

REPORT TO CONGRESS ON THE NATIONAL MEDIA CAMPAIGN

DECEMBER 2024

THE WHITE HOUSE
EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY





Preface from Dr. Gupta, Director

I am writing to share the White House Office of National Drug Control Policy's (ONDCP) report on the national media campaign to increase awareness of the dangers of illicit fentanyl and the lifesaving power of opioid overdose reversal medications like naloxone.

When President Biden took office, the country was facing a 31 percent increase in overdose deaths year-over-year, affecting every community in every state. We knew we had to take decisive action, so we launched a *National Drug Control Strategy* that focused on both sides of the overdose crisis: public health and public safety, and included a renewed focus on preventing opioid overdose deaths by raising awareness of and access to opioid overdose reversal medications like naloxone. Our work on the *Real Deal on Fentanyl* campaign, in partnership with the Ad Council, is one aspect of this lifesaving work.

President Biden named beating the opioid crisis a key pillar of his [Unity Agenda for the Nation](#) because it affects us all and we all have a role to play in addressing it. The national media campaign is an important part of our nation's whole-of-society response, which also includes targeting drug traffickers and their profits, expanding access to treatment, preventing youth substance use, expanding recovery support services, and more.

Through the *Real Deal on Fentanyl* campaign, we have created and shared key messaging for young adults, given that the majority of overdose deaths among young people have likely had one or more bystanders nearby. These ads have appeared on social media platforms, on television and radio, and on digital billboards on college campuses, at gas stations, in bus shelters, and in bars and restaurants—all places young people frequent.

The ads—in English and Spanish—have targeted key geographic areas with high overdose rates and have shown young people how to take charge and save a life from overdose by administering naloxone. Since its launch in October 2022, the campaign has garnered more than 2.7 billion impressions, often involving age-appropriate messengers, outperforming industry standards, and helping empower the nation's youth to be a part of the solution to the opioid crisis.

This report outlines the campaign's success and our commitment to responsibly using federal funds. Should you have any questions about this report or ONDCP's work, please do not hesitate to contact me. Thank you for your partnership in preventing overdoses and saving lives.

A handwritten signature in blue ink that reads "Rahul Gupta".

Rahul Gupta, MD, MPH, MBA
Director of National Drug Control Policy



Introduction

Over the past four years, the Biden-Harris Administration has taken more historic action and made more unprecedented investments than ever before to address the overdose epidemic and save lives. The latest provisional data show that overdose deaths decreased by 14.5 percent year-over-year in the 12-months ending June 2024. This is the largest recorded reduction in overdose deaths, and the seventh consecutive month of reported decreases in predicted 12-month total numbers of drug overdose deaths.

As part of its whole-of-society approach to reduce overdose deaths, the Administration has launched a series of campaigns targeted at educating young people, parents, and others across the country about the risks associated with substance use as well as equipping them with tools to address overdose.

In September 2022, the Office of National Drug Control Policy (ONDCP) partnered with the Advertising Council (Ad Council) to build on their existing [*Real Deal on Fentanyl*](#) campaign by adding content to increase awareness of naloxone, one of the medications that can reverse an opioid overdose.¹ The strategy of the *Real Deal on Fentanyl* campaign is to educate young people—the fastest-growing age group to experience opioid overdose in the United States—on the dangers of illicit fentanyl and the lifesaving effects of naloxone. Given that the majority of overdose deaths among young people have potentially one or more bystanders nearby,² ONDCP’s work with the Ad Council has focused on increasing awareness of this lifesaving information so that young adults can be prepared to take action in the event they are present for an overdose.

ONDCP engaged in this work pursuant to 21 U.S.C. § 1708(f), which authorizes the Director to conduct a national media campaign for the purposes of:

- Preventing substance use disorder among people in the United States;
- Educating the public about the dangers and negative consequences of substance misuse, including patient and family education about the characteristics and hazards of substance misuse and methods to safeguard against substance use, to include the safe disposal of prescription medications;
- Supporting evidence-based prevention programs targeting the attitudes, perception, and beliefs of persons concerning substance use and intentions to initiate or continue such use;
- Encouraging individuals affected by substance use disorder to seek treatment and providing such individuals with information on—
 - how to recognize substance use disorder;
 - what forms of evidence-based treatment options are available; and
 - how to access such treatment.
- Combating the stigma of addiction and substance use disorders, including the stigma of treating such disorders with medication for opioid use disorder therapies; and
- Informing the public about the dangers of any drug identified by the ONDCP Director as an emerging drug threat, as appropriate.



