

**MAY 7** **NATIONAL  
FENTANYL  
AWARENESS  
DAY**

**2024 TOOLKIT**

# MAY 7 NATIONAL FENTANYL AWARENESS DAY

National Fentanyl Awareness Day is a day of action where hundreds of businesses, nonprofit organizations, and government offices work together to ensure Americans understand the risks of fentanyl, educate their families and friends, and learn how they can take steps to prevent overdose deaths.

This toolkit provides you with content to amplify our partnership, including: resources to share on social media, messaging guidelines, and draft email outreach. We invite you to customize this content and integrate it with your brand. Thank you for joining us in this effort to save lives.

For any questions about these resources, please reach out to [info@fentanylawarenesday.org](mailto:info@fentanylawarenesday.org).

## IN THIS TOOLKIT, YOU'LL FIND:

### Sample Social Media Copy

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### Creative Assets

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### Sample Email Draft

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### Press Release Template

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### Guides for Film Screenings

- "You Need To Know" video (4 minutes): downloadable link and family discussion guide
- "New Drug Talk" video (27 minutes): downloadable link, sample run-of-show, panel selection guide and discussion questions

# Sample Social Media Copy

## HASHTAGS TO USE:

*#NationalFentanylAwarenessDay* | *#JustSayKNOW* | *#NoRandomPills*

## GENERAL AUDIENCE

Fake pills and fentanyl have changed the drug landscape and are driving the recent increase in US drug overdose deaths. Learn more at [fentanylawarenessday.org](https://fentanylawarenessday.org) and spread the word to save a life. *#NationalFentanylAwarenessDay*

42% of American adults know someone who died from an overdose. This National Fentanyl Awareness Day, join our coalition and be part of the solution and save a life by visiting [fentanylawarenessday.org](https://fentanylawarenessday.org). *#NationalFentanylAwarenessDay*

## YOUTH AUDIENCE

Do you know where your pill or powder came from? Unless you got it from a pharmacy or your doctor, it could contain a lethal dose of fentanyl. Protect yourself and your friends by learning the facts and spreading the word at [fentanylawarenessday.org](https://fentanylawarenessday.org). *#NoRandomPills*

Fentanyl is used to make fake pills disguised as Oxycontin, Percocet and Xanax. You can't fix real stress with fake pills. Take action and help your friends find the support they really need. For more information head to [fentanylawarenessday.org](https://fentanylawarenessday.org). *#NoRandomPills*

## ADULT AND HARM REDUCTION AUDIENCE

Today is National Fentanyl Awareness Day. Naloxone is the only way to reverse a fentanyl overdose. Carry it, learn how to recognize an opioid overdose, and how to respond. Learn more at [fentanylawarenessday.org/recognize-and-respond](https://fentanylawarenessday.org/recognize-and-respond) *#NationalFentanylAwarenessDay*

Today is National Fentanyl Awareness Day. Naloxone is available over the counter and many cities and states provide free kits. Be prepared, carry naloxone, and know the signs of an overdose. *#NationalFentanylAwarenessDay*

## PARENT AND EDUCATOR AUDIENCE

Today is National Fentanyl Awareness Day. Talk to your children about their mental health and the risks of encountering illicitly manufactured fentanyl. Learn more at [fentanylawarenessday.org/watch-and-talk](https://fentanylawarenessday.org/watch-and-talk) *#JustSayKNOW*

Fentanyl is 50X stronger than heroin and present in many illegal drugs (pills and powders) teens might come across. Most kids don't understand the dangers of fentanyl. Spread the word and find more resources at [fentanylawarenessday.org](https://fentanylawarenessday.org). *#JustSayKNOW*

# Creative Assets

DOWNLOAD ALL GRAPHICS HERE

**TAKE ACTION.**

**SAVE A LIFE.**

**MAY 7 NATIONAL FENTANYL AWARENESS DAY**

**Naloxone is the easiest way to reverse a fentanyl overdose. Learn how to use it.**

*#NationalFentanylAwarenessDay #JustSayKNOW*

**BE PART OF THE SOLUTION.**

**SAVE A LIFE.**

**MAY 7 NATIONAL FENTANYL AWARENESS DAY**

**42% of American adults know someone who died from an overdose. You can help turn this around. Start now.**

Head to [fentanylawarenessday.org/facts-about-fentanyl](https://fentanylawarenessday.org/facts-about-fentanyl) to learn more.

