

Localize your welcome page....

Explain who DEA is and what we do

Here to talk about the threat to our community from fake pills and fentanyl



The **drug overdose crisis** is a clear and present **public safety, public health, and national security threat.**

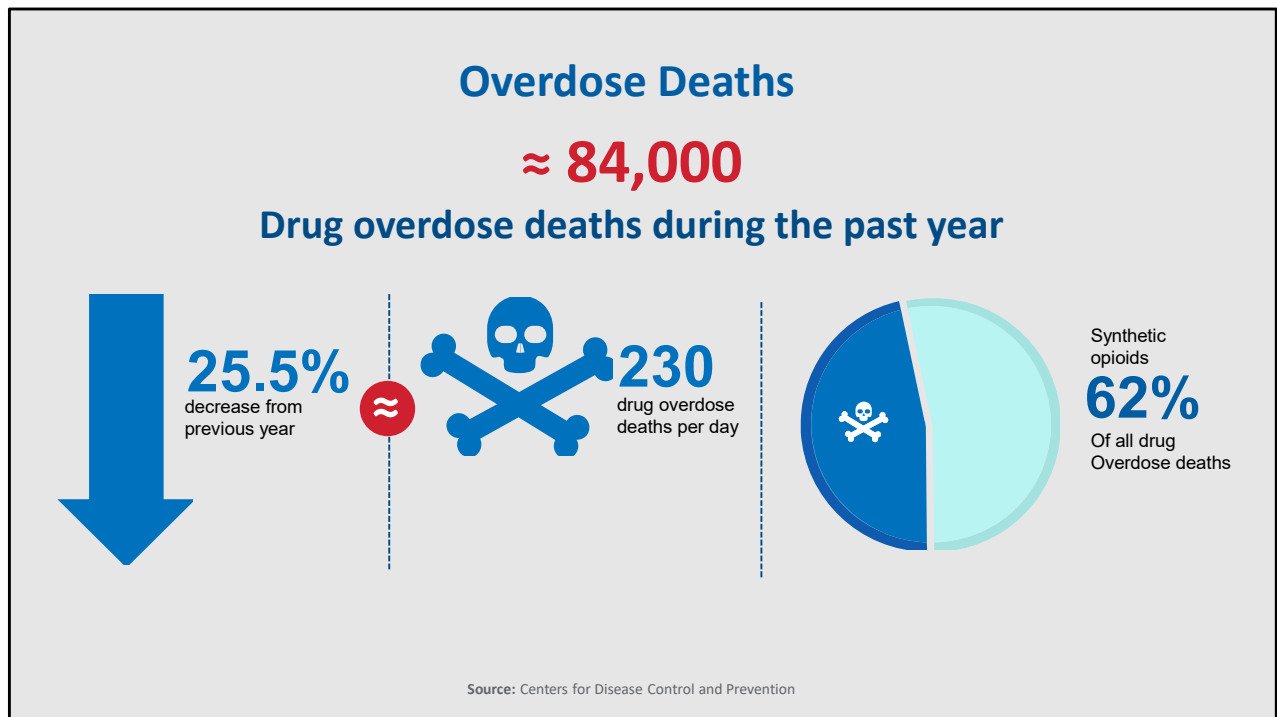
**ONE  
PILL CAN  
KILL**

We are here today to talk about the drug overdose crisis. It is one of the greatest threats to the safety, health and well-being in every community across America.

DEA is doing everything it can to keep dangerous and deadly drugs out of your community, but we need your help. We need you to be educated about the dangers of today's drugs. As we will discuss, some of these drugs are so lethal that experimenting with them just one time – could be deadly.



Every day, 230 people die of a drug overdose in the U.S.



Provisional data from CDC indicate about 84,000 drug overdose deaths from November 1, 2023, to October 31, 2024. This is the fewest overdose deaths in any 12-month period since June 2020.

25.5% decrease from the previous year (down from around 114,000).

Approximately 230 drug overdose deaths per day.

Synthetic opioids, such as fentanyl and its analogs, were involved in 62% of all drug overdose deaths (and 89% of opioid-involved drug overdose deaths)..



