

# ***The Dangers of Fake Pills and Illicit Fentanyl: What Everyone Should Know***

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**National Prevention Network Conference  
August 13, 2024**



**DEA**

**Cheri Oz**  
**DEA Special Agent in**  
**Charge**  
**Phoenix Division**

**ONE**  
**PILL CAN**  
**KILL**



**DEA**

# DEA's Top Operational Priority

**ONE  
PILL CAN  
KILL**



**DEA**

The **drug overdose crisis** is a clear and present **public safety, public health, and national security threat.**

**ONE  
PILL CAN  
KILL**

Potentially Lethal  
Dose of Fentanyl



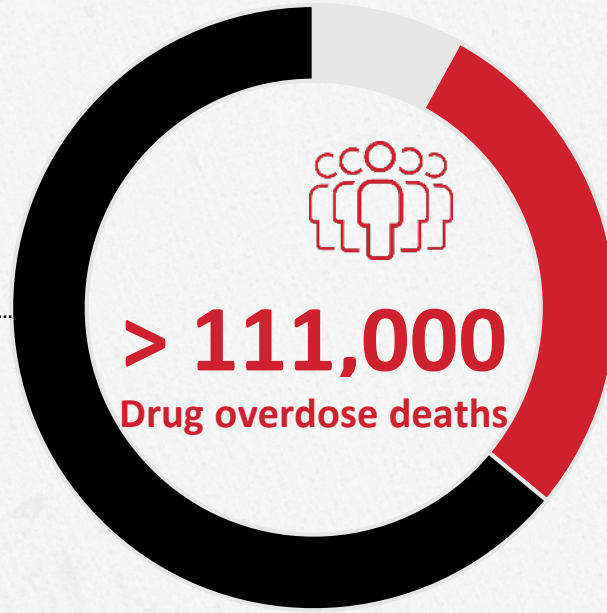
**ONE**  
**PILL CAN**  
**KILL**

**DEA**



DEA

## Overdose Deaths



Approximately 2/3 involved synthetic opioids, primarily fentanyl

Approximately 1/3 involved psychostimulants, primarily methamphetamine

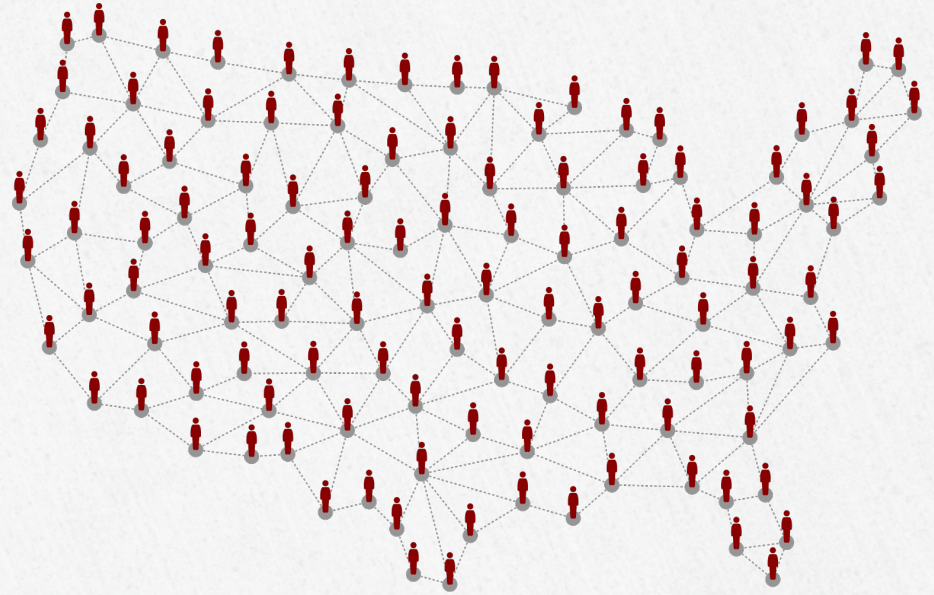
**ONE  
PILL CAN  
KILL**

Source: Centers for Disease Control and Prevention



# DEA

The record quantities of fentanyl that DEA seized in 2023 are enough to **kill every American.**

