



SAFETY BLITZ FOUNDATION

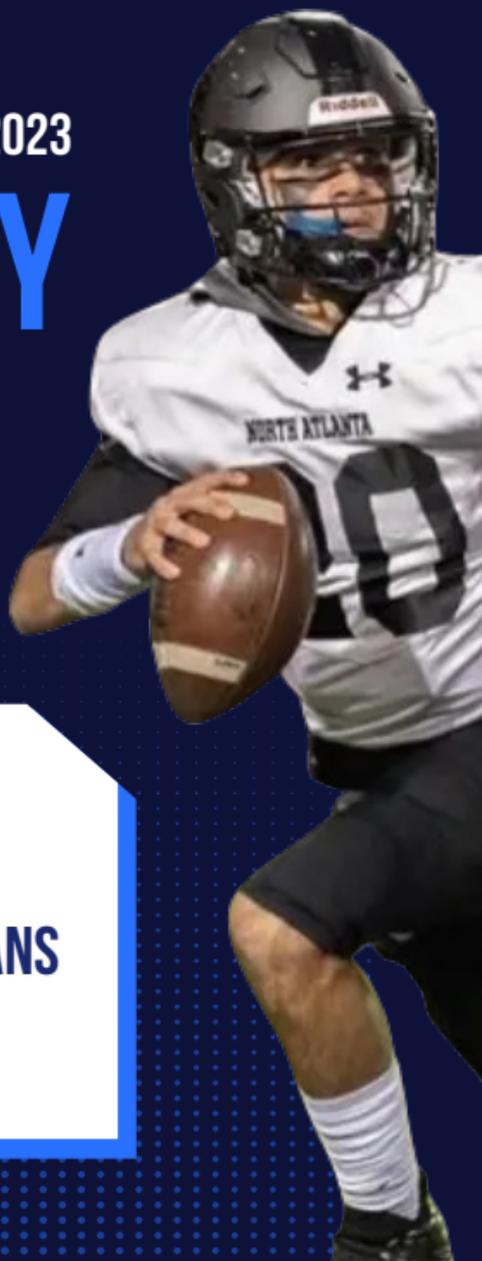
PREVENTION PLAYBOOK



JACK 2003 – 2023 O'KELLEY

Published in memory of Jack O'Kelley and the 112,000 victims of fentanyl who died in 2023.

**OVERDOSES ARE
THE TOP CAUSE OF
DEATH FOR AMERICANS
UNDER 50.**



FAKE IS FATAL. PILLS. POWDERS. VAPES.

"I lost my son-in-law to fentanyl and am a full time dad raising two grandkids. Please help tackle fentanyl before it affects your family."



A handwritten signature in black ink that reads "Randy White".

Randy White

Pro Football Hall of Famer

The logo for "Tackle for Fentanyl" is set against a blue background. It features the text "TACKLE FOR FENTANYL" in white, bold, sans-serif font. The word "FOR" is smaller and positioned between "TACKLE" and "FENTANYL". A white silhouette of a football player in a helmet and jersey is positioned behind the text, appearing to be in motion. A white diagonal line cuts across the bottom right of the logo.



988

911

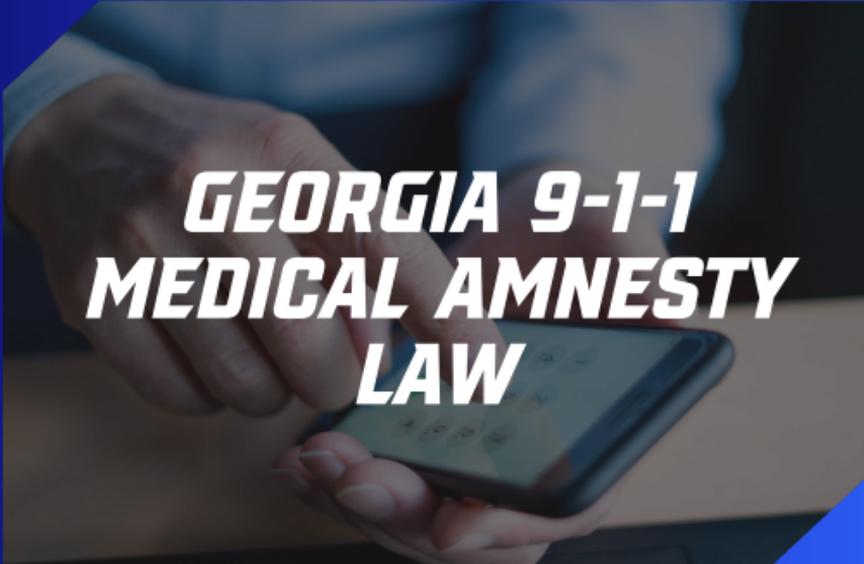
CALL OR TEXT 988

Call or text any time. Open 24 hours a day. **Don't be afraid to ask for help.**

Call 9-1-1 in the event of an emergency.

IT'S A CONFIDENTIAL CALL. NO ONE WILL KNOW YOU CALLED BUT YOU.

