

# Continuing the Conversation

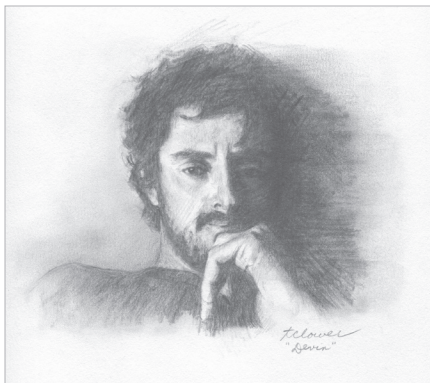
*Drug Addiction: Real People, Real Stories*



INTO LIGHT  
PROJECT



Family and Friends of Daniel Puerta-Johnson  
INTO LIGHT Project - California Exhibition



**INTO LIGHT Project** is a national 501(c) 3 organization dedicated to erasing the stigma of drug addiction by humanizing those lost to addiction through art and storytelling. Its goal is to create a unique exhibition of original graphite portraits of individuals in each state in the country who have died from substance use disorder and to work with local communities to provide educational programming opportunities related to drug addiction and use.

Using portraits and narratives of real people who have died from addiction is an effective way to start important conversations about drug addiction, drug use, stigma, shame, and prevention, with audiences of all ages, interests, and backgrounds.

*INTO LIGHT has been featured on the PBS show, **Growing Bolder**, as well as many other national and local publications. The following is an excerpt from PBS.*



INTO LIGHT is a unique and creative approach to humanizing addiction with school-aged children, youth, university students, law enforcement officials, first-responders, medical personnel, and community leaders. Thousands of people throughout the U.S. have experienced first-hand the power of an INTO LIGHT exhibition! To reach and educate an even wider audience, INTO LIGHT has developed ***"Continuing the Conversation,"*** a mobile exhibition consisting of the elements and materials we've found so effective in starting dialog and educating the public.



“I think we look for opportunities to provide education to the youth and to the community, and this is a tangible opportunity that we can send people to, that we can advertise, you know there’s a place for the messaging. There really aren’t a lot of opportunities like that, where we can have this tangible messaging and really give partners and agencies and community members in general a place to go to.”

Amber Carpenter,  
Deputy Director for Substance Use Disorder Services  
San Bernardino (CA) Health Department



# What is “Continuing the Conversation”?

---

States that have held an **INTO LIGHT Project** exhibition can purchase a full replication of the exhibition to travel throughout their county, region, or state.

This traveling INTO LIGHT exhibition is an effective way to bring the exhibit to schools, community centers, law enforcement trainings, recovery centers, faith communities and many other places. The full *Drug Addiction: Real People, Real Stories* exhibition comes with everything you need to set up a “pop up” exhibit to facilitate conversation about drug addiction, stigma, shame, recovery, and more.

Acquiring this exhibition gives you the opportunity to utilize it for educational purposes for years to come.



# "Continuing the Conversation" The Elements of an Exhibit

## Portrait Set

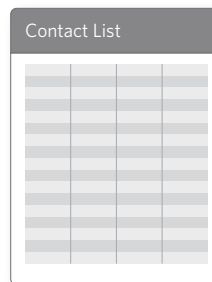
A reproduction exhibit of the entire graphite drawings and narratives of the INTO LIGHT series from your state.

- Each portrait is 11" by 15" and has been created by a professional artist. They are printed on museum-quality paper and framed identically to the original exhibition.
- The narratives are based on input from family members and written by professional writers.
- Presenters can use a few portraits and narratives, or the entire exhibition, depending on the audience and location. Tabletop easels are provided for display purposes.



## Contacts

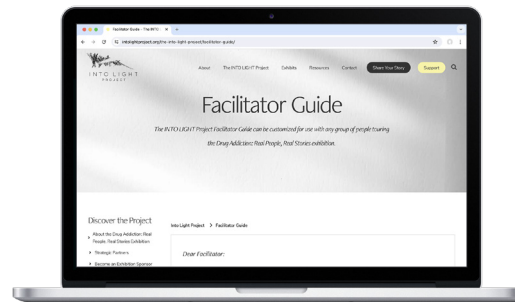
On request, INTO LIGHT Project will provide a list of people, from your state, who submitted their loved ones to the ILP state exhibition. These individuals are willing to be a part of presentations when you would like their involvement, both in person and online.



## Facilitator Guide

Written by award-winning professional writers, teachers, and counselors, the INTO LIGHT *Continuing the Conversation Facilitator's Guide* provides discussion prompts, topics, and questions needed for leading a conversation about drug addiction, with a specific emphasis on stigma and the human side of addiction. The guide can be used for any group, adults, middle school, high school and college students, law enforcement, first responders, health care providers and others.

- A list of resources on topics related to drug addiction is included. These resources have been developed by INTO LIGHT partners at the National Institute of Health/National Institute of Drug Abuse, the Drug Enforcement Agency, and others.



