

SAFETY BLITZ FOUNDATION

COACHES
VS
OVERDOSES

DisposeRx[®]
Solving the problem of drug disposal



PREVENTION PLAYBOOK



Preparation is key to any good defense.

This program is important to me because I lost my son-in-law to a single pill laced with fentanyl. Today, I'm a 70 year old grandfather who also has to be Dad to my two grandchildren.

Across the nation, drug overdose deaths reached new record highs in both 2021 and 2022. This crisis is fueled by prescription drug misuse and counterfeit pills laced with fentanyl which look just like the real prescription pills.

The bottom line is: **don't take what you're not prescribed, dispose of unused pills**, and remember **strange pills kill**. This prevention playbook will hopefully save lives with education, conversation, and proper drug disposal.

Understand fake is fatal: Most counterfeit pills sold on the street contain fentanyl – a highly addictive potent fast-acting substance. -A tiny amount of fentanyl (2 grains of salt) will cause an overdose.-Some fake pills contain xylazine, which is immune to naloxone, and can cause flesh eating disorders.

Stick to licensed pharmacies: Prescription drugs sold online / by unlicensed dealers marketed as Adderall, OxyContin, Vicodin, and Xanax are often laced with fentanyl. -Only pills prescribed to you by your doctor and filled by a licensed pharmacy can be trusted.

Understand sign of misuse: Opioid dependency is linked to heroin, human trafficking, and suicide

Practice proper disposal: 92% do not finish their prescriptions. 70% of teens say unused prescriptions was their first source of acquiring drugs. Ensure your prescriptions are secure and you practice proper disposal for unused medications.

Learn how to spot an overdose: When someone overdoses from fentanyl, breathing slows and their skin often turns a bluish hue. If you think someone is overdosing, call 911 right away.

Locate Naloxone: If you're concerned a loved one could be exposed to fentanyl, you may want to carry or know where naloxone is readily available. The medicine can rapidly reverse an opioid/fentanyl overdose.

Ask for help: If you believe a friend or family member needs treatment, use the link include to find help and assistance.

Know the code: Not every emoji means what you think it does.

Just Say Know / Talk to your loved ones: The best way to prevent overdoses is to educate your loved ones. Use this playbook to explain what fentanyl is and that it can be found in pills bought online or from friends; aim to establish an ongoing dialogue in short spurts rather than one long, formal conversation; and create good habits like safe storage and proper disposal.

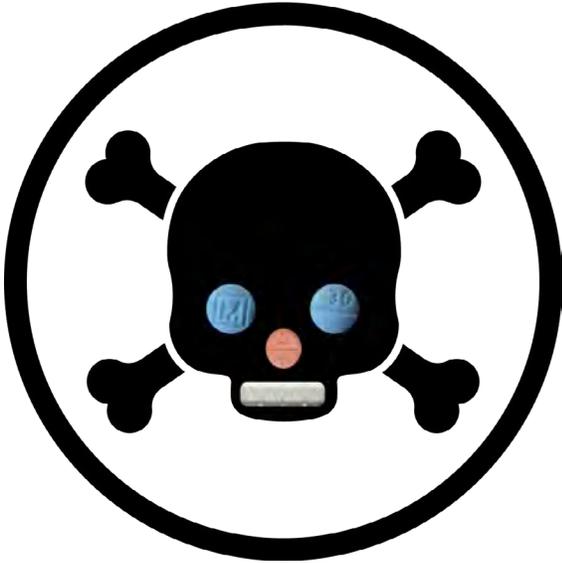
This playbook won't bring back my son-in-law but hopefully it will spark an important conversation with your son or daughter and prompt you to use your DisposeRx packet to properly dispose of unused pills in your medicine cabinet.

Randy White

Member, Pro Football Hall of Fame, College Football Hall of Fame, Texas Cowboy Hall of Fame
Cowboys Ring of Honor, Super Bowl XII Co-MVP

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STRANGE PILLS KILL

Nearly every fake pill today contains fentanyl. Fake pills are made to look like OxyContin®, Xanax®, Adderall®, and other pharmaceuticals. These fake pills contain no legitimate medicine and are lethal.

