

# PREVENTION PLAYBOOK





**Preparation is key to any good defense.**

This program is important to me because I lost my son-in-law to a single pill laced with fentanyl. Today, I'm a 70 year old grandfather who also has to be Dad to my two grandchildren.

Across the nation, drug overdose deaths reached new record highs in both 2021 and 2022. This crisis is fueled by prescription drug misuse and counterfeit pills laced with fentanyl which look just like the real prescription pills.

The bottom line is: don't take what you're not prescribed, dispose of unused pills, and remember strange pills kill.

This prevention playbook will hopefully save lives with education, conversation, and proper drug disposal.

**Understand fake is fatal:** Most counterfeit pills sold on the street contain fentanyl – a highly addictive potent fast-acting substance.

- A tiny amount of fentanyl (2 grains of salt) will cause an overdose.
- Some fake pills contain xylazine, which is immune to naloxone, and can cause flesh eating disorders.

**Stick to licensed pharmacies:** Prescription drugs sold online / by unlicensed dealers marketed as Adderall, OxyContin, Vicodin, and Xanax are often laced with fentanyl.

- Only pills prescribed to you by your doctor and filled by a licensed pharmacy can be trusted.

**Understand Signs of Misuse:** Opioid dependency is linked to heroin, human trafficking, and suicide.

**Practice Proper Disposal:** 92% do not finish their prescriptions. 70% of teens say unused prescriptions was their first source of acquiring drugs. Ensure your prescriptions are secure and you practice proper disposal for unused medications.

**Learn how to spot an overdose:** When someone overdoses from fentanyl, breathing slows and their skin often turns a bluish hue. If you think someone is overdosing, call 911 right away.

**Locate Naloxone:** If you're concerned a loved one could be exposed to fentanyl, you may want to carry or know where naloxone is readily available. The medicine can rapidly reverse an opioid/fentanyl overdose.

**Ask for Help:** If you believe a friend or family member needs treatment, use the link included to find help and assistance.

**Know the Code:** Not every emoji means what you think it does.

**Just Say Know /Talk to your loved ones:** The best way to prevent overdoses is to educate your loved ones. Just this playbook to explain what fentanyl is and that it can be found in pills bought online or from friends; aim to establish an ongoing dialogue in short spurts rather than one long, formal conversation; and create good habits like safe storage and proper disposal.

This playbook won't bring back my son-in-law but hopefully it will spark an important conversation with your son or daughter and prompt you to use your DisposeRx packet to properly dispose of unused pills in your medicine cabinet.

A handwritten signature in black ink that reads 'Randy White'.

**Randy White**

**Member, Pro Football Hall of Fame, College Football Hall of Fame, Texas Cowboy Hall of Fame  
Cowboys Ring of Honor, Super Bowl XII Co-MVP**

# LEGIT OR COUNTERFEIT

## Strange Pills Can Kill. Can You Spot the Difference?



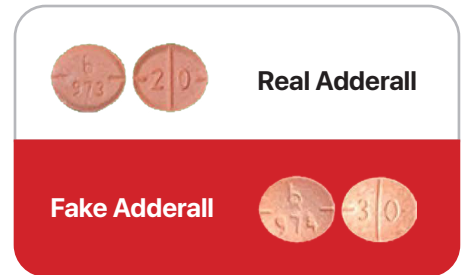
**Oxycodone**

Street names include: 30s, M30S, oxy, kickers, 40s, 512s, blues



**Xanax**

Street names include: bars, benzos, bricks, ladders, sticks, xanies, zanbars, z-bars



**Amphetamine**

Prescribed as: Adderall, Ritalin, Concerta, Dexedrine, Focalin, Metadate and Methylin

Source: Drug Enforcement Agency (DEA)



**6 out of 10** street pills contain a potentially lethal dose of fentanyl.

You have better odds of surviving Russian Roulette.

In 2022, DEA seized more than 50.6 million

**50,600,000**

fake pills often laced with fentanyl  
-more than double the amount of fentanyl pills seized in 2021-

**FAKE PILLS CAN LOOK REAL. HERE'S HOW TO SPOT THEM:**



COME IN ODD PACKAGING OR QUANTITIES



COME FROM THE INTERNET



COME FROM SOMEONE OTHER THAN A MEDICAL PROFESSIONAL

**ONE PILL CAN KILL**



# FENTANYL FACTS

**one pill kills**  
don't make a deadly decision



## A LETHAL DOSE OF FENTANYL

An amount of fentanyl about the size of two grains of salt can cause an overdose.

