



## FROM SONG FOR CHARLIE CO-FOUNDERS MARY & ED TERNAN

*Six years ago, we started Song for Charlie on one conviction: that young people and families deserve honest, accurate information about the fake prescription pills made with fentanyl and other dangerous chemicals that took our son Charlie.*

*Today, our work has grown beyond fentanyl alone—into the wider drug landscape families face and the resilience that helps kids navigate it. And the approach is working: Stanford's REACH Lab found two of our core programs to be evidence-based, and our work is earning notable awards. Demand keeps climbing, with more than 1,200 schools and districts requesting our films, millions of parents reached through trusted channels and communities across the country turning to SFC for fact-based resources. The model is working. Now we need the support to scale it.*

*Thank you for staying on this journey with us. As Mary likes to say, "We are family now."*

*Peace,  
Mary and Ed Ternan*

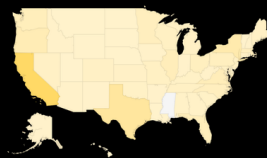
### IN SCHOOLS



# 1,200+

Schools and districts have requested our films to date, including NYC Public Schools and LAUSD

### NATIONWIDE



# 49

States, plus Washington, D.C., Canada and Puerto Rico, where educators have requested our resources

### AWARD-WINNING



# 3

Honors for our latest film, social media campaign and direct impact serving youth and communities

### EVIDENCE-BASED



REACH Lab

# 2

Stanford's REACH Lab found two of our core programs to be evidence-based

# IN SCHOOLS & COMMUNITIES

## REAL TALK ABOUT FAKE PILLS: EVIDENCE-BASED AND SCALING

Nearly half of teens still don't know that fake prescription pills are made with fentanyl and other potent chemicals. *Real Talk About Fake Pills* was built to close that gap—and since launching nationwide at the start of 2025, it's been requested by more than 1,000 schools and districts, across 49 states, Washington, D.C., Canada and Puerto Rico. New requests arrive every day.

Stanford University's REACH Lab evaluated *Real Talk About Fake Pills* and *The New Drug Talk* by measuring changes before and after viewing. The evaluations found gains in fentanyl and overdose response knowledge, confidence with overdose prevention behaviors and awareness of fentanyl harms. After viewing *Real Talk About Fake Pills*, students also reported greater ease refusing pills offered by a friend.



## THE TWO BIGGEST SCHOOL DISTRICTS IN AMERICA

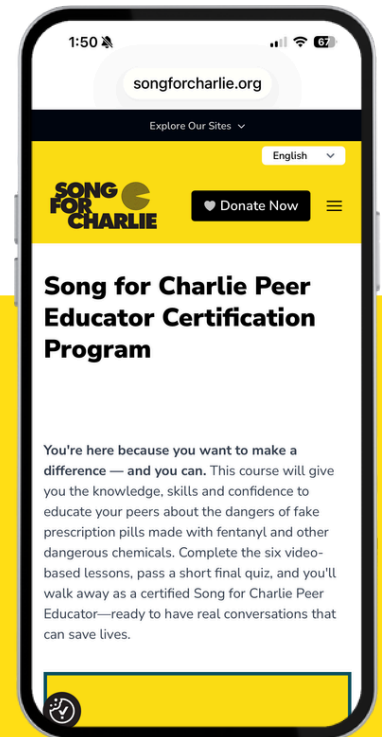
The country's two largest school districts are now using our materials. This spring, our outreach team led a virtual train-the-trainer session for New York City Public Schools—the nation's largest district, serving nearly a million students—giving educators the tools and confidence to bring *Real Talk About Fake Pills* and our companion classroom resources to their students.

Los Angeles Unified, the second-largest district, has used our programs since late 2024. Together, those two systems educate more American children than any others. We intend to reach every one of them.