*#NationalFentanylAwarenessDay #JustSayKNOW*

**SPREAD THE WORD.**

**SAVE A LIFE.**

**MAY 7 NATIONAL FENTANYL AWARENESS DAY**

**No Random Pills. If it doesn't come from your doctor, don't take it.**

*#NationalFentanylAwarenessDay #JustSayKNOW*

**SPREAD THE WORD.**

**SAVE A LIFE.**

**MAY 7 NATIONAL FENTANYL AWARENESS DAY**

**Kids are dying from fake pills. Get the facts about fentanyl and tell your friends.**

*#NationalFentanylAwarenessDay #JustSayKNOW*

# Sample Email Draft

**Subject Line:** Help save lives for NFAD

**Send:** May 7, 2024

The safety and well-being of our community is always of utmost importance, which is why **[ORGANIZATION]** is proud to be a part of the third annual [National Fentanyl Awareness Day](#). We're doing our part to raise public awareness about an urgent problem: Americans are dying at alarming rates due to illicitly manufactured fentanyl, a potent synthetic opioid.

Currently, fentanyl is being found in nearly all street drugs, including cocaine and heroin, and in fake pills being sold on social media and in communities across the country. **Fentanyl is now involved in more deaths of Americans under 50 than any other cause, including heart disease, cancer, homicide, suicide, and other accidents.**

Initiated by parents who have lost children to this crisis, **National Fentanyl Awareness Day** is supported by a coalition of experts, corporations, nonprofits, schools, families and elected officials who are working to empower our youth and their families. We invite you to **take action with us today** to help spread the word and save lives:

## 1. Watch & Talk.

- Show [this video](#) to the young people in your life. In less than four minutes, it explains the dangers they face from illicit fentanyl and fake pills, and how to stay safe. Then use [the discussion guide](#) to get a conversation started.

## 2. Recognize & Respond.

- Watch [this video](#) to learn the signs of an overdose and how to respond. Locate naloxone (Narcan) [near you](#) and be prepared to call 911.

## 3. Post & Share.

- Post about the issue on social media. A full toolkit can be found [here](#). Re-share content from the activation day's [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#) accounts today and/or any content that uses the hashtag #NationalFentanylAwarenessDay.

We hope you'll join us in spreading this important message!

# Sample Email Draft

## ALTERNATE VERSION: LUNCH & LEARN

**Subject Line:** Join us in observing National Fentanyl Awareness Day — Take action today

**Send:** May 7, 2024

Dear [Employee Name],

At **[ORGANIZATION]**, we prioritize the safety and well-being of our community above all else. This commitment leads us to **recognize [National Fentanyl Awareness Day on its third anniversary](#)**, a day dedicated to confronting a critical public health issue: the alarming rise in deaths linked to illicitly manufactured fentanyl.

Fentanyl, a potent synthetic opioid, has been detected in a vast array of street drugs, including cocaine, heroin, and counterfeit pills available on social media and in communities nationwide. **This crisis now stands as the leading cause of death for Americans under 50, surpassing other major causes such as heart disease and cancer.**

### Learn and Share

The fentanyl crisis impacts all of us, and it is important to know the facts so we can keep our loved ones safe. That's why **[ORGANIZATION]** will host a Lunch & Learn session featuring the 25-minute educational video called, The New Drug Talk. Produced by parents who've endured the profound loss of children to fentanyl poisoning, The New Drug Talk, provides factual information and practical tools you can share with your friends and families.

The video will be shown at **[TIME and LOCATION]** and will be followed by an open discussion. Discussion topics and a link to the video are also available [here](#).

### Spread the Word

**National Fentanyl Awareness Day** is supported by a coalition of experts, corporations, nonprofits, schools, families and elected officials who are working to empower our youth and their families. We invite you to use your voice on social media to raise awareness. Join the conversation around #NationalFentanylAwarenessDay on [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#).

Together, we can spread a message of vigilance and hope. Join us in this crucial endeavor to safeguard our communities.

Warm regards,

[Your Name]

[Your Position]

[ORGANIZATION]

# Press Release Template

## HEADLINE OPTIONS

- **National Fentanyl Awareness Day Showcases how Students are being Impacted by the Drug Crisis**
- **(Partner) Marks National Fentanyl Awareness Day by (Activation)**
- **(Partner) Calls for Fentanyl Education on National Fentanyl Awareness Day**

*May 7th is National Fentanyl Awareness Day which seeks to raise attention to the rise of fentapills.*

Communications Contact:

Name

Email

LOCATION (Date) — To mark the third annual [National Fentanyl Awareness Day](#) on May 7, 2024, [partner/organization] is [topline of activation] to help inform communities about the fentanyl crisis in the United States. [Organization] is joining a coalition of issue area experts, corporations, nonprofits, schools, families, and elected officials who are coming together to raise public awareness of the urgent problem: people are dying at alarming rates due to illicitly manufactured fentanyl. Led by the national nonprofit [Song for Charlie](#), National Fentanyl Awareness Day uses education as the first step in preventing tragic outcomes.