The record quantities of fentanyl that DEA seized in 2024 are enough to **kill every American.**



**ONE  
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KILL**

In calendar year 2024, DEA seized more than 77 million fentanyl pills and nearly 12,000 pounds of fentanyl powder. It amounts to more than 300 million deadly doses of fentanyl—enough to kill every American.

Potentially Lethal  
Dose of Fentanyl



This is approximately 2 milligrams of Fentanyl and considered to be a lethal dose of fentanyl.

Fentanyl is 50 times more potent than heroin and 100 times more potent than morphine.

The fentanyl driving this crisis isn't just sold in fake pills. Dealers are mixing fentanyl with other illicit drugs to make their product go further and increase their profits.



In September 2021, DEA took the unusual step of issuing a Public Safety Alert to warn the American public about the alarming increase in lethality and availability of fake prescription pills containing fentanyl and methamphetamine.

DEA does not issue Public Safety Alerts often. As a matter of fact, prior to this alert the last one issued was over six years ago and it was to call attention to the dangers associated with fentanyl when it was first emerging as a dangerous and deadly threat.

## Most Common Fake Pills



Oxycontin®



Adderall®



Xanax®

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Some of the most common fake pills are made to look like prescription opioids such as oxycodone, hydrocodone (Vicodin), alprazolam (Xanax) and stimulants like amphetamines such as Adderall.

Fake prescription pills are widely accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smartphone.



**Authentic Oxycodone**



**Fake Oxycodone**



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KILL**

**Let me ask you, which of these pills do you think is real? And which is the fake?**

**Authentic Xanax**

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**Fake Xanax**



**ONE  
PILL CAN  
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### **How about this picture?**

**Xanax**

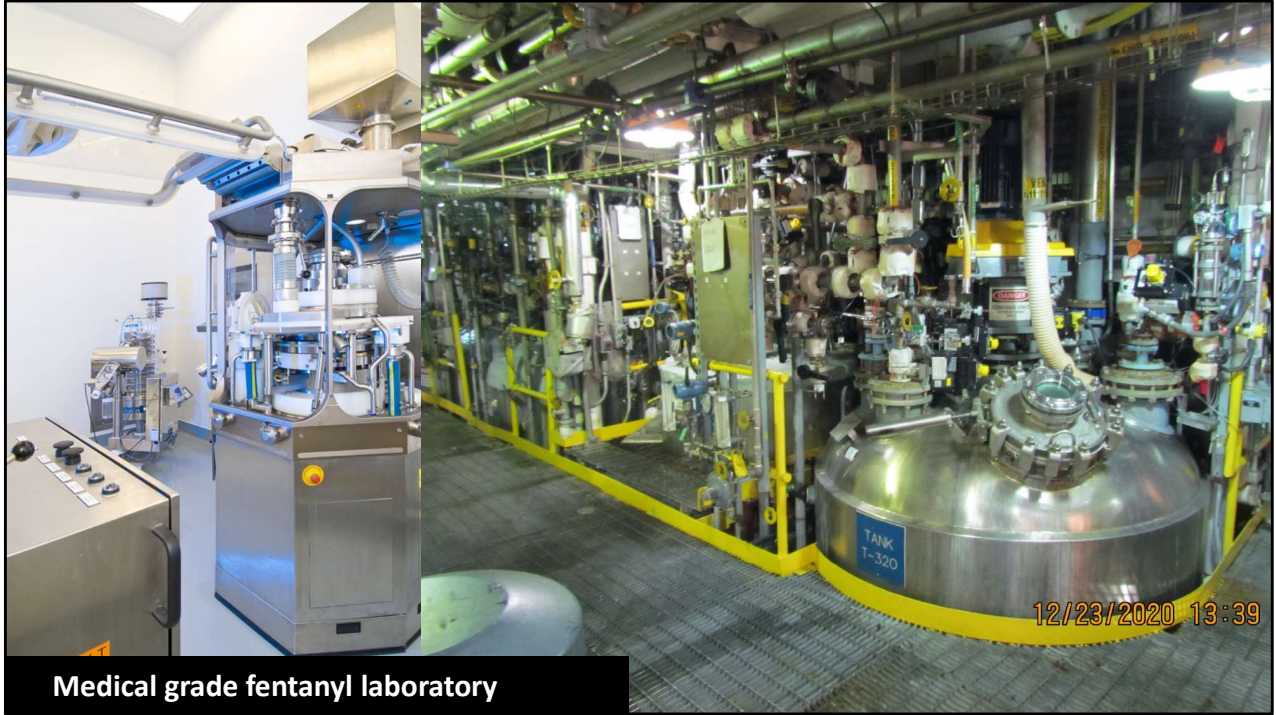
**Real – top**

**Fake - Bottom**

The fact of the matter is, fake pills appear nearly identical to legitimate prescription medications.

