



**Overview:** The “One Pill Can Kill – Alaska” media campaign competition aims to recruit the help of Alaska high school students to raise awareness about the dangers of fentanyl to their fellow students. By getting involved, students will gain valuable experience in media and public affairs campaigns – important life experiences that will also serve their communities.

### **Competition Details:**

**What:** We are asking students to launch a “One Pill Can Kill” media campaign to reach high school students. The campaign can reach students in a variety of ways: posters in hallways, advertisements in student newspapers, or videos on social media are a few examples. Creativity is key.

The campaigns should use the “One Pill Can Kill” messaging and highlight the dangers of fentanyl, the risks of non-prescription drug use, and the importance of staying informed and seeking help.

**Who:** This competition is open to groups of high school students in Alaska. Schools are encouraged to submit one campaign per school but may submit more. Each entry must include at least two students’ participation. Home schooled students may also participate by launching a media campaign that reaches youth in locations other than school, including online.

**How:** After launching the campaign, contestants must submit a report to Senator Sullivan’s communications team explaining their campaign, how it was executed and what they learned. Keep in mind the judging criteria below. Examples of the campaign’s media materials must be included or linked to in the report. Reports will be submitted via a link on Senator Sullivan’s website that will become available in February.

### **Judging Criteria:**

1. **Effectiveness** – Is the campaign effective?
2. **Targeted Audience** – Does the campaign reach the intended audience?
3. **Messaging** – Does the campaign incorporate the theme of “One Pill Can Kill – Alaska?”
4. **Creativity** – Is the campaign innovative?
5. **Accuracy** – Are the facts about fentanyl and its risks correct and well-researched?
6. **Lessons Learned** – Does the report explain what they learned from the experience?

**Prize:** While all campaigns will be featured on Senator Sullivan’s website, the winning campaign will work with Senator Sullivan’s communications team to design public service announcements featured as part of the statewide “One Pill Can Kill – Alaska” campaign. It will be shared on Senator Sullivan’s social media channels and offered for distribution to local television, radio, and print media across Alaska.

### **Timeline:**

- **Report Submission Deadline:** February 28, 2025
- **Winners Announced:** March 14, 2025