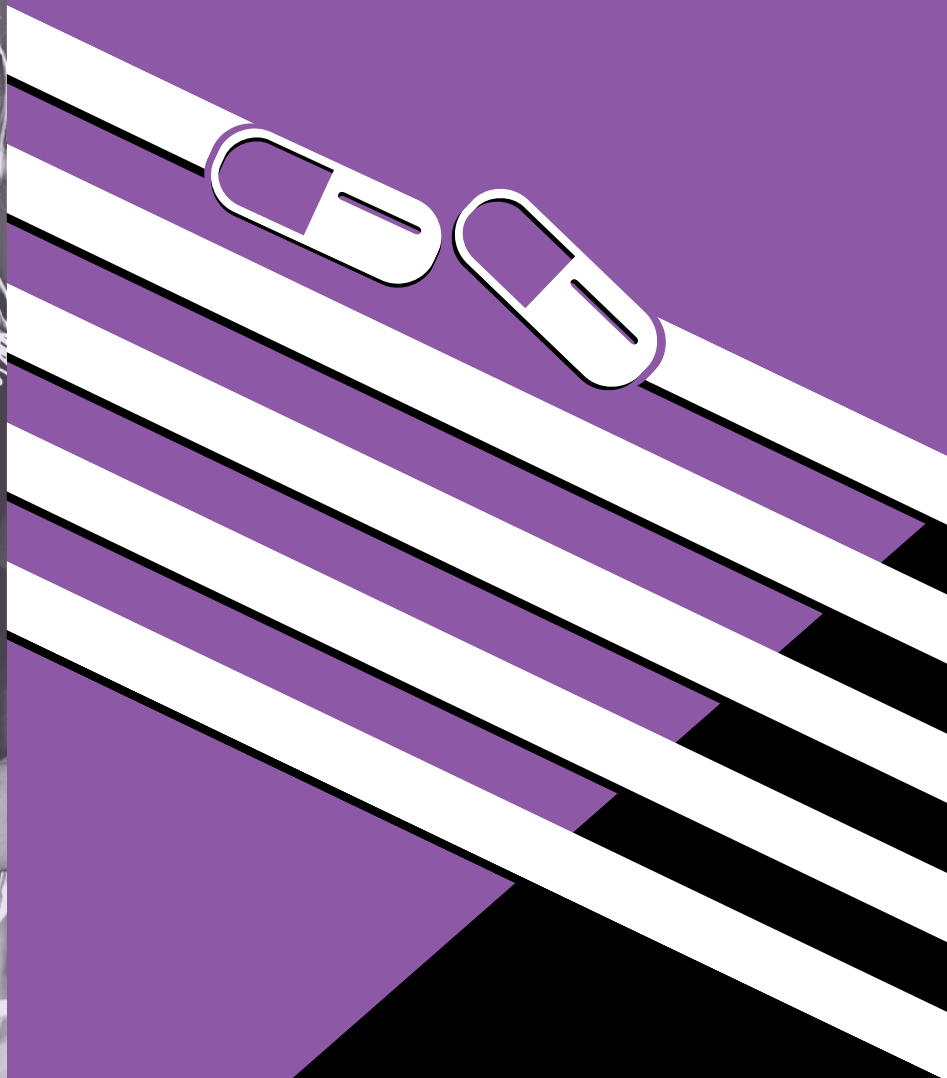


A PREVENTION PROGRAM

REVISED JULY 2022



FENTANYL TOOLKIT



IN PARTNERSHIP WITH



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**SONG
FOR
CHARLIE**





WELCOME!

Hello SADD Nation!

Every day, new threats and dangers are introduced to students nationwide. Recently, we have seen an unprecedented increase in synthetic pill use, leading to more overdoses and poisonings than ever before.

We are pleased to launch the all-new Fentanyl Toolkit in partnership with our friends at Song for Charlie to address this crisis. The Song for Charlie team are experts on the "fentapill" crisis, and we are delighted to work with them on this project.

This toolkit includes training materials, digital and print resources, event guides, and more. We hope this toolkit empowers you to educate your community about the dangers of synthetic pill use.