If you did not get a pill from a licensed physician or pharmacist there is no way of telling whether a pill is legitimate or fake. Even that pill your friend gives you for your headache or back pain – there is no way to tell whether they contain fentanyl or methamphetamine. Even if someone tells you it is Oxycodone, Vicodin or Adderall you can't trust them, unless it came from a pharmacist.

Expect it to be fake – drug traffickers are preying on our dependence on pills and will market certain products as legitimate medications when they contain none of the active ingredients of those medications.



Medical grade fentanyl is made in a clean controlled laboratory, like this one, with strict regulations and taken in hospitals or nursing homes under strict medical care.



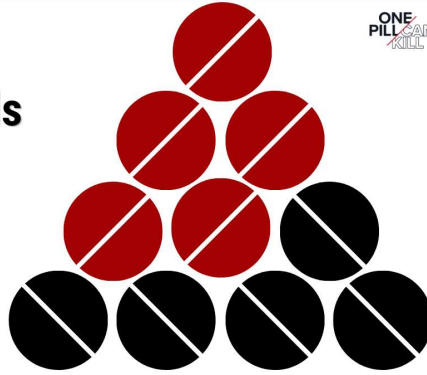
But we aren't talking about medical grade fentanyl.  
We are talking about illicit fentanyl made in places like jungles, and warehouses, and garages.

There is no quality control in these operations. There is also no regard for human lives.  
There is no telling how much fentanyl will end up in one pill.

LETHAL DOSES OF FENTANYL  
FOUND IN FAKE PILLS

DEA reveals that **five out of every ten fake pills contain at least 2mg of fentanyl** – what is considered a lethal dose

**5 out of 10**  
DEA tested pills  
with fentanyl  
are potentially  
**DEADLY**



Five out of ten pills seized by the DEA that contain fentanyl contain a lethal dose.

**The Sinaloa and Jalisco Cartels are the criminal organizations primarily responsible for the fentanyl killing Americans**



DEA is actively targeting the two Mexico-based drug cartels that are responsible for most of the fentanyl being trafficked into American communities. They are the Sinaloa and Jalisco cartels and their criminal work reaches across the U.S.

## GLOBAL FENTANYL SUPPLY CHAIN



Here is an infographic that shows you the supply chain that illicit fentanyl takes on its way to American cities and towns. It starts with precursor chemicals from China that are smuggled to Mexico. In Mexico, those chemicals are manufactured into fake pills made to look like legitimate pharmaceuticals. From there, the pills are smuggled into American communities and distributed to individuals. The final step is that the profits made from the sale of these poisons are laundered back to the drug cartels and their suppliers.



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## Additional Threat: Access

Fake Rx pills are easily accessible & often sold on social media & e-commerce platforms; available to anyone with a smartphone.

Social media sites, popular with high schoolers and young adults to share stories and pictures, have also become popular platforms for drug trafficking organizations who use the sites to sell their illicit drugs.





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**Popular Emoji Drug Codes**

**Oxycodone**




**Xanax®**



**Percocet®**



**Adderall®**



**ONE PILL CAN KILL**

**Additional Threat: Access**

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.

Drug traffickers and those seeking these drugs are using a whole language of emojis on social media to communicate about selling and buying these drugs.

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.

DEA works with social media and internet companies to provide information that will help them better understand how dangerous drug traffickers operate in their space.



DEA has launched “One Pill Can Kill” awareness campaign. Please help us spread the word.

Educate the general public about the dangers associated with fake pills.

Connect people with information and resources related to fake pills, fentanyl, and methamphetamine in an effort to drive down overdose deaths.

Partner with local, state and federal law enforcement, prevention and public health organizations to elevate the awareness of these dangerous and potentially deadly counterfeit pills.

