



MAY 9 NATIONAL
FENTANYL
AWARENESS
DAY

NATIONAL FENTANYL AWARENESS DAY TOOLKIT



NATURALHIGH.ORG

ABOUT THE DAY

[National Fentanyl Awareness Day](#) is a day of activation on May 9, 2023 that aims to raise public awareness about an urgent problem: people are dying at alarming rates due to illegally made fentanyl (FEN-ta-nyl), a dangerous synthetic opioid.

This toolkit provides you with resources to share on social media, draft letter for schools to send to parents, and additional important information on fentanyl. We invite you to customize this content and share it with your community or school.

IN THIS TOOLKIT, YOU'LL FIND:

- Ways you can spread awareness within your school or community
- Social media accounts to follow
- Sample posts for social media
- Images to use for social media
- Frequently asked questions about fentanyl
- Sample letter to parents from schools
- Link to the [Natural High Fentanyl Toolkit](#)
- Link to the [Natural High Film Screening Guide](#)
- Printable Natural High Fact Sheet poster

WAYS YOU CAN SPREAD AWARENESS IN YOUR SCHOOL OR COMMUNITY:

Anyone from an individual to an organization can plan an event and help spread awareness on National Fentanyl Awareness Day (and beyond).



- Post on social media – as an individual and/or as a school.
 - This is a chance to spread awareness digitally.



- Print the [Natural High Fentanyl Fact Sheet](#) poster to post around your school or community.
 - Check with a local printer and see if they'll print them for free.



- Organize a mental health resource fair.
 - Take self-medication off the table, and offer healthier alternatives for coping with stress and anxiety.



- Host a film screening and informative group discussion. Here are 9 ideas for hosting a film screening, and you can [read more](#) about these ideas [here](#) on our website and download the screening guide.
 - HOMEROOM OR ADVISORY PERIOD
 - SCHOOL ASSEMBLY
 - HEALTH CLASS
 - YOUTH GROUP
 - SCOUT MEETING
 - NEIGHBORHOOD BLOCK PARTY FILM SCREENING
 - PARENT TEACHER ASSOCIATION (PTA) MEETING
 - FAITH-BASED ORGANIZATION GROUP MEETING
 - SPORTS TEAM PRACTICE



- Throw a barbecue for your community and post fentanyl awareness education facts or flyers.



- Get kids involved - [read this article](#) on how teens are helping spread awareness too.



SOCIAL MEDIA ACCOUNTS TO FOLLOW

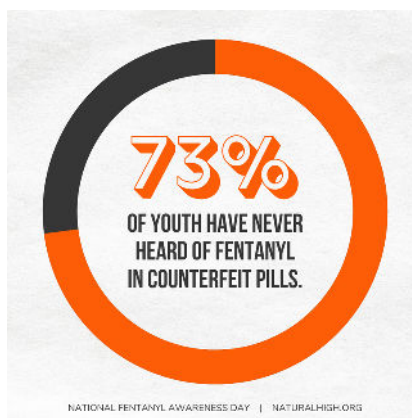
- LiveNaturallyHigh
- NaturalHighLive
- NaturalHigh
- NaturalHighNetwork

HASHTAGS TO USE

- #NationalFentanylAwarenessDay
- #JustSayKNOW
- #LiveNaturallyHigh

SOCIAL MEDIA SHARABLE IMAGES

Download the National Fentanyl Awareness Day graphics [here](#).



SAMPLE SOCIAL MEDIA POSTS

1 —————

Overdose deaths linked to synthetic opioids like fentanyl tripled among teenagers in the last two years. Today we are proud to partner with @fentanylawarenesday to help spread the word about the dangers of illegally made fentanyl.

Knowledge = Power. Learn the facts about fentanyl and share them with your friends today at naturalhigh.org/fentanyl.