# IN SCHOOLS & COMMUNITIES

## TRAIN THE TRAINERS

Rather than rely on our own team alone, we're equipping educators to deliver our programs themselves. Beyond New York City, Song for Charlie (SFC) has led train-the-trainer sessions with partners including the California Court Appointed Special Advocates (CASA) Association, the Society of Health and Physical Educators (SHAPE) Nevada and the Knoxville Area Mentoring Initiative (KAMI), reaching the adults closest to kids at risk. And in California, SFC has been featured in multiple editions of the California Department of Education's Office of School-Based Health Programs newsletter, which reaches 5,000+ educators across the state.



## A CERTIFIED PEER EDUCATOR COURSE

We launched our first certification course for the Peer-to-Peer Program. Six short, video-based lessons and a final quiz turn motivated students into certified Song for Charlie Peer Educators—with the knowledge, skills and confidence to talk with their peers about fake prescription pills made with fentanyl and other dangerous chemicals. This program reflects a simple, powerful belief: the next generation of prevention starts with young people.

**WHAT EVERY PARENT SHOULD KNOW ABOUT FAKE PRESCRIPTION PILLS**

**A FREE AUDIO SERIES FEATURING DOCTORS AND EXPERTS**

Fake prescription pills made with fentanyl and other dangerous chemicals are being sold on social media and around the corner. Get the facts from our new audio series—listen on your commute or while doing the dishes—and learn how to talk to your teen about staying safe. The whole series is under an hour, or listen to Chapter 5 with your teen in just 8 minutes.

[LEARN MORE](#)

[thenewdrugtalk.org](http://thenewdrugtalk.org)

## REACHING MILLIONS OF PARENTS

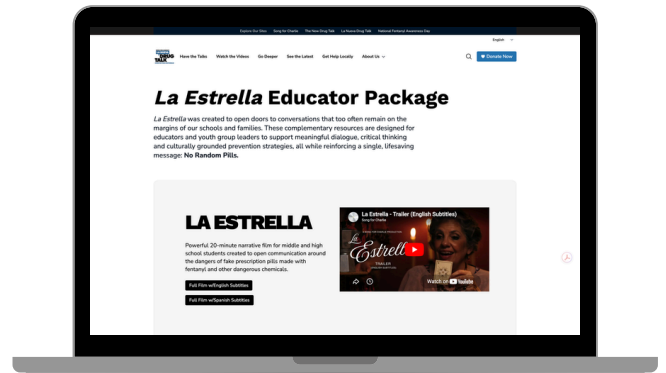
Through our partnership with the school communication platform Peachjar, we continue to reach more than 4 million parents of middle and high school students nationwide every six weeks—delivering accurate safety information straight to the families who need it.

# SERVING DIVERSE COMMUNITIES

## LA ESTRELLA: FROM PREMIERE TO CLASSROOM

Last fall, we premiered *La Estrella*—our first Spanish-language narrative short and the centerpiece of La Nueva Drug Talk, our program by and for the Latino community. Since then, we've built the classroom around it.

The new *La Estrella* Educator Package gives educators and community group leaders everything they need to turn the 20-minute film into a complete lesson: a curriculum guide aligned with health education standards, a turnkey student-facing slide deck with the film embedded, student note taking sheets and post-viewing discussion guides—all in English and Spanish, for both middle and high school. Every piece reinforces one message: No Random Pills.



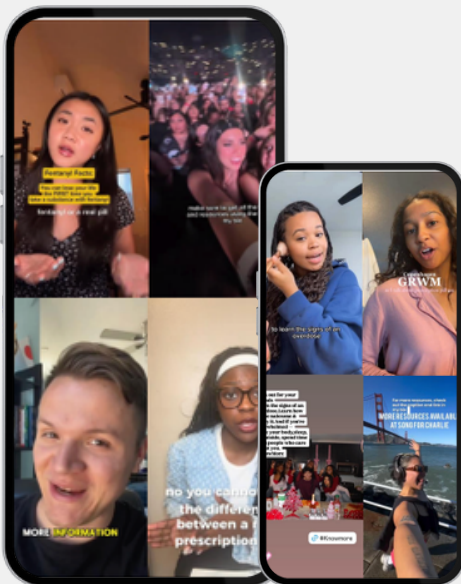
More than 200 schools and communities have already requested it, and *La Estrella* earned national recognition with the Impact Award for Recovery Advocacy at the Ethos Film Awards. It's proof of what becomes possible when prevention education centers cultural authenticity.

