

# This is Not About Drugs Opioids

## Peer-based Youth Opioid / Fentanyl Prevention Program



This Is Not About Drugs: Opioids (TINAD) is the flagship program in Overdose Lifeline's TINAD youth prevention series and serves as a companion to the new This Is Not About Drugs: Perspectives program.

Developed in 2015 to address a critical gap in youth education around the opioid public health crisis, the opioid program has since reached more than 400,000 youth across 38+ U.S. states.

### Overview

**This is Not About Drugs: Opioids** is a peer-based youth substance use prevention program that features personal stories from 12 young people with lived experience, along with insights from a subject matter expert, to educate and empower youth to make informed decisions about their bodies and health.

The curriculum offers an interactive, guided group discussion that helps youth explore the risks associated with opioids—including prescription pain medications, fentanyl, heroin, and the dangers of fentanyl-laced street drugs and counterfeit pills.

TINAD Opioids raises awareness about overdose risks, teaches how to recognize the signs of an overdose, highlights the availability of naloxone (brand name NARCAN®), and explains how to seek help if someone is experiencing an opioid overdose.

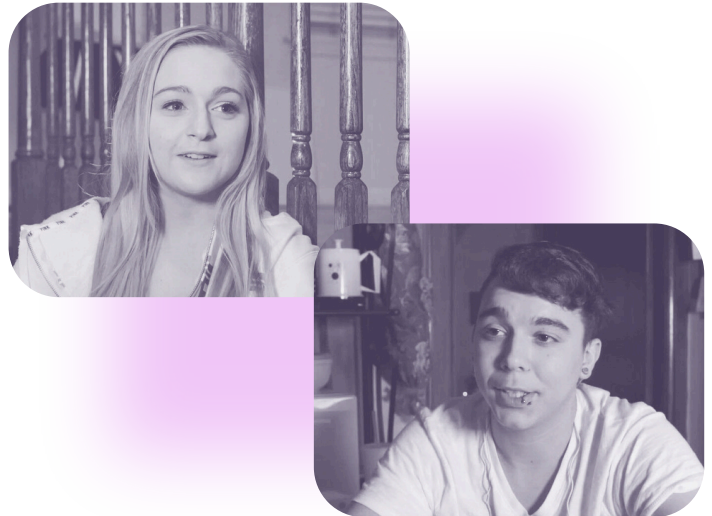
**"I learned that drugs can really mess up someone's life. More than anyone thinks in the first place but listening to someone describe how hard it was to get through hit me in ways that are indescribable."**

— Student

## Informed Theoretical Approaches

**Social Learning Theory** – behavior is shaped through modeling or observing behaviors, reinforcement of experiencing positive consequences for behavior.

**Social Development Theory** – behavior change occurs when an individual gains information about the risks and benefits of certain behaviors, while forming attitudes based on that information and learn behavioral skills.



## Program Applied Theory

**Raise awareness** of accurate and evidence-based information about opioids (prescription opioids, fentanyl, and heroin), overdose risks, addiction, and how substance use encourages non-substance use norms.

**Learn from peer experience** around the initiation, progression and addiction of opioids and the risks of fentanyl-laced street drugs and counterfeit pills strengthens low benefit and high-risk perceptions of misuse.

**Increase awareness** of the role of peers, coping, family and environment plays in substance use, initiating student pursuit of help-seeking behavior and self-efficacy.

## Targeted Risk and Protective Factors



### Risk

Early initiation of drug use, friends' use of substances, low perceived risks with substance use, favorable attitudes toward substance use, family history of substance use, easy availability of substances and opioids.



### Protective

Educate about the risks of opioid misuse and the practice of fentanyl-laced street drugs and counterfeit pills, understand disease of addiction and contributing factors, encourage help-seeking behaviors, discuss healthy alternatives to alcohol and drugs in dealing with life stressors.

**" This lesson is something every school should consider educating students about the dangers of opioids and how this epidemic is impacting individuals and communities across the country. It's a relief knowing my students have this information and can make better decisions regarding their personal health and well-being."**

— Middle School Teacher



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## Implementation

**This is Not About Drugs Opioids** is an in-person, universal prevention program for youth in grades 7–12. Designed for classroom-sized or small group settings, TINAD: Opioids aligns with common health curricula, fits easily within typical school timeframes. The program is customizable with local community information and is delivered as a single 45-minute lesson, with options to expand through additional curriculum and activities.

### Pre-assessment

The single session begins with a worksheet activity that serves as a pre-assessment of the youth's established perception and opinion on six core statements.

### Film and Guided Discussion

Youth share their personal stories in real-life, everyday terms, describing how opioids and substance use have impacted them, their families, or friends. A certified facilitator leads a guided discussion that delivers key information, fosters peer conversation, and encourages youth to share their opinions and actively engage in the learning process.

### Post-assessment

The session concludes with a second worksheet activity which asks the youth to re-assess the same six core statements after they have benefited from the film and the guided discussion, and a selection of additional questions tied to the overall lesson objectives.

### TINAD Opioids Includes:



#### In-person universal opioid education

45-minutes w/ ability to expand



#### Measured outcomes pre- and post-assessment



#### Guided peer-based group discussion and film



#### Targets youth in grades 7-12, with priority on transitional years



#### Companion parent and community programming available

## Program Learning Objectives

Over the course of the complete program, youth will:

- Discuss the risks of opioid misuse (prescription opioids, fentanyl, heroin).
- Explain how misuse can lead to addiction, heroin/fentanyl use, overdose, and death.
- Identify opioid overdose symptoms, learn about the availability of naloxone, and the necessity to call 911.
- Discuss the disease of addiction and the impact it has on an individual and the family and friends.
- Discuss healthy alternatives to using substances when dealing with life stressors.
- Locate available resources and discuss the many ways to ask for help.



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## **Facilitator Training Process**

Get certified to facilitate the program in your community. Training is conducted online. On-site training can be arranged for groups of five or more, with additional travel expenses.

New facilitators must complete three online prerequisite courses (4-5 hours combined) to gain essential background for implementation and watch the TINAD film and a mock presentation.

### **Prerequisite courses:**

- The Brain and the Disease of Addiction
- The Opioid Public Health Crisis
- Program Introduction

### **Training session:**

Upon completing the prerequisite requirements, trainees will participate in a 2-hour virtual training session covering program materials, potential adaptations, and implementation procedures.

After completing the training, facilitators will gain access to the online Facilitator Resource Center, which houses program materials and additional resources.

## **Program Fees**

**Fees:** \$520 per person, includes

- \$200 license or group license (2+) \$400
- \$175 facilitator training
- \$75 online prerequisite courses (3)
- \$70 facilitator kit

Requires Annual License Renewal

### **Program Discounts**

- 15% for 6+ facilitators
- 15% for multi-program purchases  
(discounts cannot be combined)

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## Companion Youth Prevention Programs

### **This is Not About Drugs: Perspectives Youth Substance Use Prevention Program**

This Is Not About Drugs: Perspectives is a peer-based youth substance use prevention program that takes a comprehensive approach to substance use education - exploring the underlying motivations behind substance use alongside the real risks associated with experimentation.

### **PreVenture Mental Health and Early Intervention Youth Program**

An evidence-based prevention program that uses personality targeted interventions to promote mental health and skill development and delay youth substance use. The program is designed for youth ages 12-18 and helps them build coping skills set meaningful long-term goals, and better understand how their personality influences their choices

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