Fentanyl, a synthetic opioid, is:

**50x**

more powerful than **heroin**

**100x**

stronger than **morphine**



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

- Nearly every fake pill today contains fentanyl. Fake pills are made to look like OxyContin®, Xanax®, Adderall®, and other pharmaceuticals. These fake pills contain no legitimate medicine and are lethal. Remember, fake is fatal.
- Fentanyl is also pressed into pills made in a rainbow of colors to look like candy. Don't be fooled.

### WHAT IS FENTANYL?



**WATCH THE  
DEAD ON ARRIVAL  
DOCUMENTARY**



**TEXAS  
HHS  
FENTANYL  
RESOURCES**

# XYLAZINE: TRANQ DOPE

Xylazine (aka tranq) is a commonly used veterinary anesthetic currently being added to counterfeit street pills..

## Recognize xylazine toxicity



Overdose **unresponsive**  
to naxolone (narcans)



Necrotic skin  
wounds

Tranq was found in over **90%** of dope samples tested in Philadelphia in 2021.

Tranq was first seen in Puerto Rico. Today, it is being found in more and more places across the US.

When tranq is mixed with another drug (like fentanyl, heroin, or a benzo), **the chance of overdose increases.**

# EFFECTS OF OPIOIDS ON THE BRAIN



Opioid dependency can develop in **just 3 days**.

**4 out of 5** heroin users started with Rx pain pills.

After taking opioids for just 5 days in a row, a person becomes more likely to take them long-term.

**Help is Here:** <https://www.helpisherede.com/understanding-addiction/safe-drug-storage-and-disposal>

**Drug Take Back Locations:** <https://www.fda.gov/drugs/disposal-unused-medicines-what-you-should-know/drug-disposal-drug-take-back-locations>

## NON-MEDICAL USE OF OPIOIDS CAN BE A SLIPPERY SLOPE TO: \_\_\_\_\_

**Suicidal ideation** ▪ Injury Epidemiology reported in 2021 that “non-medical use of prescription opioids (NMUPO) has been reported by **5-20% of adolescents** and is associated with a **twofold increase in suicidal behaviors among adolescents.**”

**Heroin use** ▪ **75%** of those undergoing treatment for heroin use disorder began by **taking other people’s prescription drugs**

**Human trafficking** ▪ **25 percent of human trafficking survivors** have an opioid problem, according to the DEA. **Human traffickers often use drugs as “bait”** to recruit people who have a substance use disorder or as a means of control over their victims—to keep them “drugged out.”



In Texas, there has been a  
**60% increase**  
in overdose deaths since 2019.

In 2021, Texas witnessed over  
**5,033**  
drug overdose deaths.

## TEENAGE PRESCRIPTION DRUG MISUSE

# 2x

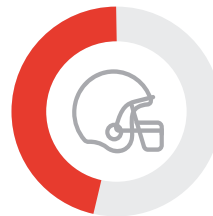
Between 2010 and 2020, adolescent drug overdose deaths **nearly doubled**.



**90%** of addictions start in the **teenage years**



**31%** of high school seniors indicate misusing prescription drugs **at least once**



**Up to 46%** of former **high school athletes** have **lifetime opioid use**, significantly higher than any other student population



Between 2010 and 2017, **rural opioid-related inpatient stays increased 76.3%**, impacting **young, rural persons aged 12-19** the most.

## SIGNS OF OPIOID MISUSE

### BEHAVIORAL SIGNS

- Isolation and secretive behavior
- Loss of interest in favorite activities
- Moodiness, irritability, nervousness, giddiness
- Emotionally erratic: quickly changes between feeling bad and good
- Sleeps at strange hours
- Misses important appointments
- Neglects personal hygiene
- Change in attitude/personality
- Drop in grades or work performance

### PHYSICAL SIGNS

- Pupils of eyes are small, pinpoint
- Decreased respiration rate
- Sleepy or non-responsive
- Intense flu-like symptoms: nausea, vomiting, sweating, shaking of hands, feet, or head

### RISK FACTORS FOR ADDICTION

- Genetic
- Environmental
- Early use





## SAFE STORAGE AND USAGE

**Monitor** Note how many pills are in each bottle; Keep track of refills; share the risks of unused pills with older relatives.