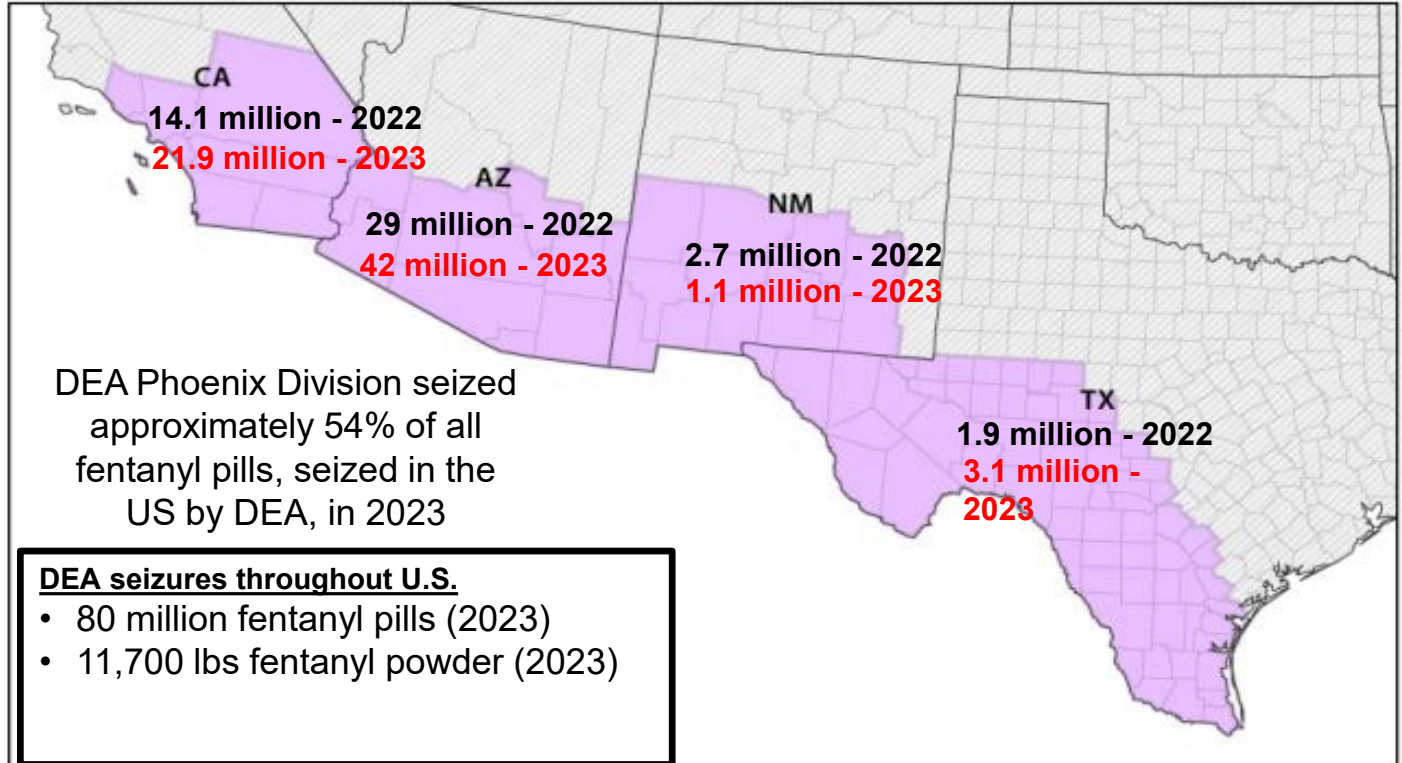


**ONE  
PILL CAN  
KILL**



**DEA**

# DEA Fentanyl Pill Seizures Along Southwest Border



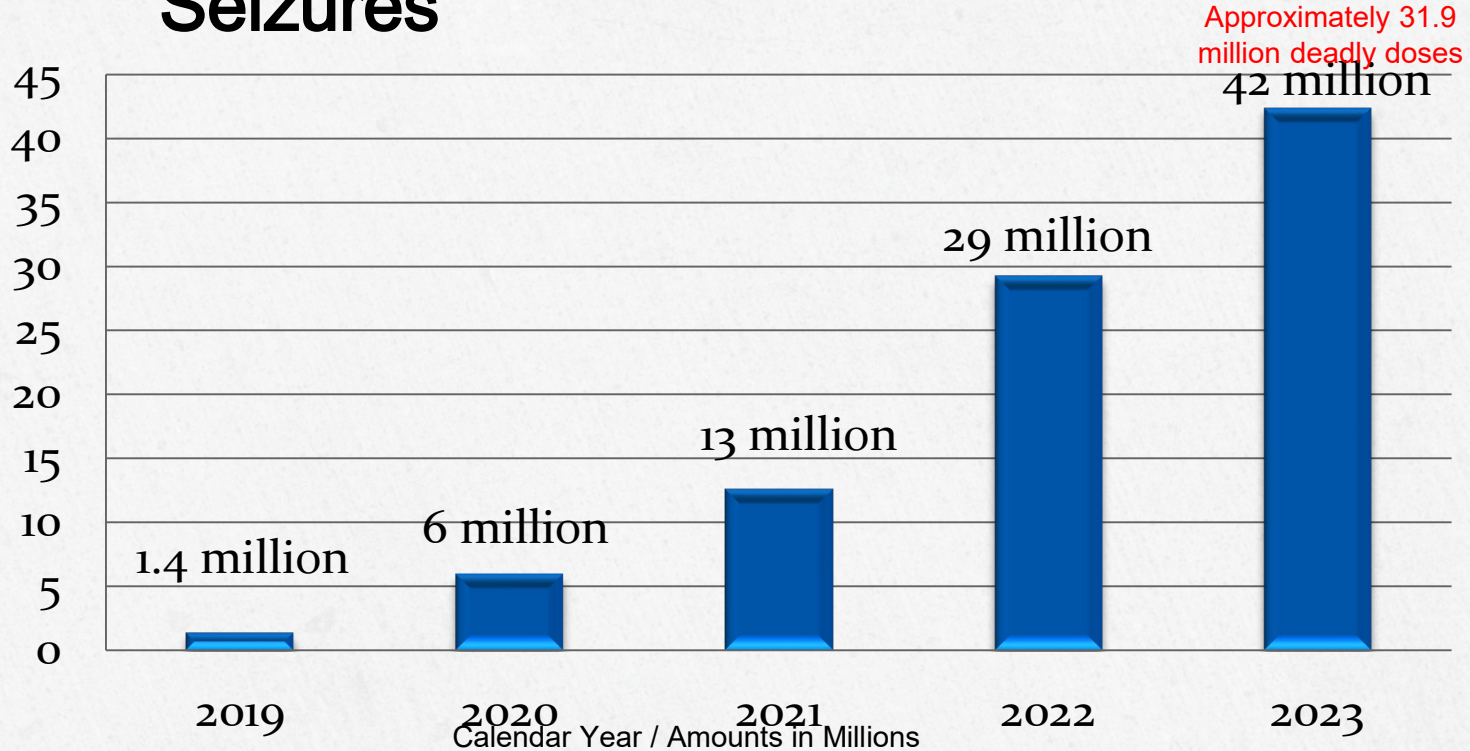
**ONE  
PILL CAN  
KILL**





DEA

# DEA Phoenix Division Fentanyl Pill Seizures



**ONE  
PILL CAN  
KILL**

Source: SMARTS



# DEA



**ONE  
PILL CAN  
KILL**

## LETHAL DOSES OF FENTANYL FOUND IN FAKE PILLS

DEA reports a **dramatic rise in the number of fake pills containing at least 2mg of fentanyl** – what is considered a lethal dose



Today **7 out of ten DEA-tested pills** with fentanyl contain a potentially lethal dose.



