

CAMPAIGN OVERVIEW

In 2021, drug overdose deaths reached nearly 108,000-- the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this time period. In 2020, 76% of drug deaths in people aged 14-23 involved fentanyl.

Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly.

Despite the increasing incidence of fentanyl involvement in drug deaths, young people are largely unfamiliar with fentanyl and do not see it as a risk. Only 37% of young Americans considered fentanyl to be extremely dangerous, and even fewer teens (27%) were aware of fentanyl being used to create counterfeit pills.

Campaign Objective:

To address this awareness and education gap among young adults, the Ad Council is launching a new campaign called *Real Deal on Fentanyl*, to educate young people about the dangers and prevalence of fentanyl. The campaign also includes a separate and distinct creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue.



Target Audiences:

- Young people 13-24
- Parents of young people aged 13-24

Call To Action:

- Young adults: Get the facts on fentanyl at RealDealOnFentanyl.com
- Parents: *Coming soon!*

PSAs: *Coming soon!*

FACTS ON FENTANYL

50x

Fentanyl is 50x stronger than heroin and 100x stronger than morphine

2 milligrams

of fentanyl can potentially be lethal

20M

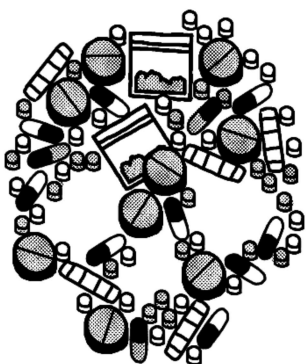
The number of counterfeit prescription pills the DEA has seized in 2021

76%

of drug deaths in people aged 14-23 involved fentanyl

23%

of young Americans don't know enough to rate fentanyl's danger



What is fentanyl?

Fentanyl is a synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. It is extremely cheap to produce, so because of this and its high potency, fentanyl is often being mixed with other drugs such as cocaine, heroin, methamphetamine, MDMA, and used to create counterfeit prescription medication, causing a stark rise in overdoses.

Current Creative Efforts

Youth Fentanyl Awareness targeted to young people 13 to 24: "Substitute Dealers" PSA campaign

Coming soon – November 2022! Creative to reach parents of young people 13-24 and provide information parents need to speak to their children about the dangers of fentanyl.