**Secure** Keep all prescriptions in a safe place such as a locked cabinet. Ensure nobody, including children, can access medications without your permission.

**Separate and Label** Keep everyone's medication separate and avoid mixing them in the same bottle to save space.

**Tight Lids** Always tightly close the lids of medication bottles to prevent accidental spills.

## NATIONAL SCOPE OF UNUSED PRESCRIPTIONS



**2/3**

of the almost **4 billion** prescriptions dispensed annually in the U.S. go **unused**



**92%**

of patients don't finish their painkillers, and **less than 10%** dispose of them properly

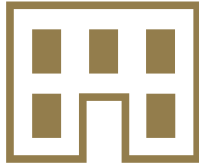


**Over 50%**

of American homes have **unused prescriptions** in their medicine cabinets



# PROPER DISPOSAL

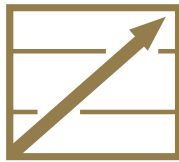


## Take-Back Locations

90% percent of Americans live within driving distance of a retail pharmacy which, along with police stations, offer year-round drug disposal locations/kiosks.



**At-Home Disposal:** DisposeRx is a safe, convenient, proven way to properly dispose of drugs at-home. DisposeRx packets will be distributed at Coaches vs. Overdoses games and are available at retail pharmacies.



**2021 Shriners Children's Medical Center Study: Proper disposal increased from 19% to 92%** when patients were provided a DisposeRx at-home drug disposal kit paired with education.

## REMEMBER

Understanding the risks associated with keeping unused medication is crucial. Change your behavior and make immediate disposal a priority when you no longer need medication.



**70%**

of teens say that their **home medicine cabinets** are their first and/or ongoing source of acquiring drugs



**Over 50%**

of Americans who misuse prescription drugs first **get them from friends or relatives**



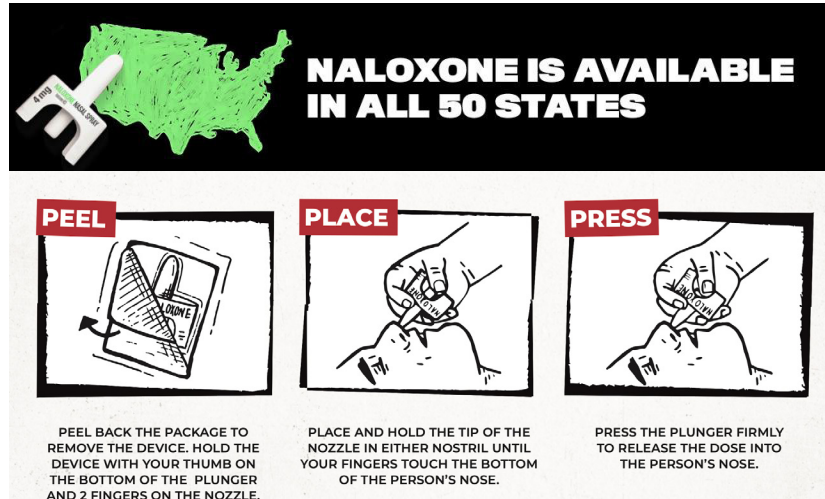
The CDC estimates that annually there are **60,000 emergency department visits (165 kids a day)** and **450,000 calls to poison centers** after children under 6 years old ingest medication without a caregiver's oversight.



Unused medication poses risks to young children, leading to increased opioid-related poisoning deaths. **Unsecured opioids** are the **leading cause of poisoning deaths** for children under 6.

# NALOXONE/TREATMENT

Naloxone can reverse an opioid overdose.