**DEA**

## Most Common Fake Pills



Oxycontin®



Adderall®



Xanax®

**ONE  
PILL CAN  
KILL**



**DEA**

**Authentic Oxycodone**



**Fake Oxycodone**



**ONE  
PILL CAN  
KILL**



**DEA**

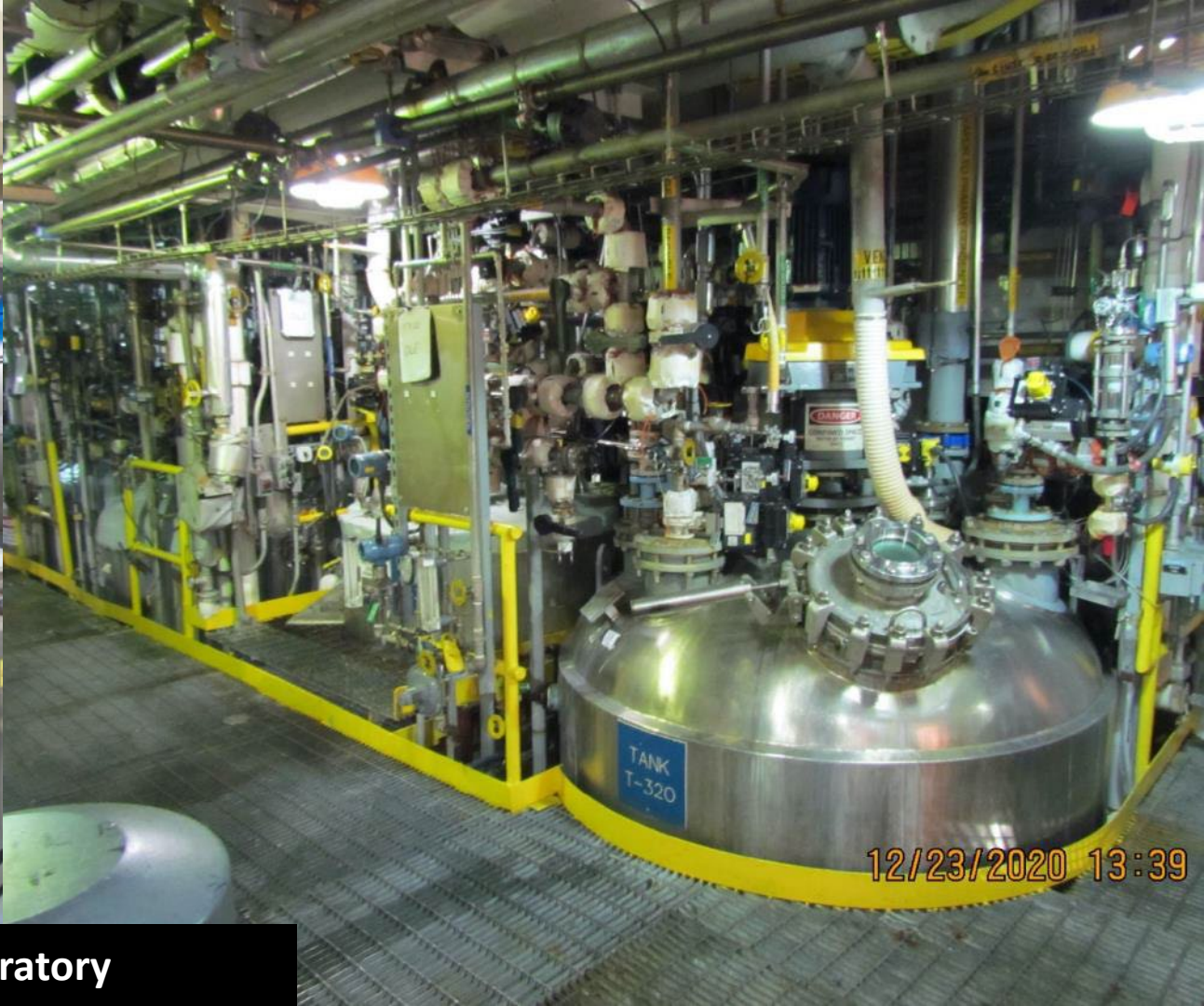
**Authentic Xanax**

---

**Fake Xanax**



**ONE  
PILL CAN  
KILL**



Medical grade fentanyl laboratory



DEA



**ONE  
PILL CAN  
KILL**

**Illicit fentanyl laboratory**

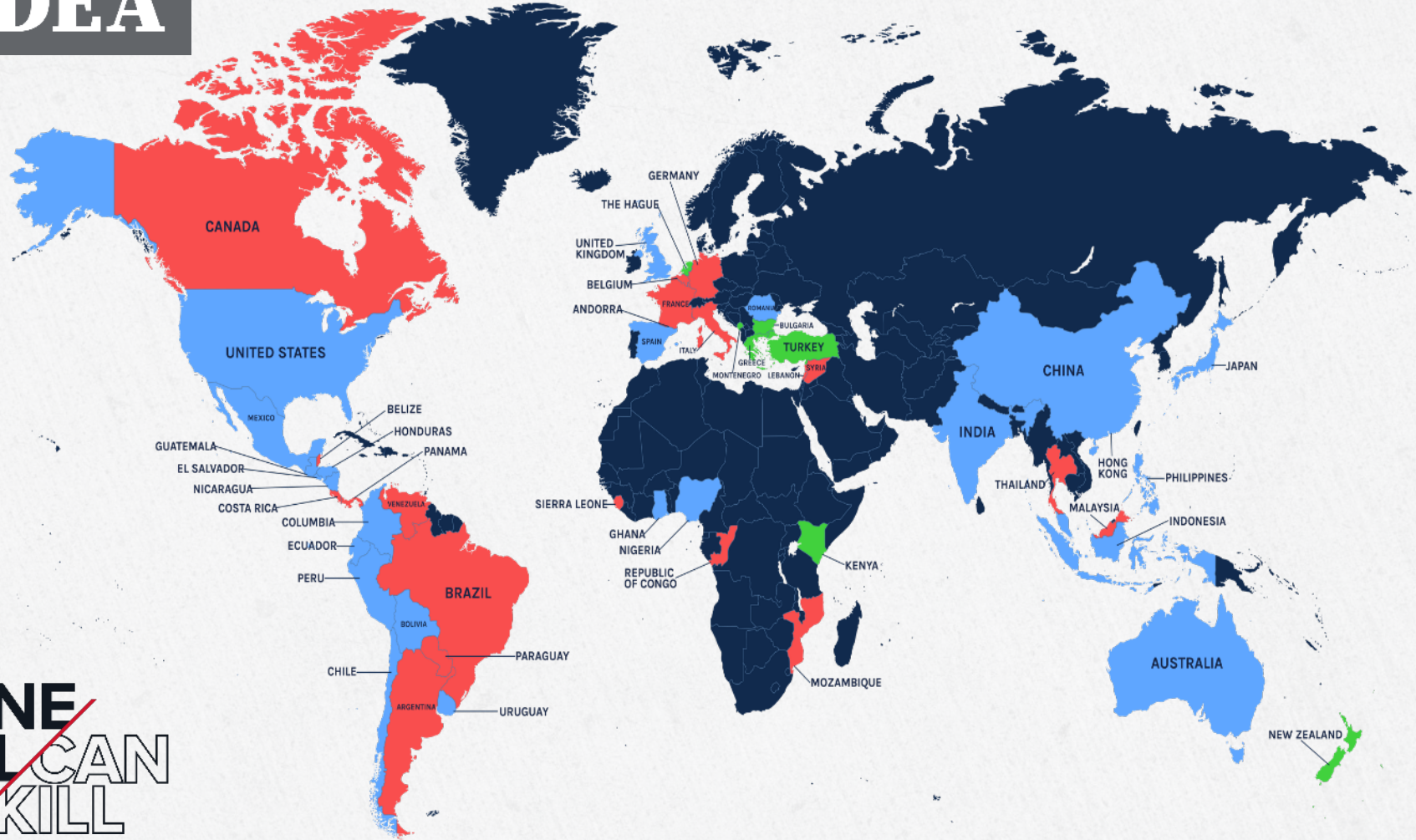


**The Sinaloa and Jalisco Cartels are the criminal organizations primarily responsible for the fentanyl killing Americans**



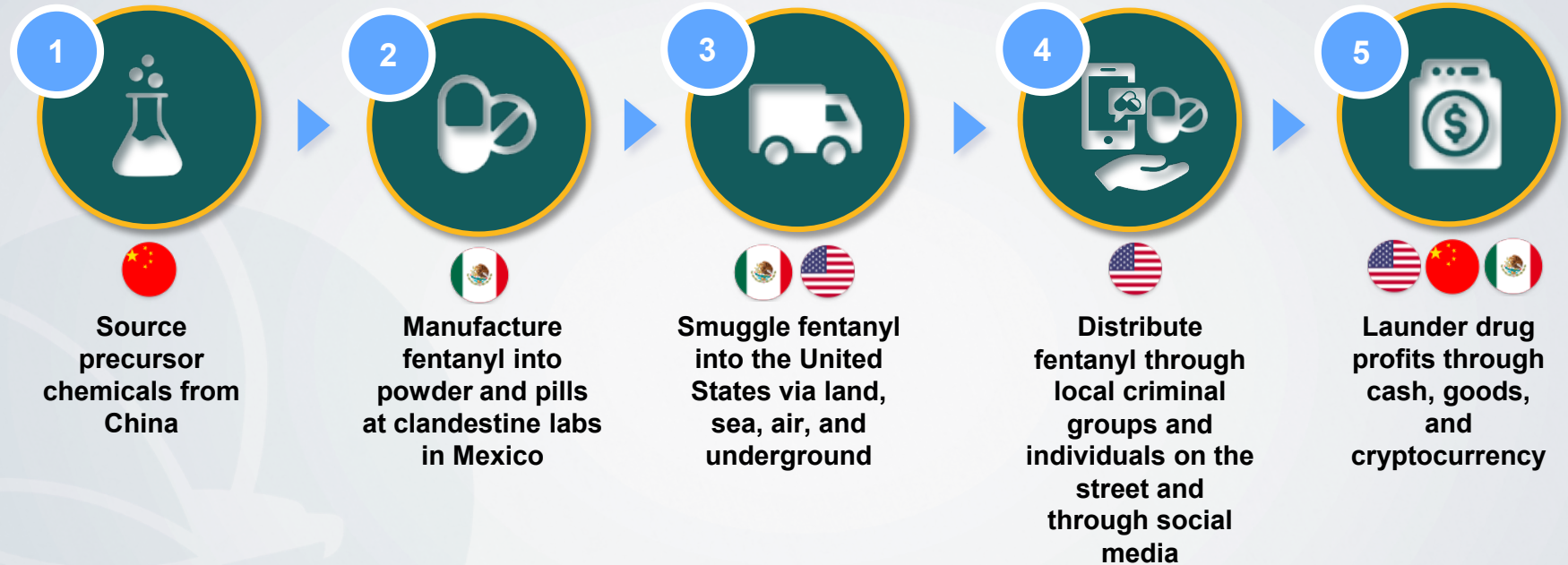


# DEA



**ONE  
PILL CAN  
KILL**

# GLOBAL FENTANYL SUPPLY CHAIN





# DEA



## Additional Threat: Access

Fake Rx pills are easily accessible & often sold on social media & e-commerce platforms; available to anyone with a smartphone.

**ONE  
PILL CAN  
KILL**



# DEA

## Popular Emoji Drug Codes

### | Oxycodone



### | Xanax®



### | Percocet®



### | Adderall®



## Additional Threat: Access

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.

**ONE  
PILL CAN  
KILL**

# What DEA is doing to save lives

- Partnering with State, County, and Local law enforcement
- Laser focused enforcement efforts
  - Command & Control
- Prevention, education and outreach



# DEA





# DEA

CALLING ALL HIGH SCHOOL SOPHOMORES, JUNIORS,  
SENIORS, COLLEGE FRESHMAN & SOPHOMORES!

ARE YOU READY FOR A CHALLENGE?



## DEA PHOENIX TEEN ACADEMY

Saturday, September 21, 2024

Do you have what it takes to be a member of the world's most specialized investigative unit with the DEA? Get an inside look into the internationally recognized leader in drug enforcement as a DEA Teen Academy participant.

