

# May 7th: National Fentanyl Awareness Day

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Dear Colleague,

Tuesday, May 7<sup>th</sup> is the third annual [National Fentanyl Awareness Day](#). This observance was founded by parents who have lost loved ones to the drug overdose crisis. The aim of the observance is to raise awareness that people are dying at alarming rates due to illegally made fentanyl, a dangerous synthetic opioid. National Fentanyl Awareness Day is supported by a coalition of issue-area experts, corporations, nonprofits, schools, families, and elected officials who are coming together today to spread the word.



[Fentanyl](#) is a synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. Illegally made fentanyl is a growing threat in the United States and is a major contributor to drug overdose deaths. Even in small doses, it can be deadly. Illegally made fentanyl can be mixed with drugs like heroin, cocaine, and methamphetamine and made into pills that resemble other prescription opioids. Fentanyl mixed with other drugs including these pressed pills is extremely dangerous, and many people may be unaware that their drugs include fentanyl. This increases the risk of overdose or death, and these is seen with IMFs have been involved in over 40% of deaths with evidence of counterfeit pill use. Combating the infiltration of IMFs into the illicit drug market is crucial for preventing overdose deaths.

In response to the troubling issue, the Division of Overdose Prevention in the National Center for Injury Prevention and Control has developed a [fentanyl campaign](#) which includes sharable resources to help educate and protect the public from fentanyl-involved overdoses. The campaign resources include factsheets, videos, social media ads, and much more to explain the dangers of illegally made fentanyl and share ways to protect yourself, like using [fentanyl test strips](#) and carrying the [lifesaving medication naloxone](#).

On May 7<sup>th</sup>, take action and help us spread the word about of the dangers of fentanyl and how to prevent nonfatal and fatal overdoses.

## Social accounts to follow:

- [Twitter: @CDCInjury](#)
- [Twitter: @FentAwareDay](#)
- [Facebook: National Fentanyl Awareness Day](#)

## Additional Resources:

- [Fentanyl Facts \(cdc.gov\)](#)
- [Fentanyl Test Strips: A Harm Reduction Strategy \(cdc.gov\)](#)
- [Lifesaving Naloxone \(cdc.gov\)](#)
- [Frequently Asked Questions about Naloxone \(cdc.gov\)](#)
- [Overdose Data to Action](#)
- [Drug-Free Communities \(DFC\)](#)
- [Reverse Overdose to Prevent Death](#)
- [What You Should Know About Xylazine](#)

In the spirit of the day, we would like to thank the family advocates and organizations that help raise awareness of the dangers of illicit fentanyl. You can find more information about them here: [Our Partners - National Fentanyl Awareness Day | May 7<sup>th</sup>](#). For more information about National Fentanyl Awareness Day, visit [National Fentanyl Awareness Day | May 7<sup>th</sup>](#). You can find additional social media, draft emails to share with partners, key messages, and more using the [official toolkit](#).

# May 7: National Fentanyl Awareness Day

Division of Overdose Prevention Partner Toolkit

## BLUF:

Tuesday, May 7<sup>th</sup> marks the third annual [National Fentanyl Awareness Day](#). The observance was founded by parents who have lost loved ones to the drug overdose crisis. The aim of the observance is to raise awareness that people are dying at alarming rates due to illegally made fentanyl, a dangerous synthetic opioid. Illegally made fentanyl (IMF) is often mixed in other illegal drugs, including counterfeit pills that resemble prescription opioids. These pills are extremely dangerous because they may contain illegally made fentanyl with or without a person's knowledge, increasing the risk of overdose or death. IMFs have been involved in over 40% of deaths with evidence of counterfeit pill use. Combating the infiltration of IMFs into the illicit drug market is crucial for preventing overdose deaths.

National Fentanyl Awareness Day is supported by a coalition of issue-area experts, corporations, nonprofits, schools, families, and elected officials who are coming together today to spread the word. Get the facts and share them widely. Learn more about illegally made fentanyl at [Fentanyl Facts \(cdc.gov\)](#) and [life-saving naloxone](#).

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## Key messages:

[National Fentanyl Awareness Day](#) was founded by parents who have lost loved ones to the drug overdose crisis. The observance aims to raise awareness that people are dying at alarming rates due to illegally made fentanyl, a dangerous synthetic opioid. Fentanyl is a major contributor to drug overdose deaths in the U.S. Even in small doses, it can be deadly. Synthetic opioids like fentanyl contribute to nearly 70% of overdose deaths. Over the last few years, nonfatal and fatal overdoses involving fentanyl have continued to rise.

The goals of National Fentanyl Awareness Day are:

- To raise public awareness about the dangers of illegally made fentanyl.
- To honor those lost to overdoses caused by illegally made fentanyl.
- To inform the public about life-saving harm reduction services (e.g., distribution of naloxone, fentanyl test strips).
- To prevent and reduce fentanyl-involved overdoses.

Related Resources:

- [National Fentanyl Awareness Day | May 7th](#)
- [National Fentanyl Awareness Day Toolkit](#)
- [Fentanyl Facts \(cdc.gov\)](#)
- [Stop Overdose \(cdc.gov\)](#)
- [Lifesaving Naloxone \(cdc.gov\)](#)

## Sample Social Media Content

Looking for content to promote fentanyl awareness, education, polysubstance use, and harm reduction messaging to your social media audiences? We've got you covered. The sample social media posts and graphics included here highlight CDC's latest materials and resources related to fentanyl, addiction, and substance use disorder like opioid use disorder. We encourage you to share the suggested messages and graphics on your organization's social media platforms.

