

**NATIONAL
FENTANYL
AWARENESS
DAY**

2025 TOOLKIT

NATIONAL FENTANYL AWARENESS DAY

National Fentanyl Awareness Day is a day of action where hundreds of businesses, nonprofit organizations, schools and government offices work together to protect Americans from the deadly threat of illicit fentanyl and counterfeit prescription pills.

Nearly half of teens don't know that deadly fentanyl is used to make fake pills sold on social media and in communities across the country. With young people increasingly seeking relief from stress through self-medication, this knowledge gap has devastating consequences. Through collaborative education and action, we can save lives.

This toolkit provides you with content and resources for our fourth annual activation on April 29, 2025. We invite you to customize this content and integrate it with your brand.

For any questions about these resources, please reach out to info@fentanylawarenessday.org.

IN THIS TOOLKIT, YOU'LL FIND:

**Take Action on
April 29, 2025**

Fentanyl Fast Facts

**Sample Social
Media Copy**

Creative Assets

Sample Email Drafts

Press Release Template

Film Screening Guides

**Social Media Scripts for
Leaders and Influencers**

Take Action on April 29, 2025

We invite everyone to participate in National Fentanyl Awareness Day by taking these specific actions:

FOR SCHOOLS & CAMPUSES

- Screen the NEW film *Real Talk About Fake Pills* in classrooms and assemblies
- Distribute educational materials to students
- Host peer-to-peer discussions about fentanyl and fake pills
- Explore our Peer-to-Peer Program materials
- Visit: [For Schools & Campuses](#)

FOR FAMILIES

- Watch *Counterfeit Pills: You Need to Know* with your teens
- Have a family conversation using our discussion guide
- Share this lifesaving information with friends and family
- Advocate for fentanyl education at your child's school
- Visit: [For Families](#)

FOR COMPANIES & COMMUNITIES

- Host a lunch-and-learn showing *The New Drug Talk*
- Share resources with employees and community members
- Amplify the NFAD message through your communications channels
- Visit: [For Companies & Communities](#)

FOR LEADERS AND INFLUENCERS

- Take the NFAD Challenge
- Share the facts about fentanyl and fake pills with your community
- Amplify the NFAD message through your social channels
- Visit: [Take the NFAD Challenge](#)

FOR EVERYONE

- Learn to recognize and respond to overdose
- Know where to get naloxone and how to use it
- Share facts about fentanyl on social media
- Start conversations with friends and family
- Visit: [For Everyone](#)

Join hundreds of organizations nationwide in this vital effort to save lives. Learn more at fentanylawarenessday.org.

Fentanyl Fast Facts

ESSENTIAL FACTS EVERYONE SHOULD KNOW

This basic information could save lives in your community:

- Fake prescription pills are perfect counterfeits of the real thing
- Counterfeit Oxycodone, Percocet, Xanax and others are everywhere
- Fake pills are sold online, on campuses and on the streets
- One fake pill can kill—just 2 milligrams of fentanyl (a few grains of sand) can be lethal
- Over 4,000 young Americans under 25 die each year from fentanyl
- Nearly half of teens still don't understand that pills bought online or on the street are often made with fentanyl

ADDITIONAL FACTS FOR ATHLETIC COMMUNITIES

- Athletes face unique pressures to perform and recover
- Young athletes are prime targets of fake prescription pills due to sports injuries and stress

ACTION STEPS FOR EVERYONE

- Never take a pill that didn't come from a pharmacy with a prescription in your name:
NO RANDOM PILLS!
 - Learn to recognize the signs of an overdose
 - Know how to access and use naloxone (aka Narcan)
 - Start conversations with loved ones about fentanyl safety
-

Sample Social Media Copy

HASHTAGS TO USE:

#NationalFentanylAwarenessDay | #NFAD2025 | #NoRandomPills

GENERAL AUDIENCE

While overdose deaths are down from record highs, too many young lives are still at risk from fake prescription pills made with fentanyl. Learn how you can help protect our communities at fentanylawarenessday.org #NFAD2025 #NoRandomPills

