**Overview**

This toolkit is designed to help youth, advocates, and community members raise awareness about opioid prevention. It includes the Escape the Escape **logo, graphics, style sheet, social media graphics, and posters** to ensure consistent messaging and a strong visual identity in all outreach efforts.

**How to Use Each Component**

**1. Logo**

* Use the official logo in all materials to create a recognizable and trusted campaign.
* Place it in social media graphics, flyers, posters, and advocacy materials.
* The logo includes the website URL to help direct people to where they can find more information.

**2. Stylesheet**

* Follow the style sheet guidelines to maintain a unified look in all communications.
* Use the recommended fonts, colors, and design principles when creating new materials.

**3. Graphics**

* The graphics visually support the campaign’s key messages to create more appealing and recognizable materials.
* Use them in social media posts, presentations, or printed materials to emphasize important messages.

**4. Social Media**

* Post pre-designed graphics on social media platforms like Facebook, Instagram, or other social media sites to reach a wider audience.
* Pair graphics with compelling captions, personal stories, or local statistics for greater impact.
* Use relevant hashtags (e.g., #EscapetheEscape, #OpioidPrevention, #StaySafe, #YouthForChange) to increase visibility.
* Encourage youth and advocates to share posts and engage with the content. We need your help spreading the word!

**5. Poster**

* Print and distribute posters in schools, community centers, healthcare facilities, and local businesses.
* Ask permission to display them in high-traffic areas where youth and families gather.