Pursuant to 21 U.S.C. § 1708(f)(8), this report summarizes ONDCP's work with the Ad Council including the campaign's strategy, reach, and effectiveness thus far.

Campaign Strategy & Objectives

Overdose deaths among young people aged 16 to 24 peaked in 2021 at 18.9 deaths per 100,000. Since then, rates of overdose death among this age group have *fallen 23 percent* to 14.5 deaths per 100,000 in 2023, according to provisional data. Synthetic opioids other than methadone, like fentanyl, are involved in a majority of these overdose deaths.

Given this, ONDCP's work with the Ad Council has highlighted the risks of poisoning or overdose by counterfeit drugs not prescribed by a doctor, the importance of carrying naloxone, and encouraging young people to learn how to find and use naloxone in their communities. Even if young people or their friends do not use drugs, carrying naloxone could help them save a life in the event of an overdose.

The *Real Deal on Fentanyl* campaign was designed to reach young people (ages 16 to 24) with information tailored to their experiences, risks, and opportunities for intervention. The campaign hosts a website, RealDealOnFentanyl.com, that details the facts on fentanyl, how to reduce the risk of overdose or poisoning, how to reverse an overdose, and where to find help for substance use and/or mental health concerns. To drive young people to the website, the campaign meets young people where they are by enlisting the help of social media influencers, such as college athletes and lifestyle content creators, to talk about the pervasiveness of fentanyl in the nation's drug supply, to inform viewers about how they can be ready to save a life by carrying naloxone, and to link them to the website to access more information.³ As part of this campaign, *Real Deal on Fentanyl* content was featured on digital billboards and digital bus shelters in key geographic areas selected due to high overdose rates. Digital ads were placed where young people frequent, including college campuses, gas stations, bars, and restaurants.

As part of its first contract with ONDCP from 2022 to 2023, the Ad Council:

- Developed a strategy to mobilize micro and high-level social media influencers to create content to raise awareness about the risks of illicit drugs and the benefits of harm reduction, specifically naloxone. For example, the Ad Council engaged influencers on college campuses to develop Instagram content to educate followers about the importance of carrying naloxone.
- Developed online resources with information on the risks of illicit drugs and the benefits of harm reduction. Throughout the contract, ONDCP and the Ad Council worked to drive awareness of the *Real Deal on Fentanyl* website, which has information on how naloxone can save lives.
- Developed Public Service Announcements (PSAs) about the risks of illicit drugs and the benefits of harm reduction to be used as part of the campaign. This included radio and television PSAs for the *Real Deal on Fentanyl* on air time donated by media companies.
- Secured donated media support and strategic partnerships to support the campaign.⁴



ONDCP also partnered with the Ad Council on their parallel campaign targeting parents, called [*Drop The F*Bomb*](#).⁵ This campaign aims to ensure these critical messages are also reaching parents and caregivers of young people. ONDCP funds the continued maintenance of the website, DropTheFBomb.com, and educational materials.

Last year, ONDCP announced an additional investment in the campaign and extended its contract with the Ad Council for a second year.⁶ As part of its second contract with ONDCP from 2023 to 2024, the Ad Council worked with Young Minds Inspired—the nation’s leading provider of free educational outreach programs for learners of all ages—to transform educational content from the *Real Deal on Fentanyl* campaign into classroom lesson plans for middle and high school students. These lesson plans included information on fentanyl and overdose risk, and naloxone awareness and access. Printed lesson plans were mailed to 30,000 high schools in states with high rates of youth overdose, and electronic versions of these resources are available online in English and Spanish. Approximately 98 percent of educators who received printed resources rated the program’s educational effectiveness as “good-excellent.” For online resources shared with educators via email, 79 percent of teachers indicated they had used or planned to use the curriculum materials.

