

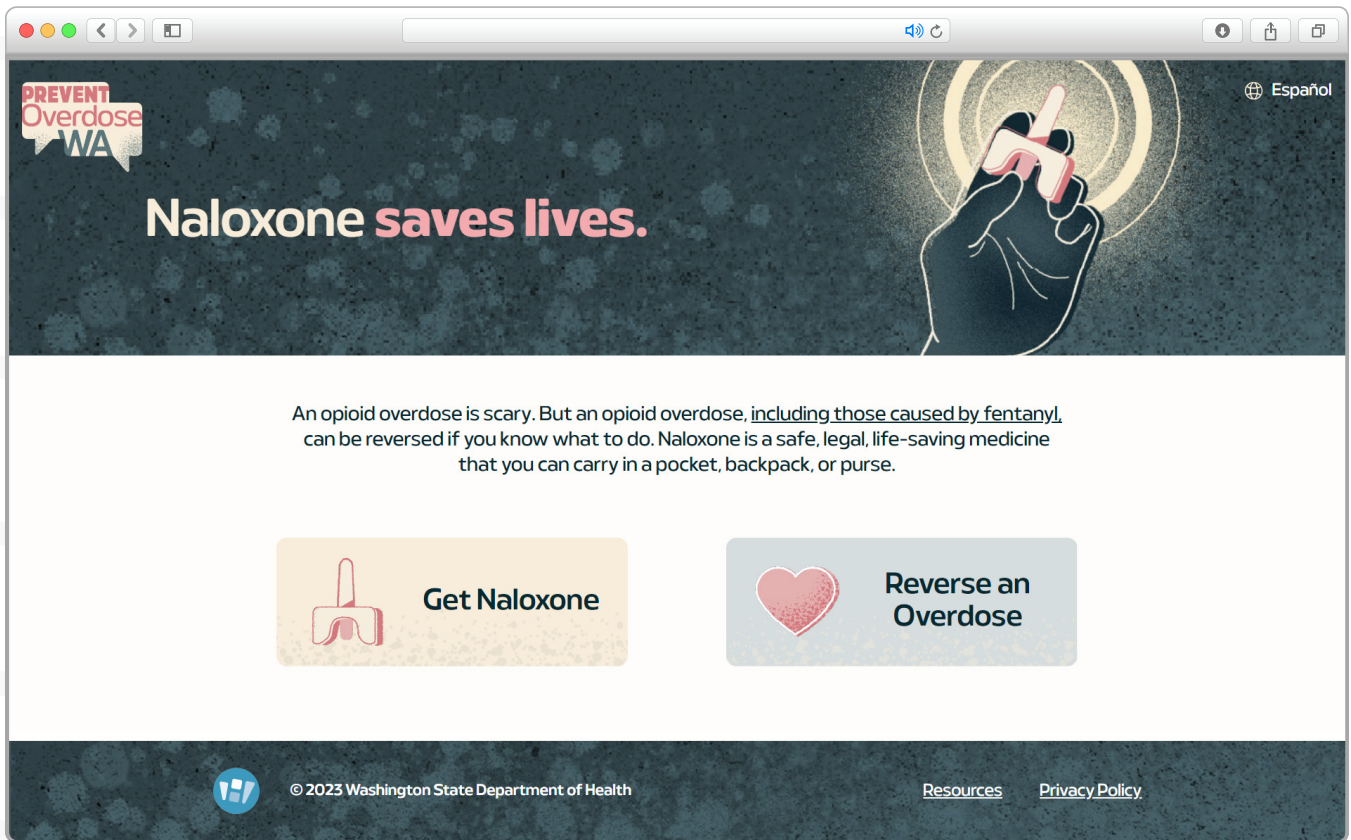


C+C | ALL ABOUT THE GOOD

Prevent Overdose WA

DIGITAL CREATIVE ASSETS

WEBSITE



[HTTPS://PREVENTOVERDOSEWA.ORG/](https://preventoverdosewa.org/)

BILLBOARD



Concept



VISUAL	AUDIO
WE OPEN WITH A BLANK BACKDROP. THEN WE SEE FEET RUNNING FORWARD WITH URGENCY.	I was scared the night you overdosed.
NOW WE SEE A HAND TAKING OUT A NALOXONE PACKAGE FROM THE FRONT POCKET OF A BACKPACK.	But I was prepared.
THEN TRANSITION TO A SCENE WHERE THE SAME HAND IS RUBBING THEIR KNUCKLES ON A SOFT LOOKING SURFACE. IT'S SOMEONE'S CHEST, BUT WE DON'T SEE THEM.	I brought naloxone with me.
CUT TO HAND LAYING ON TOP OF ANOTHER ONE.	I learned how to use it.
HAND AT THE BOTTOM CLOSES. FINGERS INTERLOCK. HANDS ARE SQUEEZING.	I learned when to use it.
PULSE LINES APPEAR BEHIND HANDS. CAMERA FOLLOWS THE LINES TO THE RIGHT.	And I know you trusted me to use it.
THE LINES DELIVER YOU TO AN ENTRYWAY SIDEBOARD. ON THE SIDEBOARD IS A PICTURE FRAME WITH A PHOTO OF TWO FRIENDS FROM THE BACK. NEXT TO IT ARE KEYS, WALLET AND A NALOXONE SPRAY.	I held your hand tight when you woke up.
TEXT ON SCREEN.	Because I wanted you to feel safe.
HAND TAKES ITEMS.	Your life is worth saving, friend.
	And I would save it again if I have to.
	TEXT ON SCREEN: Opioid overdose can be reversed.
	Visit URL to learn how.

NOTE: A voiceover recording describing the concept was included with the above image.






**Be prepared
to save
a life.**

PREVENT
Overdose
WA

Order FREE naloxone online



**Carry naloxone,
reverse an
overdose.**

PREVENT
Overdose
WA



**Prepárate para
salvar una
vida.**

NO MÁS
sobredosis
WA

Ordena tu naloxona GRATIS en línea



**Lleva naloxona
contigo y revierte
una sobredosis.**

NO MÁS
sobredosis
WA



**Naloxone
saves
lives.**

PREVENT
Overdose
WA

LEARN HOW >



**La
naloxona
salva
vidas.**

NO MÁS
sobredosis
WA

APRENDE CÓMO >



SOCIAL MEDIA VIDEO AD STILL (SIZED FOR VARIOUS PLATFORMS)