Join the conversation by using the hashtags [#NationalFentanylAwarenessDay](#) [#JustSayKNOW](#) [#NoRandomPills](#), and don't forget to tag us on Twitter [@CDCInjury](#)!

### GENERAL AUDIENCE

#### Facebook



Pills not prescribed to you don't come with an ingredient list. It is nearly impossible to tell if drugs have been mixed with fentanyl unless you test your drugs with fentanyl test strips. Learn more about the dangers of fentanyl and how to protect yourself or your loved ones from an overdose: <https://bit.ly/3JLklp8>



Illegally made fentanyl is the most common drug involved in overdose deaths. This National Fentanyl Awareness Day, join [@CDCInjury](#) in raising awareness of the dangers of fentanyl and how to protect yourself or your loved ones from an overdose: <https://bit.ly/3JLklp8>

#### Twitter



Over 200 people die every day from [#overdoses](#) related to synthetic opioids like illegally made [#fentanyl](#). Learn more about the dangers of fentanyl and how you can help prevent overdose deaths: <https://bit.ly/4b0kYqG>

[#NationalFentanylAwarenessDay](#) [#JustSayKNOW](#)

Instagram



Counterfeit pills do not come with an ingredient list. Drugs may contain deadly doses of #fentanyl without you knowing it. #FentanylTestStrips can help detect the presence of fentanyl in drugs and save lives: Tap the link in our bio to learn more.

<https://bit.ly/4bgtG3U>

#CounterfeitPills #JustSayKNOW #NationalFentanylAwarenessDay

Twitter

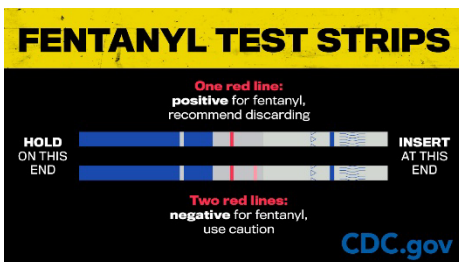


Nearly 25% of overdose deaths among adolescents involve fake pills, often containing fentanyl. This #NationalFentanylAwarenessDay, talk to your kids about the dangers of illegally made #fentanyl: <https://bit.ly/4dhn8Ed>

#CounterfeitPills #NationalFentanylAwarenessDay #JustSayKNOW

ADULT HARM REDUCTION

Twitter



#DYK? Illegally made #fentanyl is the most common drug involved in overdose deaths. #FentanylTestStrips can detect if fentanyl is present in illegal drugs.

Learn more: <https://bit.ly/44p8UwJ>

#NationalFentanylAwarenessDay #JustSayKNOW

Facebook



Pills not prescribed to you don't come with an ingredient list. It is nearly impossible to tell if drugs have been mixed with fentanyl unless you test your drugs with fentanyl test strips. Learn more about the dangers of fentanyl and how to protect yourself or your loved ones from an overdose:

<https://bit.ly/3QrIFjw>

## Sample Newsletter or Article Content

Include our sample content in email or print newsletters or other communications channels, including updates to staff, provider networks, associations, and community-based communications efforts.

**Subject line:** Recognizing National Fentanyl Awareness Day

**Title:** Take Action: Spread the Word

Tuesday, May 7<sup>th</sup> marks the third annual [National Fentanyl Awareness Day](#). This a day of observance was founded by parents who have lost loved ones to the drug overdose crisis. The aim of the observance is to raise awareness that people are dying at alarming rates due to illegally made fentanyl, a dangerous synthetic opioid, and the impact it has on families and friends.

During this observance, help raise awareness about the dangers of illegally made fentanyl and how to prevent nonfatal and fatal overdoses. CDC'S Division of Overdose Prevention has sharable resources to help educate and protect the public from overdoses involving our [fentanyl](#) and [naloxone](#) campaigns. The resources from those campaigns include factsheets, videos, social media ads, and much more to explain the dangers of illegally made fentanyl and how to protect yourself and your loved ones from an opioid overdose, like using [fentanyl test strips](#) and carrying the lifesaving medication naloxone

### Shareable Social Media

- May 7th marks National Fentanyl Awareness Day. Illegally made fentanyl is the most common drug involved in overdose deaths. Join us in raising awareness of the dangers of fentanyl and how to protect yourself or your loved ones from an overdose. Learn more: <https://bit.ly/3JOSnIU>
- Today is #NationalFentanylAwarenessDay. Visit our #StopOverdose website to learn about the dangers of illegally made #fentanyl, the risks of mixing drugs, how #naloxone can save lives, & #recovery: <https://bit.ly/44pdawg> #JustSayKNOW

## Available CDC Materials

- [Overdose Resource Exchange \(ORE\)](#) - a central collection of CDC-reviewed communication materials and educational resources about opioid misuse, addiction, treatment, and overdose prevention.
- [Addiction Medicine Toolkit](#) - Includes primer, checklist, training modules, patient cases, and conversation starters.
- [Naloxone Toolkit](#) - Includes training and fact sheets.
- [Campaign to Stop Overdose YouTube Videos](#)
- [The Fentalog Study: A Subset of Nonfatal Suspected Opioid-Involved Overdoses with Toxicology Testing | Drug Overdose Data Dashboard](#)
- [SUDORS Dashboard: Fatal Overdose Data | Drug Overdose Dashboard](#)

## Additional Related Resources

- [What You Should Know About Xylazine \(youtube.com\)](#)
- [Overdoses Involving Xylazine Mixed with Fentanyl \(youtube.com\)](#)
- [National Harm Reduction Coalition](#)
- [The National Harm Reduction Technical Assistance Center \(NHRAC\)](#)