Join our coalition in taking action to save lives from fentanyl and fake prescription pills. Visit fentanylawarenessday.org to learn how you can make a difference in your community. #NFAD2025 #NoRandomPills

YOUTH AUDIENCE

Do you know where your pill came from? Unless you got it from a pharmacy or your doctor, it could contain a deadly dose of fentanyl. Protect yourself and your friends by learning the facts at fentanylawarenessday.org. #NoRandomPills

You can't fix real stress with fake pills. Get the facts about fentanyl and fake pills and help your friends find support at fentanylawarenessday.org. #NoRandomPills

PARENT AUDIENCE

I just learned about the dangers of fake prescription pills and had an important talk with my kids. Parents, get resources to start this conversation: fentanylawarenessday.org. #NFAD2025 #NoRandomPills

I want my kid's school to screen an important new film about fentanyl safety and fake prescription pills. Parents, learn more here: <https://fentanylawarenessday.org/page/nfad-youth-assembly-film> #NFAD2025 #NoRandomPills

Sample Social Media Copy

EDUCATOR AUDIENCE

Bring vital fentanyl and fake prescription pill education to your students. Get free classroom resources and learn about hosting a screening:

<https://fentanylawarenessday.org/campus-activations> #NFAD2025

Help protect your students from fentanyl and fake prescription pills.

Request screening access and classroom materials:

<https://fentanylawarenessday.org/campus-activations> #NFAD2025 #NoRandomPills

ADULT AND HARM REDUCTION AUDIENCE

Today is National Fentanyl Awareness Day. Naloxone is available over the counter and can reverse a fentanyl overdose. Learn where to get it and how to use it at

fentanylawarenessday.org. #NFAD2025

Shareable Social Media

QUICK SHARE OPTION

If you only have a minute, share one of our ready-made graphics on social media with a message about the importance of National Fentanyl Awareness Day and the dangers of fentanyl and fake prescription pills.



YOUR VOICE HAS THE POWER TO MAKE A DIFFERENCE

By joining us for National Fentanyl Awareness Day on April 29th, you're helping to spread life-saving information. Whether it's through a personal video or a quick share, your contribution is crucial.

For any questions or additional resources, contact info@fentanylawarenessday.org.

NFAD Promotional Graphics Package

DOWNLOAD ALL CREATIVE ASSETS

Our promotional graphics folder contains everything you need to support NFAD in your community:

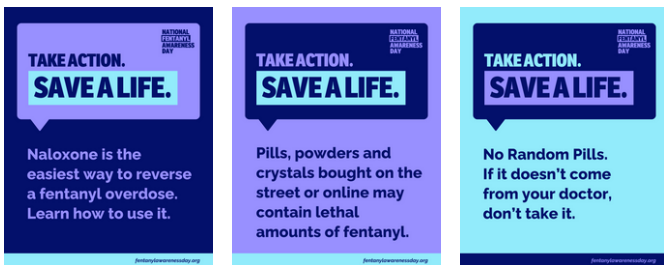
- Social media images in various formats
- Print-ready logos for t-shirts and merchandise
- Print-ready posters, flyers and banners
- Digital assets for websites and emails

All materials are available in both English and Spanish.

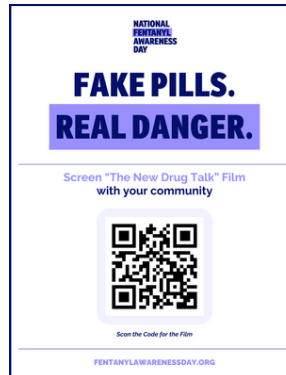
LOGOS



SOCIAL MEDIA GRAPHICS



FLYERS



POSTERS



Sample Email Draft

Subject Line: Join us in supporting National Fentanyl Awareness Day 2025

Dear [Name],

The safety and well-being of our community is always of utmost importance, which is why [ORGANIZATION] is proud to participate in [National Fentanyl Awareness Day](#) on April 29, 2025. We're joining hundreds of organizations nationwide to protect lives from the dangers of illicit fentanyl.