## TRUSTED VOICES: OUR CALIFORNIA CREATOR CAMPAIGN

We partnered with the creator agency XOMAD on a community-led campaign across California, built on a simple idea: the facts that protect families land best coming from someone they already trust.

The campaign began with Black creators, expanded to parents across the state and then reached young people under 25. Together, these phases have reached more than 3 million Californians—including an estimated 57% of the state's Black population—and 988,000 California youth.

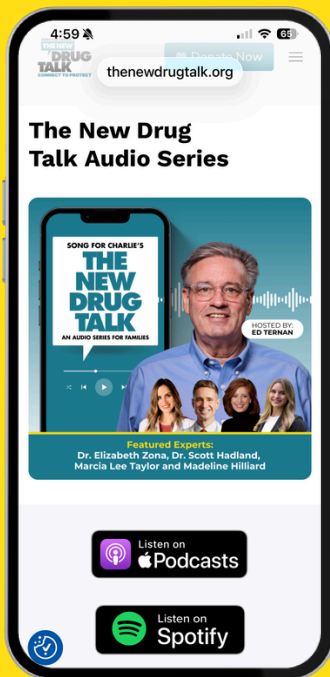
Our Black community campaign recently won Silver and Audience Honors at the Shorty Awards, an honor recognizing the best work across digital and social platforms. The real measure, though, was in the comments: people describing the conversations they'd had with their kids, their students and their friends.



# AT HOME

## THE NEW LANDSCAPE VIDEO SERIES

We launched a four-part video series on the lesser-known risks of today's drug landscape that experts are watching—emerging synthetics, kratom and high-potency THC—plus the protective factors that build resilience in kids. It features Ed, SFC strategy advisor Marcia Lee Taylor and physicians and researchers from Stanford, Johns Hopkins and beyond.



## THE NEW DRUG TALK AUDIO SERIES

We created our new five-episode audio series in direct response to parents who told us they wanted a way to get the facts on their commute, on a walk or while doing the dishes.

In it, Ed is joined by adolescent medicine and addiction physicians from Harvard, Mass General and other institutions, along with harm reduction educators and young people affected by this crisis. It covers the facts about fake prescription pills, how to talk to your kids in ways that actually protect them and how to help them handle stress without self-medicating.

It runs about 50 minutes total, and the final chapter is made for parents and teens to listen to together.

# AT THE BALLPARK



## OUR THIRD SEASON EDUCATING MAJOR LEAGUE BASEBALL

Our partnership with Major League Baseball (MLB) now runs from the front office to the clubhouse to the stands.

When Ed and our Director of Multicultural Affairs Dr. Gina Malagold presented at MLB's Winter Meetings to athletic trainers, team physicians and mental health professionals from all 30 clubs, one attendee called our work "evidence-informed and culturally relevant—we've never seen anything like it." SFC is now one of just five authorized mental health and performance service providers to MLB clubs.

This spring, we brought bilingual drug education to players and staff at six Spring Training camps, and screened *La Estrella* for an entire team.

And now our Summer of Saving Lives is back for a third season, with 23 youth events planned at MLB stadiums across the country with the Professional Baseball Athletic Trainers Society (PBATS)—up from 15 last season.

Wherever we meet them—the clubhouse, the ballpark or a youth event on the field—the goal is the same: reach athletes, families and fans through organizations they already trust.



# ON NATIONAL FENTANYL AWARENESS DAY

## AWARENESS INTO ACTION

On April 29, we held the fifth annual National Fentanyl Awareness Day (NFAD), the nationwide observance we organize each year. Song for Charlie's activations led the way.