As part of its second contract with ONDCP, the Ad Council also developed a new Spanish-language website and recruited Spanish-speaking social media influencers for the campaign to improve access to this important information.⁷ This is part of ONDCP’s broader work to pursue efforts and strategic change as directed under Executive Order 13985, *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*.⁸

The Ad Council also worked with an advertising agency, R/GA, to develop video demonstrations of naloxone administration using young people as actors during the second year of the contract. The short videos give on-screen text instructions and demonstrate how to use naloxone on a person experiencing an overdose. R/GA created two videos in English and two in Spanish, which will be used in targeted ad space donated by social media companies as part of the *Real Deal on Fentanyl* campaign.

The Ad Council completed all activities with ONDCP’s concurrence, and submitted contract tasks and deliverables in a timely manner, which enabled ONDCP to achieve the campaign’s strategy and objectives.

Advertising Time and Space

ONDCP worked with the Ad Council on the advertising and promotional materials used in the *Real Deal on Fentanyl* campaign; the testing of advertising to ensure that the advertisements were effective with the target audience and met industry-accepted standards; planning for the purchase of advertising time and space; and securing donated services for the campaign.

Specifically, throughout the contracts, the Ad Council, with ONDCP’s concurrence, assisted with:



- Purchasing media time and space, including the strategic planning for tracking and accounting of such purchases.
- Using creative talents and services donated at no cost to the government wherever feasible.
- Advertising production costs, which included television, radio, internet, social media, and other commercial marketing venues.
- Testing and evaluating advertising.
- Evaluating the effectiveness of the campaign.
- Preparing costs of contracts or subordinate agreements to carry out activities authorized by the contracts.
- Developing partnerships with professional and civic groups, community-based organizations, including faith-based organizations, and government organizations related to the campaign.
- Conducting entertainment industry outreach, interactive outreach, media projects and activities, public information, news media outreach, and corporate sponsorship and participation.

The Ad Council executed a paid digital programmatic outdoor flight for \$150,000—meaning that campaign content was displayed via digital billboards and digital bus shelters for a six-week period in 2023. The Ad Council executed a second paid digital outdoor flight for \$75,000 for a five-week period in 2024 to further expand the campaign’s message in targeted locations relevant to the audience. The campaign’s English and Spanish-language out-of-home assets were displayed across digital advertising units spanning locations like bars, convenience stores, subway stations, and gas stations, in states selected in partnership with ONDCP due to their high instances of overdose deaths. ONDCP reviewed and approved these digital outdoor ads before they were rolled out.

ONDCP received proposals from six advertising agencies, and ultimately selected the Ad Council based on its expertise in securing donated media and promoting the use of PSAs by various media outlets, and its proven ability to deliver critical messages to the American public. As part of its contracts with ONDCP, the Ad Council was required to ensure that the information disseminated through the campaign was accurate and scientifically valid, and that the campaign was designed using strategies demonstrated to be the most effective at achieving the campaign’s goals and objectives.

Specifically, the campaign was informed by nationwide survey research of approximately 1,500 young people ages 13 to 24, which found that young Americans face mental health challenges for which they are seeking coping strategies, such as pills that may contain illicit fentanyl. However, these young people often lack information about the dangers of fake pills and other drug supplies. During the initial campaign development process, the campaign concept was exposed to the target audience (approximately 267 respondents) to gauge clarity, relevancy, and intended actions. The results indicated that the message was relevant and compelling to the audience. For example:

- 78 percent of all respondents felt that the campaign content was “meant for them.”



- 45 percent of respondents noted that after viewing the campaign content, they would like tips on how to help someone who is affected by fentanyl/opioid overdose.

The Ad Council also convened a panel of experts to advise on the draft campaign content, including public health and communications experts who focus on youth prevention efforts. These experts included leaders from nonprofits as well as informal advisors from the National Institute on Drug Abuse and the Centers for Disease Control and Prevention.

Effectiveness of the Campaign

The Ad Council submitted after action reports to ONDCP in February, August, and December 2023 and August 2024, which evaluated the campaign's effectiveness in achieving its objectives. The Ad Council tracks several key metrics, including the value of services donated, estimated exposure, and whether the campaign contributes to changes in attitude or behaviors among the target audience.

