



# **NATURAL HIGH FENTANYL FILM SCREENING GUIDE**

Dead On Arrival

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**A GUIDE FOR EDUCATORS AND PARENTS**

NATURALHIGH.ORG



## **IN 2021, OVER 100K PEOPLE DIED FROM DRUG OVERDOSES DRIVEN BY FENTANYL, AND THE FASTEST-GROWING GROUP IS UNDER 19.**

Fentanyl poisoning is a crisis, and it's getting worse. It's affecting kids and families in every community, neighborhood, and school.

Awareness is key, and we need to educate our kids right now.

Research strongly supports having frequent, ongoing discussions with kids about the harms of substance use will set them up for a thriving life.

So, we encourage you to watch the film as a group, and have a discussion using our film screening toolkit.

Preparation is key to having a successful conversation with your kids. This guide will give educators and parents the tools needed to discuss this critical and sensitive topic with kids and adults in a group setting.

# IDEAS FOR FILM SHOWING

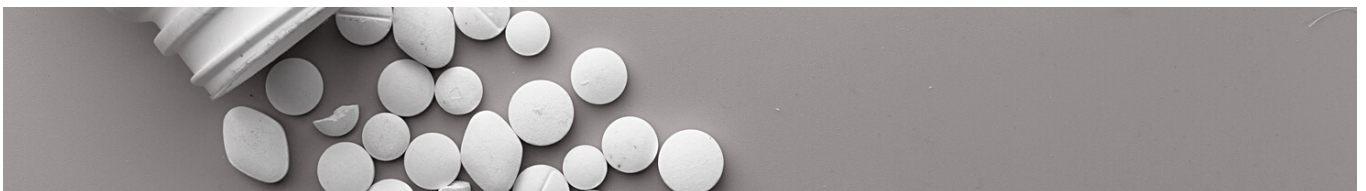


*Regardless of the format, the film is a wake up call that every kid and adult needs to watch.*

- Homeroom or advisory period
- School assembly
- Health class
- Youth group
- Scout meeting
- Neighborhood block party film screening
- PTA meeting
- Faith-based organization group meeting
- Sports team practice

# WHAT'S INCLUDED IN THE FILM SCREENING GUIDE

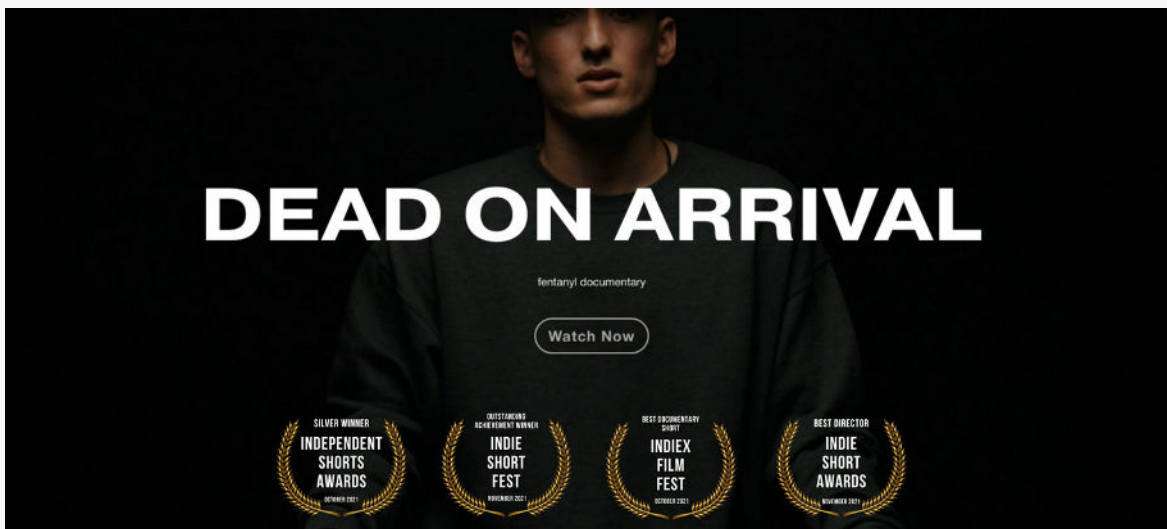
1. Background and important information about the film
2. Links to stream or download
3. Educator guidelines for classroom and group facilitation
4. Parent guidelines for group facilitation
5. Suggestions for how to introduce the documentary
6. Tips for holding an impactful post viewing discussion
7. Important fentanyl facts
8. Printable fentanyl poster





# ABOUT THE FILM: DEAD ON ARRIVAL

Dead On Arrival is a short, clear, and compelling documentary about the dangers of fentanyl. It also has some dramatic images and mature concepts, which is why it's even more important for kids to watch with an adult and have a guided discussion.



