

CAMPUS EVENT PLANNING GUIDE

Bring your campus together for an important conversation.

You don't need to be an event expert to make a difference. This guide is built for **student affairs teams, residence life staff, health educators and student leaders** who want to create a meaningful, high-impact fentanyl prevention event. It's simple, adaptable – and designed to help you start lifesaving conversations on your campus.

Recommended Event Structure

This event structure keeps things simple while creating a meaningful experience — giving students, staff and community members a chance to learn, connect and take action together.

- **Roundtable Discussion (30 min.):** Host a guided conversation led by a moderator with a mix of student leaders, campus officials and public health or recovery advocates. This is an opportunity to share stories, exchange ideas and empower students to take the message back to their peers.
- **Quick REVIVE! Training (10 min.):** Offer a brief, hands-on training session led by campus health or local public health experts to teach participants how to recognize an overdose and save a life using naloxone.
- **Awareness Action:** Close the event with a tangible activity – like signing the pledge, distributing purple ribbons, or performing another symbolic action that keeps the message visible on campus.

- **Enhancement Options:** Want to take it further? Add simple but powerful touches like a candlelight vigil, chalk message wall, or partnering with the athletics department for a game-day awareness moment.

Planning Timeline

- **6-8 weeks out:** Identify the date, secure the venue, recruit student partners, invite guest speaker(s).
- **4-6 weeks out:** Confirm REVIVE! training support, develop a promotion plan, submit space and tech requests.
- **2-3 weeks out:** Launch the marketing campaign (email blasts, social media, flyers), coordinate with athletics or other campus departments for add-ons.
- **1 week out:** Finalize run-of-show, brief speakers, and distribute logistics to all stakeholders.
- **Day of:** Ensure signage, ribbons, pledge cards, and tech setup are in place. Coordinate media coverage if applicable.

IT ONLY TAKES ONE

It only takes one pill to take a life – and one action to help save one.

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Sample Run-of-Show (60-75 mins.)

Time	Activity	Lead
0:00-0:05	Welcome and context for the event	Campus official
0:05-0:35	Roundtable discussion	Moderator
0:35-0:45	REVIVE! training	Health department or campus health staff
0:45-0:55	Pledge signing & ribbon distribution	Student leaders
0:55-1:15	Optional add-ons: vigil, game-day awareness or reflection activity	Planning team

Sample Moderator Questions for Roundtable Discussions

Here are a few sample prompts to guide your conversation:

- 1 What do students on our campus need to know about fentanyl that they might not already know?
- 2 How can student leaders help prevent overdoses and start meaningful conversations with peers?
- 3 What resources are available on campus (or in the community) if someone needs help?
- 4 What role do faculty, staff and administration play in supporting student-driven prevention?
- 5 If you could give students one piece of advice about staying safe, what would it be?

Event Checklist

- ☐ Reserve venue and AV support
- ☐ Identify and invite speaker(s)
- ☐ Coordinate with the local health department for REVIVE! training
- ☐ Recruit student leaders for planning and promotion
- ☐ Secure materials (ribbons, pledge cards, signage)
- ☐ Promote through campus communications and media channels
- ☐ Coordinate with the PR team for coverage
- ☐ Capture event documentation for reporting