

SONG FOR CHARLIE

IMPACT REPORT



OUR MISSION

Song for Charlie is a national family led nonprofit that encourages young people to choose healthy coping strategies over self-medication.

OUR VISION

We envision a future in which the casual use of prescription pills is considered socially unacceptable, and in which sharing random pills is uncool.

We endeavor to change the “quick fix” mindset of self-medication in favor of more organic and sustainable strategies for managing stress and anxiety

To accomplish these goals, we must break through the noise and communicate with young people on their terms - Go where they are; speak their language and; get them talking.

WHAT WE DO

Song for Charlie creates and distributes quality, educational content addressing the risks of drug use in the age of fentanyl and other synthetics.

SONG FOR CHARLIE IS:

- Solutions Focused
- Data Driven
- Innovative
- Nimble
- Apolitical
- Nonpartisan

A MESSAGE FROM MARY & ED TERNAN

Song for Charlie was born of tragedy. On May 14, 2020, we lost our youngest son to fentanyl poisoning. Charlie was a 22-year-old college senior when he purchased a pill from a stranger he met on social media. He wanted a Percocet to relieve his back pain. What he got was a realistic counterfeit made of fentanyl. His death rocked our world.

We were immediately struck by the fact that the fake pill problem was known to authorities and had gotten some coverage in the traditional media. But Charlie and his friends were unaware of the risk posed by fake pills. We decided to warn young people as fast as possible. We formed SFC in December 2020 for this purpose.

TELL THE KIDS — #JUSTSAYKNOW

We developed a three-point strategy for reaching youth between the ages of 13-24 - Go where they are (social media); Speak their language (short videos); and get them talking (empowering messaging). We connected to the major social media platforms through our personal and professional networks, educated them about the novel dangers of counterfeit pills and convinced them to help us spread the word. Our awareness campaigns launched in July of 2021 and have reached hundreds of millions of young people across the country. These results validate our direct approach.

We have made a significant and measurable impact on what is now recognized as a national crisis. We have more to do and know together, and we can empower families across the nation. We hope you will join us on our life saving mission.

Peace,
Mary and Ed Ternan



THOUGHT LEADERSHIP

- Advisor to the Ad Council Fentanyl Awareness Campaigns
- Organizer of National Fentanyl Awareness Day
- Featured on CNN Champions for Change
- Ed serves on the Snap Global Safety Advisory Board
- National Boards of Pharmacy Henry Cade Memorial Service Award
- Santa Clara County District Attorney Award for Courage in Service of Others
- Ed Serves on the Santa Clara County Fentanyl Task Force

PRIVATE SECTOR PARTNERSHIPS

- Snap
- Alphabet (Google/YouTube)
- Meta (Facebook/Instagram)
- Ad Council
- Playbl
- Wondros
- SADD
- BeMe Health

GOVERNMENT RELATIONSHIPS

- CADCA
- SAMSHA
- DEA
- DOE
- ONDCP
- FDA
- CDC
- CA DHCS

MEDIA APPEARANCES

- Today Show
- NBC Nightly News
- People Magazine
- CNN
- FOX News
- NPR
- Yahoo! News
- San Francisco Chronicle
- Washington Post
- Los Angeles Times
- San Jose Mercury News

ACCOMPLISHMENTS

- Targeted posts that have over **500 million** impressions, with **52 million** unique viewers and **100k** regular followers.
- Resource-rich website averages **158k** site sessions per month.
- Proprietary research measures awareness of our target audiences and guides our content development.
- Advertising credits from **six** social media platforms support SFC awareness campaigns.
- Helped design and distribute classroom materials with a large public school district (Beaverton, OR)
- Hundreds of school and community presentations to educate students, parents, and teachers.
- Collaborated with the Department of Education on two fentanyl awareness webinars for a national audience of educators and administrators.
- Partnered with the National Association of Boards of Pharmacies to produce and promote a PSA on fake prescription pills that was broadcast nationally.
- Featured in a learning module on fake pills produced by DEA and Discovery Education for the Operation Prevention website.
- **Co-developed a fentanyl awareness program** with SADD that is **offered to 5000 student-led clubs at high schools and colleges.**
- Appeared on dozens of television news programs and podcasts and in print/web articles.
- Raised \$2.2 million from private and corporate donors.

WHERE WE GO FROM HERE

The fentanyl crisis marks an inflection point in the American response to the drug issue. Lab-based chemicals have replaced plant-based ingredients as the raw material of choice for illegal drug producers and traffickers. This is a megatrend that requires new thinking if we are to turn back the rising tide of drug poisonings, overdoses, and other harms.

Song for Charlie is well positioned to help reinvent our national response, specifically as we modernize our approach to drug education. We have attracted allies with expertise in youth mental health, developmental neuroscience, harm reduction, prevention, and other relevant disciplines. We will harness their knowledge to create content that resonates with young people and empowers them to act. Then, we will leverage technology like interactive gaming, video, AI and online marketing tools to not just reach, but also to engage our target demographics.

The next five years will be critical as we build our team and expand our capabilities. We will invest in qualified personnel and in technology for managing our content and measuring our results. We are building an organization to address the need for reliable and actionable information that equips young people to manage stress and make informed decisions about drugs. We will lead the drug education movement from “just say no” to “just say know.” We invite you to join us in our critical mission.