#NationalFentanylAwarenessDay #JustSayKNOW #LiveNaturallyHigh

2 —————

Do you know where your pill or powder came from? Unless you got it from a pharmacy, it could contain a lethal dose of fentanyl. Protect yourself and your loved ones by learning the facts and spreading the word at naturalhigh.org/fentanyl.

#NationalFentanylAwarenessDay #LiveNaturallyHigh #JustSayKNOW

3 —————

Today is National Fentanyl Awareness Day. Talk to your kids about their mental health and the risks of encountering illegally made fentanyl. Learn more at naturalhigh.org/fentanyl.

35% of American teens aged 13-17 don't know enough about fentanyl to rate its danger. Know the risks and find more resources at naturalhigh.org/fentanyl.

#NationalFentanylAwarenessDay #LiveNaturallyHigh #JustSayKNOW

SAMPLE SOCIAL MEDIA POSTS

4 —————

Among teenagers, overdose deaths linked to synthetic opioids like fentanyl TRIPLED in the past 2 years, yet 73% of teens have never heard of fake prescription pills being made with fentanyl.

Today is National Fentanyl Awareness Day. Have a conversation and potentially save a young person's life. The [FREE] Natural High Fentanyl Toolkit has everything you need to protect young people from fentanyl poisoning.

#NationalFentanylAwarenessDay #LiveNaturallyHigh #JustSayKNOW

5 —————

Fentanyl is being mixed with other drugs, such as cocaine, oxycodone, Adderall, and some instances of marijuana. People are often unaware fentanyl has been added, and a potentially lethal dose is the size of 2 grains of salt.

#NationalFentanylAwarenessDay #LiveNaturallyHigh #JustSayKNOW

6 —————

Fentanyl ranks #1 on the list of biggest killers of 18-to-45-year-olds in the United States. It's not just adults, it's killing kids, too. Kids as young as 12 are being poisoned.

Experimentation is not safe when just one pill can kill. The fact is, most people don't know the dangers and how bad it actually is. You can change that by helping spread awareness today for National Fentanyl Awareness Day.

#NationalFentanylAwarenessDay #LiveNaturallyHigh #JustSayKNOW

FAQ'S ABOUT FENTANYL

WHAT IS FENTANYL?

- Fentanyl is a potent prescription synthetic opioid drug approved by the FDA for pain relief and anesthetic.
- Prescription opioids are powerful drugs with a high risk for dependency.
- Fentanyl is 80-100 times stronger than morphine.
- A potentially lethal dose of fentanyl is the size of 2 grains of salt.



WHY SHOULD I CARE?

This is a national public health crisis. People, especially young people, are ingesting illegally manufactured fentanyl without knowing it and dying at alarming rates as a result.

Fentanyl is very cheap and extremely addictive. Drug dealers are dangerously mixing illegally made fentanyl with, and disguising it as, other common drugs like oxycodone, percocet and xanax to increase profits.

This process is not regulated and does not undergo any kind of quality control.

People have no way of knowing what they are getting in illegally-purchased drugs, and as little as two milligrams of fentanyl (two grains of sand) can kill a person.

Fentanyl is everywhere: an estimated 250-500 million pills made with fentanyl are in circulation in the U.S. at any time. This doesn't even account for powder drugs made with fentanyl such as cocaine, MDMA (molly/ecstasy), or heroin.

The practice of cutting drugs with fentanyl is relatively new, so public awareness is low. Educating the public about this crisis is the first step to reversing the tragic outcomes. *

WHAT CAN I DO AS A PARENT OR CAREGIVER?

Don't avoid the topic. Educate yourself about the dangers of fentanyl, and have a conversation with the kids in your life. Youth are dying from lack of information about this.

There is a significant knowledge gap in youth about fentanyl in drugs. 35% of youth ages 13-17 say they don't know enough about fentanyl and its rate of danger, and 73% have never heard of fentanyl in counterfeit pills.

Mental health is a key factor: 86% of youth 13-17 are overwhelmed and 79% say anxiety and stress is a common reason to misuse medication. Learn how to notice symptoms and support young people struggling with mental health challenges. [*](#)

HOW CAN I PREVENT FENTANYL USE?