Best,

Rick Birt



Greetings SADD Nation,

The past two years have seen an alarming rise in youth drug deaths, and we know the cause – counterfeit prescription pills made of fentanyl. High school and college students are familiar with prescription pills like Percocet, Oxy and Xanax. What they don't know is that the online and street markets have been flooded with realistic fakes made of a potent opioid, fentanyl. We call these "fentapills," and our mission is to warn young people about this new risk.

This is a seismic shift in the drug landscape, and it is more important than ever that students know the lay of the land. The deception is the difference. Victims like my son, Charlie, weren't seeking fentanyl. They were deceived into thinking they were taking a legitimate, safe medication.

We can prevent future tragedies by sounding the alarm that fentapills are everywhere and there is no safe pill that doesn't come from your doctor. That's why we hope you will adopt our campaign in your chapter.

We are proud to partner with SADD on this urgent mission and to leverage the networks you have established across the country. You have the passion, commitment and reach we need to save hundreds of lives in the coming year.

We can never thank you enough for the important work you do, and we are always available to support your efforts.

Best,
ET



CONDUCTING YOUR CAMPAIGN

Woohoo! The first step to any successful campaign is getting started, so SADD and Song for Charlie are excited that you have found this toolkit and decided to craft a Fentanyl Facts campaign for your community. Before we get to the details of your campaign, check out the tips for success below. Keep these thoughts in mind as you develop your campaign.

TIPS FOR SUCCESS

LEARN THE FACTS FIRST

Before educating your community on the dangers of fake pills, make sure you and your team are prepared with facts! This toolkit includes chapter training that will dive into these facts and prepare you for success. Consider hosting a chapter training night before launching the campaign in your school or community! Of course, don't forget to check out the appendix for additional resources.

CREATE A PROJECT TEAM & TIMELINE

Creating a public health campaign can be tough, so developing a team and timeline can help! Be sure to include all members who would like to participate, and utilize the strengths of each person in the group. Delegate responsibilities so that no one is overwhelmed. Create a timeline that maps out the start and finish of your campaign. Set dates for events and meetings in advance so that everyone knows what to expect.

ENGAGE YOUR COMMUNITY/PARTNERS

If your chapter is interested in this topic, chances are, your community is too! Reach out to other school clubs, local businesses, government officials, etc., and see how you can work together! It never hurts to ask, and the more people you have behind the movement, the better.

PERSONALIZE YOUR APPROACH

You know your community best. Everything in this toolkit is a suggestion, so feel free to modify our approaches to better fit your needs. Consider popular community events or traditions and how your campaign can connect with those interests.

DOCUMENT THE EXPERIENCE

Don't forget to take pictures and keep a record of your campaign! Collect as much information from your outreach as possible to track your success. How many people visited your table at the health fair? How many student signatures did you receive for the pledge? How many chapter members worked on the campaign? It may be a good idea to appoint a team member to this role, as they can keep track of your project and success. Don't forget to report your data and pictures to Song for Charlie & SADD!

PHASE 1: CHAPTER TRAINING

During the campaign, your team may be asked about fake pills and why this topic is relevant. Host a chapter training event to educate members on the issue and prepare yourselves for this project!

— TAKE THE KAHOOT PRE-TEST

TEST WHAT YOU ALREADY KNOW

Before any training, take the Kahoot pretest to see what you already know. Don't worry if you're unsure or miss several. That's what this training is for! The pretest is simply a way for each individual to measure their personal baseline.

<https://create.kahoot.it/share/pre-test-sadd-x-song-for-charlie-fentanyl-facts/ece0b16c-0f59-4f41-875b-b20cd47112c5>

— WATCH "FENTANYL FACTS" VIDEO

HEAR FROM THE EXPERTS!

Now, check out the Fentanyl Facts Video on SADD Nation's Facebook page. This video addresses frequently asked questions in regards to fake pills.

Find the video at: <https://fb.watch/e4gh7d2Mgm/>

*The QR codes to both the pre & post Kahoot test can be found in the video!

We encourage you to further your training by checking out Song for Charlie's collection of webinars and videos, including the "You Need To Know" video (<https://www.songforcharlie.org/video-resources>).

— TAKE THE KAHOOT POST-TEST

SEE WHAT YOU LEARNED

Now that you've heard from the experts, it's time to see what you learned in the Kahoot posttest! Each individual should compare their results to their pretest results. Do you see an improvement? Feel free to rewatch the video, retake the Kahoots, or do some more research if you or your chapter still has questions!

