



NATURAL HIGH'S

RED RIBBON WEEK

TOOLKIT

October 2023

A TOOLKIT FOR EDUCATORS

NATURALHIGH.ORG



Natural High is a youth drug prevention and life skills program that provides easy, effective, and fun resources for educators, mentors, and parents to use with kids.

Our flexible curriculum offers videos, discussion questions, and activities. It can be used to meet a variety of needs, from brief 10-15-minute discussions to project-based work that takes place across multiple days or class periods.

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ABOUT NATURAL HIGH

BACKGROUND ON NATURAL HIGH

Natural High is a nonprofit organization dedicated to empowering young people to make good choices and live life well.

Our name 'Natural High' refers to the feeling that comes from finding passions, interests, and talents and cultivating those activities in life that truly inspire us.

Research shows that if young people discover their passions and are directly engaged in a compelling way by people they look up to and trust, they are more likely to make positive life choices and much less likely to choose drugs and alcohol.

NATURAL HIGH HISTORY

Natural High was founded by entrepreneur Jon Sundt, who lost both of his brothers to drug addiction. After the loss, Jon became determined to turn this experience into positive change and made the decision to spend the rest of his life helping young people make better choices.



What started in tragedy has now grown into a movement bringing hope and positive results to thousands of families.



Watch Jon's story in the Natural High Storyteller Library at NaturalHigh.org/Storyteller

NATURAL HIGH MISSION

Our mission is to inspire and empower youth to find their Natural High and develop the skills and courage to live life well.

ABOUT NATURAL HIGH

NATURAL HIGH METHOD

At Natural High, we exist to help kids thrive. Our online video-based prevention and life skills teaching program has over 40+ different Storytellers giving hope, purpose, and encouragement to kids; stories of pushing through hardship, developing resilience, overcoming obstacles, and making good decisions.

Each Storyteller package includes discussion questions and activities that educators and parents can use to engage kids in conversations about the harms of substance use so they can lead healthy and thriving lives.

We believe in the power of storytelling. We engage cultural influencers, educators, and peer groups to help young people discover those core activities in their lives that uplift, inspire, and motivate them — to find their ‘Natural High’ rather than use alcohol or drugs.



YOU DON'T HAVE TO BE A PREVENTION EXPERT TO TEACH THE CURRICULUM. IT HAS BEEN SUCCESSFULLY ADMINISTERED BY:

- SAP Advisors
- Science, Health and P.E. Teachers
- Classroom Teachers
- Counselors
- Nurses
- Community Liaisons
- School Resource Officers
- D.A.R.E. Officers
- Parents
- Student Leaders

THE NATURAL HIGH CURRICULUM

The Natural High curriculum is a highly adaptable collection of teacher resources and student materials that can be customized to meet the needs of students from grades 4-12.

OUR PROGRAM IS SIMPLE AND CAN BE SUMMARIZED IN 3 EASY STEPS:



WE OFFER:

- 40+ influencer videos with accompanying discussion questions and student assignments
- A large library of engaging student activities, projects, and assessments focused on the principles of Natural High
- Lesson plans, we call them Playlists, which organize Natural High educational materials into daily units

The activities are built to let students do the heavy lifting, giving them practice with essential literacy and critical thinking skills while learning about living naturally high. Lessons focus on critical reading, writing, speaking, research, and data analysis standards, which are relevant across many subjects.

OUR CONTENT AND CURRICULUM

Natural High is an inspirational site with strong video content to support kids in finding their natural high and educating them about the dangers of drugs and alcohol.



The Curriculum promotes several of the assets and developmental skills that have been identified as necessary for positive youth development.

NATURAL HIGH'S CURRICULUM FOCUSES ON THESE THEMES:

- Identifying and engaging in a positive activity/passion (e.g. natural highs)
- Peer pressure and refusal strategies
- Goal setting and reaching your potential
- Identifying positive role models
- Making choices based on personal values
- Discernment of true and false messages about drugs and living drug-free

GOALS:

Enduring Understandings:

1. A natural high is something that engages me and brings me joy and satisfaction.
2. I am responsible for my own actions and can choose a drug-free life.
3. There are activities and resources that can support my decision making.

GOALS CONTINUED:

Essential Questions:

1. Why is finding a natural high important?
2. What is my natural high or what might be my natural high?
3. How can I make the decision to remain drug-free on a daily basis?

Performance Tasks:

The learning activities include a variety of formative assessments including:

- Discussions
- Question generation
- Mini teaching and sharing lessons
- Research for videos and posts
- Optional extension pieces to connect learning and life





THE RED RIBBON CAMPAIGN[®]

WHAT IS RED RIBBON WEEK?

