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FENTANYL FREE AMERICA



FENTANYL FREE AMERICA

PROTECT · PREVENT · SUPPORT

FENTANYL FREE AMERICA IS …

- … DEA's unwavering commitment to protect the United States from synthetic opioids by disrupting the fentanyl supply chain to reduce its availability and save American lives.

- Three components:
  - Protect
  - Prevent
  - Support

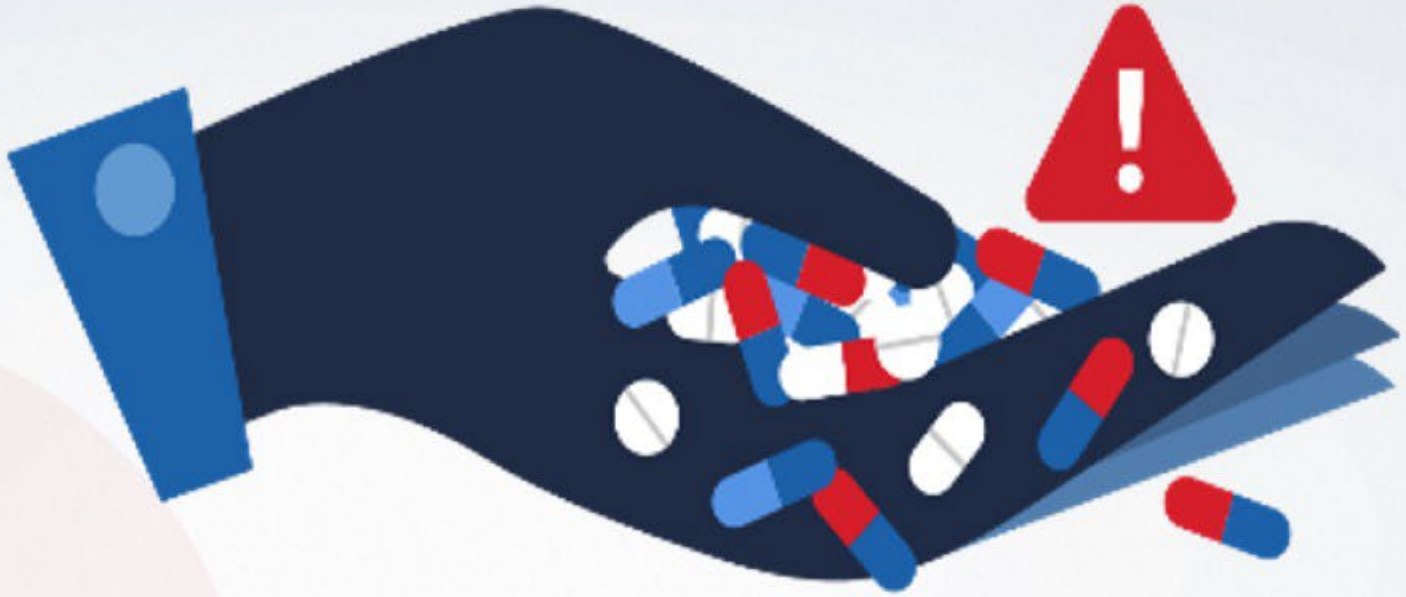
- Learn more at www.dea.gov/fentanylfree



DEA Administrator Terry Cole announced the launch of Fentanyl Free America on December 3, 2025.

The **drug overdose crisis** is a clear and present **public safety, public health,** and **national security threat**.