Value of Services Donated. Since the launch of the *Real Deal on Fentanyl* campaign in October 2022 and the launch of the *Drop The F*Bomb* campaign in December 2022, these campaigns have garnered \$59 million and \$3.5 million, respectively, in donated media support.

Estimated Exposure. Since the launch of the *Real Deal on Fentanyl* campaign in October 2022, the campaign has garnered 2.7 billion impressions. An "impression" refers to the total number of times someone had the opportunity to be exposed to the campaign's PSAs. Since the launch of the *Drop The F*Bomb* campaign in December 2022, the campaign has garnered 636 million impressions.

From October 2022 to October 2024, *Real Deal on Fentanyl* PSAs garnered over 1 billion impressions on television and 44 million impressions on the radio. In 2024, specifically, to-date *Real Deal on Fentanyl* PSAs garnered 301 million impressions on television and nearly 5 million impressions on the radio.

The *Real Deal on Fentanyl* website has received 6.9 million users and nearly 8.2 million total sessions since the campaign's launch, with 15.5 percent of those sessions showing user engagement and 1.3 million user conversions. The *Drop The F*Bomb* website, since launch, has logged 342,000 users and 367,000 total sessions, with 27.9 percent of those sessions showing user engagement and 103,000 user conversions.

The first paid digital programmatic outdoor flight in 2023 garnered 27 million impressions and outperformed the Ad Council's initial forecast by achieving a \$5.37 CPM (also known as cost per mille). CPM refers to the average cost of 1,000 ad impressions. It is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives. This was \$0.77 lower than expected and resulted in 14.4 percent more impressions than planned. The second outdoor flight in 2024 garnered 12.4 million impressions, again outperforming the Ad Council's overall forecasted impressions by 14 percent. This flight achieved a CPM of \$5.57, which was more efficient than the original forecast of \$6.32.

Initially, the Ad Council activated 12 social media content creators, who delivered more than 2.4 million impressions for the campaign. The overall engagement rate of this content on



Instagram surpassed the platform’s benchmark by 62 percent—meaning that the campaign message resonated strongly with the audiences of the influencers the Ad Council and ONDCP partnered with. For example, the Instagram view through rate of this content exceeded the platform benchmark by 1.5 times, demonstrating that these influencers were able to draw in the audience’s attention early on in the videos. The content garnered over 479,000 views, further demonstrating how the content resonated with viewers.

The Ad Council has continued to activate creators and trusted messengers to further amplify campaign messages. Beyond the initial activations in early 2023, the campaign activated 27 additional creators in late 2023 who delivered more than 1 million impressions for the campaign. The overall engagement rate for this content on Instagram was 7.32 percent, surpassing the industry average of 1.14 percent.

In 2024, the Ad Council worked to engage an additional set of 12 creators. These creators focused on normalizing naloxone and educating young people on the importance of carrying it with them to reverse an opioid overdose and possibly save a life. As of mid-October 2024, posts from three of these creators have gone live, thus far garnering over 20,000 impressions for the campaign and an impressive 4.14 percent engagement rate. The Ad Council will continue to update ONDCP on reporting and results metrics as additional posts go live.

Audience Attitudes and Behaviors. Over the course of the campaign, monthly tracking has been fielded with the campaign’s audience to assess key knowledge, and attitudinal and behavioral metrics. To do this, the Ad Council uses online surveys targeted to the same population as the campaign and asks questions related to their knowledge of fentanyl and naloxone, and whether or not they are familiar with the campaign’s ad content. Then, survey responses among respondents who are ad-aware (i.e., have seen/heard campaign content) and respondents who are not ad-aware (i.e., have not seen/heard content) are compared to determine if the campaign is achieving its intended result.

Campaign tracking data demonstrates the campaign’s efficacy in increasing knowledge, awareness, and likeliness of seeking additional information.

