

**one
pill
kills**

don't make a deadly decision

Fentanyl Response Communications Toolkit

Fentanyl is an emerging crisis for Texas school systems



Darren and Shannon McConville lost their son, Kevin, to fentanyl weeks before his senior year in Hays CISD.

Photo Credit: Zara Flores/Community Impact
[Link to the full article here.](#)

“ “ There was nothing that I would say that stood out to me, thinking back, absolutely nothing. I wish there was [a red flag], but I cannot think about that because ... there's nothing that is going to bring my son back. The only thing we can do is prevent it from happening to some other family.

- Shannon McConville (mother)

“ “ Unfortunately, most who die from fentanyl didn't even know that they were taking it. They were poisoned unwittingly by a pill that appeared to be some type of real medication.

- Gov. Greg Abbott (press conference on Sept. 21, 2022)

Supporting LEAs to Combat Fentanyl: 5 Actions to Take Now



Review TEA's curated Fentanyl Awareness Resources.



Embed important fentanyl awareness content into your existing substance use/misuse prevention programming, train staff, and host awareness events for parents/caregivers.



Engage community-based providers.



Facilitate life-saving connections to fentanyl and substance use/misuse prevention, intervention, treatment and recovery services.



Explore TEA's new Texas School Mental Health Resources.

REMINDER:

This information was also sent in an email to all superintendents on October 6, 2022



The TEA has created curated resources for LEAs to disseminate as they see fit.

One-Page Resource on the types of Emojis that represent drugs

EMOJI DRUG CODE

This reference guide is intended to give parents, caregivers, and educators a better understanding of how emojis are being used to communicate about illegal drugs. Fake prescription pills, often laced with deadly fentanyl and methamphetamine, are often sold on social media and e-commerce platforms – making them available to anyone with a smartphone.

COMMON EMOJI CODES

FAKE PRESCRIPTION DRUGS	DEALER SIGNALS
PERCOCET & OXYCODONE 	DEALER ADVERTISING
XANAX 	HIGH POTENCY
ADDERALL 	UNIVERSAL FOR DRUGS LARGE BATCH

OTHER DRUGS

METH 	COUGH SYRUP 	MUSHROOMS
COCAINE 	HEROIN 	
MDMA & MOLLIES 	MARIJUANA 	

Disclaimer: These emojis reflect common examples found in DEA investigations. This list is not all-inclusive, and the images above are a representative sample.

One-Page Resource with the 5 Action Steps to take now and links to resources

FENTANYL AWARENESS

On September 20, 2022, Governor Abbott **charged state agencies** to increase efforts to inform Texans of the prevalence and lethality of fentanyl. The Texas Education Agency (TEA) is coordinating with our state agency partners to raise awareness about the impact of fentanyl in Texas and to provide resources targeted to school personnel, students, and families who we serve. School systems can strategically collaborate with other community-based organizations in the statewide effort to prevent harm from this dangerous drug for school personnel, students, and their families.

FENTANYL: THE LETHALITY AND THE PREVALENCE:

- Fentanyl is a synthetic opioid that is 50-100 times more potent than morphine, often lethal with as little as 2 milligrams.
- Over 71,000 Americans died from fentanyl in 2021, an increase of 23 percent from the previous year.
- Over that same period, Texas saw an 89 percent increase in fentanyl-related fatalities, with provisional data showing 1,672 deaths in 2021 as compared to 883 in 2020.
- These are steep increases since 2018, when there were 214 fentanyl-related deaths in Texas.
- Drug traffickers disguise pills that include dangerous fentanyl to look like legitimate prescription drugs, and even candy to target children.
- Fentanyl is impacting individuals with and without substance use disorders.

HERE ARE FIVE ACTIONS THAT YOU CAN TAKE NOW:

- Review TEA's curated Fentanyl Awareness Resources under [Fentanyl Awareness & Prevention](#), and consider how the resources can help you plan fentanyl awareness and safety actions.
- Embed important fentanyl awareness content into your existing substance use/misuse prevention programming, train staff, and host awareness events for parents/caregivers.
- Engage community-based providers, such as [Prevention Resource Centers \(PRCs\)](#) funded by The Texas Health and Human Services Commission (HHSC) for speakers, presentations, information and referral, and awareness events.
- Facilitate life-saving connections to fentanyl and substance use/misuse prevention, intervention, treatment and recovery services. Learn more at [Texas Opioid Response](#).
- Explore TEA's new [Texas School Mental Health Resource Database](#). TEA and regional education service centers (ESCs) have identified resources throughout Texas to support collaboration with mental health and substance abuse prevention, treatment, and recovery services in each region and statewide. Bookmark this page to visit as new resources are added for school systems.

Share your experiences, strategies, resources, and your questions to help TEA support learning and increase awareness for students, families, and school personnel across Texas. We value your input.

Please email us at mentalandbehavioralhealth@tea.texas.gov. Thank you for your attention to this important matter.

Two One-Page Resources on the facts of fentanyl and the risks

FENTANYL FACTS

89% increase in fentanyl-related deaths reported in Texas in 2021 compared to 2020.

"The only safe medications are ones that come from licensed and accredited medical professionals. DEA warns that pills purchased outside of a licensed pharmacy are illegal, dangerous, and potentially lethal."