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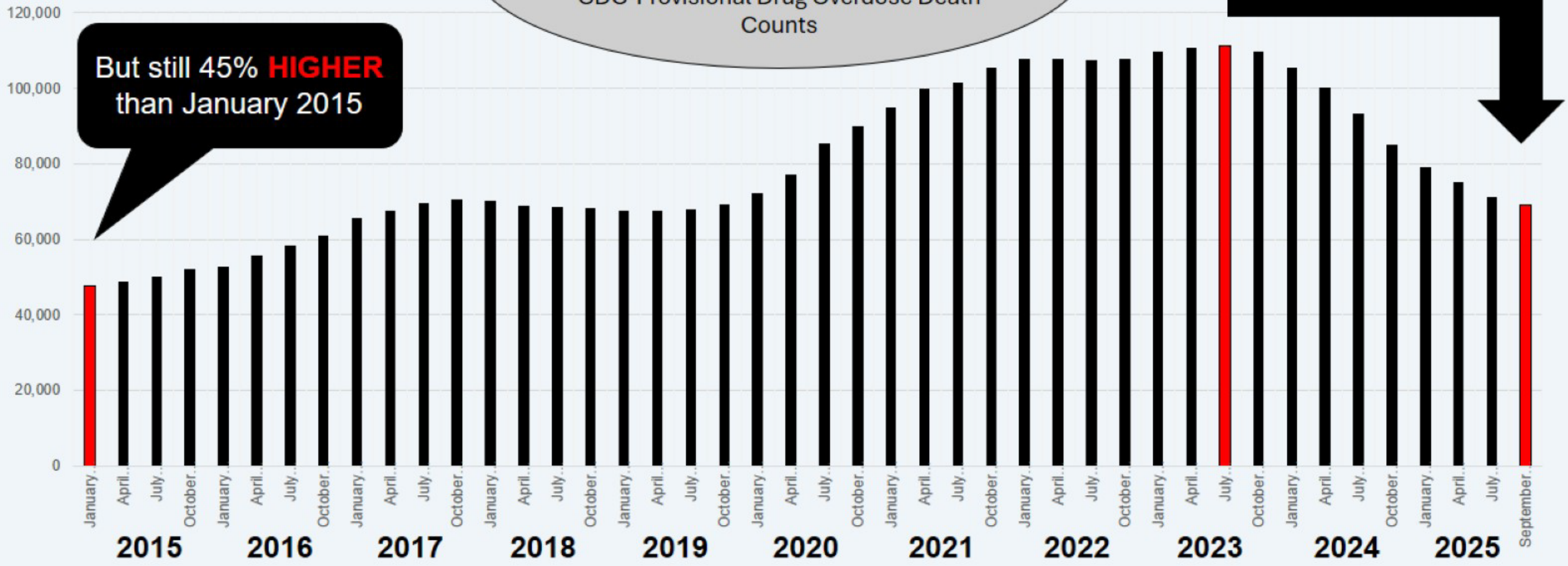
On average, 189 people die of a drug overdose every day in the U.S.

Overdose Deaths in Prior Year

CDC-Provisional Drug Overdose Death Counts

Drug Overdoses are **DOWN** 38% from peak in July 2023.

But still 45% **HIGHER** than January 2015



The record quantities of fentanyl that DEA seized in 2025 are almost enough to

kill every American.



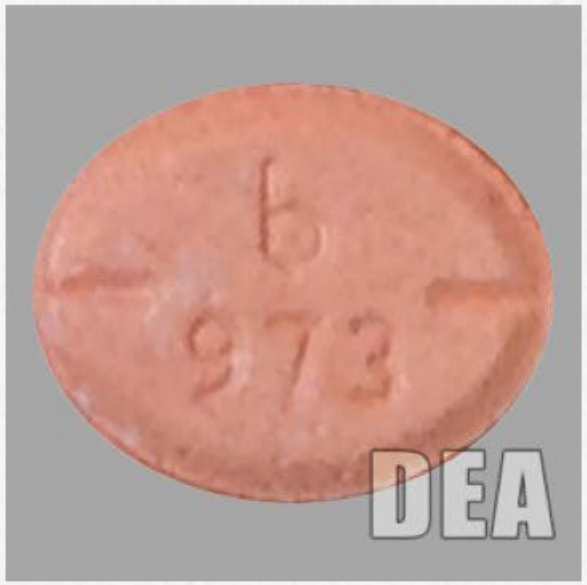
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Potentially Lethal
Dose of Fentanyl
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Most Common Fake Pills



