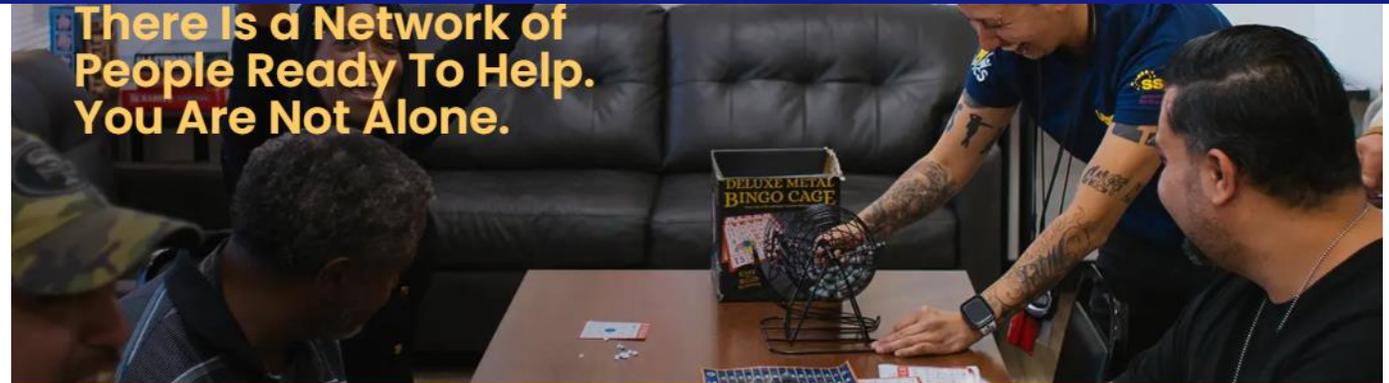
Sterile syringes.

AND

Support with housing, jobs, and treatment for thousands of people.

Resources

Connecting people to resources and our partner agencies where people can seek out support and services.



Substance Use

Recover LA
A resource about substance use disorders, available treatment options, and overdose prevention.

[Website](#) [Dial 1-844-804-7500](#)

SUD Help LA
Service & Bed Availability Tool to help you find the substance use services you, your client, or loved one is looking for.

[Website](#) [Dial 1-844-804-7500](#)

Health Care

LA County Dept. of Health Services
Information and resources about compassionate health coverage and care across Los Angeles County.

[Website](#) [Dial 1-844-804-0055](#)

211 LA
The hub for community members looking for all types of health, human, and social services in LA County.

[Website](#) [Dial 211](#)

Mental Health

Housing, Food & Other

All of LA County is benefitting



- Street Outreach
- Mobile Overdose Response Team
- Health Hub
- Harm Reduction Workforce Development
- Syringe Service Program (SSP)
- Overdose Education and Naloxone Distribution
- Overdose Education and Naloxone Distribution for American Indian and Alaska Native Communities

Campaign Performance Highlights

- 31.2 million impressions
- 3.6 million social media impressions across Meta, Instagram, TikTok and YouTube
- Toolkit reach (12/1/2025 – 2/3/2026) 574,000 impressions to date



Why Your Partnership Matters

- Strengthens your role as a trusted community messengers
- Increases awareness and engagement when shared across networks.
- Every share and download directly supports someone's access to critical help.



Follow Us

1. Visit [An Evidence-Based Strategy To Build Safer Communities - By LA for LA](#) (bylaforla.org) and encourage others to visit too!

2. Follow our official social media pages:

- [Instagram](#)
- [Facebook](#)
- [TikTok](#)
- [LinkedIn](#)
- [YouTube](#)

2. Engage and share on social media:

- Like, comment, and share posts that resonate with you or highlight the work your organization is doing.
- Tag [@bylaforla_official](#) and use the hashtag [#ByLAForLA](#) when posting related photos, videos, or campaign activities.
- Share stories of impact, community events, or people who inspire change in your words



Thank you!

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