The number of fentanyl-related deaths in Texas has almost doubled in just 1 year.

2020 = 883 2021 = 1,672

↑ +10 fentanyl-related deaths

Over **150** people die every day from overdoses related to synthetic opioids like fentanyl.

Fentanyl poisoning is the leading cause of death for people ages 18 to 45 in the U.S.*

Fentanyl Poisoning	2021: 41,000	2020: 27,307
Vehicle Accidents	2021: 22,443	2020: 21,242
Suicide	2021: 21,576	2020: 21,443
COVID-19	2021: 21,335	2020: 2,261

99% of fentanyl overdoses are accidents.

EVERY 8.57 MINUTES FENTANYL KILLS ONE PERSON

Source: Centers for Disease Control and Prevention, Drug Enforcement Administration, Office of the Texas Governor.

FENTANYL THE INVISIBLE KILLER

Drugs may contain deadly level of fentanyl. You can not see, taste, or smell it. It is almost impossible to tell if a drug is laced with fentanyl unless tested with a fentanyl testing strip.

Fentanyl is a synthetic opioid that is **50-100 times more potent than morphine, often lethal with as little as 2 milligrams.**

This small amount is a **LETHAL** dose of fentanyl

99% of fentanyl overdoses are accidents.

The DEA lab testing reveals that **4 out of every 10** pills with fentanyl contain a potentially **LETHAL DOSE**

WHAT TO DO IF YOU THINK SOMEONE IS OVERDOSING:

It may be hard to tell whether a person is high or experiencing an overdose. If you aren't sure, it's best to treat the situation like an overdose—you could save a life.

- Call 911 immediately.
- Administer Naloxone or Narcan, if available.
- Try to keep the person awake and breathing.
- Lay the person on their side to prevent choking.
- Stay with them until emergency workers arrive.

Source: Centers for Disease Control and Prevention, Drug Enforcement Administration, Office of the Texas Governor.

The TEA has created curated resources for LEAs to disseminate as they see fit.

Customizable/Sample Letters for LEAs

1. Parent Letter:
 - General awareness of fentanyl
 - List of things parents can do to prevent their student from falling prey to this deadly trend.
2. Staff Letter:
 - General awareness of fentanyl
 - Signs of a possible overdose
 - What to do if you believe a student is displaying any of the signs of overdose.

Reminder: Every ESC has a crisis support team that can provide additional communication resources.

Sample Social Media Posts



Where can these resources be found?



On the TEA webpage under
Safe and Supportive
Schools

Website:

tea.texas.gov/texas-schools/health-safety-discipline/safe-and-supportive-schools

On the TEA Superintendent
Resource Webpage

Website:

tea.texas.gov/texas-educators/superintendents

On the Texas School Mental
Health Website under
“Fentanyl Awareness and
Prevention”

Website:

schoolmentalhealthtx.org/fentanyl-awareness-prevention/

Spanish resources coming by Friday, October 28

Examples of Effective District Communications

Round Rock ISD | Hays CISD

- Clear, easy to access online information

Fentanyl in Communities

The nation is facing a frightening epidemic that is taking the lives of many young people, and Texas is not exempt. Across the country, and in Central Texas, the dangerous drug fentanyl is wreaking havoc on families and communities.

[» Anonymous Reporting Saves Lives](#)



Report Concerns

The [Anonymous Reporting System](#) is available for anyone to anonymously report if they suspect fentanyl, or any other illicit drug, use or possession.

Substance Abuse Helpline

Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline

1-800-662-HELP (4357) or TTY: 1-800-487-4889. A confidential, free, 24/7, 365 days/year, information service for issues on mental or substance-use disorders.

FIGHTING FENTANYL

INFORMATION & RESOURCES FOR HAYS CISD PARENTS & STUDENTS ABOUT FENTANYL

During the summer of 2022, the communities in Hays CISD began to see an increase in overdoses, poisonings, and deaths related to fentanyl. Illicitly manufactured fentanyl is often the ingredient used in counterfeit pills purchased on the street – sold as something else like Xanax, Percocet, or oxycodone. Quite often, in cases involving fentanyl, people who take the drug have no idea they are taking it. In the drug trade, fentanyl is a cheap alternative to other synthetic opioids and it takes so very little to kill.

"I'm worried. We take all safety and security issues very seriously, but this one is especially concerning. We must treat the fentanyl crisis with urgency," said Superintendent Dr. Eric Wright.

- Effective social media in both English and Spanish

Round Rock ISD @RoundRockISD · Oct 18

The nation is facing a frightening epidemic that is taking the lives of many young people, and Central Texas is not exempt. Visit our fentanyl awareness webpage for more info, anonymous reporting, and links to resources.

roundrockisd.org/fentanyl/



Hays CISD @HaysCISD · Sep 29

En la episodio 1, parte 2 de la serie de videos Fighting Fentanyl de Hays CISD, el público aprende más sobre la crisis y aprende cómo buscar ayuda para ellos mismos, un ser querido o un amigo.

youtube.com/watch?v=NWrotv...



<https://www.hayscisd.net/fentanyl/>



<https://roundrockisd.org/fentanyl/>