Known code words and emojis are used to market and sell illicit and deadly drugs on social media.

ONE PILL CAN KILL INITIATIVE
Overview and Key Results

AT A GLANCE

A nationwide surge in fake prescription pills, made and marketed by criminal drug networks, is driving harm, violence, and overdoses across the U.S.

>100,000

DRUG OVERDOSE DEATHS OVER THE LAST YEAR

The U.S. overdose epidemic is driven by fentanyl & methamphetamine

64% of overdose deaths involved synthetic opioids, primarily fentanyl

28% involved psychostimulants, primarily methamphetamine

1 overdose death every 5 minutes

THE THREAT

1 Fentanyl

Criminal drug networks are flooding the U.S. with fentanyl and fentanyl-laced fake pills, driving the nationwide overdose crisis.

15,000 lbs OF FENTANYL SEIZED IN 2021

Enough to supply a potentially lethal dose to every member of the U.S. population

2 Counterfeit Prescription Pills

Fake pills, marketed as legitimate prescription pills to deceive the American public, are easy to purchase and widely available. Many counterfeit pills are made to look like prescription opioids such as oxycodone (Oxycontin®, Percocet®), hydrocodone (Vicodin®), and alprazolam (Xanax®); or stimulants like amphetamines (Adderall®).

20.4 Million Fake Pills Seized in 2021

Today, 4 out of 10 DEA-tested fake pills with fentanyl contain a potentially deadly dose.

3 The Social Media Threat

Drug dealers are now harnessing the accessibility and anonymity of social media apps to push these deadly drugs into our communities faster, cheaper, and easier than ever before.

Known code words and emojis are used to market and sell illicit and deadly drugs on social media.

#ONEPILLCANKILL dea.gov/onepill
A second public safety surge targeting deadly, fake pills — and their increasing availability on social media platforms.

The seizures were directly linked to:

- **46 overdoses & 39 overdose deaths.**
- **At least 76 of the cases involved drug traffickers using social media applications.**
- **32 cases had direct ties to the major Mexican drug networks.**

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**The Message to Americans**

1. Never take medicine that wasn’t prescribed to you by your doctor and dispensed by a licensed pharmacist.
2. Talk to your family and friends about the dangers of drugs online.
3. Spread the word that One Pill Can Kill.