Remember, fake is fatal.

Fentanyl is also pressed into pills made in a rainbow of colors to look like candy.

Don't be fooled.

Consider any prescription pill dangerous or deadly if it didn't come from a pharmacist or medical professional.

50,600,000

In 2022, DEA seized more than 50.6 million fake pills often laced with fentanyl - more than double the amount of fentanyl pills seized in 2021.

LEGIT OR COUNTERFEIT? CAN YOU SPOT THE DIFFERENCE?



Street names include: 30s, M30S, oxy, kickers, 40s, 512s, blues



Street names include: bars, benzos, bricks, ladders, sticks, xanies, zanbars, z-bars



Prescribed as: Adderall, Ritalin, Concerta, Dexedrine, Focalin, Metadate and Methylin

Source: Drug Enforcement Agency (DEA)

FENTANYL FACTS



A LETHAL DOSE
OF FENTANYL

**AN AMOUNT OF FENTANYL ABOUT THE SIZE OF
TWO GRAINS OF SALT CAN CAUSE AN OVERDOSE.**

Fentanyl, a synthetic opioid, is:

50x

more powerful than **heroin**

100x

stronger than **morphine**

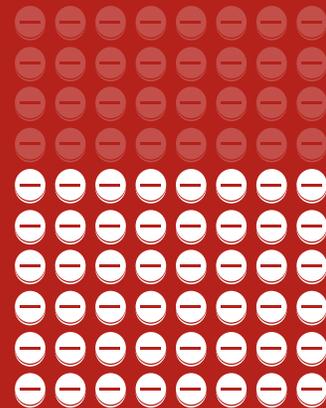


Fentanyl is involved in **more deaths of Americans under 50** than any cause of death, including heart disease, cancer, homicide, suicide, and other accidents.

6 OUT OF 10

street pills contain a potentially lethal dose of fentanyl.

You have better odds of surviving Russian Roulette.



Watch Dead on
Arrival Documentary



Texas HHS
Fentanyl Resources

XYLAZINE FACTS

STREET NAME: TRANQ DOPE

Xylazine (aka tranq) is a commonly used veterinary anesthetic.

Recognize xylazine toxicity:



Overdose **unresponsive**
to naloxone (narcan)



Necrotic
skin wounds

When tranq is mixed with another drug (like fentanyl, heroin, or a benzo), the chance of overdose increases.

Tranq was first seen in Puerto Rico. Today, it is being found in more and more places across the US.

EFFECTS OF OPIOIDS ON THE BRAIN

- ! Opioid dependency can develop in **just 3 days**.
- ! **4 out of 5** heroin users started with Rx pain pills.
- ! After taking opioids for just **5 days in a row**, a person becomes more likely to take them long-term.

NON-MEDICAL USE OF OPIOIDS CAN BE A SLIPPERY SLOPE TO:

Suicidal ideation Injury Epidemiology reported in 2021 that “non-medical use of prescription opioids (NMUPO) has been reported by **5-20%** of adolescents and is associated with a **twofold increase in suicidal behaviors among adolescents.**”

Heroin use **75%** of those undergoing treatment for heroin use disorder began by **taking other people’s prescription drugs.**

Human trafficking **25% of human trafficking survivors** have an opioid dependency, according to the DEA. **Human traffickers often use drugs as “bait”** to recruit people who have a substance use disorder or as a means of control over their victims—to keep them “drugged out.”



In Texas, there has been a **60% increase in overdose deaths** since 2019. In 2021, Texas has witnessed over **5,033 drug overdose deaths.**

YOUTH OPIOID MISUSE

STATISTICS & NUMBERS

Teenage prescription drug misuse



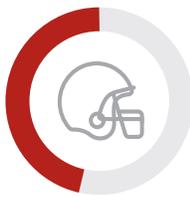
Between 2010 and 2020, adolescent drug overdose deaths **nearly doubled.**



90% of addictions start in the **teenage years**



31% of high school seniors indicate misusing prescription drugs **at least once**



Up to 46% of former **high school athletes** have **lifetime opioid use**, significantly higher than any other student population



Between 2010 and 2017, rural opioid-related inpatient stays **increased 76.3%**, impacting young, rural persons aged 12-19 the most.