While recent data shows some progress in reducing overdose deaths, fentanyl remains a critical threat to our communities—especially our youth. Nearly half of teens don't know that deadly fentanyl is used to make fake prescription pills sold on social media and in neighborhoods across the country.

We encourage you to take action by:

- Learning the facts about today's drug landscape
- Starting conversations with your family about fentanyl safety
- Sharing lifesaving information using #NFAD2025

Visit fentanylawarenesday.org for resources, videos, guides and tools to help protect your loved ones.

Together, we can make a difference.

[Your signature]

[ORGANIZATION]

Sample Lunch & Learn Email Draft

Subject Line: Join us for a National Fentanyl Awareness Day Lunch & Learn

Dear [Employee Name],

On April 29, 2025, [ORGANIZATION] will host a special lunch and learn session as part of [National Fentanyl Awareness Day](#). We invite you to join us for a screening of *The New Drug Talk*, a powerful short film that provides essential information about today's drug landscape and how to protect our loved ones.

Event Details:

Date: April 29, 2025

Time: [TIME]

Location: [LOCATION]

Format: Film screening (27 minutes) followed by discussion.

Lunch will be provided.

The session will feature:

- Screening of *The New Drug Talk*
- Discussion with [LOCAL EXPERTS] (optional)
- Q&A session
- Take-home resources for families

Please RSVP by [DATE] to [CONTACT].

Can't attend? Visit fentanylawarenessday.org for resources and information to help protect your loved ones.

Best regards,

[Your Name]

[ORGANIZATION]

Press Release Template

- **National Fentanyl Awareness Day Returns with Expanded Youth Education Initiative**
- **[Partner] Marks National Fentanyl Awareness Day with [Activation]**
- **[Partner] Calls for Fentanyl Education on National Fentanyl Awareness Day**

Communications Contact: [Name, Email]

LOCATION (Date) — To mark the fourth annual [National Fentanyl Awareness Day](#) on April 29, 2025, [partner/organization] is [topline of activation] to help inform communities about the fentanyl crisis in the United States.

[Organization] is joining a coalition of issue area experts, corporations, nonprofits, schools, families and elected officials who are coming together to raise public awareness of the urgent problem: people are dying at alarming rates due to illicitly manufactured fentanyl and fake prescription pills. Organized by the national nonprofit [Song for Charlie](#), National Fentanyl Awareness Day uses education as the first step in preventing tragic outcomes.

On April 29, [partner/organization] will [insert specifics of NFAD engagement efforts.]

[quote from partner/organization]

"We're encouraged by recent signs of progress in reducing overdose deaths," said Ed Ternan, co-founder of Song for Charlie. "But our work isn't done. With our expanded educational resources like our new film for teens, *Real Talk About Fake Pills*, we're working to reach every student, parent, family and community with the knowledge they need to navigate today's drug landscape safely. No family should lose a child because they didn't know a pill was fake."

Find more information about NFAD, fentanyl risks and safety tips at fentanylawarenessday.org

About [Organization] [Organization Boilerplate]

About Song for Charlie

Song for Charlie is the leading national, family-led nonprofit dedicated to raising awareness about "fentapills"—fake pills made of fentanyl. Ed and Mary Ternan created Song for Charlie after losing their son Charlie to a fentapill in 2020. Song for Charlie partners with experts, educators, parents and other influencers to reach the most vulnerable group: young people between the ages of 13-24. Its programs highlight the emerging dangers of self-medication and casual drug use in the fentanyl era and encourage healthier strategies for coping with stress. For more information, please visit songforcharlie.org.