Dead On Arrival first premiered in 2021 as a 20-minute film with powerful first-person accounts of fentanyl deaths told by surviving parents.

The original film explores the stories of four families who lost their children to fentanyl poisoning in various ways and fentanyl's larger impact on communities of all types.

In addition to the suffering and pain that fentanyl has brought to families and neighborhoods, the film is also a primer on what makes this epidemic so deadly and pervasive. It looks at the manufacture, counterfeiting, marketing, and distribution process that allows fentanyl to sneak into anyone's home.

# WAYS TO WATCH

You may choose to watch either film, depending on time and/or the audience.

## YOUTH FILM: DEAD ON ARRIVAL

Short (6-Min) version for youth produced by Natural High

- ☐ YouTube: [bit.ly/NHfentanylfilm-Youtube](https://bit.ly/NHfentanylfilm-Youtube)
- ☐ SchoolTube: [bit.ly/NHfentanylfilm-ST](https://bit.ly/NHfentanylfilm-ST)
- ☐ Direct Download: [bit.ly/NHfentanylfilm-DL](https://bit.ly/NHfentanylfilm-DL)

## ORIGINAL FILM: DEAD ON ARRIVAL

Full-Length (20-Min) documentary film

- ☐ YouTube: [bit.ly/YTDOAog-ag](https://bit.ly/YTDOAog-ag)
- ☐ SchoolTube: [bit.ly/STDOAog-ag](https://bit.ly/STDOAog-ag)
- ☐ Direct Download: [bit.ly/DLDOAog-ag](https://bit.ly/DLDOAog-ag)

# FOR EDUCATORS

There's no question that education is a key part of helping today's youth make healthy choices. They need accurate information from trusted sources. That's why your role is so crucial when it comes to the fentanyl crisis.

Neither kids today, nor their parents, are aware of the growing dangers of fentanyl poisoning and subsequent deaths. We aim to change that.

Taking time to share the documentary film and engage in a short discussion is an investment in a kid's future.

With all that's already on your plate, not to mention the academic standards you're held to, we understand how hard it is to find the time. But, we believe this film is so important that it is worth showing to your students.

If you're a teacher and have the opportunity to carve out some precious instructional time to watch and discuss the film – awesome.

Or, maybe there's a way to build some consensus for the crucial need of this discussion, and you can create an entire grade level or school assembly around the film.

Consider placing posters on fentanyl leading up to the film screening. Natural High has one to [download here](#) (8.5 x 14).

If you're going to watch it with a group of students, here's what we recommend:

1. Watch the film first on your own, allowing the message to resonate with you.
2. Next, schedule classroom time to watch it together. Time permitting, you can watch it all at once, or in segments.
3. We put together some reflection and discussion questions you can use before and after the film to spark thinking and conversation. You know your students, so we leave it to you to determine how best to facilitate a discussion. Some suggestions: use the questions as a writing assignment, have a class discussion, or combine the two. This could look like: written reflection, partner or small group discussion, and whole class participation.

### Here are three ideas to get parents involved:

- ✓ Copy and paste this info into a parent letter to send home with homework.
- ✓ Include this guide with report cards.
- ✓ Send this home with your students before summer or winter break.



# FOR PARENTS

The fentanyl poisoning crisis is just that, and it's getting worse every day. Whether you've heard mention of the rise of deaths due to fentanyl in the news or not, it's very unlikely your kids are aware.

Now is the right time, no matter how young or old your kids are.

We're realistic. We understand that most kids (teenagers especially) don't want to sit down with their parents and watch a public service announcement. That's putting it lightly.

Perhaps you often meet with groups of parents or work with kids – Scouts, PTA, youth group leader, sports coach, or you're the life of the neighborhood and like to host block parties. The possibilities are endless.

Scenarios like these are a perfect opportunity to take less than 10 minutes to spread awareness on a critical issue like fentanyl poisoning.