## Button Campaign

INTO LIGHT's "Ask Me About" Button Campaign is a perfect way for community members of all ages to help address the stigma and shame that surround substance use disorder.

The campaign encourages viewers to participate in putting a human face and story on addiction by wearing a 2.25" button that depicts the portrait of a person from your state. On the back of each button is a QR code that links to the narratives from your state exhibit on the INTO LIGHT website. By becoming familiar with the person's story and sharing it freely when asked, individuals can help to destigmatize addiction.

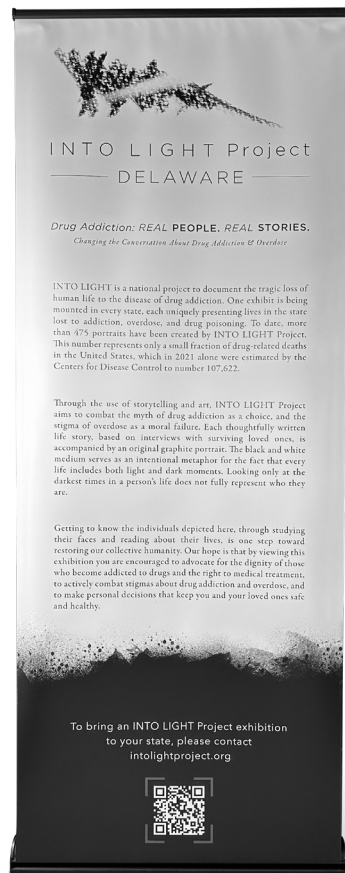
The INTO LIGHT Project will initially provide you with 12 buttons for each person in the exhibition, along with instructions for how to implement the "Ask Me About" walking exhibition. The buttons are a simple way to get youth groups, students, and others to actively participate in learning about and understanding addiction. Additional buttons can be purchased as your campaign grows.



### Retractable Panels

Two portable retractable floor panels are included.

- One panel provides information about INTO LIGHT Project.
- The second panel is customized for your organization.



### INTO LIGHT Catalogs

- One hundred INTO LIGHT Project catalogs from your state are included in the package.
- The high-quality, perfect-bound catalogs include scanned portraits and narratives of everyone featured in your state exhibit. The catalogs are very useful in promoting the exhibition and can be left at the presentation site for educational use. Additional Catalogs are available for purchase.



### Storage Containers

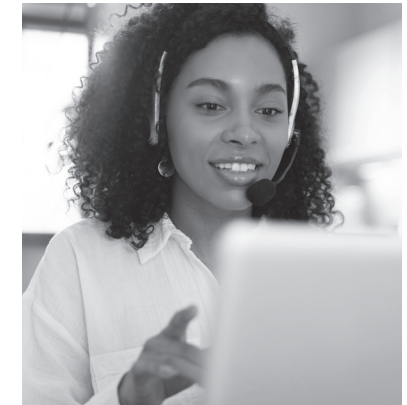
INTO LIGHT provides storage containers for easy transport and storage of the artwork.



### Continuing Consultation

As part of your investment in the INTO LIGHT exhibit, you will receive four months of unlimited consultation time with members of the INTO LIGHT team. Have questions about rolling out the exhibit in your area or ways to introduce the "Ask Me About" button campaign into your community? We are here to help you.

<https://intolightproject.org/contact>



“ What an incredible show!

*These drawings just pull you in and the stories about the people gave me a lot of understanding about their lives. My friend and I had a long conversation after the exhibit*

*Thank you!* ”



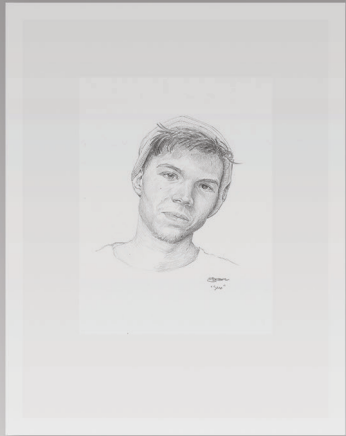
# INTO LIGHT Project “Continuing the Conversation” Package

---

- Full set of portraits from your state’s exhibition
- Contact list of families
- Full set of narratives from your state’s exhibition in protective display sleeves
- Tabletop display easels for display of portraits
- Two retractable, portable floor panels:
  - One with INTO LIGHT Project information
  - One customized for your organization
- Facilitator Guide
- List of Resources on topics related to drug addiction
- “Ask Me About” Button Campaign with starter pack of 12 buttons of each person in the exhibition
- Storage containers for storage and transport of portraits
- Unlimited telephone consultations with members of the INTO LIGHT Project team for four months
- Continual use of the exhibition for as long as you wish to use it

*For more information and pricing, please contact:*

<https://intolightproject.org/contact>



Please consider donating at  
**[intolightproject.org/support](https://intolightproject.org/support)**



INTO LIGHT  
PROJECT

**[intolightproject.org/contact](https://intolightproject.org/contact)**