



FENTANYL AWARENESS

**Real Help Against Fake Pills.**

Fake Is Real is a fentanyl awareness campaign brought to you by the County of Northampton.



# What is Fentanyl?



Fentanyl is a powerful synthetic (lab created) opioid (pain-killer), or narcotic (a type of drug), that is similar to morphine, medicine prescribed by doctors for severe pain.

Fentanyl is **50 to 100 times** stronger than heroin and is fatal at very small dose.

# What are 'Fake Pills'?

Fake pills are made and sold to mimic real ones. They are pressed and can contain fatal drugs like fentanyl. There is no easy way of telling what your pill contains. There is no color, taste or smell associated with fentanyl.

These fake pills are ones that are bought online, on social media or on the streets. This does NOT include pills prescribed by your doctor.

# Why are 'Fake Pills' Made?

Dealers are using Fentanyl in fake pills because:

- It is much cheaper to make than other opioids
- It is highly addictive, making people want more
- They do not care who dies

**Why Would Someone  
Take Pills?**

# Why Would Someone Take Pills?

## Stress & Behavior Among Youth

### Top Stressors

Academic, Social, Financial & Future

Young Americans, Ages 13-24, Feel:



- Feeling Overwhelmed **79%**

Young Americans, Ages 13-24, Think:



- Stigmatize Mental Health **69%**

Young Americans, Ages 13-24, Take Prescription Drugs:



- Feeling Pressured **42%**

# Small Dose. Huge Risk.

- In a typical 30 mg pill—it only takes **2 mg of fentanyl** for a lethal dose. That's about the size of a few grains of sand.
- **64% of Teens** are unaware that fentanyl is being used to create fake pills.
- **7 out of 10** Pills bought on the streets contain lethal doses of fentanyl.



**Which is Fake?**



**Which is Real?**



# See the difference



**REAL**



**FAKE**

**Which is Fake?**

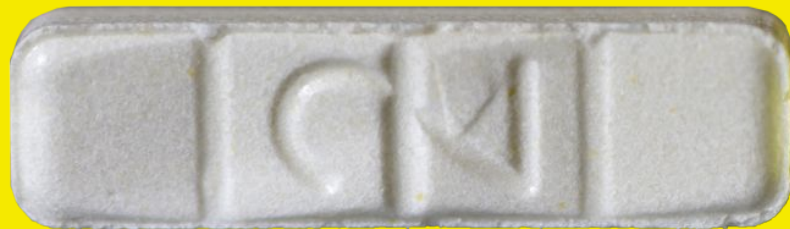


**Which is Real?**

# See the difference



**FAKE**



**REAL**

# Overdose & Poisoning

## What's the Difference?

### Drug Overdose

Is taking too much of a substance, whether it's prescription, over-the-counter, legal, or illegal. Drug overdoses may be accidental or intentional.

### Fentanyl Poisoning

Unknowingly taking fentanyl laced drugs while under the assumption that you are taking the real thing. Fentanyl poisonings are accidental.

\*

There is no easy way of telling what the pill contains. There is no color, taste or smell associated with fentanyl.

# The Chocolate Chip Cookie Effect

How can one pill contain fentanyl and another pill that came from the same batch not contain fentanyl?

Think of it this way—Cookie batter doesn't distribute chocolate chips equally within the cookie. The same is true for a fake pills—fentanyl may be in some pills from the same batch and not in others. Fentanyl is like the "chocolate chips" in cookies. The chocolate chips are randomly spaced and could be clustered in one area, depending on which cookie you get.

Because fentanyl is never evenly distributed throughout the base powder mixture of a fake pill, part of the pill might have no fentanyl while the other part has a lot.



# Scenario 1

It's a Saturday night and you are going to hang out with a group of friends. Your one friend thinks in order to have "fun" and "relax", they need to take drugs.

You want to have fun with your friend, but not in that way. On the way to hang out, you talk to the friend.

**What do you say?**

# Scenario 2

You are dealing with a lot of pressure from your parents, coaches and/or teachers. You are feeling very overwhelmed between school work, sports and things at home. You are looking for a way to numb your stress, so you were thinking about escaping with pills.

**What are healthy ways to cope with stress?**



# Scenario 3

You are at a Friday night football game. You meet up with a group of friends and they talk about taking pills they got from their friend's brother. They give you one and tell you to take it with them or else they won't hang out with you. You know it could be dangerous and don't want to take it...

**How do you handle the situation?**

# Scenario 4

Some of your friends told you that they started sneaking their parents medications and it makes them feel high. They tell you to try it. You are curious and find some pills in your grandparent's cabinet...

**If you want to talk about things like this,  
who are people you can talk to?**

# Scenario 5

You are hanging out with your friends and everyone has taken some pills. One of your friends passes out and is not responding. You think they might be overdosing...

**What do you do?**

# How to Help

# Know the Signs of Fentanyl Poisoning



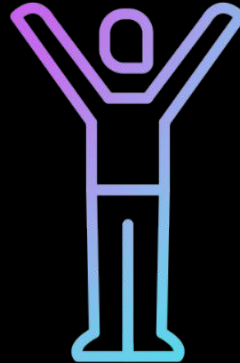
Immediate blue  
or grey lips



Confusion before  
becoming unresponsive



Foaming at  
the mouth



Body stiffening/seizure  
like activity

# Be Prepared. Don't Panic!

If you are ever in this situation, don't run.  
Call 911 and use NARCAN. You can help save a life.



NARCAN is a nose spray that can be given to a person to reverse a fentanyl poisoning by stopping the effects of opioids. NARCAN is a safe, easy-to-use, live-saving medication.

Multiple doses might be necessary because of how strong fentanyl can be. Multiple doses will not hurt the person.

# You Can Save A Life!

Once you identify an overdose and administer NARCAN



1. Call 9-1-1 immediately!



2. Lie them on their back and tilt their head back.



3. Insert nozzle of NARCAN into nose and press the plunger.



4. Turn them on their side with one knee bent and hands under head for support.



5. Stay with them until help arrives. If they still are not breathing or responding after a few minutes, give them a second dose.

# Save A Life!

Even if you took a pill or were using drugs too, you will not be arrested. It's important that you don't panic, get help and save a life.

Under the law, you will be granted certain criminal and civil protections under **Act 139** even if you're using drugs. If you're with someone who is experiencing an overdose call for help and save their life.





**Do you know  
someone who has  
been affected by  
fentanyl poisoning?**



For more information and resources,  
Visit [FAKEISREAL.ORG](https://FAKEISREAL.ORG).

610-829-HELP