



Alaska Fentanyl Awareness Campaign

TOOLKIT

U.S. SENATOR  DAN SULLIVAN | #OnePillCanKill

OVERVIEW

Alaska is under attack – In 2023, opioids killed a record number of Alaskans. Drug overdose deaths, the vast majority of which were fentanyl related, increased by more than 40 percent according to preliminary data, indicating Alaska experienced the largest percent increase of any state between 2022 and 2023. Across America, fentanyl is now the leading cause of death for young adults aged 18-45, according to Families Against Fentanyl.

“One Pill Can Kill - Alaska” is a statewide fentanyl awareness campaign led by U.S. Senator Dan Sullivan. This toolkit has been designed to help all Alaskans join the fight. Anybody can help spread the word. As Alaskans have proved time and time again, when we come together, there is nothing we can't accomplish.

This campaign will examine where fentanyl is coming from, where and how it is being sold, the dangers of the drug, how it impacts our Alaska communities, and the resources that are available for treatment, prevention, and reporting criminal activity.

Join us in the fight to **save Alaskans**, particularly our youth, from the poison that is fentanyl.

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CAMPAIGN RUNDOWN

Who?

- U.S. Senator Dan Sullivan
- Alaska Governor Mike Dunleavy
- Local law enforcement
- Parents who have lost a child to fentanyl
- Alaska DPS / DEA
- Alaska Department of Health
- Alaska legislators
- Community leaders
- Community organizations
- Public schools
- Any Alaskan who wants to get involved

What?

A public awareness campaign on the fentanyl crisis in Alaska.

Where?

- Social media
- Local media outlets
- Community centers, events and schools

Why is this important?

Drug related deaths in Alaska reached a record high in 2023. Fentanyl is responsible for the vast majority of those deaths. Fentanyl-related deaths are surging in Alaska as they are throughout the country. It is imperative that Alaskans come together and work together to save Alaska from the fentanyl crisis that is poisoning our communities.

Who are we fighting for?

First and foremost, we are fighting for young Alaskans who represent the future of our state. However, this campaign is targeting any and all Alaskans who can be potentially impacted by the fentanyl epidemic, as well as the families who have already been impacted by this crisis.

FENTANYL IN THE NEWS

**ANCHORAGE
DAILY NEWS**

2023 was Alaska's deadliest year for opioid overdoses — and the state saw the highest increase in deaths in the nation

JUNEAU EMPIRE

Tribal Assembly declares crisis with fentanyl and other deadly drugs its highest priority

USA TODAY

Targeting 'The Last Frontier': Mexican cartels send drugs into Alaska, upping death toll

AK ALASKA PUBLIC MEDIA

Covenant House Alaska battling fentanyl crisis: 100 drug overdoses since July

USA TODAY

Alaska Natives use tradition to battle influx of drugs, addiction



U.S. Attorney's Office announces charges in Alaska organized drug crime ring

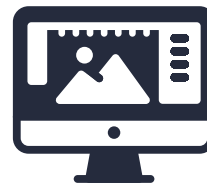


Help get the word out!

Scan each QR code to find campaign resources to share. You can post these graphics and resources at **schools, community centers** or **libraries**, on **public transit**, and on **social media groups and pages**.



One-Pager



Graphics



ADDITIONAL RESOURCES

U.S. DEA "One Pill Can Kill" Campaign
dea.gov/OnePill

"Opioids in Alaska," Alaska Department of Health
health.alaska.gov/dph/Director/Pages/opioids/home.aspx

U.S. DEA Resources for Parents
getsmartaboutdrugs.gov

U.S. DEA Resources for Youth
justthinktwice.gov

U.S. DEA Operation Prevention
operationprevention.com

U.S. DEA Tips for Parents
dea.gov/sites/default/files/2023-11/DEA-OPCK_Parent_Flyer_September_2023.pdf

Substance Abuse & Mental Health Services Administration (SAMHSA)
samhsa.gov | 1.800.662.HELP (4357)

Sample Social Media Posts

Below is a series of draft posts that you can share on Facebook, X, and Instagram to help raise awareness about the dangers of fentanyl. To download these and other graphics, click [here](#).

