

WALK FOR LIVES

RUN OF SHOW

I. Main Considerations

- The stage portion is a "sacred" section of Walk for Lives where stories will be heard, and lifesaving information shared.
- It is recommended to have the stage portion at the start, or you can also break it up, with a portion at the start and the rest at the end. Please contextualize as you see fit.
- Despite the length of your walk, we ask that you follow this guide as closely as possible, as we are aiming for a highly professional presentation. We realize that, in some cases, there will need to be contextualization.
- Please use an emcee from local media (TV, radio, print/web journalist). If you can't find one, use someone who is comfortable with public speaking and following this plan.
- If you do not have a stage and PA, small speakers with a mic can be rented. They are very inexpensive and are often donated. It is important that everyone hear what is being said.
- This cannot be overstated: **please do not stray from the timeframes below.** It will be the tendency for some to speak longer than you've told them. Your emcee should be prepared to stop them by walking up to them, a subtle way to let them know their time is up.

II. Speaking Schedule (30-40 minutes)

In addition to the family leader/organizer, we recommend one friend, one law enforcement member, and one mental health professional. One other family member, elected official, coroner, or other community leader is optional.

1. Emcee Introduction (Approx. 3 minutes)

- Welcome participants to Walk for Lives.
- Thank your volunteers, sponsors, other fentanyl awareness organizations, families, and attendees.
- **This is crucial for future UAF/WFL events and advocacy:** "If you have yet to register for this event, we ask that you take out your devices and register now at mobilize link" (Wait as they register.) "This helps in gathering data to be shared with the national media."
- Share the purpose and meaning of the event: We are here to honor loved ones, provide awareness and education, and build a resilient community.
- Read the summary statement about United Against Fentanyl and Walk for Lives so attendees have an understanding (see Appendix I).
- Introduce the Family-Leader speaker.
- Remind participants of the walk ahead and provide logistical details (route, safety reminders, water stations, gathering points), if applicable.

2 . Family-Leader Remarks (7-12 minutes)

- A personal message. Highly suggested to write the speech word-for-word. You can deviate if you'd like, but always best to have it in case of nerves/emotion. Rehearse. Stories are everything!

- Emphasize why you decided to join the United Against Fentanyl movement and what you hope to see in your community.
- At the end of the story, read "A Summary of the Illicit Fentanyl Crisis" (see Appendix II). Alternatively, this can be read by one of the other speakers below.

3. Law Enforcement Representative (5 minutes)

- Speak on the change they've seen since the emergence of fentanyl
- A story
- Their goal/mission as (police, DEA, etc.)
- Importance of partnership and collaborative community-based solutions.

4 . Mental Health/Addiction Representative (5 minutes)

- The basics on addiction and recovery (they must be people who understand substance use disorder, versus "just say no")
- A story about a patient who used fentanyl or died because of a counterfeit pill.
- Importance of partnership, collaborative community-based solutions.

5 . Elected Official (5 minutes)

- Words of encouragement.
- Recognition of families' courage and advocacy.
- Importance of partnership, collaborative community-based solutions.

6 . Other (5 minutes)

- If family member: personal reflection. Again, recommend they write their speech word-for-word and rehearse. Stories are everything, and funny stories are okay!
- If other: Same as above. Nonpartisan, stories, importance of partnership, collaborative community-based solutions.

7 . Emcee Closing (3 minutes)

- Thank all the speakers and participants
- Encourage participation at the resource fair and continued engagement and unity.

Appendix I

To be read by the emcee at the intro:

United Against Fentanyl is a nonpartisan, nonprofit organization that preserves and protects humanity with a focus on combating the fentanyl/synthetic drug crisis. Their mission is to end the use of illicit fentanyl through innovative, bold, and effective initiatives.

One of these initiatives is Walk for Lives, which is being introduced nationwide today. It is a comprehensive plan to significantly reduce fentanyl deaths through community-based awareness/educational campaigns, with one large national event in our nation's capital on Saturday, September 26th.

Appendix I: A Summary of the Illicit Fentanyl Crisis

To be read at the end of your story or by another speaker in the program:

The illegal drug trade, globally, is shifting from crop-based drugs like cocaine and heroin to synthetic drugs that are easier and cheaper to produce. One of these synthetic drugs is illicit fentanyl. Medical fentanyl, introduced in hospitals in the 1960s, remains important for anesthesia today.

But about 10 years ago, Mexican cartels began selling illicit fentanyl in the US, capitalizing on the prescription opioid crisis that was affecting millions. It came in powder form and was added to heroin and pill form, resembling oxycodone pills.

The Chinese government knowingly supplied cartels with chemicals to manufacture fentanyl and continues doing so. This enterprise generates billions for cartels and Chinese chemical companies.

Opioids are among the most addictive drugs there are. Illicit fentanyl is an extremely addictive opioid due to its potency, approximately 70 times more potent than heroin and oxycodone.

Cartels also began producing counterfeit pills (Xanax, Percocet, Adderall), leaving users unaware of what they're taking.

Since 2015, approximately 500,000 Americans have died from fentanyl overdose or poisoning. Fentanyl is now the leading cause of death for Americans aged 18-45. It kills about 20 high school students weekly, equivalent to a shooting like Parkland every week, Fentanyl deaths surpasses deaths from heart disease, cancer, or gun homicides and auto accidents combined.

Thousands of children under five have died after mistaking fentanyl for candy.
Fentanyl

Many victims, like countless young Americans (insert "my son/daughter" if applicable), were not "addicts" but everyday young people who were just experimenting, but were poisoned.

Given the deliberate involvement for foreign bad actors, illicit fentanyl represents both a public health crisis and a national security threat.