

FROM SONG FOR CHARLIE CO-FOUNDERS ED & MARY TERNAN

This May marked five years since we lost Charlie to a fake prescription pill made with fentanyl. And five years since we promised to turn our grief into purpose with Song for Charlie.

*What we've achieved this spring represents a major breakthrough: **Real Talk About Fake Pills**, our short-film-based program for middle and high schoolers, is empowering educators everywhere to deliver our lifesaving message at scale. We're seeing requests for these materials pour in—from students wanting to protect their peers, parents seeking resources for their schools, and educators embracing tools that create lasting change.*

The momentum is attracting meaningful support. The California Department of Health Care Services renewed our partnership through mid-2027, while our expanded Major League Baseball partnership will reach 15 stadiums and 20,000 young athletes this season.

What moves us most is knowing Charlie would be proud of what we've built together. His optimism, empathy and hope continue to guide everything we do.



IN SCHOOLS

150K+

Students reached through our *Real Talk About Fake Pills* film pilot with the Los Angeles Unified School District

AT SCALE

200+

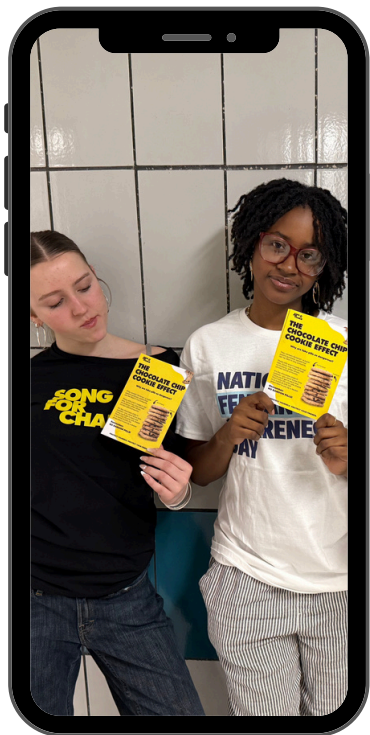
School and district requests for our *Real Talk About Fake Pills* program since January 2025

NATIONWIDE

1,078

Media mentions of our National Fentanyl Awareness Day 2025, across 47 states plus Washington, D.C.

REACHING YOUTH AND FAMILIES WHERE THEY ARE



IN SCHOOLS

The transformation began in January with the **nationwide launch of *Real Talk About Fake Pills***. Since the LAUSD pilot, we've received requests from more than 200 schools and districts across the country, with one to four new requests arriving daily through our website.

COMMUNITY-DRIVEN DEMAND

We've taken our message to educators at key conferences this year, including the **American Association of School Administrators (AASA) and SHAPE America conferences**. The response has been overwhelming, with educators embracing our **comprehensive package that includes the film, a turnkey presentation with activities, discussion guides and more**.

"I've watched *Real Talk About Fake Pills*, and it is excellent," said Jill L., a teacher and parent who lost her brother to fentanyl.

"I hope every student has the chance to see this video."

COMMUNITY IMPLEMENTATION SUCCESS

In **Seaside, Oregon**, every middle and high school student watched the film, followed by a community event that drew 350+ parents, teens and educators. One parent told us the screening sparked a breakthrough conversation with their teenager on the drive home—exactly the kind of honest dialogue that can save lives.

In **Oshkosh, Wisconsin**, 200+ educators previewed the film alongside our **Clinton Global Initiative partnership** work. Teachers said they would implement the program immediately.

ON CAMPUS

Our formalized partnership with **Team Awareness Combating Overdose (TACO)** continues expanding, building on their existing chapters to create a **network of college student leaders** equipped to educate their peers through science-based, harm-reduction approaches that align with our mission.

We also recently presented at **Stanford Medicine's Teaching Cannabis (and Other Drugs) Awareness & Prevention Conference**.



REACHING YOUTH AND FAMILIES WHERE THEY ARE



AT HOME

Through **Peachjar**, we continue reaching **4 million parents of middle and high school students monthly**—10% of all such parents in the United States—with critical safety information delivered directly to their inboxes.

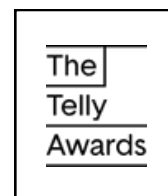
NEW PARENT RESOURCES: TEEN MENTAL HEALTH

We also launched **new mental health content on our New Drug Talk website**, including the first in a series of articles developed with **expert input from Drs. Scott Hadland and Lisa Damour**. These resources address the underlying mental health challenges that often drive substance experimentation, providing parents with evidence-informed strategies for supporting their teens.



IN OREGON

Under Director Kristin MacRostie's leadership, **The New Drug Talk Oregon** achieved significant recognition this spring when one of **our PSAs won a Telly Award for excellence in video production**. The program has also successfully engaged community leaders and launched targeted outreach campaigns that serve as our template for state-level expansion.



IN DIVERSE COMMUNITIES

La Nueva Drug Talk—our program for the Latinx community, by the Latinx community—entered its second phase this spring, moving from community events to direct student education. Gina Malagold, our Director of Multicultural Affairs, has brought culturally relevant programming to **schools in Madison, Wisconsin, the Bronx, and Dolores Mission Schools in California**.

