

FENTANYL CRISIS RESPONSE

TOOLKIT



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: 11/22 | Updated 1-30-2023



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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PLEASE NOTE:

For **original** files of the art included in this TOOLKIT, you can email the Waukesha County Public Health Communications Coordinator, Lisa Kwiat at lkwiat@waukeshacounty.gov.

Software used: **Adobe Illustrator.**

DOWNLOAD INSTRUCTIONS:

When this file is opened in Adobe Acrobat, you'll need the ability to "edit", which allows you to right click, and "Save As" to your own computer.

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 English & Spanish



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/



Solo píldoras de confianza de una farmacia autorizada

4 de cada 10 píldoras con FENTANILO tienen una dosis potencialmente letal. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPíldoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



Fake pills can be cut with FENTANYL. FENTANYL is odorless, tasteless & can be deadly. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



Las píldoras falsas pueden ser reducidas con FENTANILO. El FENTANILO es inoloro, insaboro y puede ser mortal. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPíldoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish



PUBLIC SAFETY
ALERT
Fake pharmacies advertise online.

ONE PILL CAN KILL

#OnePillCanKill

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

BE AWARE
SHARE & EDUCATE

This graphic features a man in a white t-shirt with his hand raised in a stop gesture. The text 'ONE PILL CAN KILL' is written across his palm. The background is a solid light blue. At the bottom, there is a red and white banner with the Waukesha County logo and the text 'BE AWARE SHARE & EDUCATE'.

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. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate. #OnePillCanKill
www.waukeshacounty.gov/overdoseprevention/



Alerta de
seguridad pública
Las farmacias falsas hacen anuncios en línea.

UNA PÍLDORA PUEDE MATAR

#UnaPíldoraPuedeMatar

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

Tome conciencia
Comparta e instruya

This graphic features a man in a white t-shirt with his hand raised in a stop gesture. The text 'UNA PÍLDORA PUEDE MATAR' is written across his palm. The background is a solid light blue. At the bottom, there is a red and white banner with the Waukesha County logo and the text 'Tome conciencia Comparta e instruya'.

Las píldoras prescritas falsas son de fácil acceso y suelen venderse en las redes sociales y en plataformas de comercio electrónico, lo que hace que estén a disposición de todas las personas que tengan un teléfono inteligente. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPíldoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish

DON'T BE FOOLED BY RAINBOW FENTANYL.

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

ONE PILL CAN KILL

#OnePillCanKill

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

BE AWARE
SHARE & EDUCATE

Every color, shape and size of fake pills can be extremely dangerous. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/

No se deje engañar con el fentanilo arcoíris.

Todos los colores, las formas y los tamaños de píldoras falsas pueden ser sumamente peligrosos.

UNA PÍLDORA PUEDE MATAR

#UnaPildoraPuedeMatar

WAUKESHA COUNTY
HEALTH & HUMAN SERVICES

Tome conciencia
Comparta e instruya

Todos los colores, las formas y los tamaños de píldoras falsas pueden ser sumamente peligrosos. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

#UnaPildoraPuedeMatar

www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Facebook, Instagram & NextDoor English & Spanish

**WAUKESHA COUNTY
HAS A FENTANYL
CRISIS**

Criminal Drug
Networks are trafficking
fentanyl-laced fake pills.

#OnePillCanKill

**ONE
PILL CAN
KILL**

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

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/

**El condado de
Waukesha
tiene una crisis
de fentanilo.**

Las redes de
narcotráfico
comercializan
píldoras falsas
contaminadas
con fentanilo.

#UnaPildoraPuedeMatar

**UNA
PÍLDORA PUEDE
MATAR**

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**Tome conciencia
Comparta e instruya**

Las redes de narcotráfico comercializan píldoras falsas contaminadas con fentanilo. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPildoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



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

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www.waukeshacounty.gov/overdoseprevention/

Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



Fake pills can be cut with FENTANYL. FENTANYL is odorless, tasteless & can be deadly. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

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www.waukeshacounty.gov/overdoseprevention/



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Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



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

www.waukeshacounty.gov/overdoseprevention/



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Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



Every color, shape and size of fake pills can be extremely dangerous. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill

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Todos los colores, las formas y los tamaños de píldoras falsas pueden ser sumamente peligrosos. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya.

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www.waukeshacounty.gov/overdoseprevention/

Graphics AIMED AT TEENS, Sized for Facebook, Instagram & NextDoor English & Spanish



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/



Las redes de narcotráfico comercializan píldoras falsas contaminadas con fentanilo. AYÚDENOS a combatir la crisis del fentanilo en el condado de Waukesha. Tome conciencia. Comparta e instruya. #UnaPíldoraPuedeMatar
www.waukeshacounty.gov/overdoseprevention/

Graphics Sized for Twitter



Every color, shape and size of fake pills can be extremely dangerous. HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.