- In 2024, on average, nearly 69 percent of respondents rated fentanyl as “extremely dangerous.” This metric reached an all-time campaign high of 78 percent in August 2024.
- Approximately 53 percent of respondents who were ad-aware sought out more information about the dangers of fentanyl via a website or social media in the last 30 days, compared with 20 percent of the respondents who were not ad-aware, as of September 2024.
- Similarly, 30 percent of ad-aware respondents talked to their friends about fentanyl in the last 30 days, compared with 20 percent of those who were not ad-aware, as of September 2024. Ad-aware respondents were also more likely to speak to a family member or health professional about fentanyl.

Responsible Use of Federal Funds

ONDCP awarded a \$500,000 contract to the Ad Council to support work on the naloxone aspects of the *Real Deal on Fentanyl* campaign between September 30, 2022, and September 29,



2023.⁹ ONDCP exercised an option year on its contract for \$1,000,000 to partner with the Ad Council on the overall *Real Deal on Fentanyl* campaign from August 15, 2023, to August 14, 2024.¹⁰ ONDCP exercised another option year for \$600,000 from August 15, 2024, to August 14, 2025, to continue the media campaign and raise awareness through the development of online educational resources, English and Spanish PSAs, and donated media and strategic partnerships.¹¹

The national media campaign is part of ONDCP's Other Federal Drug Control Programs account, which is a no-year funding account. The available balance for these contract awards is from all carryover and recoveries of prior year obligations. The provisions concerning the national anti-drug media campaign can be found at 21 U.S.C. § 1708, which also authorizes the creation of an Emerging Threats Committee, the designation of an emerging drug threat, and the publication of an Emerging Threat Response Plan, among other things. The Fiscal Year 2025 Congressional Budget Submission for ONDCP included \$11 million for Evolving and Emerging Drug Threats. Funding for any future national anti-drug media campaigns would come from this account.¹²

The Ad Council performs and completes the contract deliverables in its own office space. ONDCP does not offer dedicated office space, government assets, or equipment to assist the Ad Council in fulfilling its duties. ONDCP does not fund contractor travel expenses.

Campaign expenditures go primarily toward the Ad Council's staff time and other expenses associated with obtaining donated media. ONDCP does not pay for creative content or advertising development, which is done at no cost. The current contract stipulates that the Ad Council may only procure creative services for advertising that (1) responds to high-priority or emergent campaign needs that cannot timely be obtained at no cost or (2) intends to reach a minority, ethnic, or other special audience that cannot reasonably be obtained at no cost.

With ONDCP's approval, the Ad Council identified, recruited, and managed influencer content by contracting with People First, Influential, and McKinney. These subcontracts broadened the reach of the campaign via social media, helping to educate more youth on the dangers of illicit fentanyl and the lifesaving effects of naloxone.

ONDCP vetted all social media influencers used in the campaign to ensure a responsible use of federal funds. As part of this, ONDCP conducted a comprehensive public records search via Lexis Nexis for any criminal charges, judgments or lawsuits against each influencer before clearing and approving their participation in the campaign. In addition, ONDCP used a general online search to identify any news articles, press releases or other information that might raise concerns about each influencer. ONDCP also closely analyzed the influencer's existing social media accounts for any information that might weigh against their participation in the campaign. Once ONDCP determined that an influencer's online record did not present any concerns, and that they possessed a significant social media presence or a specific geographical reach of interest that could be useful for the campaign, these individuals were cleared and reported back to the Ad Council.

During the first year of the contract, ONDCP approved \$111,000 in creator fees to 39 influencers for two activations, including \$75,000 paid to 12 influencers through Influential, and



\$36,000 paid to 27 influencers through People First. During the second year of the contract, ONDCP approved \$75,000 in creator fees to 17 influencers through McKinney.

The total cost of the Ad Council's work to transform campaign content into classroom lesson plans with Young Minds Inspired was \$108,000. ONDCP reviewed all materials for accuracy and alignment with the strategy of the campaign. R/GA provided their services pro-bono, while production costs were provided by Versus and covered under the second-year contract budget for approximately \$44,000, as approved by ONDCP. Video concept and content were all developed in partnership with ONDCP, and reviewed by ONDCP for accuracy and alignment with the strategy of the campaign.