Oxycodone®



Adderall®



Xanax®

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Authentic Oxycodone



Fake Oxycodone



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Authentic Xanax

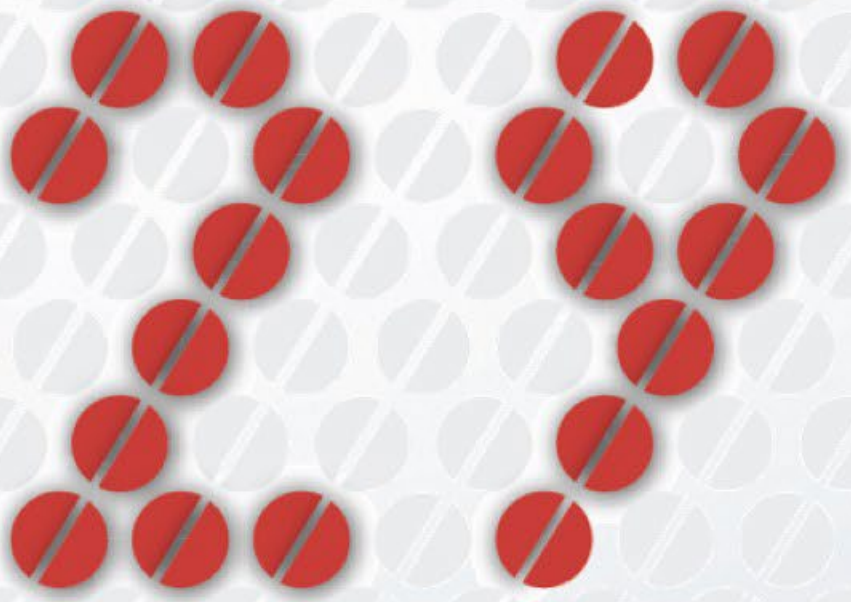
Fake Xanax



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LETHAL DOSES OF FENTANYL FOUND IN FAKE PILLS

DEA reveals that **29% of fake pills contain at least 2mg of fentanyl** – what is considered a lethal dose



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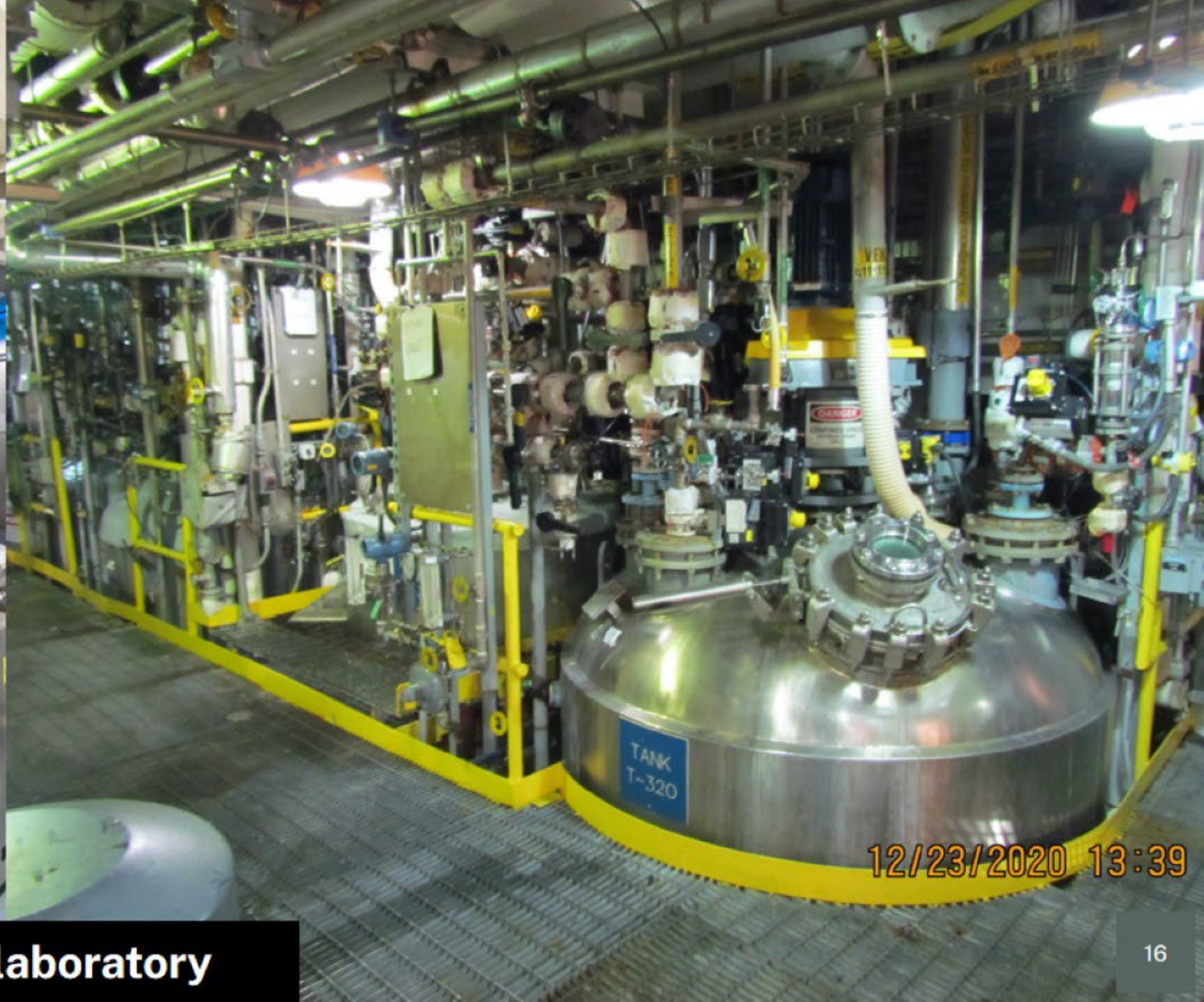






