



COACHES VS OVERDOSES



DOWNLOAD A PREVENTION PLAYBOOK





A NOTE FROM THSCA EXECUTIVE DIRECTOR **JOE MARTIN**

Dear Coaches,

The Texas High School Coaches Association (THSCA) recognizes the devastating toll the fentanyl crisis has on our communities. As leaders in athletics and education, we have a unique platform to address this issue. We are committed to equipping our coaches with the necessary tools to educate both their athletes and communities about the dangers of overdoses and the steps they can take to prevent misuse.

To amplify this effort, THSCA has proudly partnered with the Safety Blitz Foundation to create the Coaches vs. Overdoses program. Their research shows over 65% of teens are less likely to misuse prescription drugs if they are aware of the dangers and omnipresence of fentanyl in counterfeit products sold on the streets like fake pills and illegal vapes. This initiative is designed to provide coaches with simple, evidence-based resources to help spread critical messages about fentanyl misuse and overdose prevention. The program offers:

- Comprehensive prevention and education materials tailored for coaches, athletes, and families.
- Public service announcements (PSAs) from Hall of Fame athletes who share personal stories and highlight the urgency of the crisis.

The Coaches vs. Overdoses campaign has the power to save lives through increased education and proactive outreach. We are asking our coaches to help lead the way by considering the following actions during the upcoming football season:

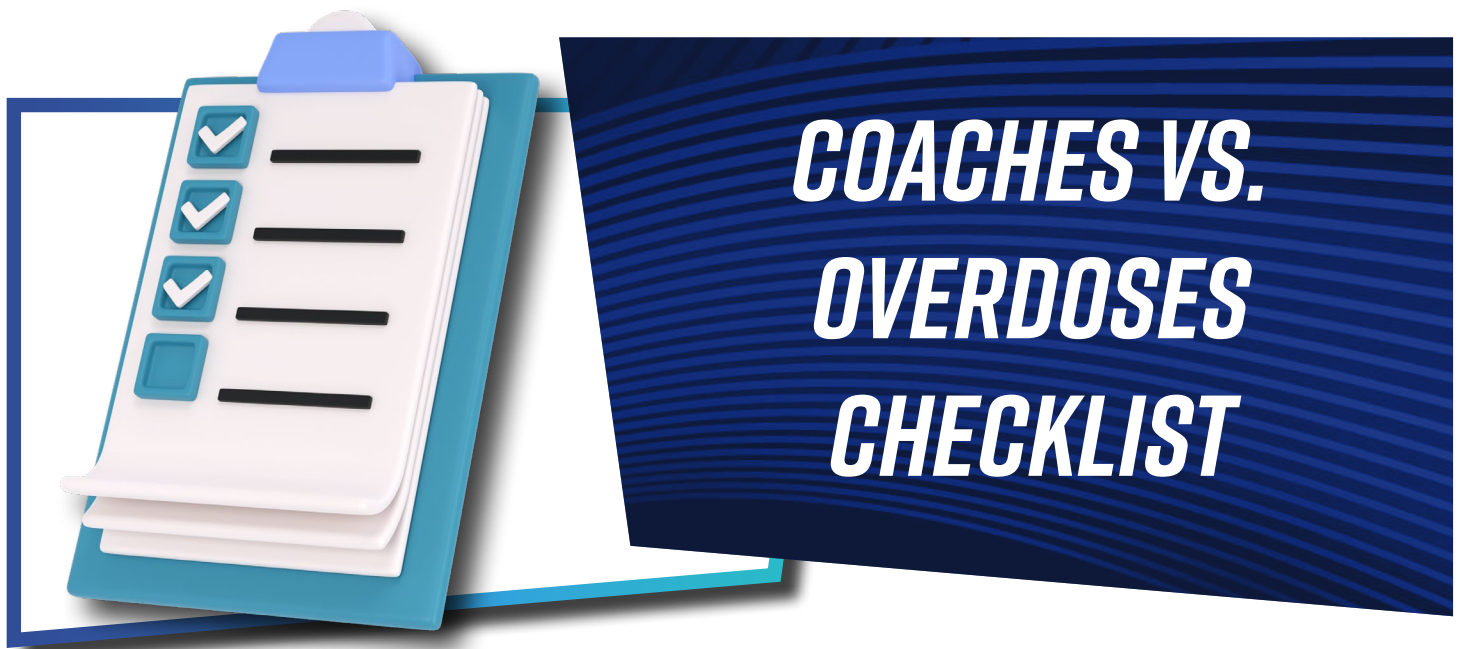
- Select a football game in October to highlight overdose prevention efforts and dedicate it to raising awareness.
- Distribute and display QR codes at the game that link directly to the Prevention Playbook. These can be posted in locker rooms, concession stands, and public areas for both athletes and parents to easily access.
- Use PA announcements and video board PSAs during games to reinforce the overdose prevention message and drive home the importance of taking action.

