

YOUTH ENGAGEMENT



OPEN

Prevention. Treatment. Recovery.

IMPACT REPORT 2024

PAINLESS

THE OPIOID MUSICAL

Inspired by true stories of addiction and recovery, **Painless: The Opioid Musical** was developed to educate high school students about the risks involved in taking opioids.



48.2k

SOCIAL MEDIA
VIEWS

95k

STREAMS ON SPOTIFY
AND YOUTUBE
[ALL TIME]

1.4k+

STUDENTS VIEWED
THE MUSICAL

1.8k

WEBSITE
PAGE VIEWS

"I never thought that I would be sitting in a room learning about drugs and actually caring to listen."

High School Student

Engaging with youth on the prevention strategies they want to see is a vital step in making resources accessible to young people. Schools can book a performance of Painless: The Opioid Musical, an impactful production that utilizes musical theatre to communicate the risks and realities associated with unsafe opioid use to teens. Teens can utilize our OPEN Teen page, where all resources and conversations were requested and tailored by teens, for teens. By harnessing the mediums and channels that best speak to today's youth, we present a suite of educational tools tailored to effectively reach and inspire the leaders of tomorrow.

OPEN YOUTH BOARD LAUNCHED



Youth Board
founded with
6 members

10,600+ views of
website created in
partnership with
young people

11,000+ clicks to
OPEN resources

2 NEW pain
management
resources tailored
to teen audiences

685,000+ impressions
from media campaign
on Snapchat, TikTok,
& Instagram