

Social media.  
Healthy relationship with food.

# Talk About It.

Digital citizenship  
Mental health.



## Talk To Your Kids About Fentanyl.

### What is fentanyl?

- Pharmaceutical fentanyl is a synthetic opioid approved for treating severe pain that is 50-100 times more potent than morphine.
- Illicitly manufactured fentanyl (IMF) accounts for most of the fentanyl-related harm, overdoses and deaths in the United States.
- IMF is often mixed with heroin, cocaine or other drugs without the user's knowledge and can be made into pills that resemble prescription drugs like Xanax and Adderall.

### Fentanyl and Social Media

- Social media apps like Snapchat and TikTok can be used to buy and sell illicit drugs that may be laced with fentanyl.
- Emojis can also be used as symbols to represent illicit drugs in conversations between drug dealers and potential consumers.

#### FAKE PRESCRIPTION DRUGS

##### PERCOCET & OXYCODONE



##### XANAX



##### ADDERALL



##### UNIVERSAL FOR DRUGS



##### MDMA & MOLLIES



##### MUSHROOMS



##### COUGH SYRUP



##### MARIJUANA



For parenting resources, blogs and videos, visit [southbayfamiliesconnected.org](https://southbayfamiliesconnected.org)

For mental health resources, visit [bchd.org/resources](https://bchd.org/resources)

Whatever "it" is, have the talk.

Find tips at [bchd.org/talk](https://bchd.org/talk).

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## California

Fentanyl-related overdose deaths among California's youth ages 10-19 surged from 36 total deaths in 2018 to 261 total deaths in 2020, a 625% increase.



## Los Angeles County

In 2021, fentanyl-related overdose deaths increased to 1,504, a 1,280% jump from 2016 and a 31% increase from the previous year.

# What Can Parents Do?

It's important to talk about "it," whatever "it" may be. Remember, you are the most important influence in your child's life.



Always keep conversations open and honest



Come from a place of love, even when you're having tough conversations



Provide positive reinforcement



It's never too early – or too late – to start the conversation

## Top tips to help your child make smart choices about fentanyl:

### Ask your kids what they've heard about fentanyl.

If they mention specific information, is it accurate?

### Explain that knowing about fentanyl helps people stay safe.

### Cover the basics.

Fentanyl is very common – and deadly. It is used to make fake prescription pills that look like Adderall, OxyContin, Percocet, Xanax and other drugs, but are much more dangerous.

### Warn them about fake prescription pills.

Urge your children to only take pills that have been prescribed to them. Prescription pills bought online are often fakes made with fentanyl. Even a pill from a friend may not be safe.

**Have the talk.** Find tips at [bchd.org/talk](http://bchd.org/talk).

Information sourced from:

[CDC, Fentanyl](#)

[DEA, One Pill Can Kill campaign](#)

<https://drugabusestatistics.org/fentanyl-abuse-statistics/>

[California Department of Public Health, Rainbow Fentanyl Alert](#)

[Los Angeles County Department of Public Health, Health Alert](#)

[Drop the F Bomb campaign](#)

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