



DEA

**ONE
PILL CAN
KILL**



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

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**On average, 230 people
die of a drug overdose
every day in the U.S.**

Overdose Deaths

≈ 84,000

Drug overdose deaths during the past year



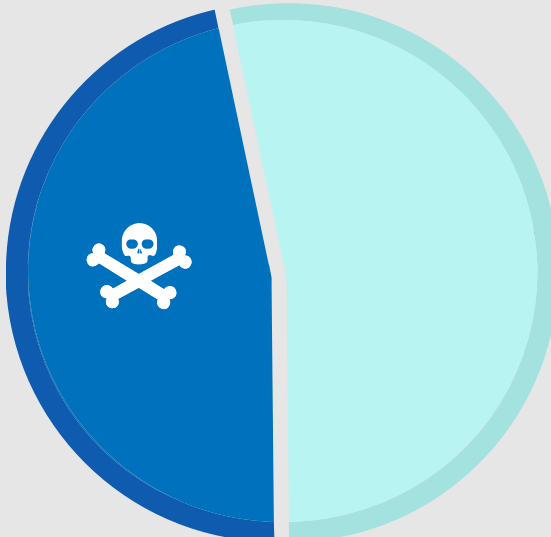
25.5%

decrease from
previous year



230

drug overdose
deaths per day



Synthetic
opioids

62%

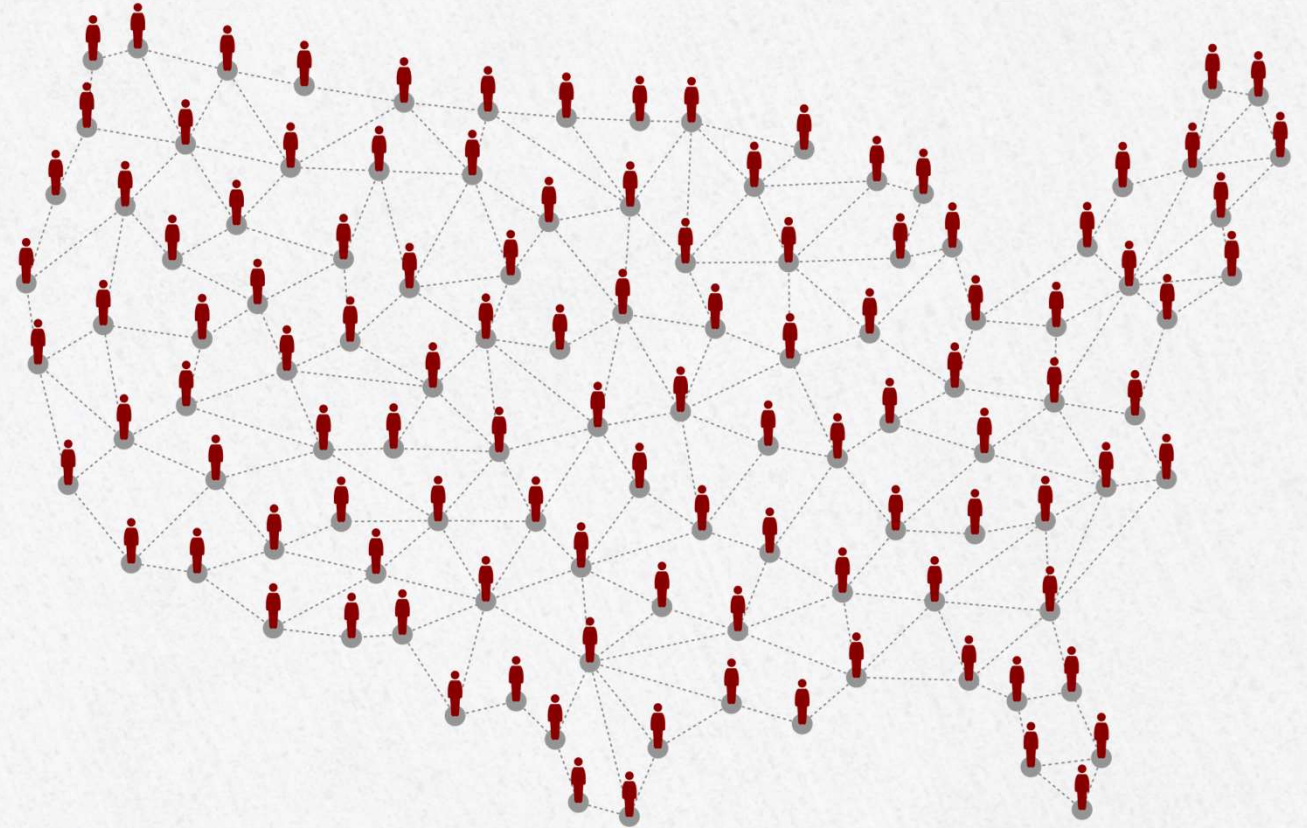
Of all drug
Overdose deaths

Source: Centers for Disease Control and Prevention