In the US, about 1/3 of the 2.4 million Americans who used prescription drugs non-medically **for the first time were kids ages 12-17.**

SIGNS OF OPIOID MISUSE

Behavioral Signs



- Isolation and secretive behavior
- Loss of interest in favorite activities
- Moodiness, irritability, nervousness, giddiness
- Emotionally erratic: quickly changes between feeling bad and good
- Sleeps at strange hours
- Misses important appointments
- Neglects personal hygiene
- Change in attitude/personality
- Drop in grades or work performance

Physical Signs

- Pupils of eyes are small, pinpoints
- Decreased respiration rate
- Sleepy or non-responsive
- Intense flu-like symptoms: nausea, vomiting, sweating, shaking of hands, feet, or head

**If you see these signs,
please ask for help.**

findtreatment.gov



SAFE STORAGE AND USAGE



2/3

of the almost 4 billion prescriptions dispensed annually in the U.S. go unused



92%

of patients don't finish their painkillers, and less than 10% dispose of them properly



Over 50%

of American homes have unused prescriptions in their medicine cabinets

– Pay Attention

Monitor how many pills are in each bottle; Keep track of refills; share the risks of unused pills with older relatives.

– Secure

Keep all prescriptions in a safe and secure place. Get a locking pill bottle. Ensure nobody, including children, can access medications without your permission.

– Tight Lids Always

Tightly close the lids of medication bottles to prevent accidental spills.

– Separate and Label

Keep everyone's medication separate and avoid mixing them in the same bottle to save space.

– Dispose of unused medications.

PROPER DISPOSAL

PROPER DISPOSAL TIPS

Take-Back Locations

90% of Americans live within driving distance of a retail pharmacy which, along with police stations, offer year-round drug disposal locations/kiosks.

At-Home Disposal

DisposeRx is a safe, convenient, quick, proven way to properly dispose of drugs at-home.

2021 Shriners Children's Medical Center Study: Proper disposal increased from 19% to 92% when patients were provided a DisposeRx at-home drug disposal kit paired with education.



70%

of teens say that their friends, family, or acquaintances are their first and/or ongoing source of acquiring drugs.



Over 50%

of Americans who misuse prescription drugs first get them from friends or relatives.



The CDC estimates that annually there are **60,000 emergency department visits** (165 kids a day) and **450,000 calls to poison centers** after children under 6 years old ingest medication without a caregiver's oversight.

REMEMBER: Remove any personal information prior to disposal. Make immediate disposal a priority when you no longer need medication.



**Saturday October 29th
11am - 2pm**

EVERY DAY

Use a Disposal Kiosk at a nearby pharmacy or police station

OR

Use DisposeRx at home to conveniently and safely dispose

DRUG TAKEBACK DAY CAN BE EVERY DAY

Join Dispose Rx in our mission to eradicate the misuse of unused medications.

Drug Take Back Day is October 29th. However, it can be every day by kiosk or in-home disposal solution.



INSTRUCTIONS FOR SAFE DISPOSAL



1. Add water until vial is 2/3 full.



2. Empty DisposeRx powder into vial, replace cap, and shake for 30 seconds.



3. Contents solidify in less than 10 minutes. Discard in trash.

NALOXONE CAN REVERSE AN OPIOID OVERDOSE.

Naloxone is available in all 50 States



PEEL

PEEL BACK THE PACKAGE TO REMOVE THE DEVICE. HOLD THE DEVICE WITH YOUR THUMB ON THE BOTTOM OF THE PLUNGER AND 2 FINGERS ON THE NOZZLE.



PLACE

PLACE AND HOLD THE TIP OF THE NOZZLE IN EITHER NOSTRIL UNTIL YOUR FINGERS TOUCH THE BOTTOM OF THE PERSON'S NOSE.



PRESS

PRESS THE PLUNGER FIRMLY TO RELEASE THE DOSE INTO THE PERSON'S NOSE.