Again, most parents and kids are unaware of this hidden danger. Please use the film and the discussion guide to inform and educate the kids in your life.



You could tie this to an incentive they're interested in, like getting a ride to the beach or the mall, extra time on video games, or a new app they want to download. Hey, we do what we need to do, right?

There's no question that the fentanyl crisis is a threat to every kid and every family.

*We believe sharing this film will save lives.*

## BEFORE YOU BEGIN

Each adult should watch the film prior to showing it to kids. That way, they won't be processing their own reactions in real-time with kids present.

It's important to know that the short film contains shocking statistics, concepts, and dramatic images. This might trigger big responses in both adults and kids.

Let kids know there will be an opportunity to process their responses and engage in a guided discussion after watching the film.

Following the screening, immediately share the discussion questions with the kids and facilitate with the time you have available.

# INTRODUCING THE FILM

Opioids are a broad group of pain-relieving drugs that work by interacting with opioid receptors in your cells. Fentanyl is a synthetic opioid that is 50–100 times more potent than morphine. Illegally made fentanyl is sold through illicit drug markets for its heroin-like effect, and it is often mixed with heroin or other drugs, or pressed into counterfeit prescription pills.

“Dead on Arrival” is a short film about fentanyl’s deadly role in the U.S. illicit drug market. The film is focused on the people at risk. Those at risk include casual users, partygoers, experimenters, regular users, and even unsuspecting bystanders who may come into contact with the powerful opioid.

In addition to the suffering and pain that fentanyl has brought to families and neighborhoods, the film is also a primer on what makes this epidemic so deadly and pervasive. It looks at the manufacture, counterfeiting, marketing, and distribution process that allows fentanyl to sneak into anyone’s home.

Fentanyl is now found in nearly all of the illicit opioid market. Criminal drug networks are adding it to fake pills, heroin, and non-opioid drugs like cocaine, MDMA, Xanax, Ketamine, as well as many more “designer drugs” and marketing them as real.

*“Dead On Arrival” has some dramatic images and mature concepts. It can be difficult to watch and may trigger strong emotions. We will have an opportunity for discussion and questions following the film.*

# LEADING A THOUGHTFUL DISCUSSION

Likely, it would be helpful to give each kid a few moments to process their own responses to the questions, either in writing or in quiet, before sharing their thoughts (in pairs or small groups if in a group setting).

## Questions for reflection and discussion after watching the film:

- The opening of the film starts with several different snapshots of real-life stressful scenarios (school setting, athletics, work, conflict with friends, an argument with parents, etc). What do you think are the factors that lead someone to be open to self-medicate with potentially harmful substances?
- What did you learn about fentanyl?
- What would you say to a friend of yours who is planning on trying a substance that might be laced with fentanyl?
- What would you say to a friend of yours who offers you a substance they swear is safe?
- What do you hope to remember from watching this film?
- What could you do to share the film and this message with your circle of friends?

# INSPIRE TEENS TO SAY 'YES' TO LIFE

1. Have kids take the Natural High [pledge to live naturally high](#).
2. Show a Natural High celebrity Storyteller video. There are over 40 Storyteller videos in the Natural High [Library](#).



## EXPLORE OUR STORYTELLER LIBRARY

NATURALHIGH.ORG

Natural High is a drug prevention nonprofit that inspires and empowers youth to find their natural high and develop the skills and courage to live life well.

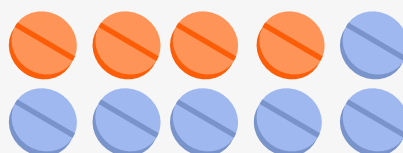
# FENTANYL: THE FACTS

Fentanyl is a potent synthetic opioid drug approved by the FDA for pain relief and anesthetic.



Fentanyl is being mixed with other drugs, such as cocaine, oxycodone, and Adderall. People are often unaware fentanyl has been added.

**4 OUT OF EVERY 10<sup>\*</sup>**  
**PILLS CONTAIN A POTENTIALY**  
**LETHAL DOSE**



**560% IN OVERDOSE DEATHS IN 2020**  
**INCREASE FUELED BY FENTANYL**

## CRIMINAL DRUG NETWORKS ARE FLOODING THE MARKET WITH FAKE PILLS LACED WITH FENTANYL.

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



**AUTHENTIC**  
oxycodone  
m30 tablets\*



**FAKE**  
oxycodone  
m30 tablets\*

## WHO'S AT RISK?

**CASUAL USERS, PARTYGOERS, EXPERIMENTERS, REGULAR USERS, AND EVEN UNSUSPECTING BYSTANDERS WHO MAY COME INTO CONTACT WITH THE POWERFUL OPIOID.**

Even if substance use is the last thing you need to worry about with your kid, perhaps their awareness could save a friend.