Students will learn how the Drug Enforcement Administration utilizes sources, gathers intelligence, and clandestinely surveils the world's most notorious criminals to bring them to justice. Participants will be introduced to the secret world of the DEA Special Agent, conducting surveillance, interviewing sources, gathering evidence and tracking down the criminals to bring them to justice.

### CHALLENGE ACCEPTED! HOW TO APPLY?

1. Complete the application.
2. Provide a referral from a school official or community leader.
3. Submit a 150-word essay or short video to answer the question:

**Why are you interested in participating in the DEA Teen Academy?**

APPLICATION DEADLINE  
AUGUST 21, 2024

FOR MORE INFORMATION  
EMAIL:  
PHOENIX.ACADEMY@DEA.GOV

REGISTRATION  
FORMS


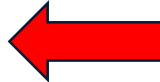




## One Pill Can Kill – Awareness Campaign



### DEA's Message to the Public: Know the dangers and accessibility of deadly drugs online.

- 
- Never take medicine that wasn't prescribed to you by a licensed medical provider and dispensed through a trusted pharmacy.
  - Talk to your family and friends about the danger of buying drugs online.
  - Spread the word that One Pill Can Kill.
- 

[www.dea.gov/onepill](http://www.dea.gov/onepill)



# AHCCCS Initiatives Addressing Fentanyl

Carlos Santoscoy II

SUBG Prevention Grant Coordinator

Division of Behavioral Health and Housing



# Outline

- State of Arizona and Fentanyl
- State Efforts
- State Collaborations and Partners
- State Media Campaign
- Questions



# Arizona Fentanyl Trends

**Rising Overdose Deaths:** Fentanyl-related overdose deaths have surged in Arizona. The state has seen a dramatic increase in such fatalities over recent years. According to the Arizona Department of Health Services (ADHS), fentanyl is now a leading cause of drug overdose deaths in the state.

**Illicit Drug Supply:** Fentanyl is often mixed with other drugs, such as heroin or cocaine, sometimes without the user's knowledge. This increases the risk of overdose. The illicit drug supply chain, including trafficking and distribution networks, plays a significant role in the rapid increase of fentanyl.

**Emergency Response:** Hospitals and emergency services in Arizona are increasingly dealing with fentanyl overdoses. Which is why the availability of naloxone, is critical in these situations.

# Arizona Fentanyl Trends

Indicator	2022	2023	2024
Verified Non-Fatal Opioid Overdose Events	3,428	4,078	2,077
Opioid Deaths	1,915	1,928	611
ER and Inpatient Visits Involving Suspected Opioid Overdose	7,688	8,279	4,459
EMS/Law Enforcement responses for Suspected Opioid Overdoses with Naloxone Administered	80%	76%	69%

Source: [Arizona Department of Health Services \(ADHS\) Weekly Opioid Data](#)  
Updated 8/1/2024. Data may not be complete for the last 4 months.

# Drugs Involved in Verified Non-fatal Reported Overdoses

Date updated: 8/1/2024

Data is currently selected for: Arizona || 2023

Hover for more information

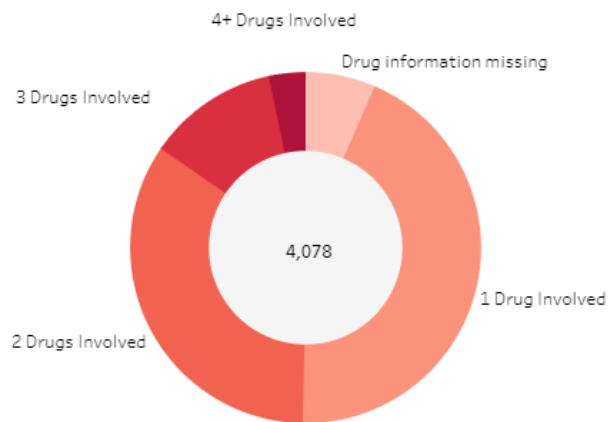


Select a year to filter all visualizations on the dashboard

2023

## Number of drugs involved with verified non-fatal opioid overdose events

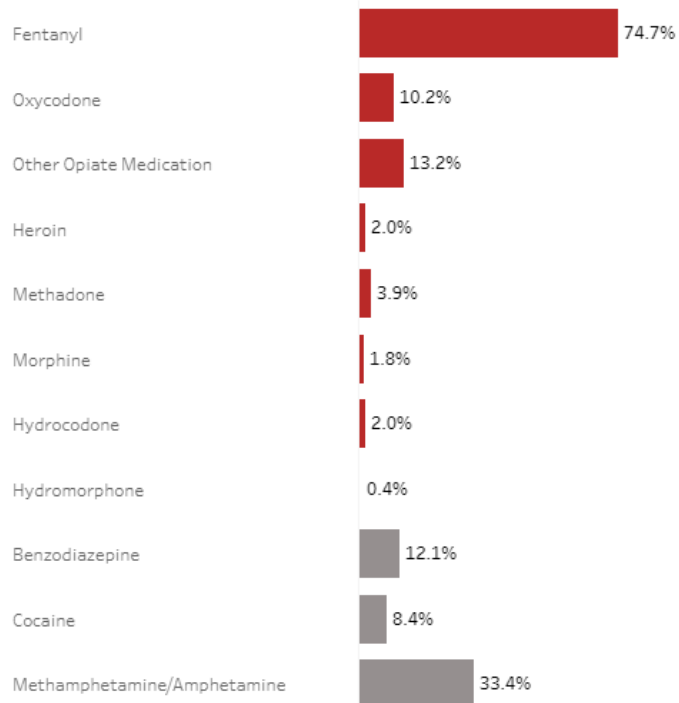
*Click on the chart to see proportion of overdose events involving selected drugs*



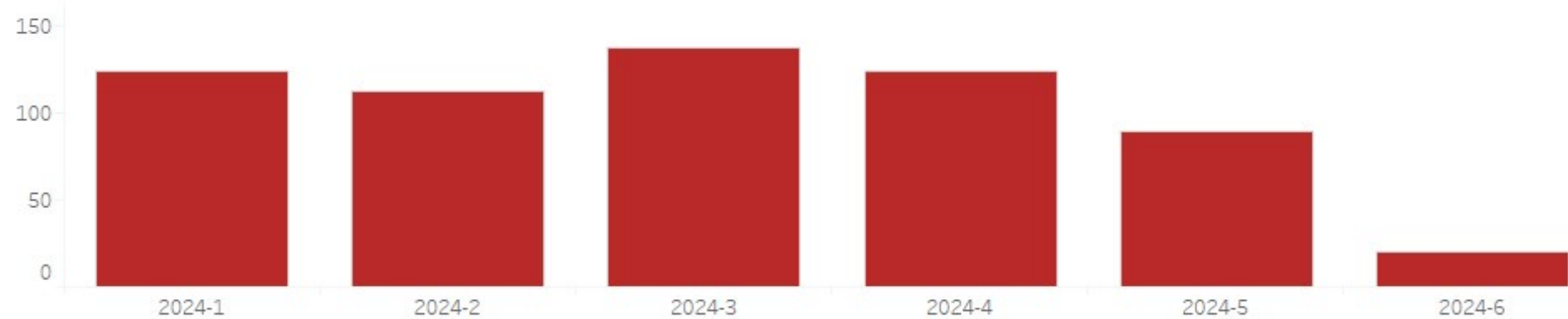
## Proportion of verified non-fatal opioid overdose events involving selected drugs

(■ opioid drugs ■ non-opioid drugs)

*Hover over the bar for each drug to see the percent change over the years.*



# Opioid Deaths in Arizona by Month, 2024



Source: [Arizona Department of Health Services \(ADHS\) Opioid Overdose Deaths](#)