Red Ribbon Week is a time for schools across the country to engage students in critical dialogues about the importance of making positive life choices and avoiding drug and alcohol use.

The Red Ribbon Campaign is the largest and oldest drug prevention campaign in the nation. Natural High puts together new lesson plans and content for grades 4-12 specifically for The Red Ribbon Campaign each year.

To learn more about the Red Ribbon Campaign, visit [RedRibbon.org](https://www.RedRibbon.org).

WHY WAS RED RIBBON WEEK STARTED?

The Red Ribbon Week Campaign was created to honor Enrique “Kiki” Camarena. He was a special agent who worked for the Drug Enforcement Administration (DEA). In 1985, he was kidnapped by drug traffickers in Guadalajara, Mexico. His murder and death brought anger to the community and was a catalyst for the Red Ribbon Campaign. In 1988, the National Family Partnership coordinated the first National Red Ribbon Week.

Together in Kiki’s honor, parents and youth in communities nationwide began wearing Red Ribbons as a symbol of their commitment to raise awareness around his killing and the destruction caused by drugs in America.

WHEN IS RED RIBBON WEEK?

Red Ribbon Week takes place each year from October 23-31. This doesn’t always fall on a Monday through Friday, so some schools and communities choose the M-F week before or after.

FEATURED CONTENT

NATURAL HIGH FENTANYL LESSONS

We recommend you share these lessons on the dangers of fentanyl to 6-12th graders.

Last year 100K+ people died from drug overdoses driven by fentanyl, and the fastest growing group is under age 19. Fentanyl poisoning is the most important conversation you need to have with your students right now.

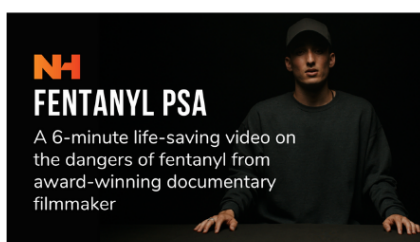
Neither kids today, nor their parents, are aware of the growing dangers of fentanyl poisoning and subsequent deaths. You can help change that.

A single page printable document to send home to parents on fentanyl is on page 51 of this toolkit or click here: [How To Talk To Your Kids About Fentanyl](#)

FENTANYL LESSONS

Use the two lessons below to educate kids today.

LESSON 1



Raises awareness on the dangers of fentanyl for kids, educators, parents, and caregivers.

LESSON 2



Educates kids on the prevalence and dangers of counterfeit prescription pills.

FEATURED CONTENT

LESSON #1: FENTANYL PSA VIDEO

Raises awareness on the dangers of fentanyl for kids, educators, parents, and caregivers.

ABOUT THE 6-MINUTE VIDEO

The PSA video is a short, clear, and compelling documentary-format short film about the dangers of fentanyl.

The film 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.



FOLLOW THE STEPS TO HAVE AN IMPACTFUL CONVERSATION

STEP 1

WATCH

6 MIN 6 SEC



Short video for youth produced by Natural High

- ☐ Vimeo: bit.ly/fentanyl-video-vimeo
- ☐ YouTube: bit.ly/fentanyl-video-youtube
- ☐ SchoolTube: bit.ly/fentanyl-video-schooltube
- ☐ Direct Download: bit.ly/fentanyl-video-download

STEP 2 DISCUSS

TOGETHER AS A GROUP



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

What did you learn about fentanyl?

Question #2:

What would you say to a friend of yours who is planning on trying a substance that might be laced with fentanyl?

Question #3:

What would you say to a friend of yours who offers you a substance they swear is safe?

Question #4:

What could you do to share the film and this message with your circle of friends?

STEP 3 GO DEEPER

ASSEMBLY ACTIVITY



GET THE FILM SCREENING GUIDE

NATURALHIGH.ORG/FENTANYL-RESOURCES

Download the film guide to facilitate a large group or student assembly film screening.

INCLUDED IN THE 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 posters

FEATURED CONTENT

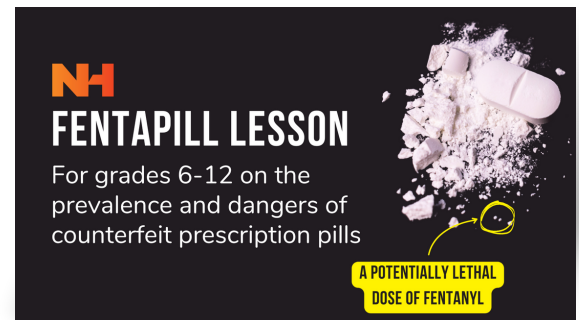
LESSON #2: FENTAPILL LESSON

Educates kids on the prevalence and dangers of fake prescription pills laced with fentanyl.

