



Anti-Fentanyl Campaign 2022 - Social Media Kit


Message Text for LinkedIn/Facebook:

1. General Audience


 Fentanyl, an opioid 50x stronger than heroin, may be mixed with other substances and counterfeit pills. Just two milligrams (imagine 10-15 grains of table salt) of Fentanyl can cause a life-threatening overdose. #onepillkills

 Join us in the fight against #Fentanyl. Learn more at twc.texas.gov/fentanyl


2. Schools

 #Fentanyl is an opioid 50x stronger than heroin. In 2021, was responsible for 2,506 opioid-related overdose deaths in #Texas. #onepillkills


Students, staff, and parents should be informed of the overdose risk of Fentanyl, have the resources to prevent overdose death, and collaborate to address Fentanyl in their community.

 Join us in the fight against #Fentanyl. Learn more at twc.texas.gov/fentanyl


3. Parents

 #TXParents, talk to your kids about Fentanyl and help us fight to prevent lethal overdoses. #onepillkills

All medication should be securely stored at home or safely discarded. Students should not carry any medication at school; provide all over-the-counter and prescription drugs to the school nurse.

If you or someone you know is at risk for opioid overdose, carry naloxone and keep it at home. Naloxone is a life-saving medication that can help reverse an overdose of opioids, including Fentanyl.  Join us in the fight against #Fentanyl. Learn more at twc.texas.gov/fentanyl

4. Youth

 #TXYouth, Don't Make a Deadly Decision! Many fake pills are made to look just like prescription Xanax (bars), Percocet (perk), pain killers like Vicodin and Oxycodone (oxy), and stimulants like Adderall (addy). Of all opioid overdose deaths among those aged 0-17 in 2020, 92 percent involved a synthetic opioid such as Fentanyl.



Fake "rainbow fentanyl" are increasingly common and may be mixed into counterfeit pills. Just two milligrams (like 10-15 grains of table salt) of Fentanyl can cause a lethal overdose.

 Join us in the fight against #Fentanyl. #onepillkills Learn more at twc.texas.gov/fentanyl





5. **Naloxone**

Naloxone is a life-saving medication that can help reverse an overdose of opioids, including Fentanyl. If you or someone you know is at risk for opioid overdose, carry naloxone and keep it at home.

  Join us in the fight against #Fentanyl. #onepillkills Learn more at twc.texas.gov/fentanyl

6. **Workforce & Employers**



 Let's all work to prevent Fentanyl overdoses  

? Did you know that 75% of employers report that opioid use has impacted their workplace? Workers aged 35-44 experience the highest number of deaths in the workplace due to an unintentional overdose. #TXEmployers - Talk to your employees about the risks of opioid use and join us in the fight against #Fentanyl. #onepillkills

Learn more at twc.texas.gov/fentanyl

Message Text for Twitter:


1. **General Audience**

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 Learn more at twc.texas.gov/fentanyl

2. **Schools**

 #Fentanyl caused 2,506 opioid-related overdose deaths in #Texas in 2021. #onepillkills



Schools, students, staff & parents should be prepared to respond and prevent fentanyl overdoses.  Learn more at twc.texas.gov/fentanyl

3. **Parents**

 #TXParents, talk to your kids about Fentanyl & help us fight to prevent lethal overdoses. #onepillkills

Learn more at twc.texas.gov/fentanyl

4. **Youth**

  #TXYouth, Don't Make a Deadly Decision! #onepillkills

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Join us in the fight against #Fentanyl. Learn more twc.texas.gov/fentanyl



5. **Naloxone**

#Naloxone is a life-saving medication that can help reverse an overdose of opioids, including Fentanyl. If you or someone you know is at risk for opioid overdose, carry naloxone & keep it at home.

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6. **Workforce & Employers**

 Let's work to prevent Fentanyl overdoses 

75% of employers report that opioid use has impacted their workplace. #TXEmployers -Talk to your employees today & join us in the fight against #Fentanyl. #onepillkills

Learn more at twc.texas.gov/fentanyl