Data updated 8/1/2024

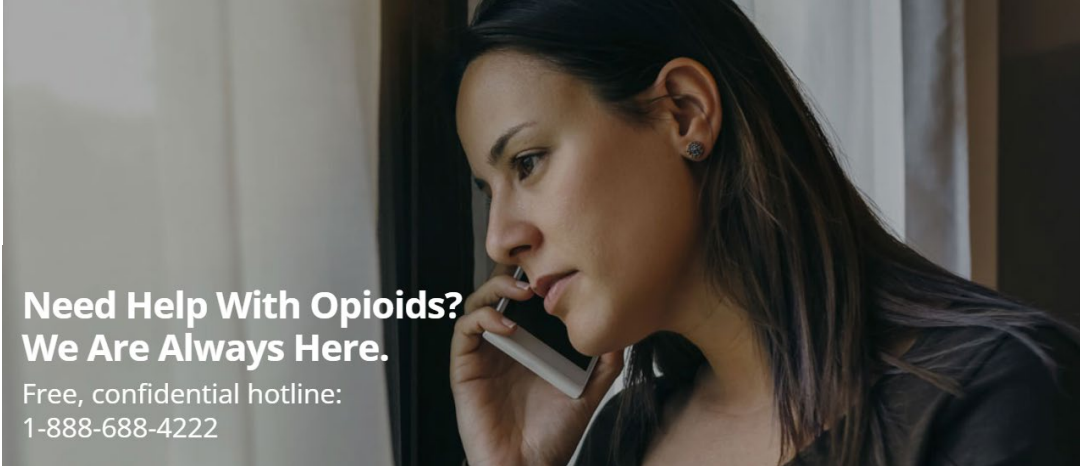
May not be complete for the last 4 months (April-July)



Free, confidential hotline: 1-888-688-4222

**Need Help With Opioids?  
We Are Always Here.**

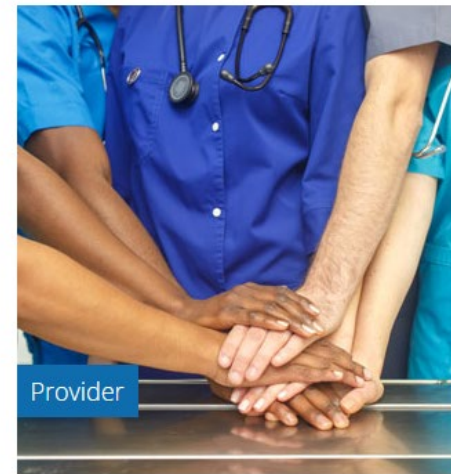
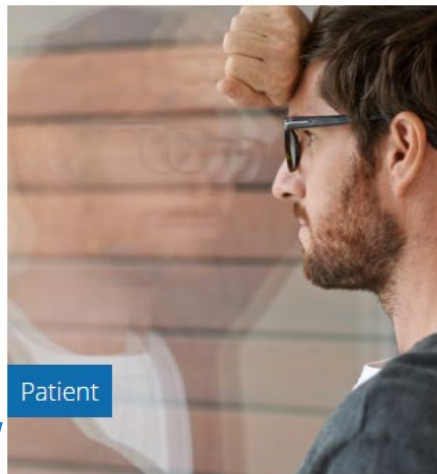
Free, confidential hotline:  
1-888-688-4222



Local medical experts offer patients, providers, and family members opioid information, resources and referral 24/7. Translation services available.

Any question. Any concern. Any time.

<https://www.azdhs.gov/oarline/>





# Arizona Department of Health Services: Naloxone

- Naloxone purchase and distribution
- Supported by SOR funds and SUBG COVID-19 Supplemental & ARPA



ARIZONA DEPARTMENT OF HEALTH SERVICES  
*Health and Wellness for All Arizonans*



# Arizona Prevention Efforts



**Public Awareness Campaigns:** Arizona has launched various public awareness initiatives to educate the public about the dangers of fentanyl. These campaigns focus on informing people about the risks of fentanyl-laced drugs and promoting the use of naloxone.

**Naloxone Distribution:** The state has expanded access to naloxone, making it available without a prescription at pharmacies and distributing it through community organizations. Some programs also provide naloxone training to first responders and community members.

# Arizona Prevention Efforts

## **Community Coalition and Law Enforcement**

**Collaboration:** Arizona has seen increased collaboration between community coalitions, law enforcement, and public health agencies to address the fentanyl crisis. This includes joint efforts to disrupt drug trafficking and provide support services to individuals struggling with addiction.

**School and Youth Programs:** Programs aimed at educating young people about the dangers of drug use, including fentanyl, are part of a broader strategy to prevent substance abuse before it starts.



# State Collaborations and Efforts

- SACLAz was developed to strengthen and support the collective impact of substance awareness coalitions in Arizona.
- The primary goal of SACLAz is preventing youth use of drugs and alcohol.
- Substance awareness coalitions create a vehicle for people from all sectors of the community to come together to determine and implement solutions to substance abuse problems in their prospective communities.



**Substance Awareness  
Coalition Leaders  
of Arizona**

# SACLAZ Fentanyl Campaign Example

**Can you tell which pill contains  
a deadly dose of Fentanyl?**



**Neither can your child.**

# SACLAZ Fentanyl Campaign Example

**Every day, Arizona youth are buying and taking counterfeit pills laced with Fentanyl...**

**...and they're overdosing at an alarming rate.**

**Don't wait until it's too late. Here's what you can do to stop it:**

- 1** Talk with your child about **NEVER** taking a pill that's not prescribed to them.
- 2** **MONITOR** your child's texts and social media.
- 3** Get the **FACTS** on Fentanyl at **TalkNowAz.com**

**Even if you don't think your child is taking pills, talking with them could be the reason they never do.**



This publication was made possible by grant number N79T1061220 from SAMHSA. The views, opinions and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.

# SACLAZ Fact Sheets

## Prescription Fentanyl vs. Illegally Manufactured Fentanyl

### Prescription Fentanyl



**96%**  
of overdose  
deaths in  
children 17 and  
under are caused by  
fentanyl poisoning.

### Illegally Manufactured Fentanyl



**ILLEGAL DRUGS DO NOT COME WITH AN INGREDIENTS LIST. MANY CONTAIN DEADLY DOSES OF FENTANYL.**

Fentanyl is a synthetic opioid that is up to **50x** stronger than heroin and **100x** stronger than morphine.

**WARNING:** Most of the fentanyl consumed by young adults and teenagers is in the form of counterfeit pills. Criminal drug networks are mass-producing counterfeit pills and falsely marketing them as legitimate prescription pills to deceive the American public. 6 out of 10 counterfeit pills contain a lethal dose of illegally manufactured fentanyl.

### Decoding Emojis

It's not uncommon for today's teens to have entire conversations via emojis making it easy to dupe parents and keep the true meaning of their conversation hidden.

Whether your child is using words or emojis, here are some of the current ways illegally manufactured fentanyl is referred to:



Sources: DEA, CDC | This publication was made possible by grant number H79105739 from SAMHSA. The views, opinions and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.



# SACLAZ Fact Sheets (Spanish)

**Deshacer una sobredosis** → **Prepárese para salvar una vida**

**Síntomas de sobredosis.**

-  **No responde**  
No se mueve y/o no le puede despertar
-  **Respiración lenta o ausencia de respiración**  
Una respiración cada 5 segundos o no normal
-  **Producir sonidos**  
Altoque, gorgoros o roncidos
-  **Labios y uñas azules**
-  **Piel fría o húmeda**
-  **Pupilas disminuidas**

**Si alguien sufre una sobredosis...**

- 1. Llame al 911 inmediatamente.**
- 2. Comprobar la capacidad de respuesta:**  
(Sacudir el hombro o frotar el esternón)
- 3. ¿Respira? Si no es así, inicie la reanimación cardiopulmonar.**
- 4. Administrar naloxona si está disponible.**
- 5. Coloque a la persona en posición de recuperación de lado una vez que empiece a respirar de nuevo.**
- 6. Si es posible, quédense con la persona hasta que llegue la ayuda de emergencia.**

  
**SCAN ME**  
NaloxoneAZ.com

**La Ley del Buen Samaritano de Arizona:**  
Le protege para que ni usted, ni la víctima de la sobredosis sean acusados por posesión de sustancias si llama al 911 en caso de sobredosis.