This fall will mark another milestone with the premiere of **La Estrella, our first Spanish-language short film**. Through powerful storytelling, the production focuses on mental wellness integrated with fentanyl education and will premiere at screening events across the country.

We've also begun forming an **African American Advisory Committee** under Rafael Campos' direction to develop resources for additional communities.



REACHING YOUTH AND FAMILIES WHERE THEY ARE



AT THE BALLPARK

We're grateful to continue **our partnership with Major League Baseball and the Professional Baseball Athletic Trainers Society (PBATS)** for another Summer of Saving Lives. This year began with spring training presentations to the **Padres, Dodgers and Giants** organizations, including an hour-long Spanish-language presentation to 50 Latin American players.

Ed also worked with the **MLB Network and league medical staff** to produce a 15-minute educational video that will reach more than **20,000 athletes across all Major League and Minor League teams** and beyond this season. And our summer tour with PBATS will bring lifesaving education to **young fans and families at 15 major league ballparks**—expanding from 10 stadiums last year.

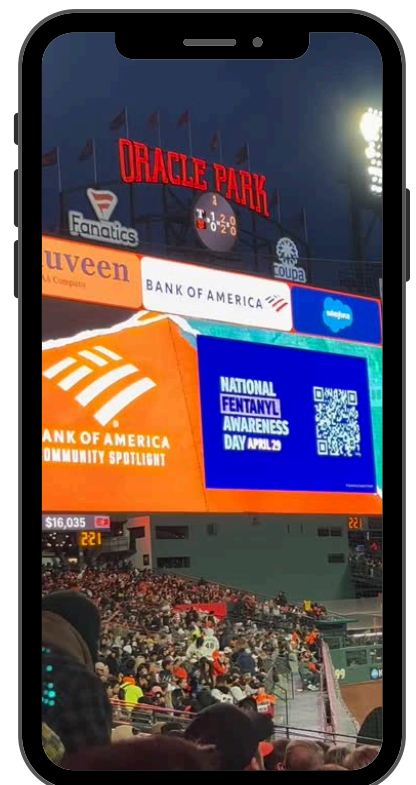


NATIONAL FENTANYL AWARENESS DAY 2025

Our **fourth annual National Fentanyl Awareness Day (NFAD)** on April 29 achieved unprecedented reach:



- **6,439,598 impressions** on NFAD social media content
- Nationwide community events, including **40,000 MLB fans** receiving lifesaving information at an SF Giants fentanyl awareness night
- **1,038,986 people** learned how to spot an overdose and respond with naloxone
- **1,078 media mentions** across 24 of the top 25 U.S. media markets



MEASURING OUR IMPACT

OUR REACH

We've implemented a comprehensive measurement system that tracks our monthly impact. Our 2024 averages show consistent, substantial reach:

31.5M

monthly views
across all channels

965K

monthly awareness
(people meaningfully exposed)

This data-driven approach helps us optimize our messaging and demonstrates the effectiveness of our targeted approach.

RESEARCH VALIDATES OUR APPROACH

Our latest research, conducted by **Breakwater Strategy**, reveals both encouraging progress and persistent challenges that drive our continued work:

79%

Teens generally aware of fentanyl's dangers



45%

Teens unaware that fentanyl is being used to create fake prescription pills specifically



10%

Teens who report experimenting with prescription pills

OUR PROGRAMS DRIVE BEHAVIOR CHANGE

When young people receive targeted education about fake pills:



83%

Teens less likely to misuse pills after participating in our programs



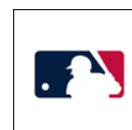
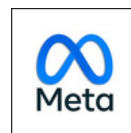
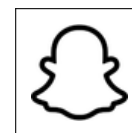
64%

Gen Zers who trust parents as information sources—
but only 33% are having these conversations

PARTNERSHIPS THAT AMPLIFY IMPACT

We're grateful to work with **corporate and institutional partners that share our commitment to saving young lives.**

These partnerships amplify our reach, enabling us to deliver lifesaving education to millions nationwide.



LOOKING AHEAD

YOUR SUPPORT HELPS US ACHIEVE REMARKABLE IMPACT.

While recent data shows some encouraging trends, **nearly half of teens still lack critical knowledge to stay safe—and we're receiving more requests for our programs than we can currently fulfill.**

As we enter our fifth year—a milestone that reflects both our progress and commitment—**your donations and commitment to our mission remain our most powerful resource.** We're positioned to expand our impact, **focusing on five key initiatives:**



Distributing *Real Talk About Fake Pills* to schools nationwide while developing educator training for enhanced implementation



Creating a student leader certification program to train peer educators on campuses across the country



Expanding The New Drug Talk with new formats and tools to reach more families



Launching *La Estrella* and expanding multicultural programming to ensure lifesaving information reaches every community



Furthering prevention and wellness resources that address the mental health challenges driving young people's risky decisions

JOIN US

Your continued support makes this lifesaving work possible.

DONATE NOW

<https://bit.ly/3Dq601h>



Stay connected!

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songforcharlie.org • thenewdrugtalk.org • lanuevadrugtalk.org



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