988 SUICIDE & CRISIS
LIFELINE



GEORGIA 9-1-1 MEDICAL AMNESTY LAW

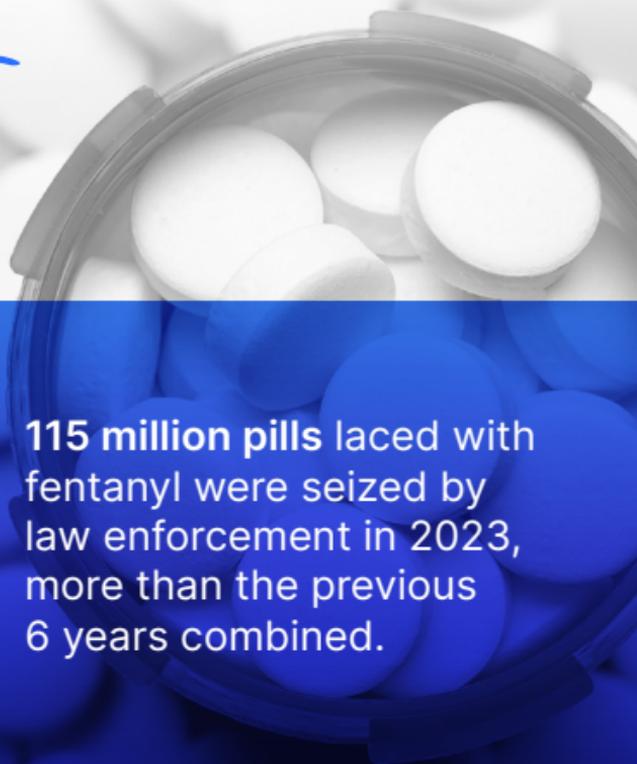
The Georgia 9-1-1 Medical Amnesty Law provides limited immunity from arrest, charge, and prosecution for possession of certain drugs and drug paraphernalia for individuals who experience a drug overdose and are in need of medical care and for those who seek medical care in good faith for a person experiencing an overdose.





7 OUT OF 10

pills with fentanyl
contain a lethal dose.



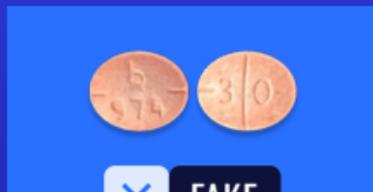
115 million pills laced with fentanyl were seized by law enforcement in 2023, more than the previous 6 years combined.

REMEMBER: FAKE IS FATAL

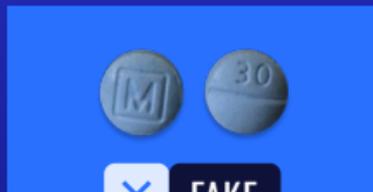
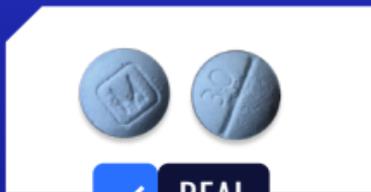
Scan to learn more →



ADDERALL



OXYCODONE



XANAX



THE DANGERS OF ILLEGAL VAPES

Illegal disposable vapes are intentionally targeting youth with candy flavors, cartoon packaging and even come camouflaged as school supplies and video games.

They are unregulated and may contain unknown, possibly harmful nicotine levels.



“US seizes more illegal e-cigarettes, but thousands of new ones are launching.”

— **Associated Press**

“China floods US e-cigarette market with illegal vapes” — **Fox News**

“A new e-cigarette with built-in video games is being illegally sold in New York and other parts of the United States, critics warn.” — **NY Post**

ILLEGAL VAPING FACTS

2616%

Good News: Youth usage of vapes is down 62% since 2019.

Bad News: Youth usage **of illegal disposable vapes has risen 2616%** since 2019.

Find out which vapes are unauthorized here.



Currently, the U.S. vape market has been **flooded with illegal flavored disposable vapes**, overwhelmingly manufactured in China.



2MG

of fentanyl is all it
takes to kill someone.



75%

of overdoses in 2023 were from a
synthetic opioid, primarily fentanyl found
in fake pills, powders, and vapes.

FENTANYL FACTS

One gram of fentanyl, equivalent in size to a sugar packet, has the potential to kill up to **500 people.**



50X

more powerful
than **heroin**

100X

stronger than
morphine



Fentanyl is regularly found in counterfeit pills, powders, and vapes.

CONVERSATION STARTERS

TEENS RESPOND TO FACTS.

Providing factual and unbiased information in a judgment-free zone is the most effective form of communicating the dangers of drug use. As a parent, open communication is key.



Scan for
additional tips
and conversation
starters.



CONVERSATION TIPS

- Start talking when they are young and build a healthy relationship with your children.
- Plan multiple informal conversations during everyday activities.
- Don't lecture. Use active listening and show empathy and support.
- Create an exit plan for sticky situations.

KEY TAKEAWAYS

- Never share prescription drugs.
- Don't use prescription drugs to get high.
- Never take someone else's prescription.
- Don't change a prescribed dosage without consulting a doctor.