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Medical grade fentanyl laboratory



Illicit fentanyl laboratory

The Sinaloa and Jalisco Cartels are the criminal organizations primarily responsible for the fentanyl killing Americans



GLOBAL FENTANYL SUPPLY CHAIN



Source precursor chemicals from China

Manufacture fentanyl into powder and pills at clandestine labs in Mexico

Smuggle fentanyl into the United States via land, sea, air, and underground

Distribute fentanyl through local criminal groups and individuals on the street and through social media

Launder drug profits through cash, goods, and cryptocurrency



Additional Threat: Access

Fake Rx pills are easily accessible & often sold on social media & e-commerce platforms; available to anyone with a smartphone.

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Popular Emoji Drug Codes

| Oxycodone



| Xanax®



| Percocet®



| Adderall®



Additional Threat: Access

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.

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We Need Your Help

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Awareness Campaign

Know the dangers and accessibility of deadly drugs online.

- Never take medicine that wasn't prescribed to you by your own doctor.
- Talk to your family and friends about the danger of buying drugs online.
- Spread the word that **One Pill Can Kill**.

www.dea.gov/onepill

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Your Voice Can Save a Life

You Matter

Your life affects others'

The Risks are Real

One pill, and other substances, can change, or end your life

What you can say

Get Help

People who know how to help want you to be healthy. Seek and accept help.

Give Help

Many things – from being a true friend to mentoring to getting involved in your community – can save lives.

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How You Can Say It – – Use Open Ended Questions

Open ended questions are questions that can't be answered with a simple "yes" or "no" or other short answer.