**Mira:** ¿Su pecho sube y baja?  
**Escucha** los sonidos respiratorios.  
**Siente** el pulso.

**No tengas miedo de llamar al 911 si te encuentras en algún lugar donde haya drogas. Estás protegido.**

Sources: American CPR Care Association, SAMHSA | This publication was made possible by grant number H79T085739 from SAMHSA. The views, opinions and content of this publication are those of the author and do not necessarily reflect the views, opinions, or policies of SAMHSA or HHS.





# State Collaborations and Efforts

**Jan 1, 2023 - Dec 31, 2023**

- Naloxone Distribution: 6,795
- Fentanyl testing Strip  
Distribution: 15,060
- Literature Distribution: 6,943
- Spanish Engagement (training & outreach): 1,000
- Training (English & Spanish):  
7,251





# Arizona Harm Reduction Media Campaign

Use Safer AZ

# Use Safer AZ Harm Reduction Media Campaign

Audience: Adults 22-44

People who use drugs and the people who care for them.

- Educates about access and use of harm reduction strategies.

Larger community

- Messages to reduce stigma related to substance use/harm reduction.

**Everyone deserves  
access to overdose  
prevention.**

Use Safer

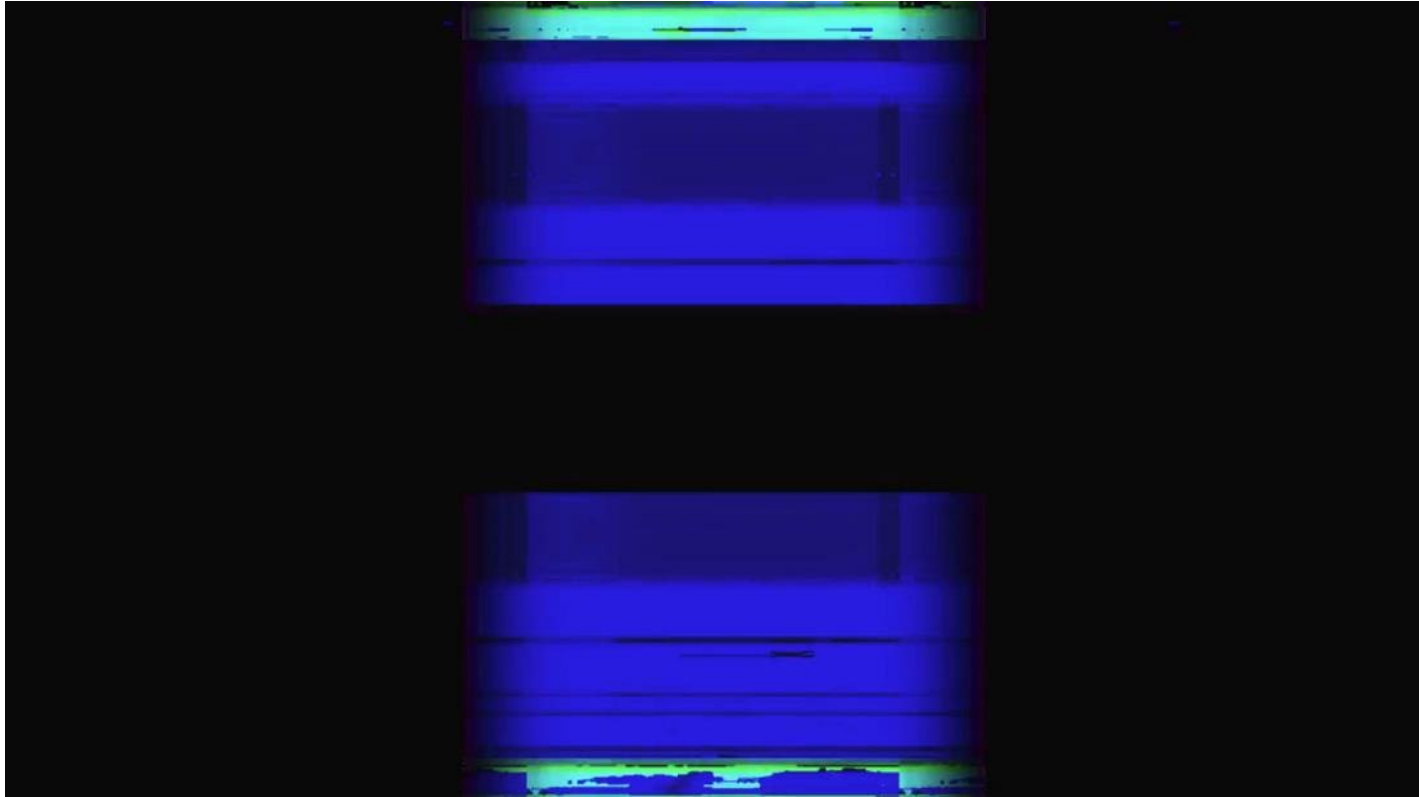


# Use Safer AZ Harm Reduction Media Campaign

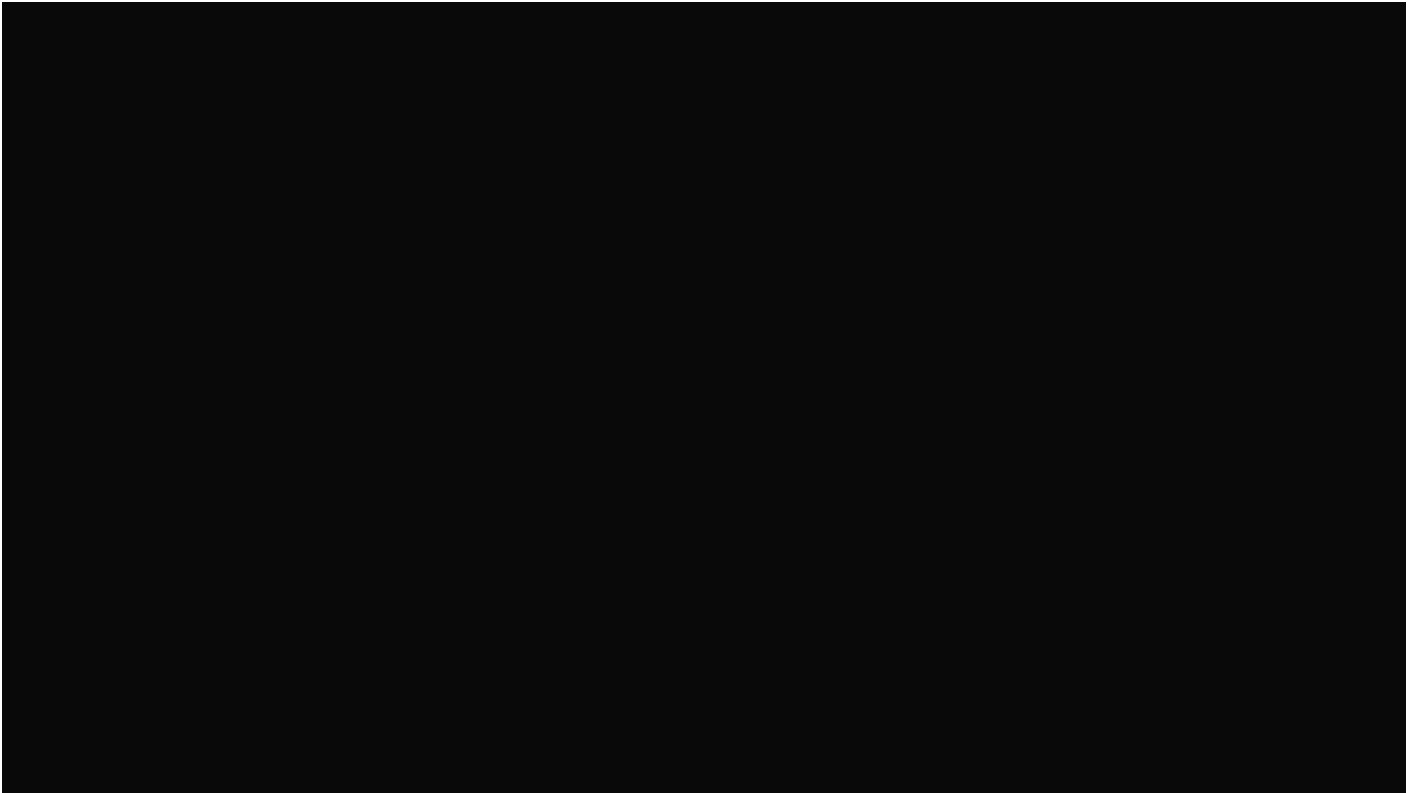


- The Use Safer Media Campaign drove over 55% more harm reduction kits requested from our partners at Sonoran Prevention Works.
- Tactics: PSAs, TV and radio, digital media and social media, wild postings, and billboards.
- All in Spanish and English.