Founded by parents who have lost loved ones to this crisis, National Fentanyl Awareness Day began in 2022 to use education as the first step in preventing tragic outcomes. National Fentanyl Awareness Day provides resources on the facts behind fentanyl and how to get involved, from educating friends and family to knowing the signs of an overdose, to sharing on social media. Members of the coalition include Google, the Ad Council, the Drug Enforcement Administration, Major League Soccer, YouTube, and more.

On May 7, [partner/organization] will [insert specifics of NFAD engagement efforts.]

[quote from partner/organization]

In a [study](#) conducted by Song For Charlie, two-thirds (67%) of young Americans reported awareness of drug-related deaths involving fentanyl, but only about half (48%) say they are aware of fentanyl being used to create counterfeit pills. Fake pills have been found in all 50 states and are the main reason fentanyl-involved deaths are the highest and fastest growing among youth.

# Press Release Template

"Like far too many families, we suffered an unspeakable loss because our son didn't know the pill he was buying was fake and could be deadly," said Ed Ternan, co-founder of Song for Charlie. "Today, more young Americans understand that danger than they did last year - but millions remain at risk because they don't understand just how grave the consequences can be of taking a pill purchased from an illegitimate source."

Find more information about NFAD, fentanyl risks, and safety tips at <https://www.fentanylawarenessday.org/>

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[Partner Boilerplate]

## **About Song for Charlie**

Song for Charlie is a national family-run nonprofit charity dedicated to raising awareness about 'fentapills' — fake pills made of fentanyl. After the sudden loss of their son Charlie, Ed and Mary Ternan created Song for Charlie with one goal: to bring awareness to counterfeit prescription pills being sold online targeting young people. Song for Charlie partners with experts, educators, parents, and other influencers to reach the most vulnerable group: young people between the ages of 13-24. Its programs highlight the emerging dangers of self-medication and casual drug use in the fentanyl era and encourage healthier strategies for coping with stress. For more information, please visit [songforcharlie.org](http://songforcharlie.org).



# Guides for Film Screenings

## FAMILY DISCUSSION GUIDE

**First, show [this video](#) to the young people in your life** (downloadable version [here](#)).

In less than four minutes, it explains the dangers they face from illicit fentanyl and fake pills, and how to stay safe.

### Then, talk to your loved ones.

Whether we are talking about drugs, dating, mental health, or any other sensitive subject, we want young people to feel safe to honestly share their feelings, ask questions, and voice their concerns.

An open conversation will:

- Disarm the notion that this is a lecture
- Provide a relaxed environment to discuss ideas without making them feel like they are being blamed or are in trouble
- Let your child know you value their honesty and are willing to listen without judgment
- Reassure that you can always be counted on for support and that your child can confide in you whenever needed

Here are some questions you can pose as conversation starters:

1. "What fact from the video did you find most surprising?"
2. "Why do you think teens rate fentanyl as less dangerous than cocaine or heroin, even though it's much more deadly?"
3. "Why do you think some young people take pills they didn't get from a pharmacist?"
4. "Do you see drugs at school?"
5. "Do you feel like you can talk to friends and family about fentanyl? If not, what would have to change?"
6. "What steps can we take as a family to stay informed about drug safety?"

### Wrap-up the conversation.

You've taken a brave step by starting this conversation with your child. The wrap-up is important to keep the conversation going. We want our kids to feel safe and unjudged. Offering empathy and support will help in having continued discussions. Remind your child that they can trust you and that you are there for support and guidance.

- "Thank you for having this important conversation with me, I want to continue talking and sharing new information as we learn more. Can we agree to come together and discuss this again when either of us learns something new about this topic?"
- "Can you let me know if you or a friend might need support? I'm here for you and safety is my #1 priority."

# Guides for Film Screenings

## FILM SCREENING GUIDE

View *The New Drug Talk* film [here](#) (downloadable version [here](#)).

For National Fentanyl Awareness Day, you have a powerful opportunity to foster change by hosting a screening of the short informational film *The New Drug Talk*, followed by a panel discussion or Q&A session. This guide will walk you through assembling a knowledgeable and impactful panel, as well as facilitating a meaningful discussion to educate and inspire action within your community.

