

ONE PILL CAN KILL

TOOLKIT

ONE
PILL ~~CAN~~
KILL

Raising awareness & educating
Waukesha County residents about
the dangers of FENTANYL.

A FENTANYL CRISIS was
declared on 8-1-2022 by Waukesha
County Executive, Paul Farrow.

Release Date: November 2022



BE AWARE
SHARE & EDUCATE

Waukesha County declares Fentanyl a Community Health Crisis on August 1, 2022

Fentanyl, a synthetic opioid 100 times more powerful than morphine and 50 times stronger than heroin, is fueling overdose deaths across the US, Wisconsin, and Waukesha County.

To address this crisis, Waukesha County will:

- Distribute opioid settlement money, in partnership with the County Board, to support Narcan training, the District Attorney's pre-trial diversion programming, and other related purposes.
- Implement the Overdose Fatality Review (OFR) initiatives, in partnership with public and private entities and surrounding counties to share data and best practices.
- Launch a local public information initiative utilizing the US Drug Enforcement Agency's 'One Pill Can Kill' Campaign.
- Create a set of measurable objectives to track the county's efforts in the fight against fentanyl that will be evaluated on a quarterly basis.

This Toolkit will help arm our partners and our community to spread the word with us. Please share or talk about this information to increase awareness of the dangers of fentanyl.

Thank you,

Waukesha County Health and Human Services

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Declaration From County Executive Paul Farrow 8/1/2022



Objectives of the One Pill Can Kill Campaign

The 2022 One Pill Can Kill Campaign offers an opportunity for the media, parents, educators, employers, and community organizations to raise awareness about counterfeit prescription drugs.

Waukesha County is using the campaign slogan, One Pill Can Kill, originated from the www.DEA.gov/onepill site. Materials created can help you participate in bringing awareness to this nationwide crisis.

Our main objective: To let every person who lives, works or goes to school in Waukesha County know the dangers of FENTANYL, that our county is facing a crisis, and that One Pill Can Kill.

Social Media Accounts Promoting the Campaign

Website: www.WaukeshaCounty.Gov/OverdosePrevention/

- 1) Social Media Posts on Facebook @[WaukeshaCountyPublicHealth](https://www.facebook.com/WaukeshaCountyPublicHealth)
- 2) Social Media Posts on Instagram [@WaukeshaCoHHS](https://www.instagram.com/WaukeshaCoHHS)
- 3) Social Media Posts on NextDoor @ [Waukesha County Health and Human Services](https://www.nextdoor.com/WaukeshaCountyHealthandHumanServices)
- 4) Social Media Posts on Twitter [@WaukeshaCoHHS](https://twitter.com/WaukeshaCoHHS)

Assets and Marketing Materials

Easily download posts, logos and other content to promote One Pill Can Kill by visiting one of the following:

<https://www.waukeshacounty.gov/overdoseprevention/>

<https://www.dea.gov/onepill-toolbox>

Below is a current snapshot of the promotional materials available. This is a dynamic campaign, additional artwork will be periodically added to the Waukesha County website.

- Waukesha County's One Pill Can Kill Facebook Posts
- Waukesha County's One Pill Can Kill Twitter Posts
- One Pill Can Kill Logo
- Background artwork to make your own One Pill Can Kill Post
- Sample Social Media Artwork and Verbiage for Posts

HASHTAGS FOR PROMOTION

#OnePillCanKill - in combination with other hashtags

DEA Suggested Hashtags

#DEA

#OPCK

#1PillCanKill

#Fentanyl

#Meth

#FakePill

#Counterfeit

WORDS AND IMAGERY TO AVOID

- Avoid clichéd imagery (people taking pills, people passed out and/or similar visuals)
- Words to Avoid:
 - Addict
 - Abuse
 - Committed Suicide
 - Clean/Sober
 - Crazy

Graphics Sized for Facebook, Instagram & NextDoor



4 out of 10 pills with FENTANYL have a potentially lethal dose.

HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



**NOT
ALL
PILLS
ARE
REAL**

#OnePillCanKill

Fake pills can be cut with FENTANYL. FENTANYL is odorless, tasteless & can be deadly.

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Graphics Sized for Facebook, Instagram & NextDoor



Fake prescription pills are easily accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smart phone, including minors.

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Every color, shape and size of fake pills can be extremely dangerous.

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Graphics Sized for Facebook, Instagram & NextDoor



Criminal Drug Networks are trafficking fentanyl-laced fake pills.

HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Twitter

**ONLY TRUST
PILLS
FROM A
LICENSED
PHARMACY**

**ONE
PILL CAN
KILL**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

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**PUBLIC SAFETY
ALERT**

**ONE
PILL CAN
KILL**

**Fake pharmacies
advertise online.**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
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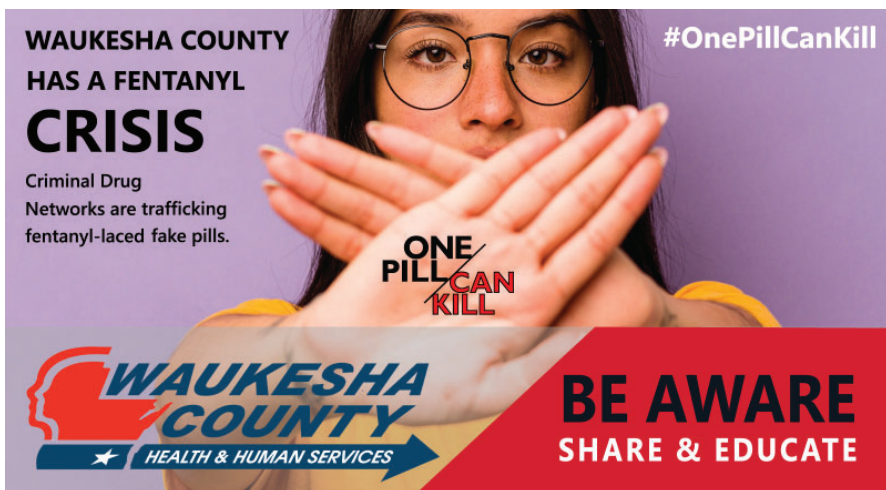
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Graphics for You To Use in Your Own Campaign

Get inspirational facts and graphics from the DEA here:

<https://www.dea.gov/onepill-toolbox>

Use these as you see fit:

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QR CODE TO WAUKESHA COUNTY'S
OVERDOSE PREVENTION PAGE



Additional Informational Graphics & Post Ideas

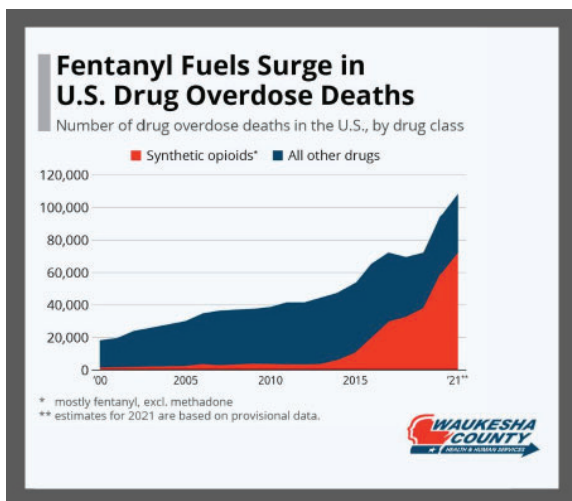


Fentanyl is fueling drug overdose deaths across the country. It's 50 to 100 times stronger than heroin. It is often mixed with other illicit drugs to increase their potency. Because there is no official oversight or quality control, these counterfeit pills often contain lethal doses of fentanyl.

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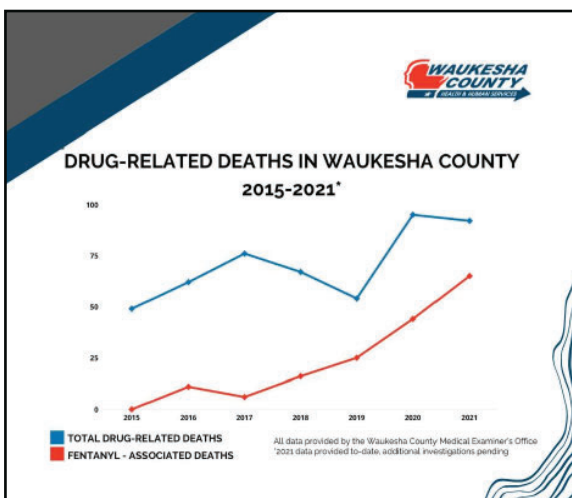


In 2021, drug overdose deaths surpassed 100,000 for the first time in a calendar year. Synthetic opioids, like fentanyl, are now involved in two out of three overdose deaths.

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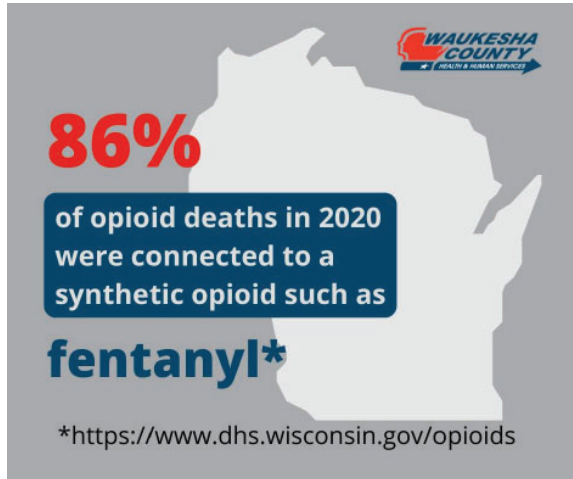
In Waukesha County, like many other counties across the country, there has been a significant increase in drug overdose deaths since 2016. Fentanyl is currently associated with 71% of them.

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Additional Informational Graphics & Post Ideas



In 2020, the latest year in which data is available, 86% of opioid deaths in Wisconsin were connected to a synthetic or manufactured opioid like fentanyl.

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One factor contributing to fentanyl being so deadly is that it is being found in many counterfeit pills that are made to resemble prescription drugs. This includes prescription pain relievers, like oxycodone, and stimulants like Adderall. You are at risk for a fentanyl overdose if you buy pills from any source that is not a licensed pharmacy. Illegally manufactured fentanyl is also found in other drugs like cocaine, methamphetamine, and heroin. You are at risk of a fentanyl overdose if you use any of these drugs.

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