# Use Safer AZ Harm Reduction Media Campaign



# Use Safer AZ Harm Reduction Media Campaign



# Use Safer AZ Harm Reduction Media Campaign



# Sources

Use Safer <https://usesaferaz.com/>

Sonoran Prevention Works <https://spwaz.org/about/>

SACLaz <https://saclaz.org/about-saclaz/>

Arizona Department of Health Services (AZDHS) Opioid Prevention <https://www.azdhs.gov/opioid/#dashboards-nonfatal-overdoses>

Nabor C. Arizona's Ongoing Fight Against Fentanyl and Overdose Fatalities. ADHS Director's Blog. <https://directorsblog.health.azdhs.gov/arizonas-ongoing-fight-against-fentanyl-and-overdose-fatalities/#>



Thank You.

Carlos Santoscoy II

SUBG Prevention Grant Coordinator, AHCCCS

[Carlos.Santoscoy@azahcccs.gov](mailto:Carlos.Santoscoy@azahcccs.gov)

602-417-4930

# Campus - Based Perspective

# Brenda Young, MPH

Chair, Arizona Institutions of Higher Education Network



- Volunteer community leadership roles:
  - Chair - Arizona Institutions of Higher Education and
  - Past Chair - The Tempe Coalition
  - Member - Higher Education Center Alcohol and Other Drug Prevention and Recovery
  - Member of Substance Awareness Coalition Leaders of Arizona.



**Substance Awareness  
Coalition Leaders  
of Arizona**



**Tempe Coalition**

TO REDUCE UNDERAGE DRINKING AND DRUG USE

# Arizona Institutions of Higher Education Network

A statewide consortium that proactively addresses **alcohol and other drug (AOD) misuse, violence prevention, and emotional wellbeing** among individuals attending higher education institutions in Arizona.



Email [AZIHEDirector@gmail.com](mailto:AZIHEDirector@gmail.com)

Website [AZIHE.org](http://AZIHE.org)

# Agenda

- Data Review
- Prevention Strategies
- Harm Reduction Strategies
- Resources

# Data Review

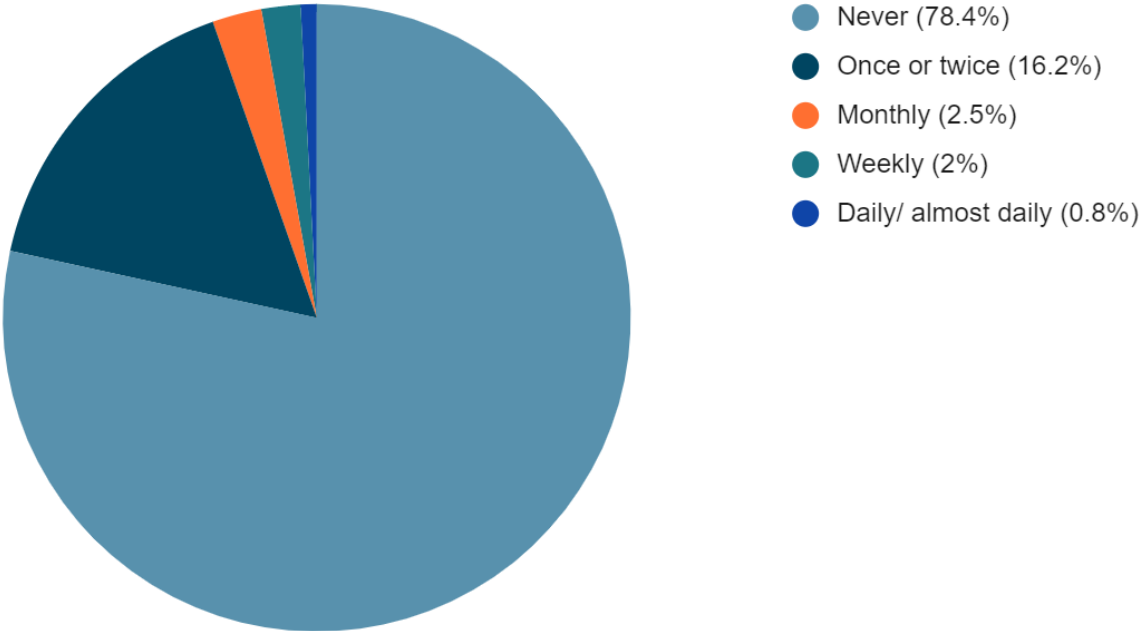
- Ripped from the headlines
- 2022 National College Health Assessment Survey
- 2022 Arizona State Survey

# Scope of Fentanyl Poisoning

- Fentanyl is the **2nd highest** in number of deaths of youth ages **15- 17**
- **1,174** individuals aged **18- 24** died of an overdose from **2017- 2022**
- Ohio State University **lost 2 students** to fentanyl overdose after taking what they thought was Adderall (2022)
- University of North Carolina Chapel Hill **lost 3 active students and one young alumni** due to fentanyl poisoning (2023)
- Hobart and William Smith Colleges in New York **lost a 19 year old medical student** from a fentanyl overdose after taking what she thought was a Percocet (2024)

# National College Health Assessment Survey, 2022

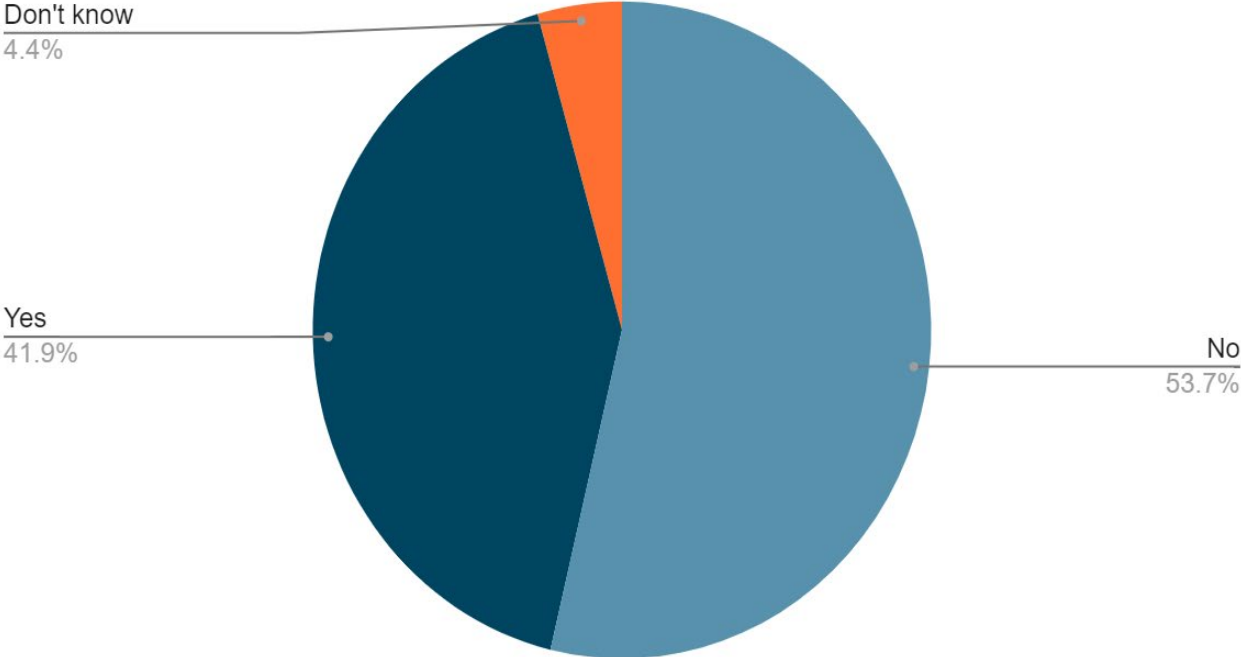
Reported nonmedical use of opioids in the last 3 months  
(NCHA 2022)