**Talk to them today about the risks of fentanyl.**



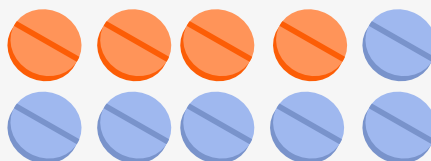
# FENTANILO: LOS HECHOS

El fentanilo es un medicamento opioide sintético aprobado por la FDA para el alivio del dolor y anestésico.



El fentanilo se está mezclando con otras drogas, tales como cocaína, oxicodona y Adderall. Las personas normalmente son inconscientes de que el fentanilo se ha añadido.

**4 DE CADA 10\***  
PASTILLAS CONTIENEN UNA DOSIS  
**POTENCIALMENTE LETHAL**



**2 GRANOS DE  
FENTANILO DEL  
TAMAÑO DE LA SAL  
PUEDEN MATAR**

**560% DE INCREMENTO EN MUERTES POR SOBREDOSIS EN EL 2020 ALIMENTADAS POR EL FENTANILO**

**LAS REDES CRIMINALES DE MEDICAMENTOS ESTAN INUNDANDO EL MERCADO CON PASTILLAS FALSAS MEZCLADAS CON FENTANILO.**

Las recetas médicas falsas para pastillas se consiguen fácilmente y se venden seguido en las plataformas de redes sociales y de e-commerce lo que las hacen disponibles para todos con un teléfono inteligente incluyendo menores.



**AUTÉNTICAS**  
oxicodona  
tabletas m30\*



**FALSAS**  
oxicodona  
tabletas m30\*

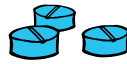
**¿QUIÉN ESTÁ EN RIESGO?**

**CONSUMIDORES CASUALES, FIESTEROS, EXPERIMENTADORES,  
CONSUMIDORES HABITUALES, E INCLUSO PERSONAS AJENAS DESPREVENIDAS  
QUE PUEDEN ENTRAR EN CONTACTO CON EL PODEROSO OPIOIDE.**

Incluso si el uso de sustancias es de lo último que necesitas preocuparte con tu niño, quizás su conocimiento pueda salvar a un amigo.

**Habla con ellos el día de hoy sobre los riesgos del fentanilo.**

## HOW TO TALK TO YOUR KIDS ABOUT



# FENTANYL

### HAVE A CONVERSATION WITH YOUR CHILD

Start with a general conversation about pain, stress, mental health, and medications. Mental health is a key factor in substance use: 86% of youth 13-17 are overwhelmed and 79% say anxiety and stress is a common reason to misuse medication.

Explain that pain and stress are normal things that happen in life, and provide suggestions on how to manage them.



### A POTENTIALLY LETHAL DOSE



### EXPLAIN WHAT FENTANYL IS AND WHY IT'S SO DANGEROUS

- Fentanyl is a powerful opioid being added to fake prescription pills and other drugs you can buy "off the street". Fentanyl is added to increase profits because it's cheaper and stronger.
- One pill can kill. A potentially lethal dose of fentanyl is the size of 2 grains of salt.
- If it's not from your child's doctor or pharmacy, don't take it.
- Anyone who misuses prescription pills or uses drugs, even the first time, is at risk of a fentanyl overdose.
- A "friend" or drug dealer may not know if the product they are selling contains fentanyl, and there's no way they can guarantee that it doesn't contain fentanyl.

### FOCUS THE CONVERSATION ON SAFETY

Instead of focusing the conversation around punishment for drug use, share that you care about them and want them to be safe.

As parents, you are an important influence in your kids' lives. One of the best ways to protect kids from substance use is by having regular and open conversations to educate them about the risks. Listen to them without judgment. Also monitor their social media use. Drugs are often provided by someone that they know or a stranger that they meet on social media.

Mistakes are part of growing up.  
Don't be afraid to come to me.

Your future is important. I want  
you to be around for it.

I will love you no matter what -  
you can always talk to me.