Film Screening Guides

OPTION 1: STREAMLINED GUIDE FOR LUNCH & LEARNS AND ATHLETIC SETTINGS

CHOOSE YOUR FILM BASED ON YOUR AUDIENCE

For Schools & Campuses:

Real Talk About Fake Pills (20 minutes)

This film is designed specifically for middle and high school students, covering the dangers of fentanyl and fake pills in teen-friendly language.

View the film and download here: <https://bit.ly/NFAD25-toolkit-students>

For Families:

Counterfeit Pills: You Need to Know (4 minutes)

View the film and download here: <https://bit.ly/NFAD-toolkit-families>

This brief video is perfect for introducing the topic to families and provides a foundation for meaningful conversations.

For Companies & Communities:

The New Drug Talk (27 minutes)

View the film and download here: <https://bit.ly/NFAD-toolkit-companies>

This comprehensive film gives adults the information they need to understand today's drug landscape and protect their communities.

PLANNING YOUR EVENT

For Corporate Lunch & Learns:

- Schedule 60 minutes: 5-minute intro, film screening, 20-30 minutes for discussion
- Prepare a few key discussion questions
- Consider having a moderator familiar with the topic
- Have resources available to share after the event

For Athletic Training Settings:

- Schedule the screening as part of team training or orientation
- Emphasize the unique risks athletes face from injuries and performance pressure
- Include athletic trainers and team physicians in discussions when possible

Film Screening Guides

For Community Events:

- Consider including local experts (healthcare providers, bereaved family members, educators)
- Promote the event through community channels
- Prepare handouts with local resources and action steps

OPTION 2: COMPREHENSIVE PANEL DISCUSSION GUIDE

For a more formal event with expert panelists, follow this comprehensive guide:

STEP 1 | ASSEMBLING YOUR PANEL

A diverse panel of at least 3-4 individuals is key to providing a comprehensive understanding of the fentanyl crisis. Aim for a mix of those with personal experience, medical expertise and/or educational insights. Potential panelists could include:

- **Local Family Impacted by Fentanyl:** Reach out to local support groups or networks for families affected by drug-related issues. Look for someone who is willing to share their story to help others understand the personal impact of fentanyl.
- **Medical Expert:** Contact hospitals, clinics, or addiction treatment centers for recommendations on doctors, nurses, or addiction specialists who have experience with drug treatment and recovery. An expert who can speak on the medical aspects of fentanyl will provide invaluable insights.
- **Educator Specializing in Health or Addiction:** Universities or community colleges are good places to find professors or teachers specializing in health care, mental health, or addiction studies. They can offer an educational perspective on the issue and suggest preventive measures.

Film Screening Guides

STEP 2 | PREPARING FOR THE EVENT

- **Identify a Host:** Determine who will host the screening, book the venue, invite panelists and community members. This individual/organization will arrange the details of the screening, confirm technical logistics, and ensure the event is well attended.
- **Venue and Logistics:** Secure a venue that is accessible and comfortable for the community. Ensure that the screening and discussion areas are equipped with necessary AV equipment. Venue options can be anything from a home, a community center, to a local theater.
- **Promote the Event:** Use local media, social media, community bulletin boards, and word-of-mouth to advertise your event. Highlight the importance of the topic and the expertise of your panelists to attract a diverse audience.
- **Prepare Your Panelists:** Provide panelists with an overview of the film and the event's objectives. Encourage them to watch the film ahead of time and prepare key points or stories they'd like to share after the screening. A moderator should be identified who can keep the discussion organized, prepare questions for discussion, and keep the event on time.