# National College Health Assessment Survey, 2022

Regarding use of prescription opioids in the past 3 months, was it prescribed to you? (NCHA, 2022)



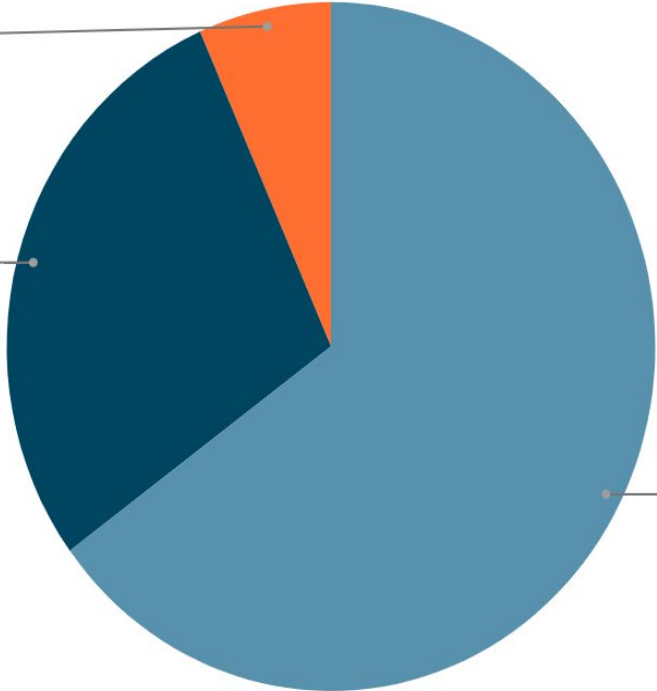
# National College Health Assessment Survey, 2022

Regarding use of prescription opioids in the past 3 months, do you ever use MORE of your opioid medication, that is, take a higher dosage, than is prescribed for you? (NCHA, 2022)

Don't know  
6.6%

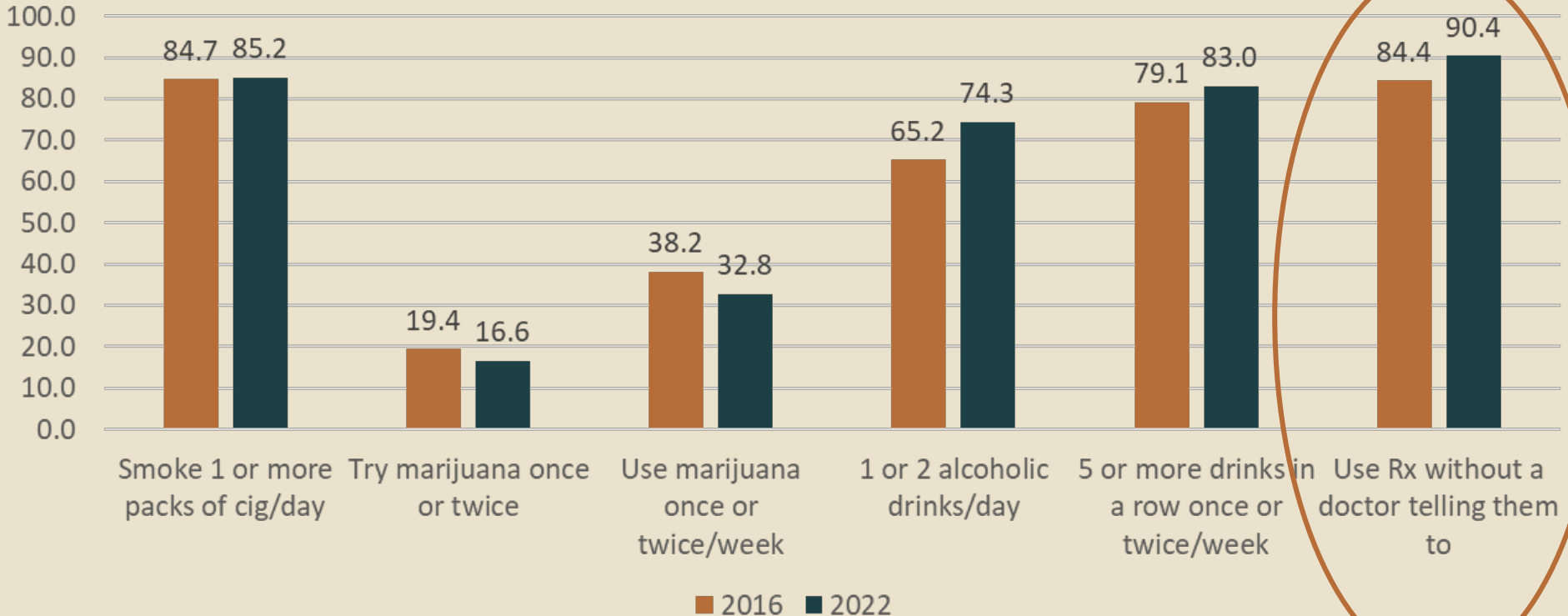
Yes  
28.5%

No  
64.9%



# Arizona State Survey, 2022

## Perceived Risk (AZIHE, 2016 - 2022)



## Resources

- [Campus Drug Prevention](#)
- [Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery](#)
- [NASPA Strategies](#)
- [American College Health Association \(ACHA\)](#)
  - [National College Health Association \(NCHA\)](#)
- [Action Network for Equitable Wellbeing](#)



# Primary Prevention Strategies

*Work to educate and support individuals and communities to prevent the use and misuse of drugs and the development of substance misuse disorders - SAMHSA, 2023*

- Raise awareness and provide education
  - Fentanyl
  - Counterfeit pills
  - Safe medication practices
- Join and leverage national, state and community coalitions
- Promote national, state, and local campaigns across campus
  - One Pill Can Kill - DEA
  - The Rise of Fentanyl
  - The Killer Among Us
  - Shatter Stigma AZ
  - Generation RX - Ohio State University
- Peer Health Education Initiatives
  - Team Awareness Combating Overdose (TACO) - U. of AZ

# Harm Reduction Strategies

*Is a public health approach designed to advance policies and programs in collaboration with people who use drugs (PWUD) - SAMHSA 2023*

- Screenings during medical and counseling exams
- Access to Naloxone spray
- Access to Fentanyl Test Strip
- MAT Therapy



# National Reports

## *Biennial Report*

- Schools must review and report on its AOD programs once every two years
  - [Complying with the Drug-Free Schools and Campuses Regulations: A Guide for University and College Administrators](#)

## *DAAPP*

- Annual Security report about drug and alcohol abuse prevention program that is part of the Clery Act
  - [Frequently Asked Questions \(FAQ\) \(clerycenter.org\)](#)

# Program Highlights

- **One Pill Can Kill**
- Ohio State University
  - **Generation Rx**
- University of Arizona
  - **TACO**



**GenerationRx**  
Safe medication practices for life.



# At Risk Populations

- **Diagnosed or undiagnosed** mental health issues
  - Anxiety
  - Depression
  - ADHD
- **Traumatic** events
- **Family history** of substance use
- **Impulse** control difficulties
- **College students**

# Campus Based Prevention Resources

- Strategic Prevention Framework
- Campus Drug Prevention
- SAMHSA
- NASPA Strategies
- American College Health Association - National College Health Assessment
- Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery (HECAOD)
- Health and Well-being in Higher Education: A Commitment to Student Success





**DEA**

# Questions?



## Contact Information

- Rich Lucey - [richard.lucey@dea.gov](mailto:richard.lucey@dea.gov)
- SAC Cheri Oz - [cheri.a.oz@dea.gov](mailto:cheri.a.oz@dea.gov)
- Carlos Santoscoy - [carlos.santoscoy@azahcccs.gov](mailto:carlos.santoscoy@azahcccs.gov)
- Brenda Young - [brenda.m.young@asu.edu](mailto:brenda.m.young@asu.edu)