<https://create.kahoot.it/share/post-test-sadd-x-song-for-charlie-fentanyl-facts/672a08b8-f3af-44e7-8a2f-b3ff3b000563>



PHASE 2: SOCIAL MEDIA BLITZ

Song for Charlie has been raising awareness about fentanyl/fake pills on social media since August 2021. Feel free to use their social media posts to educate your community. Simply screenshot or save the graphic of your choosing and repost to your favorite platform. You should also feel empowered to craft your own social media posts and graphics using the facts and resources provided in the appendix of this toolkit!

— DOWNLOAD THE GRAPHICS

FACEBOOK

Song for Charlie
SADD Nation

INSTAGRAM

@song4charlie
@SADDNation

SNAPCHAT

@songforcharlie
@SADDNation

TWITTER

@songforcharlie
@SADDNation

TIKTOK

@songforcharlie
@SADDNation



— POST!

POST ON YOUR SCHOOL, CHAPTER, AND PERSONAL SOCIAL MEDIA

Don't forget to tag Song for Charlie & SADD Nation in your post. That way, we can follow along and support your campaign!

Multiply your reach by encouraging your audience to like, comment, and share your posts! Consider crafting a TikTok challenge or Instagram story tag that others can easily participate in.

PHASE 3: POSTER PALOOZA

We encourage schools to display posters/flyers around the school and/or send them home in parent newsletters. Song for Charlie offers free posters/flyers, digital and for print, for anyone to use. Posters made by students are also a great option! Students talking to students in their own language is one of the most effective ways to get through to school aged-kids.

— DOWNLOAD AND PRINT

PICK YOUR FAVORITE DESIGNS

For Song for Charlie branded flyers go to:

<https://www.songforcharlie.org/school-flyers-posters>

You can also check out the DEA's printable resources at

<https://www.dea.gov/fentanylawareness>

— DISPLAY YOUR POSTERS

ASK PERMISSION & SHOWCASE THE FACTS!

Talk with school administrators, community partners, etc., and display your posters! Whether it be around the school, in the local supermarket, or at a community event, your posters are sure to have an impact!



PHASE 4: EVENT

Students across the nation have found outstanding ways to raise awareness about fentapills, including publishing student newspaper articles, coordinating school-wide awareness t-shirt campaigns, convincing a local milk distributor to run ads on single-serving milk cartons, hosting a fentanyl awareness run, and more. You can raise awareness through one of the three suggestions below, or use your skills and creativity to create an awareness campaign that better fits your community.

— PLEDGE DRIVE

GET THOSE SIGNATURES!

Host a pledge drive that educates students on the dangers of fake pills and encourages them to sign the Song for Charlie No Random Pills Pledge. Find the pledge at <https://www.songforcharlie.org/take-the-pledge>. Don't forget to mark SADD as your affiliated organization!

— SCHOOL ASSEMBLY

INFORM THE STUDENT BODY

Hosting a school assembly to educate your peers about the growing number of teen deaths from fentanyl is a great way to reach a lot of people in a short time. To help, Song for Charlie has a school toolkit (<https://www.songforcharlie.org/toolkit>) that includes many FREE resources that can be used in an assembly, including a suggested agenda, videos, presentation material, and more. And don't hesitate to reach out to Song for Charlie (realtalk@songforcharlie.org) for free "No Random Pills" wristbands, tips, and other assistance.

— COMMUNITY-WIDE HEALTH FAIR

GATHER THE MASSES & SPREAD THE WORD

Not only do youth need to be educated on this important issue, adults need to understand the dangers of today's drug scene, too. Use resources from the Song for Charlie school toolkit (<https://www.songforcharlie.org/toolkit>) to help to plan this event.

PHASE 4: REPORTING

Congrats! You've just completed a successful Fentanyl Facts Public Health Campaign. Now, it's time to report what you've done!

TALK ABOUT YOUR SUCCESS

MEASURE YOUR IMPACT

Gather information that will help you measure your impact. Depending on the activities you chose, this could look different from community to community. If you hosted a pledge drive or event, collect information on how many individuals participated. If you hung posters or posted to social media, run the analytics on how many people engaged with your media! The more quantitative data you have, the better!

