

Our youth are facing a crisis

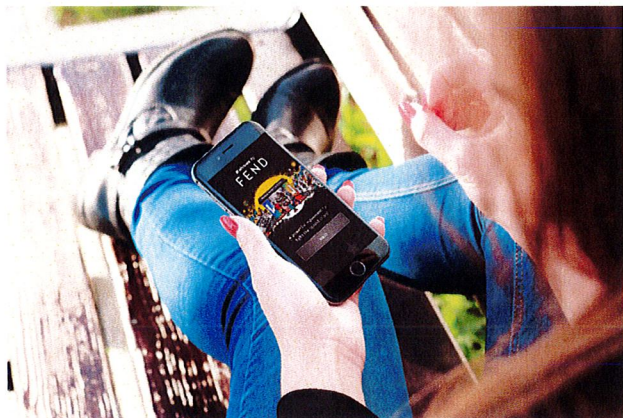
There is an urgent need among teens and young adults to reduce opioid:

- misuse/abuse
- addiction
- overdose



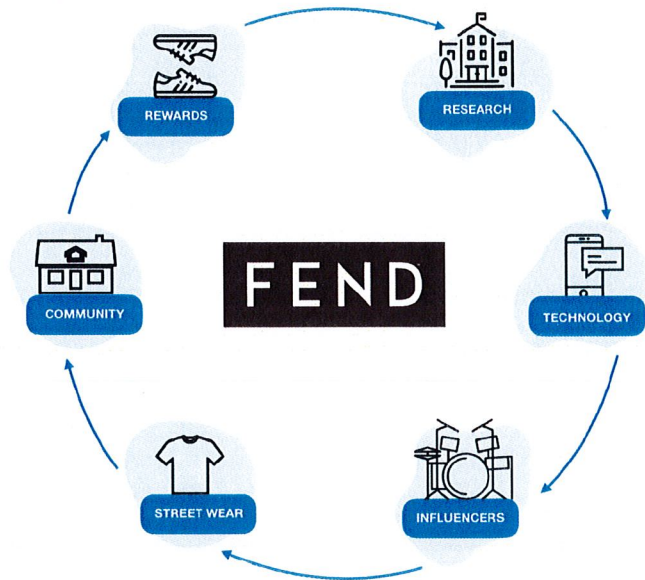
FEND Movement

FEND (Full Energy, No Drugs) is an opioid education and prevention campaign that provides information about the risks of opioids (prescription painkillers, heroin and Fentanyl), other commonly misused medications, as well as mental wellness and resiliency. FEND is delivered via an interactive smartphone app. By engaging youth on a platform they've already mastered—their smartphone—FEND gives youth the facts so they can make informed choices about their health. FEND is about empowering youth rather than preaching at them; encouraging them to share what they learn with their community.



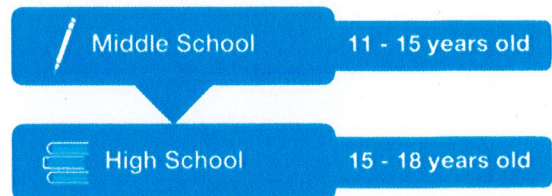
65% of teen drug overdose deaths are accidental.

All FEND content is presented in engaging and relevant ways. FEND uses gamification strategies to engage youth. As participants go through the content and learn, they complete missions and earn points that can be redeemed for rewards and 'money can't buy' experiences.



Target Audience

FEND targets middle school and high school aged students (11-18 years), and parents. It can be rolled out in different communities ranging from cities and towns to counties and states. Being location specific, we can address local issues, and connect participants with local support services.



FEND was developed by the Preventum Initiative, a 501(c)3 non-profit that combines research and technology to address complex public health issues. Our current focus is the opioid crisis. To find out more about FEND or the Preventum Initiative visit www.wearepreventum.org