ONDCP also requires the Ad Council to provide monthly progress reports that summarize ongoing campaign activities such as the development of the campaign's strategy, PSAs, and materials for the campaign website and the status of donated media, strategic partnerships, and media monitoring. ONDCP meets bi-weekly with the Ad Council to discuss progress and next steps, and ONDCP reviews all deliverables for quality and accuracy before they are released to the public. The Ad Council also tracks key knowledge, attitudinal, and behavioral metrics among the campaign's audience on an ongoing basis and reports on results every three months.

ONDCP averts the potential for waste, fraud, and abuse by reviewing these reports, requiring ONDCP's advance approval for certain actions, and conducting cursory reviews of the contractor's activity. ONDCP routinely vetted and approved Ad Council actions, such as the July 2023 donation of \$200,000 in ad credits from Meta to support the *Real Deal on Fentanyl* campaign. Lastly, whether it was classroom materials, websites, or digital advertisements, ONDCP reviewed all campaign materials to ensure ONDCP and the federal government were properly attributed as the source of the content disseminated.

None of the amounts made available by ONDCP to execute the campaign are obligated, applied to, or expended for any of the following:

- To disseminate prohibited "covert propaganda" as defined by the government-wide provisions found in the annual appropriations bill.
- To supplant current anti-drug community-based coalitions.
- To supplant pro bono public service time donated by national and local broadcasting networks for other public service campaigns.
- For partisan political purposes, or to express advocacy in support of or to defeat any clearly identified candidate, clearly identified ballot initiative, or clearly identified legislative or regulatory proposal.
- To fund advertising that features any elected officials, persons seeking elected office, cabinet level officials, or other federal officials employed pursuant to section 213 of Schedule C of title 5, Code of Federal Regulations.
- To fund advertising that does not contain a primary message intended to reduce or prevent substance use.
- To fund advertising containing a primary message intended to promote support for the national media campaign or private sector contributions to the campaign.



ONDCP takes these prohibitions seriously, and denied one request in August 2023 because the cost-sharing expense was not allowed per 21 U.S.C. § 1708(f)(5)(A).

Conclusion

President Biden and Vice President Harris have made addressing the nation's overdose epidemic a top priority of this Administration and a key pillar of the President's Unity Agenda. Under their leadership, the Biden-Harris Administration has taken more historic action and made more unprecedented investments than ever before to address this epidemic and save lives.

Launching the *Real Deal on Fentanyl* campaign to educate young people on the dangers of fentanyl and the life-saving effects of naloxone is just one example of our work to expand access to overdose reversal medication and strengthen substance use prevention. Earlier this year, ONDCP also announced nearly \$94 million in new funding for local community coalitions working to prevent youth substance use in every state across the country.

In recent years, the nation has seen progress scaling up prevention efforts and bringing down youth substance use. That said, more work remains to prevent initiation of substance use (referred to as primary prevention) and, for people who have already initiated use, prevent individuals from continuing to use (referred to as secondary prevention).¹³

Achieving further success in preventing substance use before it begins will require focusing on root causes, as well as key risk and protective factors at the individual, family, and community levels, and promoting mental health and wellness, particularly among young people. As outlined in the *National Drug Control Strategy*, ONDCP will continue to focus on preventing initial substance use, promoting good mental health, and ensuring youth and adolescents are surrounded by well-informed adults who can help them enjoy healthy lifestyles.

In addition to supporting primary prevention, this Biden-Harris Administration is ramping up support for youth through early intervention efforts to halt the progression to substance use disorder. Federal agencies have made investments to provide education, tools, and resources to parents, health care providers, schools, and other social service providers to address risk factors that increase vulnerability to initiating substance use, and to support early intervention to prevent escalation to more frequent and poly-substance use.¹⁴

We believe every young person deserves to live a full and healthy life, and have every opportunity to reach their highest potential. The Biden-Harris Administration has made supporting our nation's youth a top priority, and we will continue to ensure young people have the tools they need to thrive.



¹ Executive Office of the President. White House Office of National Drug Control Policy. Biden-Harris Administration Launches Campaign to Raise Awareness About the Dangers of Fentanyl and the Life-Saving Effects of Naloxone in Partnership with the Ad Council (2023). <https://www.whitehouse.gov/ondcp/briefing-room/2023/04/06/biden-harris-administration-launches-campaign-to-raise-awareness-about-the-dangers-of-fentanyl-and-the-life-saving-effects-of-naloxone-in-partnership-with-the-ad-council/>.