GATHER YOUR PICTURES

Everyone loves pictures, especially SADD & Song for Charlie! Put all of the pictures from your campaign into a shared location. We suggest a Google Drive folder or something similar. That way, all participants can contribute their images and be featured. Don't forget to submit your pictures to the yearbook team and your local newspaper!

LET US KNOW HOW YOU DID!

We want to hear from you! Log in to your MySADD account via the SADD website or SADD app and report your project. You can do this by visiting the Quick Links tab on your profile and filling out the form labeled "Report an Activity." If you do not have access to a MySADD account, feel free to email your results to SADD & Song for Charlie at jennifer@songforcharlie.org and evermette@sadd.org. *Note that only one member will need to report your activity; we recommend the project leader or your chapter advisor!



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FENTANYL FACTS

Before pursuing this campaign with your chapter, make sure everyone is educated on the basics of fentanyl and the dangers it poses. The facts below will get you started, but always feel free to do additional research using the other resources listed in this appendix or by reaching out to SADD or Song for Charlie! Remember: no random pills!

— FACE THE FACTS

FACT 1:

Fentanyl is a potent synthetic opioid.

- **POTENT:** Up 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.

Fentanyl (FEN-ta-nyl); rhymes with PILL.

There are two types of fentanyl: medical-grade (prescribed by a doctor) and illegally made (illicit).

FACT 2:

Fentanyl is often found in non-pharmaceutical made pills that look like, and are sold as, OxyContin® (oxy), Percocet®, Xanax®, Vicodin®, cocaine and more.

FACT 3:

Fentanyl is tasteless, odorless, and extremely potent. As little as two milligrams of fentanyl, an amount equal to two grains of sand, can kill a person.

FACT 4:

Fentanyl is involved in more deaths of Americans under 50 than any other cause of death, including heart disease, cancer, and all other accidents.

FACT 5:

Any “prescription” pill you don’t directly get from a pharmacy, or any powder form drugs purchased from a friend/drug dealer, may contain a lethal dose of fentanyl. Real prescription drugs are not available on Instagram or Snapchat.

— ADDITIONAL DATA

NEED MORE FACTS?

Song for Charlie’s website is a great resource for recent and accurate information on the fentanyl crisis. Check out the links below for additional facts and data!

SFC Current Data: <https://www.songforcharlie.org/data>

SFC Facts About Fentanyl: <https://www.songforcharlie.org/facts-about-fentanyl>

ABOUT US

ABOUT SONG FOR CHARLIE

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. With your help, we can spread the word and save lives.

Charlie's parents are dedicated to informing young adults, parents and educators about counterfeit pills like the one that killed their son in May 2020. Upon Charlie's death, Ed and Mary were shocked to find that the scope of the fake fentapill problem was well known among medical and law enforcement authorities, but not by the most vulnerable group - young people between the ages of 13-24.

The Ternans believe the best way to address the problem is to reduce the demand for prescription meds by warning people of the prevalence of fake pills and offering healthier alternatives for managing stress. They are also determined to cut through the misinformation that exists about the fentanyl epidemic and provide fact-based resources directly to young people in plain language.

ABOUT SADD

SADD empowers and mobilizes students and adult allies to engage in positive change through leadership and smart decision-making. Our mission is accomplished by creating, equipping, and sustaining a network of student-run chapters in schools and communities focused on peer-to-peer education. SADD fosters a sense of belonging and promotes resiliency, leadership, and advocacy skills so that young people make positive life decisions that will carry them throughout life.

GET IN TOUCH

CONTACT US

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OTHER RESOURCES

DEA ONE PILL CAN KILL CAMPAIGN:

<https://www.dea.gov/onepill>

CDC STOP OVERDOSE:

<https://www.cdc.gov/stopoverdose/>

PARTNERSHIP TO END ADDICTION:

<https://drugfree.org/>

FACING A CRISIS?

GET HELP IMMEDIATELY

If you or someone you know needs immediate medical attention, call 911. Beginning July 16, 2022, a new three-digit phone number — 988 — will be available 24/7 for people to call when they are or someone else is having a behavioral health crisis or emergency.