ABOUT THE FENTAPILL LESSON

In 2022, the DEA confiscated over 50+ million counterfeit pills, and 6 out of 10 pills contained a lethal dose of fentanyl.

Fake prescription pills laced with fentanyl, AKA "fentapills," have been confiscated in every state in the U.S.



FENTAPILL LESSON PLAN PDF INCLUDES:

- Fentapill fact sheet
- "What is a fentapill" short video from partner Song For Charlie
- Script on fentanyl for students to read aloud
- Discussion questions
- Engaging Kahoot! or printable quiz
- Parent/caregiver send-home letter and resource on fentanyl

DOWNLOAD HERE

Go to bit.ly/fentapill-lesson-RRW

SOCIAL MEDIA

Media campaigns can be a powerful force for social change. In general terms, they have great potential to raise awareness of an issue, enhance knowledge and beliefs, and reinforce existing attitudes.

Natural High encourages educators and schools to help spread the word online. Show us what you're doing to celebrate Red Ribbon Week by using #LiveNaturallyHigh. See the examples below, copy the language you want to use on your school's site or social media, and start spreading the message!



We will be re-sharing your social media posts/photos and youth projects with the hashtag #LiveNaturallyHigh on Natural High's social media channels.

Reminder: It's a good idea to get parent consent if you share on your school's social media page.

SOCIAL MEDIA POSTS:

Join me in celebrating Red Ribbon Week. Our kids have the right to grow up drug free and thrive – and we have the responsibility to make that happen. Take the pledge:

NaturalHigh.org/pledge

I'm a teacher/parent/caregiver who believes in a thriving future for my students/kids. Join me in celebrating Red Ribbon Week® (October 23-31)

Join us as we celebrate Red Ribbon Week from October 23-31. Thousands of schools across the country use this valuable time to engage students in critical dialogues about the importance of making positive life choices and avoiding drug and alcohol use.

INSPIRE TEENS TO SAY ‘YES’ TO LIFE

A pledge is an easy, formal promise that has been proven to change behavior. Research shows that people who publicly pledge to do something are 80% more likely to follow through than those who don't. The reason public pledges work is simple — they create social pressure.

Have your students take the pledge to live naturally high at NaturalHigh.org/pledge

TAKE THE PLEDGE TO LIVE SUBSTANCE-FREE

Signing a pledge, and including friends, a teacher, a parent or guardian, can help keep students accountable for making good decisions.

NATURALHIGH.ORG/PLEDGE

IDEAS FOR USING THE PLEDGE:

- Have students submit their pledge online at NaturalHigh.org/pledge
- Post pledges around school to show participation in your campaign.
- Download and print the pledge to send home with students on the next page.
- Distribute the pledge to parents at school events, PTA meetings, or other community events.