*Note:*

*Some communities choose to follow the screening with a panel discussion featuring key community experts to discuss the local fentanyl crisis and how to educate the community to connect and protect their loved ones. The panel can include an audience question and answer session as well.*

*Other communities opt to skip the panel and follow the screening with an open question and answer session. For this format, it is helpful to have a moderator who can keep the discussion organized and on time.*

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## STEP 1 | ASSEMBLING YOUR PANEL

A diverse panel of at least 3-4 individuals is key to providing a comprehensive understanding of the fentanyl crisis. Aim for a mix of those with personal experience, medical expertise, and/or educational insights. Potential panelists could include:

- **Local Family Impacted by Fentanyl:** Reach out to local support groups or networks for families affected by drug-related issues. Look for someone who is willing to share their story to help others understand the personal impact of fentanyl.
- **Medical Expert:** Contact hospitals, clinics, or addiction treatment centers for recommendations on doctors, nurses, or addiction specialists who have experience with drug treatment and recovery. An expert who can speak on the medical aspects of fentanyl will provide invaluable insights.
- **Educator Specializing in Health or Addiction:** Universities or community colleges are good places to find professors or teachers specializing in health care, mental health, or addiction studies. They can offer an educational perspective on the issue and suggest preventive measures.

# Guides for Film Screenings

## FILM SCREENING GUIDE

### STEP 2 | PREPARING FOR THE EVENT

- **Identify a Host:** Determine who will host the screening, book the venue, invite panelists and community members. This individual/organization will arrange the details of the screening, confirm technical logistics of the screening, and ensure the event is well attended.
- **Venue and Logistics:** Secure a venue that is accessible and comfortable for the community. Ensure that the screening and discussion areas are equipped with necessary AV equipment. Venue options can be anything from a home, a community center, to a local theater.
- **Promote the Event:** Use local media, social media, community bulletin boards, and word-of-mouth to advertise your event. Highlight the importance of the topic and the expertise of your panelists to attract a diverse audience.
- **Prepare Your Panelists:** Provide panelists with an overview of the film and the event's objectives. Encourage them to watch the film ahead of time and prepare key points or stories they'd like to share after the screening. A moderator should be identified who can keep the discussion organized, prepare questions for discussion, and keep the event on time. It's helpful to have a pre-event meeting or call to discuss the flow of the panel discussion.

#### SAMPLE RUN OF SHOW FOR SCREENINGS

5:30	Arrive & Settle
5:35	Welcome
5:45	Show Film
6:15	Panel and Q&A
7:00	Close

### STEP 3 | FACILITATING THE DISCUSSION

- **Introduce the Topic and Panelists:** Start with a brief introduction of the issue, the film, and each panelist. Set a respectful and open tone for the discussion.
- **Moderate Effectively:** Prepare a list of questions to guide the discussion but be flexible to let the conversation flow naturally. Encourage panelists to share their perspectives and experiences, and ensure each panelist has equal opportunity to speak. Sample panel questions can be found below.
- **Engage the Audience:** Allow time for audience questions and encourage participation. Consider using a microphone for audience questions to ensure everyone can hear the discussion.
- **Provide Resources:** End the event by sharing local and national resources for education, support, and advocacy. This could include hotlines, websites, and local support groups.

# Guides for Film Screenings

## FILM SCREENING GUIDE

### SAMPLE PANEL QUESTIONS

- **General Questions:**
  - Narcan is an important tool to reverse overdose. Where is it available? Would you advise families of teens and young adults to have some in the house?
  - Parents seeing this film may be alarmed. What would you want them to do now that they know more about the fentanyl crisis?
  - The film presented the big picture of what is happening nationally, how can you (local expert) shed light on what is happening in your community?
  - The film touched on mental health and how that can be a factor in kids' decision to try or experiment with substances or turn to a substance to self-medicate. What can parents do to address that?
  - Some parents watching this film may think that their kids already know about fentanyl and that they don't need to talk to them. What would you tell those parents?
  - How can parents stay up to date on trends and how to even start this critical conversation in the home?
- **For a bereaved family member:** In the film, we hear from several families who lost a child to fentanyl. Can you tell us about your family's story?
- **For an addiction expert/mom of teens:** What should parents of teens and young adults be doing? What is the best way to talk to a teen about the dangers of the current drug landscape?
- **For a local health care professional:** We know that often kids reach for substances to cope with big feelings. Can you offer some advice to families about how they can stay in tune with their kids' mental health and help them develop healthier coping strategies?

# Guides for Film Screenings

## FILM SCREENING GUIDE

### STEP 4 | FOLLOW-UP

- **Thank Participants:** Thank your panelists and attendees for their participation and contribution to raising awareness.
- **Share Highlights:** Post highlights or a summary of the discussion on social media or community networks to reach those who couldn't attend.
- **Feedback:** Consider sending out a feedback form to attendees and panelists to learn what worked well and what could be improved for future events.

By hosting a film screening and panel discussion for National Fentanyl Awareness Day, your group can play a crucial role in educating the public, sharing personal stories, and advocating for action against the fentanyl crisis. Remember, the goal is not only to raise awareness but also to inspire and empower individuals and communities to take concrete steps toward prevention and support.