



## Dear Parent or Caregiver,

Talking to your child about drugs isn't easy. Not everyone who takes a pill without a prescription is struggling with substance abuse, depressed, or in pain — yet one pill can be the difference between life and death. Today, your child learned about the real risks of purchasing fake pills — including those containing fentanyl — through a program from the Go For Real™ Campaign (United States Patent and Trademark Office and National Crime Prevention Council) and the education specialists at Young Minds Inspired.

Social media provides young people with access to medications that can be purchased easily and anonymously online. Many of the pills are fake and may contain chemicals that are toxic and highly addictive, such as fentanyl. According to the Drug Enforcement Administration, 7 out of 10 fake pills they confiscated contained lethal doses of fentanyl.\* Fentanyl is a synthetic opioid that is cheap, addictive, and deadly.



### Fentanyl Is Potent!

Fentanyl is 50 times more potent than heroin and 100 times more potent than morphine. Just two milligrams of fentanyl, which is equal to 10-15 grains of table salt, is considered a lethal dose.

Having ongoing conversations about the dangers of taking medicines obtained or purchased anywhere other than a licensed pharmacy and prescribed by a medical professional is an important part of helping to keep your child safe.

To help you start the conversation:

- Ask your child what they've learned about fake pharmaceuticals and the issues of getting them on social media.
- Watch the "Think Again" video together ([youtube.com/watch?v=thjOdBAxtEk](https://youtube.com/watch?v=thjOdBAxtEk)), and talk about the issues of counterfeit goods.
- Read together some of the stories from The Lives Project ([livesproject.org](https://livesproject.org)).
- Listen to your child's concerns and talk about this issue.
- Encourage your child to reach out to you or another trusted adult if they need help.
- Review steps they should take if they suspect a friend might be taking fake pills or if a friend has an overdose.

Through your conversations, encourage your child to "think again" when they come across something that may be dangerous, whether online or in real life, and to come to you for help.

### Resources

For additional information, check out the following resources:

- National Crime Prevention Council: [ncpc.org/goforreal](https://ncpc.org/goforreal)
- Ymiclassroom.com/stopfakepharma
- Facing Fentanyl: [facingfentanylnow.org](https://facingfentanylnow.org)
- Drug Enforcement Administration: [dea.gov/onepill](https://dea.gov/onepill)
- NCPC - Fighting Fentanyl: [ncpc.org/fighting-fentanyl-2/](https://ncpc.org/fighting-fentanyl-2/)
- NCPC - The Lives Project: [livesproject.org/about](https://livesproject.org/about)
- Pfizer: [pfizer.com/news/behind-the-science/combating-rise-online-counterfeit-medicines](https://pfizer.com/news/behind-the-science/combating-rise-online-counterfeit-medicines)
- Pharmaceutical Security Institute: [psi-inc.org](https://psi-inc.org)
- ASOP Global Foundation: [asopfoundation.pharmacy](https://asopfoundation.pharmacy)

\* [dea.gov/onepill](https://dea.gov/onepill)