I PROMISE TO SAY “YES” TO LIFE AND “NO” TO AN ARTIFICIAL HIGH

MY NATURAL HIGH IS

I PLEDGE TO LIVE NATURALLY HIGH BECAUSE

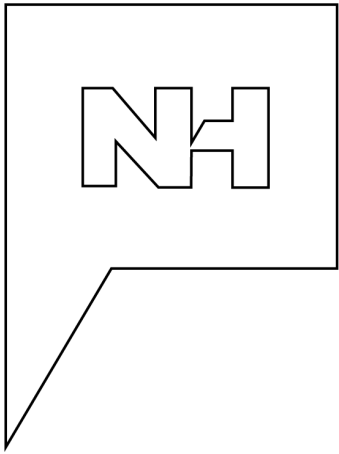
Your Signature

Your Name

Date

TAKE THE PLEDGE

Learn More at NaturalHigh.org
#LIVENATURALLYHIGH



DRAW YOU DOING YOUR NATURAL HIGH

IS MY NATURAL HIGH

RED RIBBON WEEK ACTIVITY IDEAS

1. Set up a Natural High selfie booth. Print out "My Natural High is..." pages or buy a Natural High dry-erase whiteboard from our store.
2. Use the 'Live Naturally High' theme to create a Poster Contest.
3. Plant the Promise: Celebrate by planting red flower bulbs which bloom in the Spring and serve as a reminder of the importance of a drug free life.
4. Get your PTA involved.
5. Have "wear red" day at school and other spirit days during the week.
6. Incorporate prevention curriculum into classes each day using our lesson plans.
7. Schedule a speaker to speak to the students about the risks associated with drug use.
8. Participate in the Red Ribbon theme contest redribbon.org/theme/contest/
9. Create a classroom wall of student contributed 'natural highs'.
10. Use red material or plastic red cups to spell out the Red Ribbon theme in the school chain link fence.
11. Make small red bows for all students and staff members; wear the red bow everyday during Red Ribbon Week®. Students who wear it every day win a prize.
12. Deliver a drug prevention message every day during the morning announcements. If you have video broadcast announcements, show a Natural High Storyteller video each day during the morning announcements.
13. Create a "Wall of Pledges" on a giant piece of poster paper in the main hallway. Anyone who takes the "Pledge" signs his/her name on the poster.
14. Purchase a Pledge banner from the Natural High store for students to sign.
15. March around the school grounds chanting the Red Ribbon Theme or organize a walk-a-thon.
16. Schedule a student screening of a Natural High Storyteller video or the fentanyl PSA at an assembly.
17. Participate in National Prescription Take Back Day on Oct 28. Find your local collection site at DEATakeBack.com

4 WAYS TO GET PARENTS INVOLVED

- 1 Copy and paste Red Ribbon Week info into a parent letter to send home with homework.
- 2 Send the Live Naturally High pledge home with students so parents/caregivers can take the pledge too, demonstrating their commitment to maintaining an open dialogue about the dangers of substance use and the benefits of a healthy, drug-free lifestyle.
- 3 Assign students to watch a Natural High Storyteller video at home with their parent/caregiver and use the discussion questions to have a conversation about drugs and alcohol.
- 4 Get your PTA involved. Have them sponsor an event during Red Ribbon Week.

PRINT THE NEXT PAGE OR COPY AND PASTE THIS PARENT LETTER.

Changes and edits to this document are welcomed and can be edited directly in Google Docs at the [link](#) below. You will be prompted to make a copy first and may then make your own edits.

NaturalHigh.org/parent-letter



October, 2023

Dear Parent/Caregiver,

Did you know that 13 is the average age when kids try alcohol and drugs for the first time? Armed with the right information and concrete strategies, we can support our kids in making good choices.

Each year, National Red Ribbon Week is celebrated from October 23 - 31. Schools and youth support organizations across the country use this time to engage students in dialogues about the importance of making positive life choices and avoiding the temptation to use drugs and alcohol.

This year, your classroom teacher is using the Natural High Red Ribbon Week curriculum. Natural High is a nonprofit organization dedicated to empowering young people to make good choices and live life well.

Natural High's free, award-winning curriculum is the perfect tool for adult mentors to engage middle school and high school students in:

- Practicing strategies that support making good decisions
- Identifying their passion – aka their 'natural high'
- Developing life skills to help them thrive

Research shows that if young people discover their passions and are directly engaged in a compelling way by people they look up to and trust, they are more likely to make positive life choices and much less likely to choose drugs and alcohol. Natural High supports youth in leading strong and healthy lives by sharing stories of courage, resilience, and the importance of solid relationships with peers and mentors.

We encourage you to talk with your children about what they are learning and discussing. Here are a few prompts to help you get the conversations rolling and engage with your child at home:

- What is one thing you learned with Natural High that surprised you?
- What is one thing you learned that you think I should know?
- What do you think concerns me most when it comes to you and drugs and alcohol?

Thank you for supporting your child as they work through the curriculum. We are excited for your child's involvement and welcome any questions and feedback. For more information or to find a variety of videos and resources to use for starting family conversations, please visit the Natural High website at www.NaturalHigh.org.

Sincerely,

MORNING ANNOUNCEMENTS

Each day read one of the following scripts to celebrate Red Ribbon Week and spread facts on drugs. You can use the Natural High script below and show a Storyteller video, or visit [this page from RedRibbon.org](https://www.RedRibbon.org) for audio-only announcements.

DAY 1

Today is the first day of Red Ribbon Week. This year's theme is Be Kind to Your Mind. Live Drug Free. It's a call to action to support healthy choices and serves as a reminder that drugs hinder brain development. The next 5 days were going to focus on making positive and healthy choices and living naturally high. A natural high can come from any activity that makes you feel good — and doesn't involve drugs. Doing things you enjoy, like riding your skateboard or dabbling in photography, releases natural feel-good chemicals in your brain like dopamine, which regulates movement, emotion, motivation, and happiness.

In today's Natural High's video, meet Tony Azevedo, who's natural high is water polo. He's a five-time Olympian, former captain of the U.S. National Men's Water Polo team, and fourth on the list of 'most goals ever'. And behind his amazing record is an impressive story of resilience and perseverance. He talks about how his setbacks fueled his passions for doing something great with his life.