Ed and SFC strategy advisor Marcia Lee Taylor co-wrote an op-ed in USA Today—"Just Say No' didn't work in 1986. In 2026, it's dangerous."—arguing that fear-based messaging doesn't resonate with this generation and that families need facts and healthier alternatives instead. We hosted three engaging webinars discussing the current and future states of the evolving drug landscape and its intersection with mental health. And trusted voices across social media, the Centers for Disease Control and Prevention (CDC), major employers and leaders in both parties carried the message to millions more.

**NATIONAL  
FENTANYL  
AWARENESS  
DAY**  
Organized by  
Song for Charlie

## NFAD 2026 BY THE NUMBERS

**61,900,000 readers reached** through a USA Today op-ed co-written by SFC co-founder Ed Ternan and Marcia Lee Taylor 3,000,000+ impressions on SFC's owned social and digital channels

**2,500,000 CDC followers reached** as the agency amplified NFAD messaging

Millions more reached through posts from **Tana Mongeau, Haley LeBlanc, Kyra Sedgwick, Dr. Courtney Tracy, Chef Claudia Sandoval** and **Raquel Rojas**

**31 federal law enforcement offices** took action nationwide, including **18 DEA field offices** and **13 U.S. Attorneys' Offices**

Bipartisan participation from national and state leaders, including **1 Governor, 1 Lieutenant Governor, 3 Attorneys General, 10 U.S. Senators** and **6 Members of Congress**

**Nationwide coverage** across local and regional news outlets

Major corporate participation from **Kaiser Permanente, Cigna** and **Morgan Stanley**

# MEASURING OUR IMPACT & RECOGNITION

## RESEARCH VALIDATES OUR APPROACH

Stanford University's REACH Lab found both *Real Talk About Fake Pills* and *The New Drug Talk* to be evidence-based, with publication forthcoming. That kind of independent validation is rare in prevention, and it confirms what we've believed from the start: when education is specific, accurate and built for its audience, behavior changes.



## AWARD-WINNING WORK

Recognition came on three fronts. Our California creator campaign with XOMAD won Silver and Audience Honors at the Shorty Awards. *La Estrella* won the Impact Award for Recovery Advocacy at the Ethos Film Awards. And Santa Clara University honored Ed and Mary with its 2026 Ignatian Award, given to alumni who embody the university's ideals of competence, conscience and compassion through service to others. Mary (Nally) Ternan and Ed Ternan, both members of the Class of 1983, were recognized for the work they've built in Charlie's memory.



# LOOKING AHEAD

## WHAT COMES NEXT

Six years in, we've achieved three things at once: proof of concept, market acceptance and growing demand. The priority now is scale.

The drug landscape is shifting quickly. In response, we're expanding SFC's scope, growing our network of experts and partners, tackling new substances and leaning into the protective factors that help kids thrive. And we're doing it all with the non-judgmental, fact-based approach families have come to trust.

### Your support helps us:



#### SCALE OUR PROVEN PROGRAMS.

Get *Real Talk About Fake Pills* and *La Estrella* into the thousands of schools and communities asking for them, and keep pace with the requests arriving every day.



#### TRAIN THE PEOPLE WHO DELIVER THEM.

Expand our train-the-trainer work and new Peer Educator Certification so prevention multiplies far beyond our own team—through the educators and students who carry it forward.



#### RESPOND TO A LANDSCAPE THAT KEEPS CHANGING.

Emerging synthetics, kratom, high-potency THC and whatever comes next mean families need current, accurate information. As the drug landscape shifts, we have to shift with it.



#### BUILD RESILIENCE AND SUPPORT MENTAL HEALTH.

Get upstream of substance use by strengthening the protective factors that help kids thrive and putting more mental health and wellness resources in families' hands.

## OUR PARTNERS



### Stay connected:

realtalk@songforcharlie.org  
songforcharlie.org · thenewdrugtalk.org · lanuevadrugtalk.org

Follow us @song4charlie on IG and @songforcharlie everywhere else



### Join us:

Your continued support makes this lifesaving work possible.

**DONATE NOW**

[bit.ly/2026-impact](https://bit.ly/2026-impact)