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



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Potentially Lethal
Dose of Fentanyl



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PUBLIC SAFETY ALERT

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Most Common Fake Pills



Oxycontin®



Adderall®



Xanax®

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Authentic Oxycodone



Fake Oxycodone



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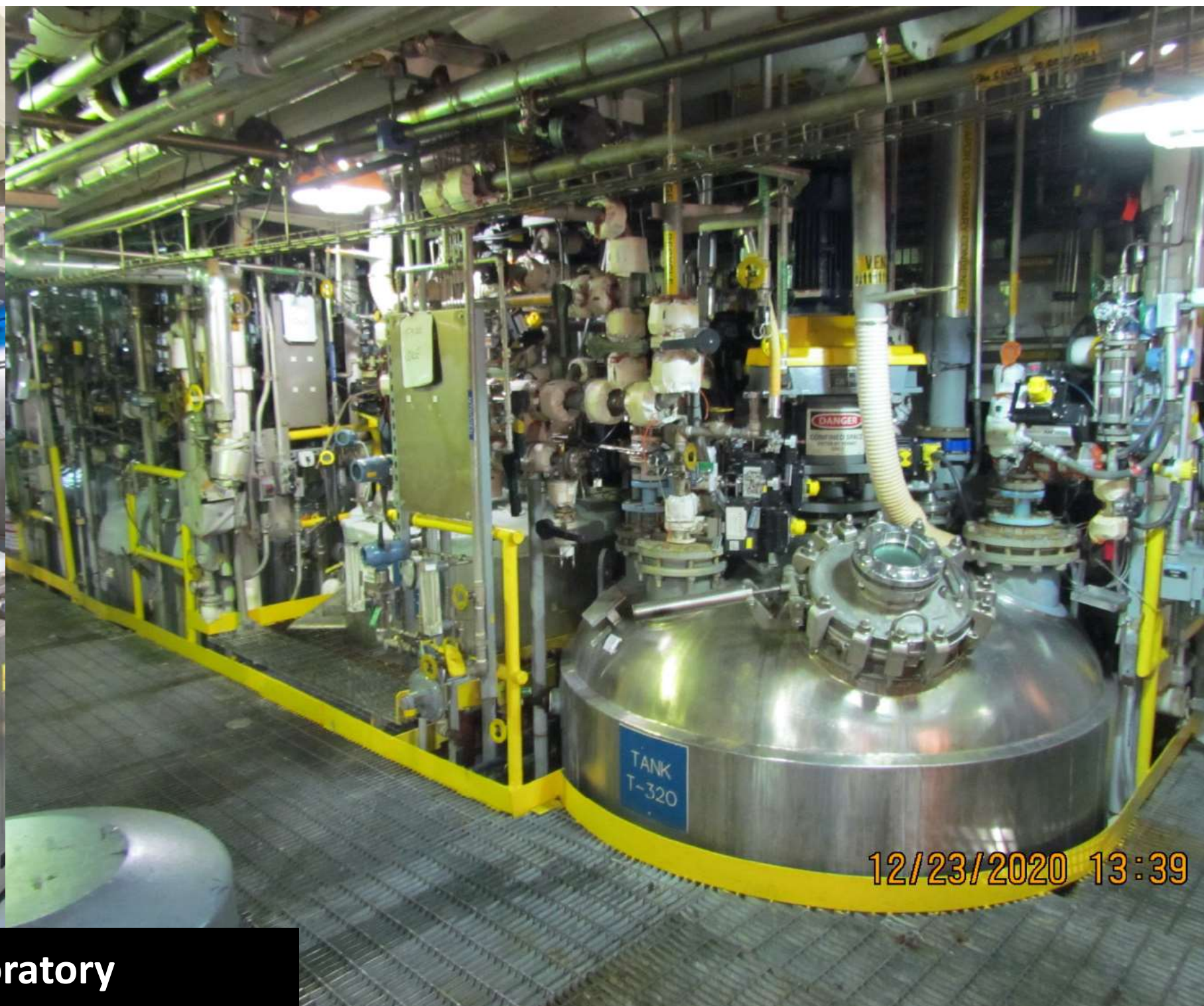
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Authentic Xanax