According to the CDC, "It may be hard to tell whether a person is high or experiencing an overdose. If you aren't sure, treat it like an overdose—you could save a life." Remember, before you administer Naloxone, call 911 immediately. Try to keep the person awake and breathing. Lay the person on their side to prevent choking. Stay with the person until emergency assistance arrives.¹

Scan the QR code to find community distributors of Naloxone



SIGNS OF OPIOID OVERDOSE

- Unresponsiveness
- Breathing is slow, irregular, or fully stopped.
- Their heartbeat or pulse is slowed or erratic.
- Unconsciousness
- Body falls limp.
- Vomiting
- Pale or blue toned skin.
- Reduced pupil size.

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

KNOW THE CODE

Teens are using common emojis to communicate about prescription drug misuse.

Fake Prescription Drugs

Percocet & Oxycodone



Xanax



Adderall



Dealer Signals

Dealer Advertising



High Potency



Universal for Drugs



Large Batch



Deliver/Mail Drugs



Other Drugs

Meth



Heroin



Cocaine



MDMA/Mollies



Mushrooms



Cough Syrup



Marijuana



Fentanyl



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

CONVERSATION STARTERS

MAKE IT A CONVERSATION: JUST SAY KNOW IS THE NEW JUST SAY NO.

Telling teens not to do drugs is NOT the way to go here. Teens need facts rather than fearing shame, judgement, or a lecture.

As a parent, open communication is key. Encourage your child to share their concerns, and actively listen. Provide supervision to support their healthy decision-making. Spend quality time together and get involved in their school activities.

It's vital to understand the risks of prescription drug misuse. Explain to your child:

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

Key Results from SAMHSA's National Survey on Drug Use and Health:



Kids are **50% less likely** to use drugs when they hear about dangers of drugs from their parents.



Only 22% of kids report having talked to their parents about misuse of prescription drugs.

Partnership to End Addiction research shows:

9 out of 10 people with addiction started in their teen years.

If first-time use is delayed by **12-24 months**, the likelihood of addiction drops dramatically.

The average age of first-time use of drugs is **13-14**.

JUST SAY KNOW CONVERSATION TIPS:

- 1. Start talking when they are young.** As soon as your children understand what medications are, they can begin learning about safely using medications and the dangers of misuse.
- 2. Build a relationship with your children.** Show that you care about their health and well-being. Great communication will help your kids feel safe coming to you when they need help with a serious issue.
- 3. Plan multiple conversations.** It's not about "The Talk;" it's about many conversations (about many things) as they grow up. While it's not always easy, planning to have many short, frequent discussions about the dangers of opioid misuse and abuse is the best strategy.
- 4. Choose informal times to talk.** Chatting with your teen while driving to or from school and extracurricular activities, cleaning up after dinner, or while on a walk are all good times. They will feel more at ease during the conversation if there is less eye contact.
- 5. Resist the urge to lecture.** Consider starting a conversation with asking what they know about opioids. Making them feel like their point of view is valued can result in their being more willing to engage.
- 6. Use active listening.** By reflecting back what you hear them saying ("It seems like you are feeling..."), your children will know that you understand them.
- 7. Be empathetic and supportive.** Remember that the human brain isn't fully developed until age 25: children don't communicate the same way adults do. Let your kids know you understand and remind them that they can always count on you for support and guidance.
- 8. Make an exit plan.** Help your children create a plan for what they would do if someone offered them prescription pain relievers that are not theirs. Texting a code word to a family member or any other strategy that everyone understands and agrees upon can help them get out of a sticky situation.
- 9. Be prepared to discuss any family history of substance abuse.** Substance use disorders are often genetic and exposure to substance use in the home is a major risk factor. That's why honest conversations about unhealthy substance use, addiction, and family risk factors can help give your children the foundation they need to make the decision not to use addictive substances.
- 10. Teach that prescriptions can be harmful if not used properly.** Remind your children that it is unsafe and illegal to take someone else's prescription medication, even if it belongs to a friend or relative.

ADDITIONAL RESOURCES

Substance Abuse and Mental Health Services Administration

www.samhsa.gov

Find Treatment Near You

www.findtreatment.gov

United States Drug Enforcement Administration Recovery Resources

www.dea.gov/recovery-resources

Song For Charlie

www.songforcharlie.org