The graphic features the DEA logo in the top left corner. The main text 'ONE PILL CAN KILL' is displayed in large, bold, white letters on a dark, textured background. A red diagonal line is drawn across the word 'CAN'. To the right of the graphic, the text 'Awareness Campaign' is written in a bold, black font. Below this, the phrase 'Know the dangers and accessibility of deadly drugs online.' is written in red. A bulleted list follows, and at the bottom right, the website address 'www.dea.gov/onepill' is provided.

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## Awareness Campaign

**Know the dangers and accessibility of deadly drugs online.**

- Never take medicine that wasn't prescribed to you by your own doctor.
- Talk to your family and friends about the danger of buying drugs online.
- Spread the word that **One Pill Can Kill**.

[www.dea.gov/onepill](http://www.dea.gov/onepill)

Encourage people to only use medications as they are prescribed to them by a licensed medical provider and dispensed by a trusted pharmacy.

Remind people to protect themselves from diversion by securing their prescription medications and cleaning out their medicine cabinets at least twice a year.

### Key Messages

The drug overdose crisis in the United States is a clear and present public health, public safety, and national security threat.

One Pill Can Kill. Don't take this warning lightly. It only takes one counterfeit pill, with a lethal dose of fentanyl, to kill you.

Only take medications that were prescribed to you by a trusted medical professional and dispensed by a licensed pharmacist.

Transnational Drug Trafficking Organizations have capitalized on the opioid epidemic and prescription drug misuse by flooding the United States with mass quantities of counterfeit prescription pills.

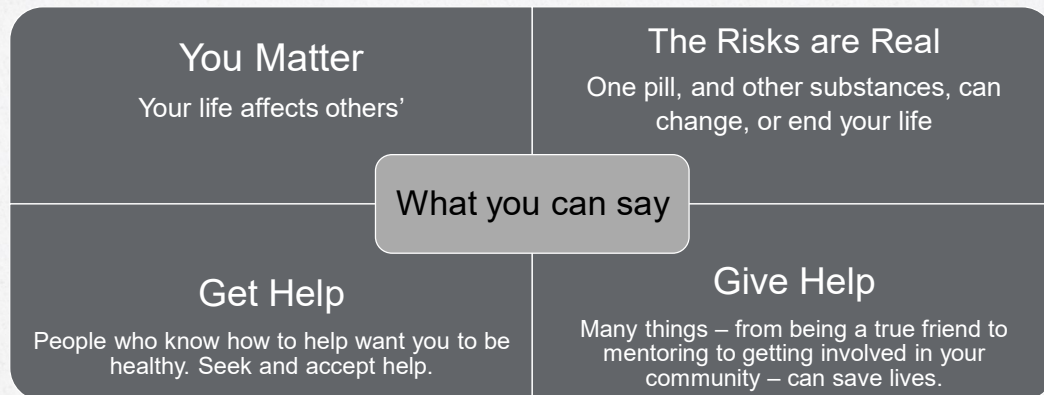
DEA will continue its mission to target the most dangerous individuals and organizations who are causing harm in our neighborhoods and communities; we are dedicated to reducing drug-related violence; and we must do our part to lower drug overdose deaths. Social media sites, popular with high schoolers and young adults, to share stories and

pictures have also become popular platforms for drug trafficking organizations who use the sites to sell their illicit drugs.

DEA works with social media and internet companies to provide information that will help them better understand how dangerous drug traffickers operate in their space.

The best way to affect supply is to reduce demand. One of the best ways to reduce demand is through education and awareness.

# Your Voice Can Save a Life



**ONE  
PILL CAN  
KILL**

It is our hope that now you understand that [you as young people and your friends / the kids you care about] are being targeted and you are in danger because one pill can kill.

That knowledge can protect you, but you can also use it to protect people you care about. **Here is what you can say:**

The first thing I would tell a [friend / young person I care about] is **“You Matter.”** Whatever stress or isolation or anger or upset you may feel, your life affects other people’s and their life would be worse if you’re not in it. Your future can make other people’s better.

The next thing I would say is that the **risks are real**. Substance use has never been healthy. There have always been dangers of addiction or bad decisions. But today’s drug supply is toxic and taking the lives of too many young people.

Third, if you need help; **get help**. Whether it is [a teacher or a school nurse or a coach / another parent or a doctor or a community organization] start looking and you will find people who want to help. Sometimes pride or fear can keep us from asking for help. Don’t let it. If all else fails, dial 988. It is a free national service from the federal government that can connect you with services that can help.

