

Think Again!



Pills that aren't prescribed to you can be dangerous, and social media is making pills more accessible than ever before. Many of the pills sold on social media are fake. And the criminals who sell these fake pills are using the money they make to fund other illegal activities. Here are the facts:



Criminals across the globe make \$200 billion dollars a year from selling fake medicines.



According to the CDC, between 2000-2019, approximately 400,000 people died of overdose. Between 2020 and 2023 alone, 308,358 people died of overdose, with 68% of those deaths related to fentanyl.



The money criminals make from selling fake pharmaceuticals often goes to fund international organized crime and illegal activities like gang violence, purchasing illegal weapons, child labor, and drug and human trafficking.

Part 1: How can we stop these criminals and take a bite out of counterfeit crime? One way is to raise awareness about the issue. Brainstorm with your group and write some ideas in the space below to let people know that anyone who looks to buy pills on social media runs the risk of serious injury, addiction, and even death. Use the back of this sheet if needed.

Part 2: McGruff® says don't give crime a chance. You've got this. You're smart. Buy smart. Always go to a doctor for medical advice and prescriptions, and only purchase medication from a licensed pharmacist. That's the only way to be sure your medicine is safe.

Now, to help others avoid being tricked, imagine that you're a social media influencer. Work with your group to design a mock-up of an ad or social media post to spread this message and encourage people to "think again" before taking pills obtained on social media.



Can you identify fake products? Test your skills and Take a Bite Out of Crime® with this free online game at: mcgruff.org/games/think-again/.

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