Fake Xanax



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Medical grade fentanyl laboratory

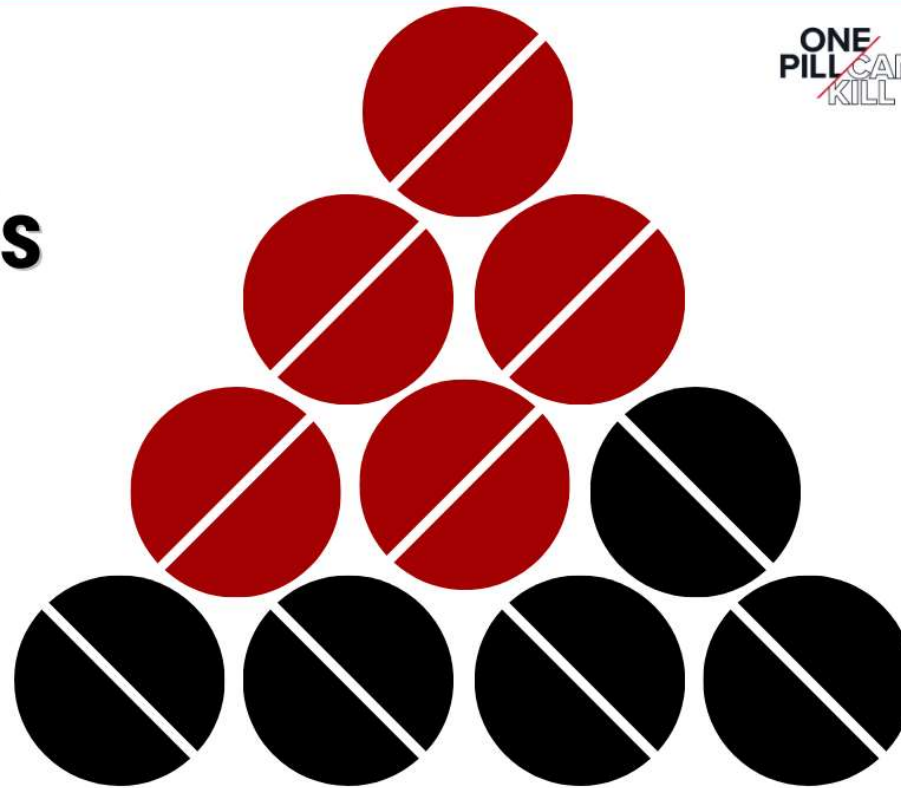


Illicit fentanyl laboratory

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

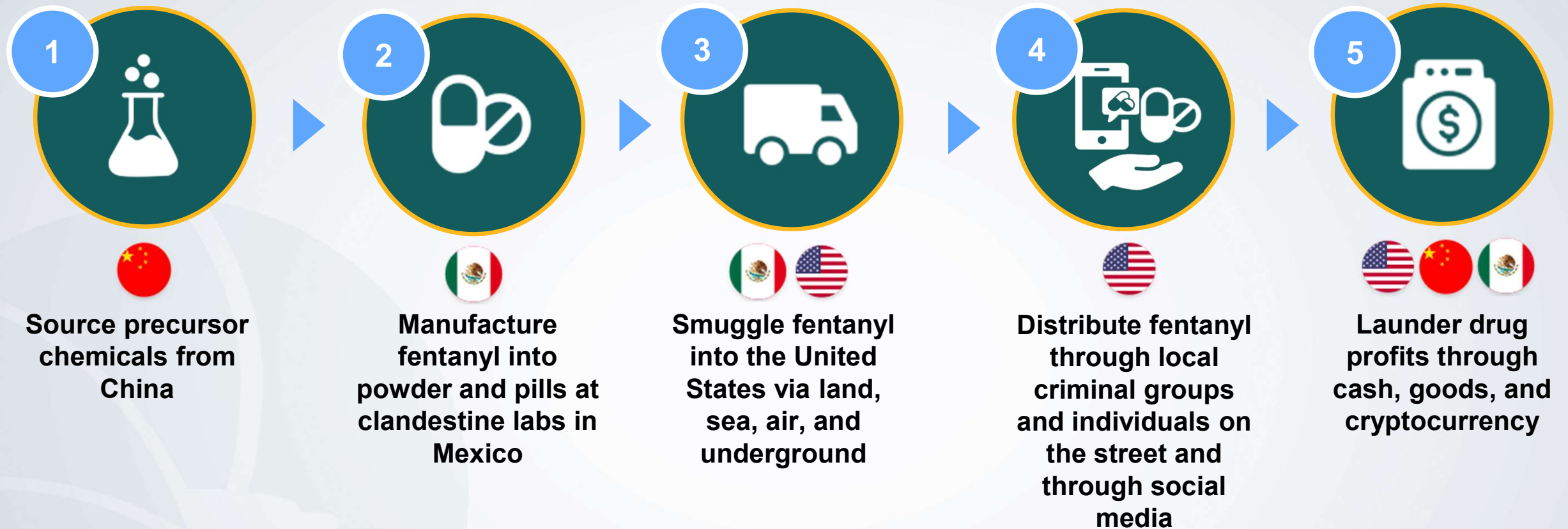


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The Sinaloa and Jalisco Cartels are the criminal organizations primarily responsible for the fentanyl killing Americans



GLOBAL FENTANYL SUPPLY CHAIN





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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.

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Popular Emoji Drug Codes

| Oxycodone



| Xanax®



| Percocet®



| Adderall®



Additional Threat: Access

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

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We Need Your Help





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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



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Your Voice Can Save a Life

You Matter

Your life affects others'

The Risks are Real

One pill, and other substances, can change, or end your life

What you can say

Get Help

People who know how to help want you to be healthy. Seek and accept help.

Give Help

Many things – from being a true friend to mentoring to getting involved in your community – can save lives.

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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?"

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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

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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

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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.

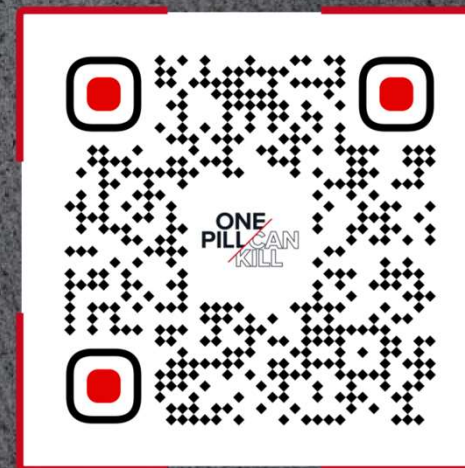
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www.dea.gov/onepill/social-media



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