Finally, you can **give help**. That may mean having a tough conversation to say you are worried; or it could be getting trained to provide support to peers; or it could mean carrying naloxone. There is something that all of us can do to save the lives of people in our world.



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## How You Can Say It -- Use Open Ended Questions

Open ended questions are questions that can't be answered with a simple "yes" or "no" or other short answer.

- Examples:

- "What do you think you will do?"
- "What's the next step?"
- "What do you think has to change?"
- "What are your options?"
- "Of the things we have mentioned here, what seems to make sense?"
- "Tell me more about what you'd like to do."
- "How do you think you want to handle this?"

**ONE  
PILL CAN  
KILL**

So – how do you have helpful conversations? That is – literally – a whole presentation by itself, but today we'll talk about two tools you can use.

The first is open-ended questions. [ASK WHO HAS HEARD OF OPEN-ENDED QUESTIONS & WHAT THE AUDIENCE THINKS THEY MEAN]

Very simply, open ended questions are questions that can't be answered with a simple "yes" or "no" or other short answer.

There are a bunch of examples here. What I would suggest is when you want to have an important conversation, think about the questions you want to ask and take some time to turn them into open-ended questions.



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## How You Can Say It -- The “Information Sandwich”

- Ask before you share information / give advice
  - Invite to talk
  - Share your advice / information
  - Check back

Invite to Talk

Provide Information

Check For Understanding

**ONE**  
**PILL CAN**  
**KILL**

The next tool is the information sandwich.

If there is an idea or some facts that you want to share, the information sandwich is a great tool to visualize and use.

The first part is an invitation to talk; the middle is the information you want to provide; and the third part is checking back to make sure things make sense and – hopefully – continue the conversation.



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## How You Can Say It -- The “Information Sandwich”

“Can I share something I heard?”

“There are fake pills that are laced with fentanyl out there. They look like the real thing, but they’re deadly.”

“What do you think about that?”

Invite to Talk



Provide Information



Check For Understanding

**ONE  
PILL CAN  
KILL**

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So, here is an example...

[CLICK THROUGH AND READ EXAMPLE]

So, let’s break this down ... “Can I share something I heard?” is “asking permission,” or an “invitation to talk.” That moment may not be a good time to talk, and that’s ok. Find a better time.

The “information” you are providing are facts about fentanyl.

“What do you think about that?” is a way to “check for understanding.” You may not get a response you like, but that’s ok. It is better to get an open conversation going where you can share more information and work through any attitudes or information that could be risky.





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# Your Influence Can Save a Life

#ONEPILLCANKILL

## One Pill Can Kill Social Media Campaign

The Drug Enforcement Administration has issued a Public Safety Alert warning Americans of the alarming increase in the lethality and availability of fake prescription pills containing fentanyl and methamphetamine. The Public Safety Alert coincides with the launch of DEA's One Pill Can Kill Public Awareness Campaign to educate the public of the dangers of counterfeit pills and urges all Americans to take only medications prescribed by a medical professional and dispensed by a licensed pharmacist.

We created this digital social media campaign to encourage the use of social media to help raise public awareness of a significant nationwide surge in fake pills that are mass-produced by criminal drug networks in labs, deceptively marketed as legitimate prescription pills, and are killing unsuspecting Americans at an unprecedented rate.

Help us increase awareness of the dangers of counterfeit pills by retweeting/sharing posts from [@DEAHQ](#) and our [DEA Field Division Twitter](#) accounts. You can also create your own social media posts by simply using any or all of the sample posts and graphics included in this campaign.

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PILL CAN  
KILL



[www.dea.gov/onepill/social-media](http://www.dea.gov/onepill/social-media)

And there is more than one way you can use your voice.

If you have a social media presence of any size DEA has created a toolkit of social media resources you can share.

Use the #onepillcankill hashtag on your post so our voices are heard loud and clear.



If you scan this QR code it will take you right to our online resources. We encourage you to help us start and continue this important conversation. It's never too early to talk to kids about the dangers of taking a pill that was not prescribed by a doctor and dispensed by a pharmacist. It really only takes one of these fake pills, one time, to kill.

Thank you.