



Every day, families across Virginia are negatively impacted by fentanyl, a deadly opioid that is laced into fake pills and powders. It only takes one counterfeit pill to take a life. But it also only takes one conversation, one action, or one event to spark hope and save lives.

Thanks to the diligent efforts of caring communities like yours, **Virginia is now leading the nation in reducing drug overdose deaths, with a 44% drop in fentanyl deaths in 2024.** But even one loss is too many – and our work continues.

Moments like National Fentanyl Prevention and Awareness Day on August 21st, International Overdose Awareness Day on August 31st, and National Recovery Month in September remind us just how powerful it is when campuses and communities come together to raise awareness and take action. But this work cannot be limited to those days alone.

That's why I'm inviting you to join us by hosting an awareness event on your campus or in your community. Whether it's a roundtable conversation, a session on how to administer the opioid reversal drug naloxone, a pledge drive, or a moment of remembrance, your efforts will help save lives by educating students, sparking conversations and spreading the critical message that fentanyl kills.

In this toolkit, you'll find simple, ready-to-use resources to help you plan and host a meaningful event – along with ideas for engaging students, faculty, and community members. Whether you light your campus purple (the color of recovery), organize an informative panel discussion, or simply share this message on social media, your actions matter!

Join us in this lifesaving effort. Together, we can protect our campuses, empower our students, and beat fentanyl in Virginia. Visit **itonlytakesone.virginia.gov** to access resources and get started today.

Suzanne S. Youngkin
First Lady of Virginia

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TAKES ONE**