Education is a key part of helping today's youth make healthy choices. They need accurate information from trusted sources.

Neither kids today nor their parents are aware of the growing dangers of fentanyl poisoning. Research has shown that kids who have multiple opportunities to discuss the harms of drug use with caring adults fare much better.

Even if substance use is the last thing you need to worry about with your kid or your students, perhaps their awareness could save a friend.

IN WHICH STREET DRUGS IS FENTANYL BEING FOUND?

Fentanyl is being integrated into almost all forms of street drugs. In some cases dealers purposely add fentanyl to their drugs to reduce costs, enhance the effect of an existing drug, hook their customers, or all three.

Remember, it's a business, and it's all about making as much money as possible. In some cases, the presence of fentanyl is the result of contamination from traffickers handling multiple drugs in unclean environments or mixing several different powders with the same equipment. [*](#)

Fentanyl has been widely detected in all of the street drugs listed below:

Fake Pills, including but not limited to:

- Percocet
- Oxycontin
- Norco
- Xanax
- Vicodin
- Valuim

Other:

- Heroin
- Cocaine
- MDMA (Ecstasy, Molly)
- Methamphetamine

Drugs to Watch: (Although not as widespread, there have been reports of the following drugs being laced with fentanyl.)

- Marijuana
- Vape Pens
- Adderall made of methamphetamine

WHY SHOULD I BE MORE CONCERNED ABOUT FENTANYL USE THAN OTHER SUBSTANCE USE?

While you should be concerned about all youth substance use, fentanyl is different because it's so deadly. According to data from the CDC, in 2020 there was a 560% increase in overdose deaths fueled by fentanyl.

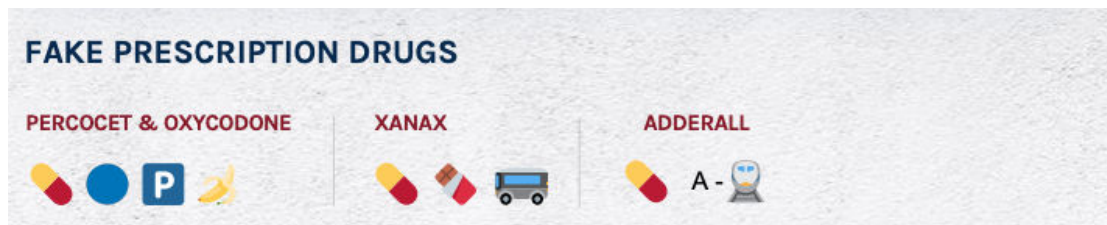
In the illicit drug market, fentanyl is being mixed with other drugs, such as cocaine, oxycodone, and Adderall. Criminal drug networks are flooding the market with fake pills and other drugs laced with fentanyl.

Kids aren't intentionally looking for fentanyl, and they're unaware it's been added to the substances they're seeking. As a result, kids are being poisoned by fentanyl at a staggering rate.

HOW ARE KIDS GETTING FENTANYL?

Fake prescription pills and other illicit substances are easily accessible and often sold on social media and e-commerce platforms making them available to anyone with a smartphone, including minors. Those at risk include casual users, partygoers, experimenters, regular users, and even unsuspecting bystanders who may come into contact with the powerful opioid.

The DEA has identified common emoji drug codes used by teens and dealers. For the full list, visit the DEA's [One Pill Can Kill website](#).



WHAT IS NATURAL HIGH?

Natural High is a youth drug prevention nonprofit. We offer a variety of videos and tools that are used to support parents and educators in their efforts to prevent drug use.

The Natural High program has three easy steps:

1. Watch one of our 40+ engaging influencer (we call them “Storytellers”) videos with kids.
2. Discuss as a class or family using our discussion guides to facilitate a thoughtful conversation.
3. Go deeper with an engaging activity. Each video has specific activities tied to the story that naturally follow the discussion. Our content is all aligned to Common Core and National Health Educator Standards.