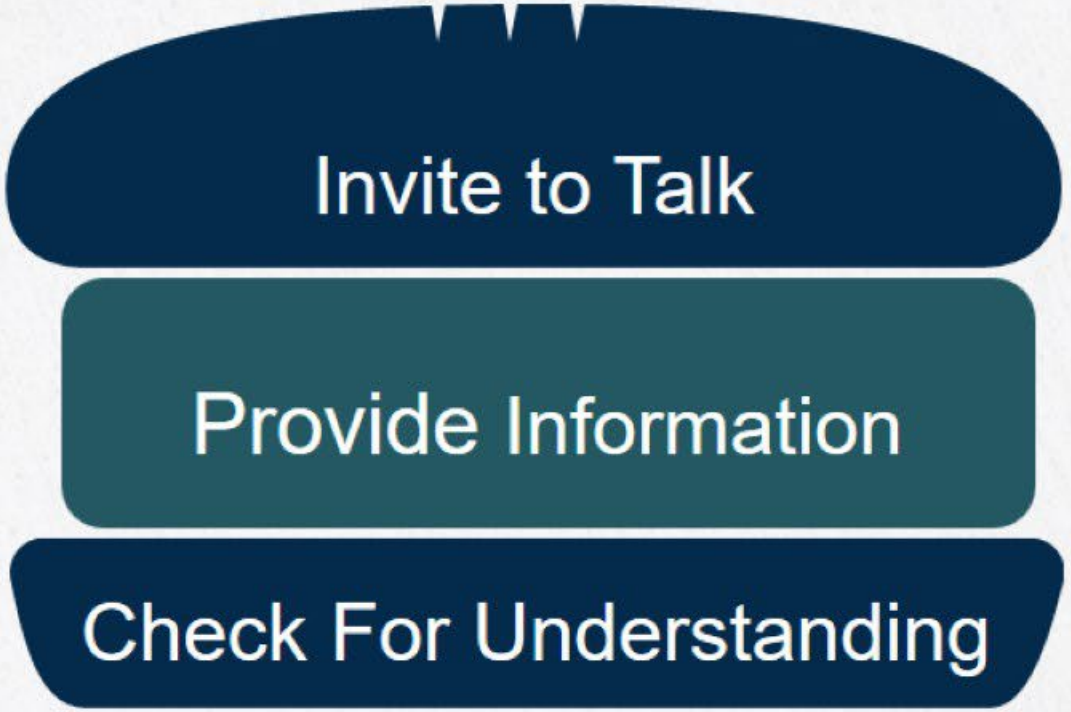
- Examples:
  - "What do you think you will do?"
  - "What's the next step?"
  - "What do you think has to change?"
  - "What are your options?"
  - "Of the things we have mentioned here, what seems to make sense?"
  - "Tell me more about what you'd like to do."
  - "How do you think you want to handle this?"

