

PRESS MEDIA

You Have the Power to Save Lives



FROM AWARENESS TO ACTION

Post-Campaign Snapshot: Centering Community Leaders to Prevent Overdose Deaths

EXECUTIVE SUMMARY

The **You Have the Power to Save Lives** campaign launched in late March 2025, running for three months in seven U.S. cities: Louisville, Detroit, Newark, Albuquerque, Durham, Philadelphia, and Milwaukee. The goal of the campaign is to reduce overdose deaths in Black communities by promoting and normalizing the use of naloxone, increasing its availability and uptake, and destigmatizing the strategy as a non-punitive, health-focused approach to drug use.

The campaign delivered **32 million+ media impressions**¹ (radio, digital, outdoor) and drove strong engagement. Post-campaign survey results show **37%** of Black adults recalled the campaign. Those who recalled were **5.6x more likely to carry naloxone** and were more confident to use it compared to those who did not recall the campaign.

By leveraging trusted local voices, culturally tailored messaging, and clear calls to action, the campaign empowered people to act - to carry and use naloxone - turning awareness into life-saving behaviors and demonstrating how community-centered communication can drive real, measurable change for public health.

Why this campaign?

In 2020, overdose deaths among Black Americans rose 44% from the previous year 2019, surpassing national trends and exposing deep inequities.

Though naloxone distribution and other harm reduction services have expanded broadly, Black communities continue to fall behind in access and awareness.

The objectives of the campaign were to:



Raise awareness in Black communities about naloxone for preventing overdose death



Promote empowerment with information and access



Encourage people to take action to get naloxone



You Have the Power to Save Lives campaign ads



Attendees of a community event in Milwaukee

CAMPAIGN STRATEGY & REACH



Cities: Louisville, KY • Detroit, MI • Newark, NJ • Albuquerque, NM • Durham, NC • Philadelphia, PA • Milwaukee, WI



3 Months Duration: March 24 to June 29, 2025



Channels: digital, radio, out-of-home, earned media, community events



Partners: local Black media, community providers, advocacy groups, city health departments



Call to Action: Know naloxone. Get naloxone (free locally). Carry naloxone. Use naloxone if needed.

WHAT WORKED & WHAT TO STRENGTHEN

Strengths

- **Centering local, trusted voices** (faith leaders, community advocates) boosted credibility.
- Materials **co-designed with community partners** enabled rapid, authentic, local adaptation to meet needs (billboards, events, toolkits).
- **Mix of paid and earned media** helped amplify reach and local relevance.

Considerations for Future Efforts

- **Personal relevance was lower:** Only 39% of respondents felt messages spoke directly to them.
- Some respondents still held **misconceptions** that naloxone access promotes drug use.
- National **media exposure was weaker** than expected amid competing news priorities.



Every fire station in Philadelphia now has an easy-to-use naloxone box, giving residents free, no-questions-asked access to this life-saving resource

Methodology

- **Survey Period:** One week In July, 2025
- **Respondents:** Representative sample of 3,200 Black adults, ≥ 18 yrs, in the seven cities; sample balanced by age, gender, income, education
- **Measures:** Campaign recall; message clarity; behavior and confidence (eg, carrying naloxone, knowing how to use it)
- **Analysis:** Weighted logistic regressions controlling for demographics and city context

Key Findings

Metric	Results
Campaign Recall ²	37% of Black adults in target cities and metro areas recalled the campaign, representing approximately 1.9 million people
Message Clarity & Trust	Majority of respondents said ads were easy to understand (82%) and believable (83%)
Behavior & Confidence	Among those who recalled the campaign: <ul style="list-style-type: none">• 5.6× higher odds of carrying naloxone• 3× higher odds knowing where to get it• 2.5× more confident using it
Community Support	Strong increases in support of free naloxone access and in willingness to administer naloxone in an emergency

Recommendations

- **Deepen Local Adaptation:** Continue partnering with city and community leaders to customize messages, especially those that build on shared experience.
- **Address Misconceptions Directly:** Future campaigns should include content clarifying that naloxone saves lives *and* complements and supports treatment access and recovery. Naloxone is part of a continuum of care.
- **Expand Reach and Sustain Impact:** Bring on additional cities, scale toolkits, maintain visibility beyond paid media windows.
- **Boost Evaluation and Feedback Loops:** Use post-campaign evaluation findings to refine messaging. Collect consistent data from local distribution partners to track uptake.

Bottom Line

This campaign shows what’s possible when campaigns are designed with, not for, Black communities: awareness rises, confidence grows, lives can be saved. With sharper messaging and broader reach, we can keep the momentum going and help close longstanding gaps in health equity.

This project was produced partnership with [National Black Harm Reduction Network](#) and [Elton John AIDS Foundation](#).

¹ Paid media impressions measure how often ads are displayed to an intended audience across channels like social media, OOH, radio, and digital programmatic. They matter because reaching the target audience lays the foundation for awareness, engagement, and eventual behavior change.

² Recall rates demonstrate that the ad effectively captured audience attention and delivered its message, signaling strong resonance and memorability, key predictors of lasting impact on knowledge, attitudes, and behavior.