SAMPLE RUN OF SHOW FOR SCREENINGS

5:30	Arrive & Settle
5:35	Welcome
5:45	Show Film
6:15	Panel and Q&A
7:00	Close

STEP 3 | FACILITATING THE DISCUSSION

- **Introduce the Topic and Panelists:** Start with a brief introduction of the issue, the film and each panelist. Set a respectful and open tone for the discussion.
- **Moderate Effectively:** Prepare a list of questions to guide the discussion but be flexible to let the conversation flow naturally. Encourage panelists to share their perspectives and experiences, and ensure each panelist has equal opportunity to speak. Sample panel questions can be found below.
- **Engage the Audience:** Allow time for audience questions and encourage participation. Consider using a microphone for audience questions to ensure everyone can hear the discussion.
- **Provide Resources:** End the event by sharing local and national resources for education, support and advocacy. This could include hotlines, websites and local support groups.

Film Screening Guides

STEP 4 | FOLLOW-UP

- **Thank Participants:** Thank your panelists and attendees for their participation and contribution to raising awareness.
- **Share Highlights:** Post highlights or a summary of the discussion on social media or community networks to reach those who couldn't attend.
- **Feedback:** Consider sending out a feedback form to attendees and panelists to learn what worked well and what could be improved for future events.

By hosting a film screening and panel discussion for National Fentanyl Awareness Day, your group can play a crucial role in educating the public, sharing personal stories, and advocating for action against the fentanyl crisis.

Remember, the goal is not only to raise awareness but also to inspire and empower individuals and communities to take concrete steps toward prevention and support.

Discussion Questions

GENERAL QUESTIONS:

1. What fact from the film did you find most surprising or concerning?
2. How might our community be affected by the fentanyl crisis? Are there local resources we should be aware of?
3. What role can each of us play in raising awareness about fake pills and fentanyl?
4. How can we support young people in developing healthy coping strategies for stress, anxiety and pain?
5. What steps can we take to start conversations about this topic with the young people in our lives?

FOR WORKPLACES:

1. How might this issue affect our workforce and their families?
2. What resources could our organization provide to support employees who may be concerned about this issue?

FOR ATHLETIC SETTINGS:

1. What unique factors make athletes vulnerable to pill misuse?
2. How can we better support injured players without creating risk for substance issues?

AFTER THE DISCUSSION:

1. Thank participants for engaging with this challenging topic
2. Provide links to fentanylawarenesday.org and local resources
3. Encourage continued conversations and share information about naloxone
4. Follow up with any additional resources or information that came up during discussion

Family Conversation Guide

When talking with young people about fentanyl and fake pills, create a safe space for honest dialogue. This guide will help you have a meaningful conversation with the teens and young adults in your life.

KEY POINTS TO COVER

- Fake prescription pills are perfect counterfeits that often contain lethal fentanyl
- One pill can kill—there's no safe way to experiment
- Pills from social media or friends (not a pharmacy) pose extreme risks
- There are healthier ways to cope with stress, anxiety and pain

CONVERSATION STARTERS

1. "What fact from the video did you find most surprising?"
2. "Why do you think teens rate fentanyl as less dangerous than cocaine or heroin, even though it's much more deadly?"
3. "Why do you think some young people take pills they didn't get from a pharmacist?"
4. "Do you see drugs at school?"
5. "Do you feel like you can talk to friends and family about fentanyl? If not, what would have to change?"
6. "What steps can we take as a family to stay informed about drug safety?"

WRAP-UP THE CONVERSATION

Thank them for having this important discussion. Offer continued support with statements like:

"Thank you for having this important conversation with me. I want to continue talking and sharing new information as we learn more. Can we agree to come together and discuss this again when either of us learns something new about this topic?"

"Can you let me know if you or a friend might need support? I'm here for you and safety is my #1 priority."

Additional Resources

Ready-to-Use Materials Available on Our Website:

- Comprehensive discussion guides for each film
- Social media graphics and sample posts
- Printable fact sheets and posters
- Classroom curricula for educators
- Community event materials
- Overdose recognition and response materials

Visit fentanylawarenessday.org to access all resources.

Thank you for joining us in this critical mission to protect our communities from fentanyl and fake pills. Your participation can save lives.

For questions or additional support, contact: info@fentanylawarenessday.org