HAVE REGULAR, INFORMAL CONVERSATIONS AND HELP TEENS UNDERSTAND THE DANGERS OF OPIOIDS.

THE YOUTH OPIOID CRISIS

46%

By the time they're in 12th grade, 46.6% of teens have **tried illicit drugs**.

69%

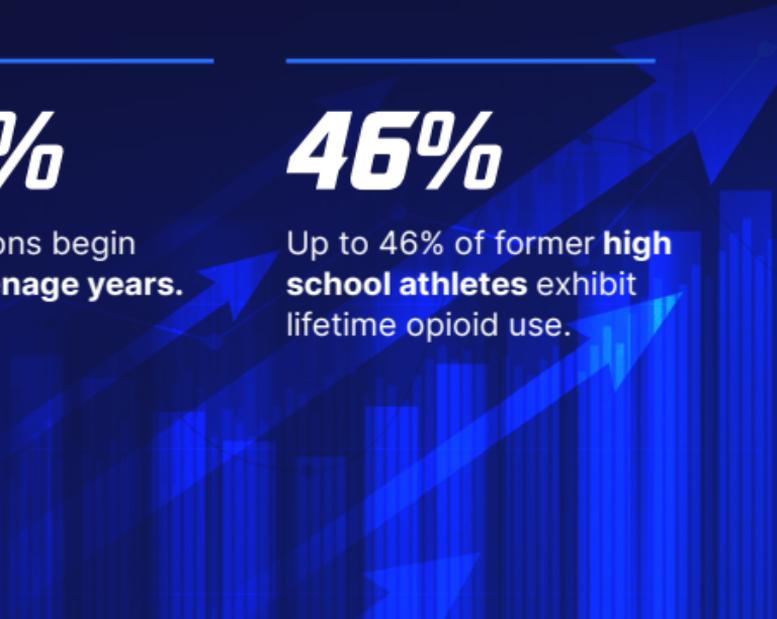
of teens are less likely to misuse prescription drugs if warned of fentanyl.

90%

of addictions begin during **teenage years**.

46%

Up to 46% of former **high school athletes** exhibit lifetime opioid use.



KNOW THE CODE

Teens use common emojis to communicate about prescription drugs.

Percocet & Oxycodone



Xanax



Adderall



Dealer Advertising



High Potency



Meth



Heroin



Cocaine



SIGNS OF OPIOID MISUSE



BEHAVIORAL SIGNS

- ✓ Isolation and secretive behavior
- ✓ Strange sleeping hours
- ✓ Neglect of personal hygiene
- ✓ Drop in grades or work performance
- ✓ Loss of interest in favorite activities
- ✓ Erratic and/or extreme emotions
- ✓ Missing important appointments
- ✓ Change in attitude/personality



PHYSICAL SIGNS

- ✓ Small pupils, the size of pinpoints
- ✓ Decreased respiration rate
- ✓ Non-responsive or slow to respond
- ✓ Tired

If you see these signs, please ask for help.

1-800-662-HELP (4357)
findtreatment.gov



49%

of teens who misuse prescription drugs get them from friends or family.

47%

of teens say it's easy to access a parent's prescription medications.

REDUCE MEDICATION MISUSE:

1. Secure Your Medications.
2. Discard Leftover Medications.

REMEMBER: SCRATCH OUT ANY PERSONAL INFORMATION BEFORE DISPOSAL.

GET RID OF LEFTOVER PILLS BEFORE THEY HARM YOUR LOVED ONES



IN-HOME

Use an in-home drug disposal device such as DisposeRx® or consult with local officials on other safe methods of in-home disposal.



TAKE BACK EVENTS

National Drug Take Back Day is always the last Saturday in October and April.



DROP OFF

Use the QR code to find local disposal drop off boxes, often located in pharmacies and law enforcement agencies.



NALOXONE CAN REVERSE AN OVERDOSE

Naloxone can reverse an overdose from opioids—including heroin, fentanyl and prescription opioid medications—when given in time. Naloxone is safe to administer to anyone. Even if they are not having an overdose, it won't hurt them.

If you suspect someone is experiencing an overdose, always call 911 first.

Popular names for naloxone nasal sprays include Narcan®, Kloxxado® and Padagis™. Pack naloxone with your child before they go off to school. They too can save a life.

Naloxone is available over the counter at your local pharmacy and online.



OPIOID OVERDOSE RESPONSE: NALOXONE NASAL SPRAY GUIDE

1. Identify Opioid Overdose & Call for Emergency Medical Help: Call 911 or ask someone to call for you.



2. Give Nasal Spray: Tilt the person's head back. Gently insert the tip of the nozzle into one nostril. Press the plunger firmly with your thumb to give the dose.



3. Watch and Support: Move the person on their side. Give a second dose after 2 to 3 minutes if the person has not woken up or their breathing is not improved.



**“It’s never too late, or too early,
to start talking to your kids.”**



**LEARN MORE AT
[COACHESVS OVERDOSES.COM](https://coachesvs overdoses.com)**

This program is funded by a grant from the
Georgia Opioid Crisis Abatement Trust