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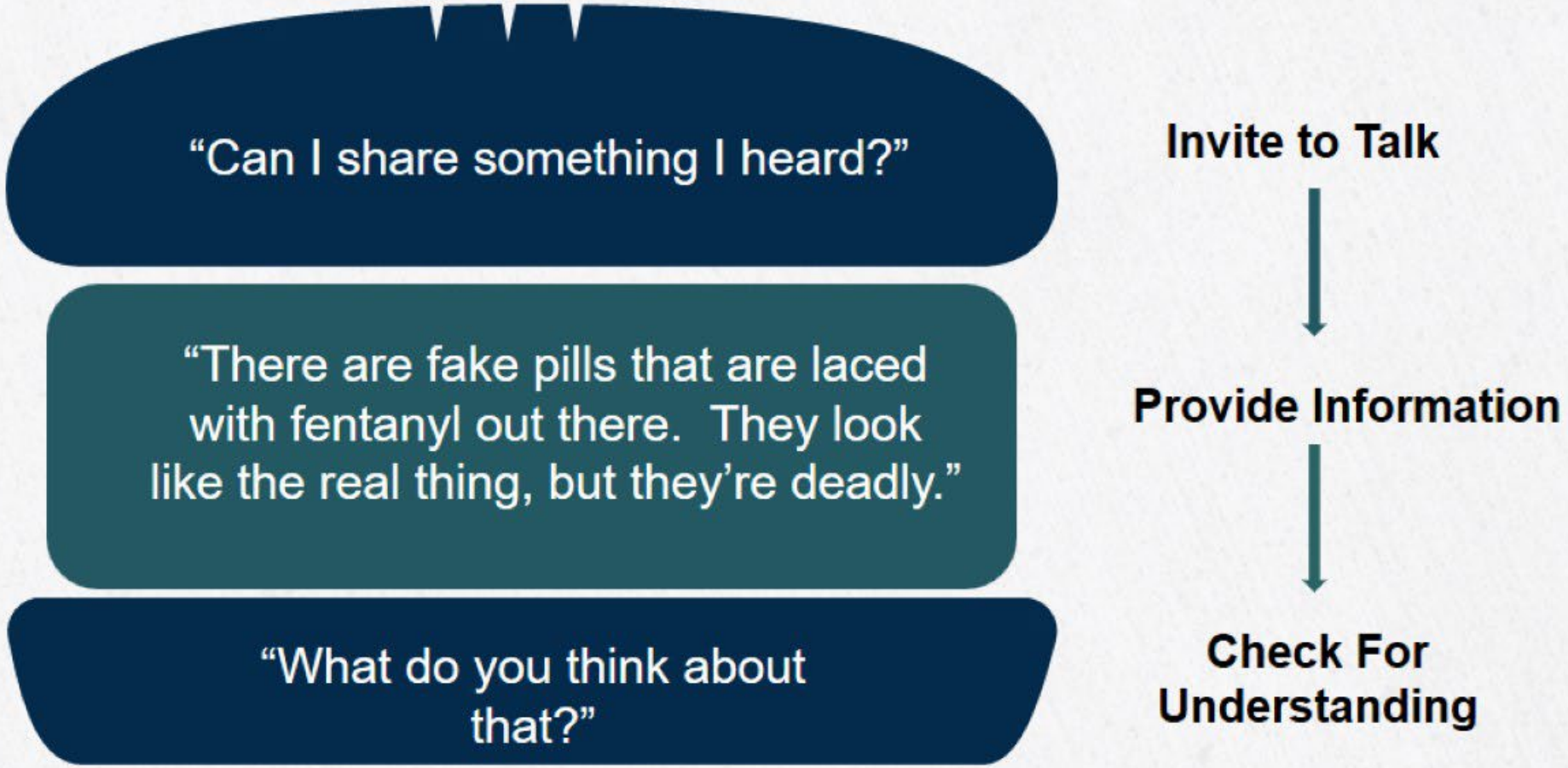
How You Can Say It -- The "Information Sandwich"

- Ask before you share information / give advice
  - Invite to talk
  - Share your advice / information
  - Check back



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How You Can Say It -- The "Information Sandwich"



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Your Influence Can Save a Life

#ONEPILLCANKILL

One Pill Can Kill Social Media Campaign

The Drug Enforcement Administration has issued a Public Safety Alert warning Americans of the alarming increase in the lethality and availability of fake prescription pills containing fentanyl and methamphetamine. The Public Safety Alert coincides with the launch of DEA's One Pill Can Kill Public Awareness Campaign to educate the public of the dangers of counterfeit pills and urges all Americans to take only medications prescribed by a medical professional and dispensed by a licensed pharmacist.

We created this digital social media campaign to encourage the use of social media to help raise public awareness of a significant nationwide surge in fake pills that are mass-produced by criminal drug networks in labs, deceptively marketed as legitimate prescription pills, and are killing unsuspecting Americans at an unprecedented rate.

Help us increase awareness of the dangers of counterfeit pills by retweeting/sharing posts from **@DEAHQ** and our **DEA Field Division Twitter** accounts. You can also create your own social media posts by simply using any or all of the sample posts and graphics included in this campaign.

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www.dea.gov/onepill/social-media



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Learn More

www.dea.gov/onepill

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JOIN THE FIGHT

- Opportunities:
- Educate public – especially young people -- about dangers associated with fentanyl
  - Connect people with information, resources, and support
  - Participate in efforts, such as Drug Take Back events, to remove drugs from our communities

- www.dea.gov/fentanylfree/promote
  - Toolbox: Billboards, Fact Sheet, Logo, Posters, Public Service Announcements, Social Media

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Thank You!

Presenter Name

Contact Info

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