- Fentanyl is the deadliest drug Alaska has ever seen. Enough fentanyl to kill the average American fits on just the tip of a pencil. Stay safe and know the facts at www.dea.gov/onepill
- Drug networks market counterfeit prescription drugs on social media, making these deadly pills easily accessible to anyone with a smartphone. Even trace amounts of fentanyl in these pills can kill. Learn more at: www.dea.gov/onepill
- Counterfeit pills are incredibly difficult to spot—and can contain deadly amounts of fentanyl. Never trust medications that aren't prescribed by a medical professional and dispensed by a licensed pharmacist. Stay safe and know the facts at www.dea.gov/onepill
- 7 out of 10 counterfeit pills seized by the DEA contain a deadly dose of fentanyl. One pill is all it takes. Don't let it happen to you or a loved one. Find more information at www.dea.gov/onepill
- The biggest myth related to fentanyl? "It can't happen to me." Students can learn more at www.dea.gov/onepill #OnePillCanKill
- Parents, be aware: Social media is being hijacked by drug networks to sell counterfeit pills containing deadly doses of fentanyl. These pills are not safe—just #OnePillCanKill. Know the facts at www.dea.gov/onepill
- Drug overdose deaths in Alaska reached a record high in 2023—fueled by fentanyl. Just #OnePillCanKill. Get the facts at www.dea.gov/onepill
- Deadly fentanyl overdoses are surging in Alaska and across the country. Get the facts at www.dea.gov/onepill

7 out of 10 pills seized by DEA contain a **lethal dose** of fentanyl.

ONE PILL CAN KILL

U.S. SENATOR DAN SULLIVAN #OnePillCanKill

Fentanyl is the **Number 1** cause of death among adults aged 18 to 45.

ONE PILL CAN KILL

U.S. SENATOR DAN SULLIVAN #OnePillCanKill

Fentanyl is **50x** more potent than heroin.

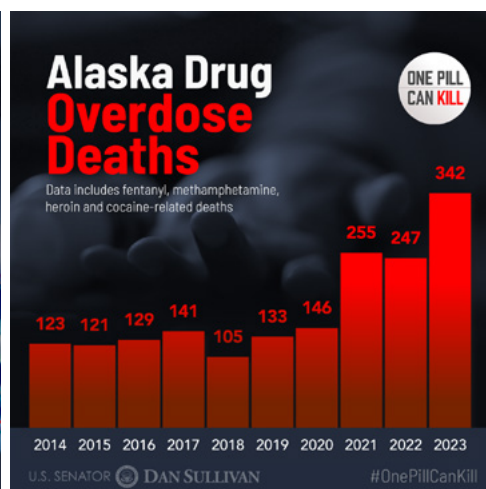
ONE PILL CAN KILL

U.S. SENATOR DAN SULLIVAN #OnePillCanKill

Drug traffickers often **target young Americans** through **social media** platforms, like TikTok and Instagram.

ONE PILL CAN KILL

U.S. SENATOR DAN SULLIVAN #OnePillCanKill



In 2023 alone, the DEA seized enough fentanyl to kill **every single American.**

ONE PILL CAN KILL

U.S. SENATOR DAN SULLIVAN #OnePillCanKill



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Sample PSA Script

To the right is a sample script for public figures, elected and community leaders, and everyday Alaskans who would like to record a public service announcement (PSA) that can be shared on local TV and radio outlets in your area.

Every voice matters in raising awareness about the dangers of fentanyl.

"Did you know that in 2023, more Alaskans died of drug overdoses than ever previously recorded?"

Fentanyl-related deaths are surging in Alaska.

Alaska is under attack. Our fellow Alaskans deserve to know where these drugs are coming from and how to protect our loved ones.

A single deadly dose of fentanyl fits on the tip of a pencil.

Just one pill can kill.

