

START THE CONVERSATION NOW

Fentanyl deaths among children under 14 are rising.

Talking early can save a life.

FACING FENTANYL



WHY THIS MATTERS

Fake pills are targeting teens, and fentanyl deaths are increasing across the country. Every conversation counts.



WHY TEENS TAKE RISKS

- Curiosity or experimentation
- Coping with stress or pressure
- Belief that pills are “safe”



FEAR CAN COST LIVES

People may panic and not call for help. Knowing what to do in an emergency matters.



CALL 911 IMMEDIATELY in an emergency.



WHAT PARENTS CAN DO

- Talk early and often.
 - Be open, not judgmental.
 - Stay involved in digital spaces.
 - Encourage safe decision-making.
- You are their biggest influence.



WHAT IS FENTANYL?

- Powerful synthetic opioid
- Up to 50x stronger than heroin
- Found in fake pills and other drugs



WHAT'S CHANGING?

- Pills are made to look real
- Social media is used to sell them
- Teens may not know what they're buying



ONLINE RISK

- Drug sales happen through messaging apps
- Disappearing messages increase risk
- Conversations quickly move private and become dangerous



ACT FAST—SAVE A LIFE

- ✓ Call 911 immediately
- ✓ Give naloxone if available
- ✓ Stay until help arrives

EVERY SECOND COUNTS.



Fentanyl can be hidden in fake prescription pills, powders, and other drugs. You can't see, taste, or smell it—but it can be deadly.



LET'S PROTECT OUR KIDS. TALK. LISTEN. SAVE LIVES.

*Fentanyl is a powerful synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. Just 2 milligrams of fentanyl, equal to a few grains of table salt, is considered a lethal dose.



STAY INFORMED. STAY AWARE. SAVE LIVES.



YOU CAN SAVE A LIFE.



THIS SPRAY CAN SAVE A LIFE.

FacingFentanylNow.org