



**NATIONAL
FENTANYL
AWARENESS
DAY**

2025 FILM SCREENING GUIDE

Film Screening Guides

OPTION 1: STREAMLINED GUIDE FOR LUNCH & LEARNS AND ATHLETIC SETTINGS

CHOOSE YOUR FILM BASED ON YOUR AUDIENCE

For Schools & Campuses:

Real Talk About Fake Pills (20 minutes)

This film is designed specifically for middle and high school students, covering the dangers of fentanyl and fake pills in teen-friendly language.

View the film and download here: <https://bit.ly/NFAD25-toolkit-students>

For Families:

Counterfeit Pills: You Need to Know (4 minutes)

View the film and download here: <https://bit.ly/NFAD-toolkit-families>

This brief video is perfect for introducing the topic to families and provides a foundation for meaningful conversations.

For Companies & Communities:

The New Drug Talk (27 minutes)

View the film and download here: <https://bit.ly/NFAD-toolkit-companies>

This comprehensive film gives adults the information they need to understand today's drug landscape and protect their communities.

PLANNING YOUR EVENT

For Corporate Lunch & Learns:

- Schedule 60 minutes: 5-minute intro, film screening, 20-30 minutes for discussion
- Prepare a few key discussion questions
- Consider having a moderator familiar with the topic
- Have resources available to share after the event

For Athletic Training Settings:

- Schedule the screening as part of team training or orientation
- Emphasize the unique risks athletes face from injuries and performance pressure
- Include athletic trainers and team physicians in discussions when possible

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For Community Events:

- Consider including local experts (healthcare providers, bereaved family members, educators)
- Promote the event through community channels
- Prepare handouts with local resources and action steps

OPTION 2: COMPREHENSIVE PANEL DISCUSSION GUIDE

For a more formal event with expert panelists, follow this comprehensive guide:

STEP 1 | ASSEMBLING YOUR PANEL

A diverse panel of at least 3-4 individuals is key to providing a comprehensive understanding of the fentanyl crisis. Aim for a mix of those with personal experience, medical expertise and/or educational insights. Potential panelists could include:

- **Local Family Impacted by Fentanyl:** Reach out to local support groups or networks for families affected by drug-related issues. Look for someone who is willing to share their story to help others understand the personal impact of fentanyl.
- **Medical Expert:** Contact hospitals, clinics, or addiction treatment centers for recommendations on doctors, nurses, or addiction specialists who have experience with drug treatment and recovery. An expert who can speak on the medical aspects of fentanyl will provide invaluable insights.
- **Educator Specializing in Health or Addiction:** Universities or community colleges are good places to find professors or teachers specializing in health care, mental health, or addiction studies. They can offer an educational perspective on the issue and suggest preventive measures.

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STEP 2 | PREPARING FOR THE EVENT

- **Identify a Host:** Determine who will host the screening, book the venue, invite panelists and community members. This individual/organization will arrange the details of the screening, confirm technical logistics, and ensure the event is well attended.
- **Venue and Logistics:** Secure a venue that is accessible and comfortable for the community. Ensure that the screening and discussion areas are equipped with necessary AV equipment. Venue options can be anything from a home, a community center, to a local theater.
- **Promote the Event:** Use local media, social media, community bulletin boards, and word-of-mouth to advertise your event. Highlight the importance of the topic and the expertise of your panelists to attract a diverse audience.
- **Prepare Your Panelists:** Provide panelists with an overview of the film and the event's objectives. Encourage them to watch the film ahead of time and prepare key points or stories they'd like to share after the screening. A moderator should be identified who can keep the discussion organized, prepare questions for discussion, and keep the event on time.

SAMPLE RUN OF SHOW FOR SCREENINGS

5:30	Arrive & Settle
5:35	Welcome
5:45	Show Film
6:15	Panel and Q&A
7:00	Close

STEP 3 | FACILITATING THE DISCUSSION

- **Introduce the Topic and Panelists:** Start with a brief introduction of the issue, the film and each panelist. Set a respectful and open tone for the discussion.
- **Moderate Effectively:** Prepare a list of questions to guide the discussion but be flexible to let the conversation flow naturally. Encourage panelists to share their perspectives and experiences, and ensure each panelist has equal opportunity to speak. Sample panel questions can be found below.
- **Engage the Audience:** Allow time for audience questions and encourage participation. Consider using a microphone for audience questions to ensure everyone can hear the discussion.
- **Provide Resources:** End the event by sharing local and national resources for education, support and advocacy. This could include hotlines, websites and local support groups.

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STEP 4 | FOLLOW-UP

- **Thank Participants:** Thank your panelists and attendees for their participation and contribution to raising awareness.
- **Share Highlights:** Post highlights or a summary of the discussion on social media or community networks to reach those who couldn't attend.
- **Feedback:** Consider sending out a feedback form to attendees and panelists to learn what worked well and what could be improved for future events.

By hosting a film screening and panel discussion for National Fentanyl Awareness Day, your group can play a crucial role in educating the public, sharing personal stories, and advocating for action against the fentanyl crisis.

Remember, the goal is not only to raise awareness but also to inspire and empower individuals and communities to take concrete steps toward prevention and support.

Discussion Questions

GENERAL QUESTIONS:

1. What fact from the film did you find most surprising or concerning?
2. How might our community be affected by the fentanyl crisis? Are there local resources we should be aware of?
3. What role can each of us play in raising awareness about fake pills and fentanyl?
4. How can we support young people in developing healthy coping strategies for stress, anxiety and pain?
5. What steps can we take to start conversations about this topic with the young people in our lives?

FOR WORKPLACES:

1. How might this issue affect our workforce and their families?
2. What resources could our organization provide to support employees who may be concerned about this issue?

FOR ATHLETIC SETTINGS:

1. What unique factors make athletes vulnerable to pill misuse?
2. How can we better support injured players without creating risk for substance issues?

AFTER THE DISCUSSION:

1. Thank participants for engaging with this challenging topic
2. Provide links to fentanylawarenesday.org and local resources
3. Encourage continued conversations and share information about naloxone
4. Follow up with any additional resources or information that came up during discussion

Additional Resources

Ready-to-Use Materials Available on Our Website:

- Comprehensive discussion guides for each film
- Social media graphics and sample posts
- Printable fact sheets and posters
- Classroom curricula for educators
- Community event materials
- Overdose recognition and response materials

Visit fentanylawarenessday.org to access all resources.

Thank you for joining us in this critical mission to protect our communities from fentanyl and fake pills. Your participation can save lives.

For questions or additional support, contact: info@fentanylawarenessday.org