

IT ONLY TAKES ONE

Video Assets



It Only Takes One PSA



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In Virginia, nearly 1,500 lives are lost each year to this deadly drug, with an alarming number of victims being teens and young adults. What's even more tragic? Most of these overdoses are accidental—young people unknowingly taking pills laced with fentanyl, never realizing that a single grain, as small as a salt crystal, could be fatal. That's why the First Lady of Virginia's initiative, It Only Takes One (IOTO), is committed to raising awareness and starting conversations where they matter most. This PSA is a call to action—encouraging parents, youth leaders, and communities to educate and protect those at risk.



It Only Takes One Journey



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This powerful 4-minute sizzle reel chronicles the transformative journey of the *It Only Takes One* (IOTO) initiative, launched under the leadership of Virginia's First Lady and supported by the Virginia Foundation for Healthy Youth. From its pilot event in Roanoke to statewide impact, the video highlights key milestones in Virginia's fight against fentanyl overdoses.