

# TURN ON THE LIGHT

## 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.

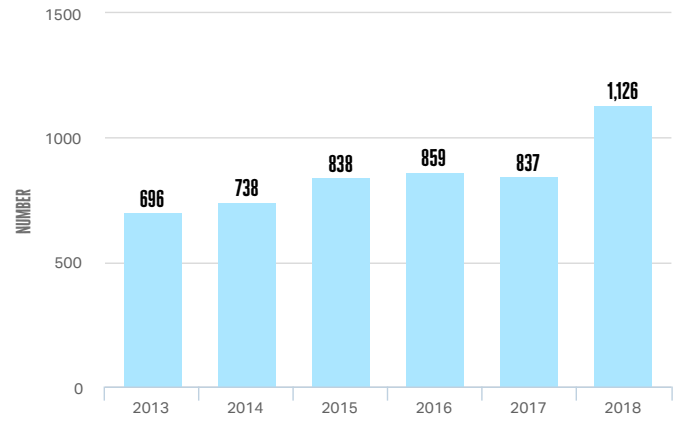
## HOW TO GET HELP

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

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

FIGURE 1. DEATHS TESTING POSITIVE FOR METHAMPHETAMINE, LAC

Source: NDEWS



# SAMPLE VIDEO CONTENT



**TURN ON THE LIGHT :30**  
**(ENGLISH VERSION)**

<http://publichealth.lacounty.gov/sapc/public/meth2021/videos/Meth-Free-Turn-on-the-Lights-no-sub.mp4>



**TURN ON THE LIGHT :30**  
**(SPANISH VERSION)**

<http://publichealth.lacounty.gov/sapc/public/meth2021/videos/Meth-Free-Turn-on-the-Lights-no-sub-sp.mp4>

# SAMPLE SOCIAL ASSETS AND CAPTIONS



## SOCIAL POST 1

**POST COPY:** Decision-making is one of the areas of the brain seriously hurt by meth use. Meth kills brain cells from the first hit, creating damage that can never be fully repaired.



## SOCIAL POST 2

**POST COPY:** It's hard to focus on your health while using meth. Each use kills brain cells, making it difficult to stop harmful behaviors and impairing your ability to make solid decisions.



## SOCIAL POST 3

**POST COPY:** People glorify the high from meth, but have you heard about the come down? In reality, meth destroys the wiring in your brain, making it difficult to feel pleasure in the things you used to.



## SOCIAL POST 4

**POST COPY:** When you think meth is giving you a boost, it's actually taking a cut. Meth changes your brain, taking away your ability to make decisions and use self-control.