

# BEHIND THE FACE

## COMMUNICATIONS TOOLKIT





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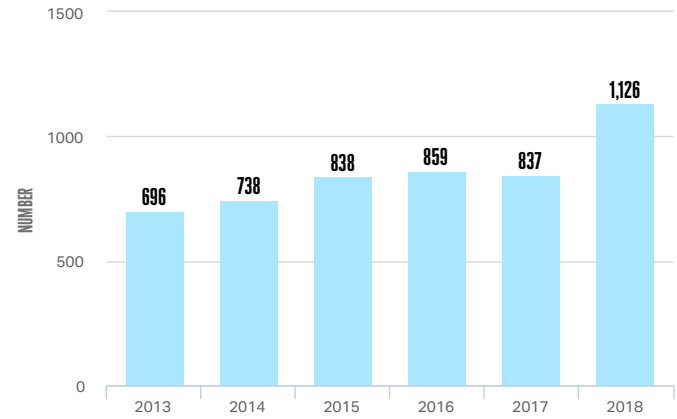


# METH IN LA COUNTY

## A GROWING PROBLEM

Meth use is becoming more common in LA County, and deaths involving meth are higher than any other drug in LA County. From 2008 to 2019, there were approximately 4,300 meth-related deaths in LA County, with a 66% rise in meth-related deaths from 2017 to 2019. From 2018-2019, more people died from meth overdoses than any other drug in LA County. And, meth is increasingly being found laced with fentanyl, a highly lethal opioid that significantly increases overdose risk. In addition, meth availability is increasing: from 2012 to 2017, the price of meth dropped 31% nationally. To raise awareness about the dangers of using meth and the help that is available for those who use, the Los Angeles County Department of Public Health launched the Meth-Free LA County campaign.

**FIGURE 1. DEATHS TESTING POSITIVE FOR METHAMPHETAMINE, LAC**  
Source: NDEWS



## HOW TO GET HELP

If you, a loved one, or someone you know needs treatment for methamphetamine, we can help! Call the Substance Abuse Service Helpline anytime, toll-free, 24/7 at 1-844-804-7500.

When you call, we will ask you questions about your methamphetamine and other drug or alcohol use, to help you decide if you need treatment and help you find a provider that meets your specific needs.



# VIDEOS

## (ENGLISH VERSION)



## LOOK PAST THE STEREOTYPE

Who uses meth? You may be surprised. Meth is in all neighborhoods and used by all kinds of people. Learn more about what to look for to keep friends and loved ones safe.

<http://ph.lacounty.gov/sapc/public/meth/videos/meth-behind-the-face-no-sub.mp4>

## (SPANISH VERSION)



## VE MÁS ALLÁ DEL ESTEREOTIPO

¿Quién usa cristal? Puede que te sorprenda. El cristal se encuentra en todos los vecindarios y es consumido por todo tipo de personas. Obtén más información sobre cómo mantener seguros a tus amigos y seres queridos.

<http://ph.lacounty.gov/sapc/public/meth/videos/Meth-Behind-The-Face-no-sub-sp.mp4>



# SAMPLE SOCIAL MEDIA CONTENT



## SOCIAL POST 1

**POST COPY:** Think you know the signs of meth use? Long before meth makes a physical impact, it makes a mental impact. Visit [MethFreeLACounty.org](http://MethFreeLACounty.org) to learn early warning signs.



## SOCIAL POST 2

**POST COPY:** Early meth use harms the brain. Meth can cause aggression and hallucinations long before the damage is visible on the face. Find out more about early signs of use at [MethFreeLACounty.org](http://MethFreeLACounty.org).



## SOCIAL POST 3

**POST COPY:** What you used to think about meth, may no longer be true. Meth is one of the deadliest drugs in LA. It kills people in every neighborhood, every race, and every gender. Learn more at [MethFreeLACounty.org](http://MethFreeLACounty.org).



## SOCIAL POST 4

**POST COPY:** Meth now affects every neighborhood, age, gender, race, and income level in LA. In fact, it's considered one of the deadliest drugs. Update what you know about meth and how to help. Learn more at [MethFreeLACounty.org](http://MethFreeLACounty.org).

# SAMPLE OUT OF HOME (OOH) CONTENT

## BILLBOARD: ENGLISH

**HEADLINE:** Meth Damage Doesn't Start on the Face

**SUBHEAD:** Learn the Early Signs of Use at [MethFreeLACounty.org](http://MethFreeLACounty.org).



## BILLBOARD: SPANISH

**HEADLINE:** El Daño Del Cristal No Comienza En El Rostro

**SUBHEAD:** Conoce los primeros signos de uso en [MethFreeLACounty.org](http://MethFreeLACounty.org)

