

# DRUGS / FENTANYL

Iowa Department of Health and Human Services

## VIDEO

(Licensed until 8/2/2026 for traditional, digital and social use)

:30



18-30



30+

## RADIO

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:30



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The easiest way to access these materials is to visit <https://yourlifeiowa.org/resource-center>.



# DRUGS / FENTANYL

Iowa Department of Health and Human Services


## PRINT

Quarter Page – 4.88x5" (Black & White)

4.89x10" (Color)

5.65x5" (Black & White)


**Imagine the family you love, GONE IN AN INSTANT.**



**With fentanyl in street drugs, that's the chance you take – even by mistake.**

Fentanyl is being found in cocaine, heroin, meth and illegal pills. And you won't know you've taken it, until it's too late.

**Remember, you don't know what contains fentanyl.**

 Learn more about the dangers of fentanyl.

**YOUR LIFE IOWA**  
Iowa HHS

**Imagine everything you love about your life, GONE IN AN INSTANT.**



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**Remember, you don't know what contains fentanyl.**

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**YOUR LIFE IOWA**  
Iowa HHS


**Imagine all the relationships you've built, GONE IN AN INSTANT.**



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Iowa HHS


**Imagine the friendships you've created, GONE IN AN INSTANT.**



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## SOCIAL

(Static)

Facebook 1:1



35-54



55-64



65+

## SOCIAL

(Static)

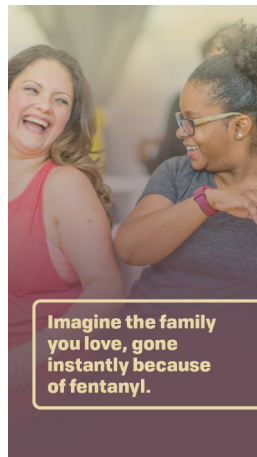
Snapchat 9:16



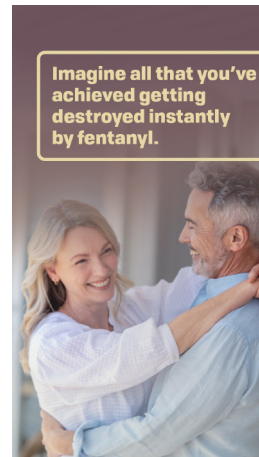
18-24



25-34



35-54



55-64



65+

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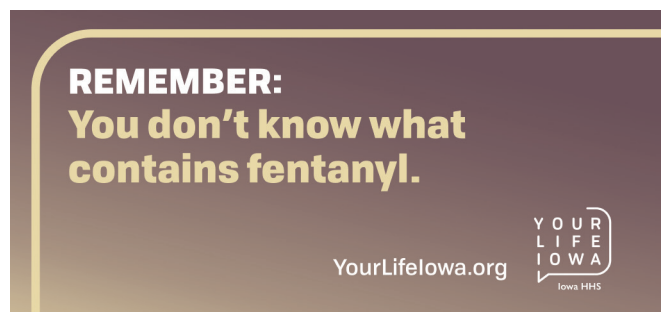
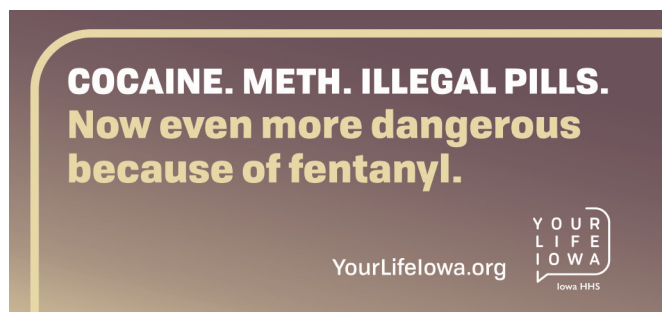
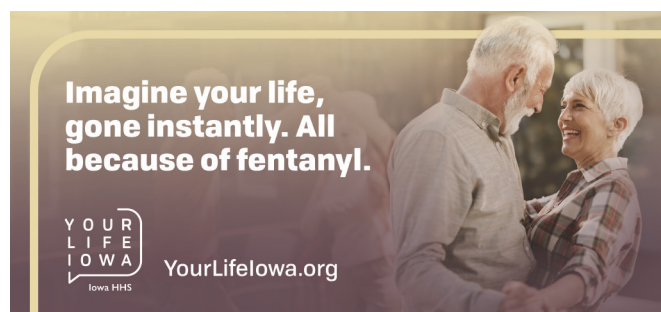


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Iowa Department of Health and Human Services

## BILLBOARDS

10x22'



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