



# Campaign Toolkit

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# TOGETHER WE CAN MAKE A DIFFERENCE.

Resources designed to inform stakeholders and community members about methamphetamine use in Sacramento County.

Welcome to the **Let's Talk Meth Toolkit**. This toolkit contains materials that you can use to support Sacramento County's ongoing efforts to reduce methamphetamine use and increase awareness of drug treatment and recovery options.

As stakeholders, community members, and public service workers, your voice is influential in educating

Sacramento County residents on the current impacts of meth use. With the rise of COVID-19, the public has become more engaged and conscious about health in general. Consequently, there has never been a better time to rally our individual communities towards a continued conversation about methamphetamine use in Sacramento County and the treatment and support groups available to anyone who wants it.

# Campaign Overview

**People who use meth and their support systems need and want help. Sacramento County has increased the resources available for people who seek treatment to find support, connection, and resources.**

We want people to know that these resources exist and how to access them. As a campaign for the Sacramento County Methamphetamine Coalition in partnership with Sacramento County Division of Behavioral Health Services, Substance Use Prevention and Treatment Services (formerly Alcohol and Drug Services), Let's Talk Meth offers drug education, resources, and support for any person in need.

The Let's Talk Meth Campaign will take place on Sacramento County social media channels, in transit stations, on billboards, and within county buildings. We want all community partners in Sacramento County to know that Substance Use Disorder is a disease. It can feel impossible to find recovery from meth, especially when someone is trying to do it alone. Sacramento County residents need to know that they can reach out for help, and services are available to support them throughout the entire process. Sacramento County treatment and support services are available.

## **Evidence-Based Practices for meth use include:**

- + Contingency Management
- + Motivational Interviewing
- + Cognitive Behavioral Therapy
- + The Matrix Treatment Model
- + Case Management
- + Self-Help Groups/Community Support Groups

## **Treatment approaches for meth use include:**

- + Withdrawal Management/Detoxification
- + Residential Treatment
- + Intensive Outpatient
- + Outpatient Treatment
- + Sober Living Environments/Recovery Residences

# Toolkit Contents

Within this toolkit, you will find the following resources developed to support our collective efforts to address local meth use, substance use disorder, available treatment options in Sacramento County, and the Let's Talk Meth campaign. Here you will find:

- + Talking points on methamphetamine use, substance use disorder and the available treatment and recovery options
- + Social media posts to share on your channels
- + Graphics to share online and on your digital channels
- + An 8.5x11 printable flyer
- + Eblast content for emails and e-newsletters
- + FAQ's for people who are using meth
- + FAQ's for the families and support systems of those using meth





# Our Objective

Through these efforts, Sacramento County aims to reduce meth use in the local region, while increasing enrollment in substance use treatment programs. By increasing awareness of these programs and how to access them, Let's Talk Meth hopes to further the conversation between substance users and their support systems so that they know there are resources for help.

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# Talking Points

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- 01 You're not alone:**  
Addiction is a disease. If you are the loved one of someone using meth, it can feel like a tough, endless journey towards recovery. You don't have to do it alone.
- 02 Find connection and support:**  
The Sacramento County Methamphetamine Coalition is working to help curb the use and sale of methamphetamine in Sacramento. You can help us encourage others to get help by sharing our message with your communities.
- 03 Support systems are critical:**  
As a loved one or support system to someone using meth, your impact in encouraging them towards recovery can be significant and the County needs your help.
- 04 You can break free from meth:**  
Finding lasting recovery is hard. But, with the right support system, you can do it. Sacramento County is dedicated to supporting your journey with compassion.



# Contact

**Email:**

DHS-SUPT@sacounty.net

**Contact:**

Substance Use Prevention  
and Treatment Services

## Get connected with resources:

Support Groups →

County Programs →

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