#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/



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/overdose-prevention/

Graphics Sized for Twitter

**ONLY TRUST
PILLS
FROM A
LICENSED
PHARMACY**

**ONE
PILL CAN
KILL**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

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/overdose-prevention/

**NOT
ALL
PILLS
ARE
REAL**

**ONE
PILL CAN
KILL**

#OnePillCanKill

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**PUBLIC SAFETY
ALERT**

**ONE
PILL CAN
KILL**

**Fake pharmacies
advertise online.**

#OnePillCanKill

**WAUKESHA
COUNTY**
HEALTH & HUMAN SERVICES

**BE AWARE
SHARE & EDUCATE**

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.
HELP US fight the Fentanyl Crisis in Waukesha County. BE AWARE, share and educate.
#OnePillCanKill
www.waukeshacounty.gov/overdose-prevention/

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:



QR CODE TO WAUKESHA COUNTY'S
OVERDOSE PREVENTION PAGE



If you'd like original design files of this art, please email the Waukesha County Public Health Communications Coordinator, at lkwiat@waukeshacounty.gov.

Additional Informational Graphics & Post Ideas

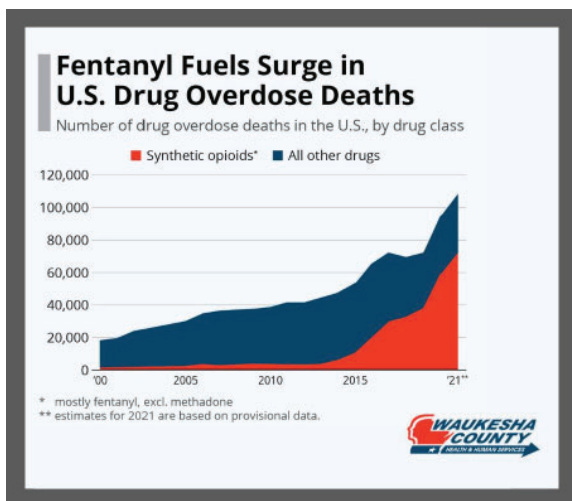


Fentanyl is fueling drug overdose deaths across the country. It's 50 to 100 times stronger than heroin. It is often mixed with other illicit drugs to increase their potency. Because there is no official oversight or quality control, these counterfeit pills often contain lethal doses of fentanyl.

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

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/

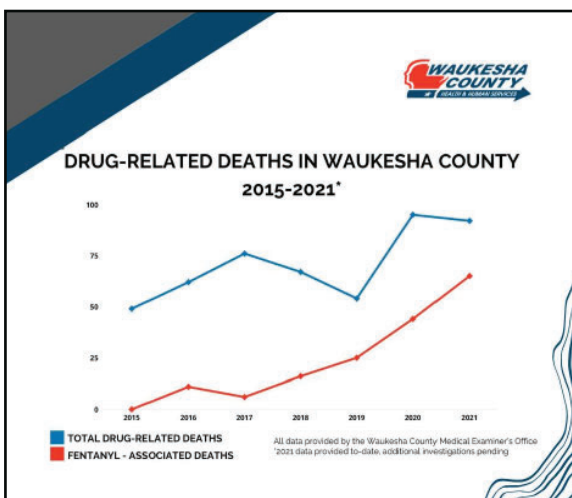


In 2021, drug overdose deaths surpassed 100,000 for the first time in a calendar year. Synthetic opioids, like fentanyl, are now involved in two out of three overdose deaths.

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

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



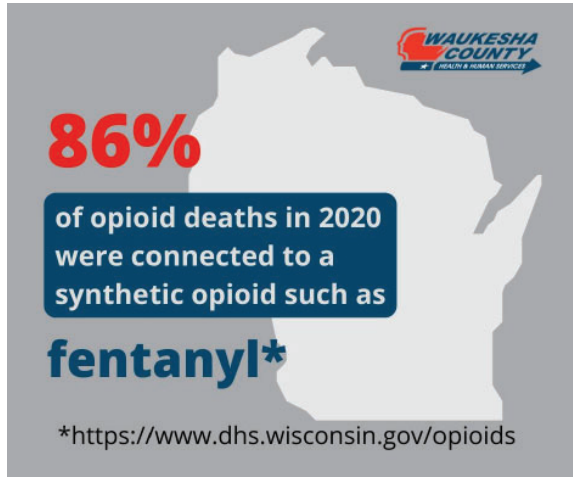
In Waukesha County, like many other counties across the country, there has been a significant increase in drug overdose deaths since 2016. Fentanyl is currently associated with 71% of them.

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

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/

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.

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

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



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.

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

#OnePillCanKill

www.waukeshacounty.gov/overdoseprevention/



These are powerful images and messaging from the Love, Logan Foundation and SOFA, sized for Facebook & Instagram.



Love, Logan Foundation



Messaging Ideas:
Fentanyl is the #1 cause of death in the U.S. among ages 18-45.



Now YOU Know!

Never say not my child.



Be aware. Share & educate about FENTANYL poisoning.



Hashtags:
#GoneTooSoon
#NowYouKnow
#OnePillCanKill
#FentanylPoisoning



Websites to reference:
<https://savingothersforarchie.com/>
<https://loveloganfoundation.org/>
<https://waukeshacounty.gov/overdoseprevention>



THEY DIDN'T KNOW...
FENTANYL
AMERICA'S NEW "F" WORD



Don't Let This Be You!

NOW YOU KNOW

Fentanyl is the **#1 cause of death** in the U.S. among ages 18-45!



Love Logan Foundation

SOFA
SAVING OTHERS FOR ARCHIE

For more information please visit:
www.SavingOthersForArchie.com

#OnePillcanKill #justKNOW

Waukesha County
HEALTH & HUMAN SERVICES

Print:
Suitable for posters, bus shelters, post cards and social media.