² Tanz LJ, Dinwiddie AT, Mattson CL, O'Donnell J, Davis NL. Drug Overdose Deaths Among Persons Aged 10–19 Years — United States, July 2019–December 2021. *MMWR Morb Mortal Wkly Rep* 2022;71:1576–1582. DOI: <http://dx.doi.org/10.15585/mmwr.mm7150a2>

³ Examples of ads include <https://www.instagram.com/reel/CqsXF-9gbkY/?igshid=YmMyMTA2M2Y%3D> and <https://www.adcouncil.org/campaigns/youth-fentanyl-awareness#out-of-home>.

⁴ Contract Administered by EOP/OA, Contract No. 11316022A0009EOP, Effective Date September 30, 2022, to The Advertising Council, Inc.

⁵ Drop the F*Bomb (online at <https://dropthefbomb.com/>).

⁶ Executive Office of the President. White House Office of National Drug Control Policy. Fact Sheet: On Int'l Overdose Awareness Day, the Biden-Harris Administration Announces More Than \$450 Million in New Funding to Support President Biden's Unity Agenda Efforts to Beat the Overdose Epidemic and Save Lives (2023). <https://www.whitehouse.gov/ondcp/briefing-room/2023/08/31/fact-sheet-on-intl-overdose-awareness-day-the-biden-%e2%81%a0harris-administration-announces-more-than-450-million-in-new-funding-to-support-president-bidens-unity-agenda-eff/>.

⁷ Executive Office of the President. White House Office of National Drug Control Policy. Fact Sheet: On Int'l Overdose Awareness Day, the Biden-Harris Administration Announces More Than \$450 Million in New Funding to Support President Biden's Unity Agenda Efforts to Beat the Overdose Epidemic and Save Lives (2023). <https://www.whitehouse.gov/ondcp/briefing-room/2023/08/31/fact-sheet-on-intl-overdose-awareness-day-the-biden-%e2%81%a0harris-administration-announces-more-than-450-million-in-new-funding-to-support-president-bidens-unity-agenda-eff/>.

⁸ President Joseph R. Biden Jr. Executive Order 13985, Advancing Racial Equity and Support for Underserved Communities Through the Federal Government. Jan. 20, 2021. <https://www.whitehouse.gov/briefing-room/presidential-actions/2021/01/20/executive-order-advancing-racial-equity-and-support-for-underserved-communities-through-the-federal-government/>; Executive Office of the President. White House Office of National Drug Control Policy. E.O. 13985 Equity Action Report. Submitted Jan. 20, 2022. <https://www.whitehouse.gov/wp-content/uploads/2022/12/Equity-EO-ONDCP-Action-Plan-Jan-20-2022.pdf>.

⁹ USASpending.gov, *Blanket Purchase Agreement Call* 11316022F0012OND (online at https://www.usaspending.gov/award/CONT_AWD_11316022F0012OND_1100_11316022A0009EOP_1100).

¹⁰ USASpending.gov, *Blanket Purchase Agreement Call* 11316023F0014OND (online at https://www.usaspending.gov/award/CONT_AWD_11316023F0014OND_1100_11316022A0009EOP_1100).

¹¹ USASpending.gov, *Blanket Purchase Agreement Call* 11316024F0010OND (online at https://www.usaspending.gov/award/CONT_AWD_11316024F0010OND_1100_11316022A0009EOP_1100).

¹² Executive Office of the President. Congressional Budget Submission: Office of National Drug Control Policy Fiscal Year 2025. <https://www.whitehouse.gov/wp-content/uploads/2024/03/FY-2025-ONDCP-CONGRESSIONAL-BUDGET-SUBMISSION-FINAL.pdf>.

¹³ Office of National Drug Control Policy, *National Drug Control Strategy* (2024), <https://www.whitehouse.gov/wp-content/uploads/2024/05/2024-National-Drug-Control-Strategy.pdf>.

¹⁴ *Id.*