We appreciate your unwavering dedication to THSCA, your athletes, and your communities. By participating in this campaign, you are not only providing education but potentially saving lives.

Thank you for your leadership and your role in ensuring the health and safety of our student-athletes.

A handwritten signature in black ink that reads "Joe Martin". The signature is fluid and cursive, with the first name "Joe" being particularly prominent.

Joe Martin
Executive Director
Texas High School Coaches Association



Thank you for committing to host a Coaches vs Overdoses night. Here's what to do next:

- Designate a Varsity Football Game to launch the program.
- Discuss with your student-athletes the Coaches vs Overdoses Prevention Playbook to educate them on the dangers of fake pills and overdose prevention.
- Deliver video board graphic, video PSA, and PA announcement to game day staff to be used during the game.
- Distribute the electronic Prevention Playbook to parents, athletes, and the community. This can be done through email, SportsYou, or whatever communication delivery method you use for your program.
- Post the QR code on game night for attendees to access the Prevention Playbook. These can be posted in locker rooms, concession stands, and public areas for both athletes and parents to easily access.
- If acceptable, reach out to local media and inform them of the program. Also post the provided social media graphics on your team and school accounts where you are able.

After the event, you are encouraged to follow up with media and post about the event to social media.



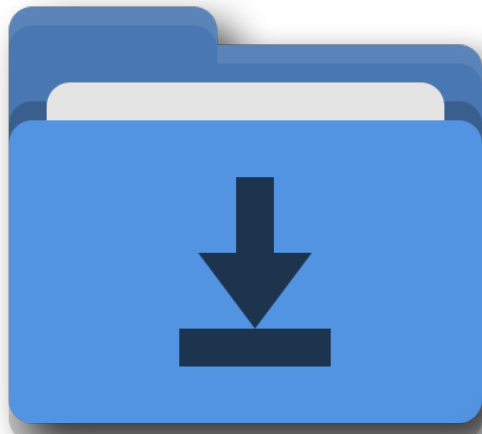
THSCA Coaches vs. Overdoses PA Announcement

(Please announce first and second half of game)

___(SCHOOL NAME)___ is proud to partner with the Texas High School Coaches Association in the Coaches vs. Overdoses campaign. Together, we can prevent overdoses and save lives through education.

This season, we're providing resources to parents and athletes to combat the opioid and fentanyl crisis. Athletes and fans are encouraged to scan the QR code posted around the facility to access the Prevention Playbook.

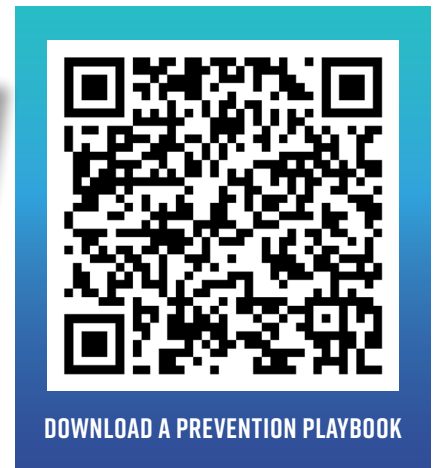
Thank you, ___ (MASCOT) ___ fans, for joining the fight against overdoses and helping protect our community.



ADDITIONAL RESOURCE DOWNLOADS

**USE THE LINKS BELOW TO DOWNLOAD
RESOURCES OR VISIT OUR WEBSITE AT**

www.thsca.com/coachesvsverdoesestoolkit



[Prevention Playbook \(Online Download\)](#)

[Coaches vs. Overdoses Logo \(PNG\)](#)

[Randy White PSA Video \(MP4 Download\)](#)

[Video Board Graphic \(PDF\)](#)

[Poster with QR Code for Prevention Playbook\(PDF\)](#)

[Social Media Graphic \(PDF\)](#)

Social Media Post Sample Text:

Coaches vs. Overdoses and @THSCAcoaches are asking you to make a commitment to have a conversation with your friends. Never take what you are not prescribed and help spread the message. You can't tell the difference between real and fake pills. Help us defeat overdoses! #CoachesvsOverdoses