

**MAY 9** **NATIONAL**  
**FENTANYL**  
**AWARENESS**  
**DAY**

**Partner Toolkit**

# MAY 9 NATIONAL FENTANYL AWARENESS DAY

National Fentanyl Awareness Day is a day of action on May 9, 2023 that aims to raise awareness about an urgent national problem: people are dying at alarming rates due to illicitly manufactured fentanyl, a dangerous synthetic opioid.

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 our effort to spread the word!

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

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## IN THIS TOOLKIT, YOU'LL FIND:

- Sample Social Media Copy
- [Creative Assets](#)
- Messaging Guidelines
- Sample Email Draft

## SOCIAL ACCOUNTS TO FOLLOW:

 [@FentAwareDay](#)

 [@fentanylawarenessday](#)

 [facebook.com/nationalfentanylawarenessday](https://facebook.com/nationalfentanylawarenessday)

 [National Fentanyl Awareness Day](#)

# Sample Social Media Copy

## HASHTAGS TO USE:

#NationalFentanylAwarenessDay #JustSayKNOW

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## GENERAL AUDIENCE

Fentanyl is involved in more deaths of Americans under 50 than any cause of death, including heart disease, cancer, homicide, suicide and other accidents. Learn more at [fentanylawarenessday.org](https://fentanylawarenessday.org) and spread the word to save a life.

Illicit fentanyl is driving the recent increase in US drug overdose deaths. This National Fentanyl Awareness Day, we're proud to spread the word to save lives. Join our coalition and learn more by visiting [fentanylawarenessday.org](https://fentanylawarenessday.org).

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## YOUTH AUDIENCE

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 friends by learning the facts and spreading the word at [fentanylawarenessday.org](https://fentanylawarenessday.org). #NationalFentanylAwarenessDay

Fentanyl is odorless, tasteless, and extremely potent. It is used to make fake pills disguised as Oxycontin, Percocet and Xanax, and you can't tell which pills contain a lethal amount. Learn the facts about fentanyl and share them with your friends at [fentanylawarenessday.org](https://fentanylawarenessday.org).

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## ADULT AND HARM REDUCTION AUDIENCE

Today is National Fentanyl Awareness Day. Be sure to test your product for fentanyl, carry naloxone and know the signs of an overdose. Learn more at [fentanylawarenessday.org](https://fentanylawarenessday.org).

Today is National Fentanyl Awareness Day. Many cities and states are making naloxone and test strips available to prevent fentanyl poisoning. Be prepared, carry naloxone, and know the signs of an overdose. #NationalFentanylAwarenessDay

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## 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](https://fentanylawarenessday.org).

35% of American teens aged 13-17 don't know enough about fentanyl to rate its danger. Learn about the risks and find more resources at [fentanylawarenessday.org](https://fentanylawarenessday.org).

# Creative Assets

**DOWNLOAD ALL GRAPHICS HERE**

**WHAT IS FENTANYL?**

Fentanyl is a potent synthetic opioid.

**Potent**  
Up to 50x stronger than heroin and 100x stronger than morphine. A few grains of sand worth can be lethal.

**Synthetic**  
Not plant-based. Made in a lab.

**Opioid**  
Pain reliever like oxycodone, morphine and heroin.

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Fentanyl is cheap, potent and profitable, so dealers use it to make fake pills. It can also be found in party drugs like cocaine and MDMA.

**SPREAD THE WORD**

#NationalFentanylAwarenessDay #JustSayKNOW

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**SPREAD THE WORD**

**TO SAVE LIVES**

[@FentAwareDay](https://twitter.com/FentAwareDay)

[@fentanylawarenessday](https://www.instagram.com/fentanylawarenessday)

[facebook.com/nationalfentanylawarenessday](https://www.facebook.com/nationalfentanylawarenessday)

[National Fentanyl Awareness Day](https://www.linkedin.com/company/National-Fentanyl-Awareness-Day)

## Messaging

- **Do** consider your audience demographic. If you're talking to:
  - The general public or young people (ages 13-17), encourage them to know the facts and tell their friends.
  - Adults (18+) who may be considering use, encourage them to exercise caution and be prepared.
  - Parents or educators, encourage them to foster conversation in schools and at home.
- **Do** customize the messaging and graphics to match your brand voice and resonate with your audience.
- **Do not** stigmatize drug use. Emphasize the risks of encountering illicitly manufactured fentanyl and how to protect yourself and your community.

## Sample Email

**Subject Line:** Help Spread the Word About the Illicit Fentanyl Crisis

**Send:** On May 9, 2023

The safety and wellbeing of our community is always of utmost importance, which is why **IOrganizationI** is proud to recognize the second annual [National Fentanyl Awareness Day](#). We are doing our part to raise public awareness about an urgent problem: people are dying at alarming rates due to illicitly manufactured fentanyl (IMF), a potent synthetic opioid.

Founded by parents who have lost loved ones to this crisis, National Fentanyl Awareness Day is supported by a coalition of issue-area experts, corporations, nonprofits, schools, families and elected officials who are coming together today to spread the word. We invite you to take action with us today to help spread the word and save lives:

1. **Know the Facts.** Below are 6 key facts you need to know about this crisis. Learn more about fentanyl, key safety tips, and risks at [fentanylawarenessday.org](https://fentanylawarenessday.org).
  - Illicit fentanyl is being used to make fake prescription pills and is also found in common street drugs like cocaine, MDMA and heroin.
  - Often consumed unknowingly by users, illicit fentanyl is driving the recent increase in U.S. overdose deaths.
  - Fake pills have been found in all 50 states. Assume any prescription pill you see online is fake, including Oxy, Percocet, Adderall and Xanax.
  - Fake pills are the main reason fentanyl-involved deaths are highest and fastest growing amongst youth.
  - Fentanyl is involved in more American youth deaths than heroin, meth, cocaine, benzos, and RX drugs COMBINED.
  - Fentanyl is involved in more deaths of Americans under 50 than any other cause of death, including heart disease, cancer, homicide, suicide, and other accidents.

**2. Help Spread the Word.** There are several ways individuals and organizations can increase awareness and help save lives:

- Talk to your loved ones. Have an open dialogue with your family and friends about the issue. Ask questions about their awareness of fentanyl in fake pills and street drugs and outline steps for how they can protect themselves.
- Know the [signs of an overdose](#) and be prepared to call 911.
- Locate Naloxone (Narcan) [near you](#) and learn [how to administer it](#).
- Post about the issue on social media. Re-share content from the activation day's [Twitter](#), [Instagram](#), [Facebook](#), or [LinkedIn](#) accounts today and using the hashtag #NationalFentanylAwarenessDay. A full toolkit can be found [here](#).

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