Never trust your own eyes to determine if a pill is legitimate. The only safe medications are ones prescribed by a trusted medical professional and dispensed by a licensed pharmacist.

7 out of every 10 pills seized by the DEA contain a lethal dose of fentanyl. There are important resources out there that can help you protect your loved ones and local community. Start by going to "dea.gov/onepill"

It's important that we all work together, as Alaskans and as Americans, to turn the tide and save lives.

Spread the message. Just one pill can kill."



For more facts and information about combatting the fentanyl crisis, go to: dea.gov/onepill



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FACT SHEET

U.S. SENATOR  DAN SULLIVAN

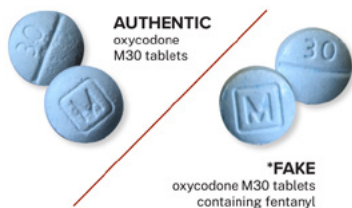
| #OnePillCanKill

What is fentanyl?

The drug landscape is dramatically different from even just a few years ago. Fentanyl is a deadly synthetic opioid that is 50 times more potent than heroin. According to CDC, preliminary data indicates that Alaska experienced the largest percent increase in drug overdose deaths of any state between 2022 and 2023, and that **fentanyl-related overdose deaths among Alaskans increased by nearly 75 percent.**

What are fake pills?

Cartels are manufacturing fentanyl and pressing it into fake pills. Fake pills are made to look like candy, Xanax, Adderall, and other pharmaceuticals. DEA lab testing reveals 6 out of every 10 fake pills with fentanyl contain a lethal dose. Each pill contains a different amount of fentanyl—even just HALF a pill can kill.



How is fentanyl being distributed?

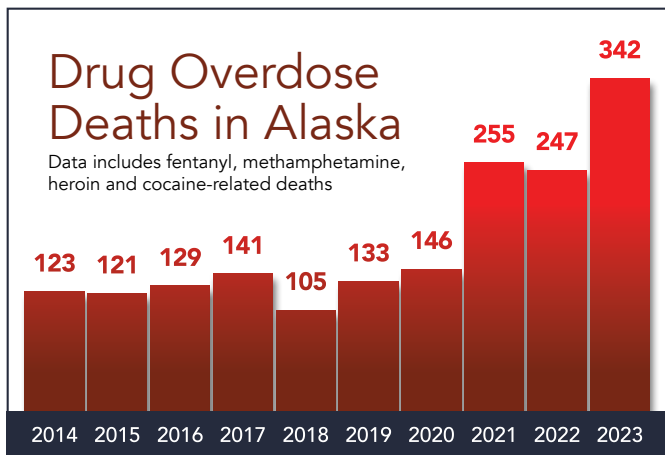
Drug traffickers are using social media to advertise and sell drugs. If you have a smartphone and a social media account, then a drug trafficker can find you. Ads for particular drugs are associated with specific emoji icon combinations.



Just a 2 milligram dose of fentanyl—which fits on the tip of a pencil—is enough to kill a person.

What are the effects of fentanyl?

Fentanyl use can cause confusion, drowsiness, dizziness, nausea, vomiting, changes in pupil size, cold and clammy skin, coma, and respiratory failure leading to death.



Source: Alaska Division of Public Health; 2023 data is preliminary and subject to change.

Tips and key points for caregivers

1. Encourage open & honest communication.
2. Explain what fentanyl is and why it is so dangerous.
3. Stress never to take any pills not prescribed for you by your doctor.
4. No pill purchased on social media is safe.
5. Fentanyl is found in most illegal drugs.
6. Help your loved one create an "exit plan" so they're prepared if ever pressured to use drugs.



For more facts and information about combatting the fentanyl crisis, go to: dea.gov/onepill



Help us spread the word and save lives!

Every Alaskan can help raise awareness about the dangers of fentanyl on their social media platforms. Use the hashtag #OnePillCanKill and tag Senator Sullivan in your posts to be featured!



@SenDanSullivan



@SenDanSullivan



@Sen_DanSullivan