According to the CDC, "It may be hard to tell whether a person is high or experiencing an overdose. If you aren't sure, treat it like an overdose—you could save a life." Remember, before you administer Naloxone, call 911 immediately. Try to keep the person awake and breathing. Lay the person on their side to prevent choking. Stay with the person until emergency assistance arrives.<sup>1</sup>

## SIGNS OF OPIOID OVERDOSE

- Unresponsiveness
- Breathing is slow, irregular, or fully stopped.
- Unconsciousness
- Body falls limp.
- Their heartbeat or pulse is slowed or erratic.
- Vomiting
- Pale or blue toned skin.
- Reduced pupil size.

**If you suspect someone is experiencing an overdose, always call 911.**

**[findtreatment.gov](https://www.findtreatment.gov)**

# COMMON EMOJI DRUG CODES

## FAKE PRESCRIPTION DRUGS

Percocet & Oxycodone



Xanax



Adderall



## DEALER SIGNALS

Dealer Advertising



High Potency



Universal for Drugs



Large Batch



Deliver/Mail Drugs



## OTHER DRUGS

Meth



Heroin



Cocaine



MDMA/Mollies



Mushrooms



Cough Syrup



Marijuana



Fentanyl



**DISCLAIMER:** These emojis reflect common examples found in DEA investigations. This list is not all-inclusive, and the images above are a representative sample.

# CONVERSATION STARTERS

**MAKE IT A CONVERSATION:** Just Say Know is the new Just Say No. Telling teens not to do drugs is NOT the way to go here. Teens need facts rather than fearing shame, judgement, or a lecture.

As a parent, open communication is key. Encourage your child to share their concerns, and actively listen. Provide supervision to support their healthy decision-making. Spend quality time together and get involved in their school activities.

It's vital to understand the risks of prescription drug misuse. Explain to your child:

- Never share prescription drugs.
- Avoid using prescription drugs to get high.
- Never take someone else's prescription.
- Don't change the prescribed dosage without consulting a doctor.

## Key Results from SAMHSA's National Survey on Drug Use and Health:



Kids are **50% less likely** to use drugs when they hear about dangers of drugs from their parents.

**Only 22%** of kids report having talked to their parents about misuse of prescription drugs.

## Partnership to End Addiction research shows:



**9 out of 10** people with addiction started in their teen years.

The average age of first-time use of drugs is **13-14**.

If first-time use is delayed by **12-24 months**, the likelihood of addiction drops dramatically.

## JUST SAY KNOW CONVERSATION TIPS:

- 1. Start talking when they are young.** As soon as your children understand what medications are, they can begin learning about safely using medications and the risks of misuse.
- 2. Build a relationship with your children.** Show that you care about their health and well-being. Great communication will help your kids feel safe coming to you when they need help with a serious issue. Effective communication will make them feel comfortable coming to you when they need help with serious issues.
- 3. Plan multiple conversations.** It's not about "The Talk;" it's about many conversations (about many things) as they grow up. While it's not always easy, planning to have many short, frequent discussions about the dangers of opioid misuse and abuse is the best strategy.
- 4. Choose informal times to talk.** Chatting with your teen while driving to or from school and extracurricular activities, cleaning up after dinner, or while on a walk are all good times. They will feel more at ease during the conversation if there is less eye contact.
- 5. Resist the urge to lecture.** Consider starting a conversation with asking what they know about opioids. Making them feel like their point of view is valued can result in their being more willing to engage. Begin a conversation by asking what they know about opioids. valuing their perspective can encourage them to engage more willingly.
- 6. Use active listening.** By reflecting back what you hear them saying ("It seems like you are feeling..."), your children will know that you understand them.
- 7. Be empathetic and supportive.** Remember that the human brain isn't fully developed until age 25; children don't communicate the same way adults do. Let your kids know you understand and remind them that they can always count on you for support and guidance.
- 8. Make an exit plan.** Help your children create a plan for what they would do if someone offered them prescription pain relievers that are not theirs. Texting a code word to a family member or any other strategy that everyone understands and agrees upon can help them get out of a sticky situation.
- 9. Be prepared to discuss any family history of substance abuse.** Substance use disorders are often genetic, and exposure to substance use in the home is a major risk factor. That's why honest conversations about unhealthy substance use, addiction, and family risk factors can help give your children the foundation they need to make the decision not to use addictive substances.
- 10. Teach that prescriptions can be harmful if not used properly.** Remind your children that it is unsafe and illegal to take someone else's prescription medication, even if it belongs to a friend or relative.