HOW CAN I STAY INFORMED ON NATURAL HIGH'S FREE RESOURCES?

Sign up for the [Natural High Essentials emails](#) for parents, caregivers, and educators.

We take the most effective and advanced research on prevention and translate it into weekly relevant, actionable articles and activities so you're equipped to guide kids to thrive for life.

WHAT ARE THE SIGNS OF AN OVERDOSE?

- Pinpoint pupils
- Slow, shallow, or no breathing
- Gurgling or snoring
- Difficult to wake or can't wake
- Extreme drowsiness
- Cold, clammy skin
- Gray/blue skin, fingernails, or lips

Call 911 immediately if you think someone is overdosing.

LETTER TO PARENTS/CAREGIVERS

On the following page is a sample letter for schools to send to parents and caregivers about National Fentanyl Awareness Day on May 9, 2023.

Feel free to copy + paste the below information, and you may download the editable document [here](#).

Dear Parents/Caregivers,

When it comes down to it, we know there's nothing more important than the health and safety of your children. That's why we're so intent to share some crucial information with you about the fentanyl poisoning crisis that communities across the country are experiencing.

In 2021, 100K+ people died from drug overdoses driven by fentanyl, and the fastest-growing group is under 19.

National Fentanyl Awareness Day is May 9th. The day is designed to raise public awareness about a crisis that continues to worsen each day.

Fentanyl is:

- A potent prescription synthetic opioid drug approved by the FDA for pain relief and anesthetic.
- Fentanyl is 80-100 times stronger than morphine.
- A potentially lethal dose of fentanyl is the size of 2 grains of salt.
- According to the DEA, 6 out of 10 pills contain a potentially lethal dose of fentanyl.

Important things you need to know about fentanyl:

- You can't smell or taste fentanyl, and you cannot tell if a pill is fake just by looking at it.
- Do not take any pill that you do not directly get from a doctor or pharmacist.
- Pills purchased online or from social media are not safe — no matter what someone tells you.
- If you or someone around you takes an illegal pill, know how to recognize an opioid overdose.
- Never use illegal pills when you're alone.

Signs of an opioid overdose:

- Pinpoint pupils
- Slow, shallow, or no breathing
- Gurgling or snoring
- Difficult to wake or can't wake
- Extreme drowsiness
- Cold, clammy skin
- Gray/blue skin, fingernails, or lips

Call 911 immediately if you think someone is overdosing.

Awareness is key, and we need to educate our kids right now. Preparation is important to having a successful conversation with your kids. To help you with this challenging conversation, we'd like to give you a link to the free Natural High Fentanyl Toolkit: www.naturalhigh.org/fentanyl.

Together, through better and more effective awareness campaigns like the National Fentanyl Awareness Day on May 9th, we can save lives.

Even if substance use is the last thing you need to worry about with your child, imagine, perhaps, that their awareness could help save a friend.

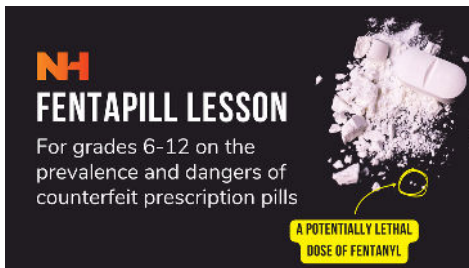
NATURAL HIGH FENTANYL TOOLKIT

Natural High created a free Fentanyl Toolkit with two short lessons for kids in grades 6-12.



1

A powerful, 6-minute life-saving video Public Service Announcement (PSA) on fentanyl.



2

A critical lesson on the dangers and prevalence of fake prescription pills laced with fentanyl.

Research has shown that kids who have opportunities to discuss the harms of drug use with caring adults fare much better. That's why we recommend one or both lessons and having a discussion.

Access the free Natural High Fentanyl Toolkit at NaturalHigh.org/Fentanyl.