(Show Tony Azevedo's video)

What's YOUR natural high?

DAY 2

Welcome to day 2 of Red Ribbon Week. Staying drug free means investing in your current and future health. You don't have to use drugs to fit in. There are other ways to belong.

In fact, did you know....(Choose one of the stats below for your school's age group)

- 71% of 8th graders disapprove of people who smoke marijuana occasionally.
- 63% of high school seniors disapprove of the regular use of marijuana.

Take it from WNBA point guard Lisa Leslie. In her Natural High video, she says she knew that focusing on school and basketball was the only way to reach her dreams. Her determination led her to countless WNBA awards and four Olympic gold medals.

(Show Lisa Leslie's video)

What's YOUR natural high?

MORNING ANNOUNCEMENTS

DAY 3

We're halfway through Red Ribbon Week, and besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends.

Professional surfer Rob Machado knows how important it is to keep your eye on the prize and stay clean, even if it feels like you are surrounded by drugs and alcohol. Watch his Natural High video at home with your family, and talk about it.

(Show Rob Machado's video)

What's YOUR natural high?

DAY 4

Living life naturally high is a healthy choice that helps you achieve your goals. So say "Yes" to life, and hear from young Olympic professional skateboarder, Bryce Wettstein.

Often we try to avoid making mistakes and failing, but that typically increases anxiety and stress since making mistakes and failing are a normal part of life. In her Natural High video, Bryce challenges the common definition of perfection and believes mistakes are an opportunity.

(Show Bryce Wettstein's video)

What's YOUR natural high?

DAY 5

It's the last day of Red Ribbon Week and we want to thank you for your participation in supporting healthy, drug free lifestyles. We hope you've really thought about the meaning of "living naturally high" and how making healthy choices will help you achieve your goals in life.

We close out the week by hearing from Donald Brown, former NFL running back. He says he knew that his dream of being in the NFL would be his by persevering and making the decision to live naturally high.

(Show Donald Brown's video)

What's YOUR natural high?

RED RIBBON WEEK

LESSON PLANS AND VIDEO PLAYLIST FOR GRADES 4-12

Follow along with our suggested 5-day sequence, or choose your own adventure.

HOW IT WORKS

STEP 1
WATCH
A NATURAL HIGH VIDEO



STEP 2
DISCUSS
TOGETHER AS A GROUP



STEP 3
GO DEEPER
THROUGH FUN ACTIVITIES



DAY 1 LESSON PLAN



TONY AZEVEDO

OLYMPIC WATERPOLO CHAMPION

Tony is a 5x Olympian, former captain of the U.S. National Men's Water Polo team, and fourth on the list of 'most goals ever'. Behind his amazing record is an impressive story of resilience and perseverance. He talks about how his setbacks fueled his passions for doing something great with his life.

STEP 1
WATCH
6 MIN 36 SEC



WAYS TO WATCH

GO TO NATURALHIGH.ORG/STORYTELLER/TONY-AZEVEDO



RED RIBBON WEEK

STEP 2
DISCUSS
15-30 MIN



DAY 1 LESSON PLAN: DISCUSSION QUESTIONS

TONY AZEVEDO

Olympic Waterpolo Player



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

What sticks out to you about Tony's story? What parts do you resonate with?

Question #2:

What have you been told you can't do or aren't good enough at?

Question #3:

What's his perspective on temptation?

Question #4:

What did Tony learn from his big mistake?

Question #5:

What is one of his mottos in life? What about you? What's one of your mottos?

Question #6:

What do you think drove Tony to be so focused on water polo? What did he get out of it?

RED RIBBON WEEK

STEP 3

GO DEEPER

40-60 MIN



DRAW YOUR NATURAL HIGH

Natural High Principle 1:
Pursue Your Natural High

Materials

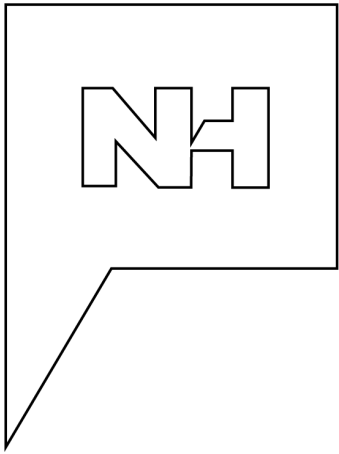
Device to view Natural High Videos
Note-taking supplies
Action plan prompts (below)

Activity Description

A natural high is any activity you love to do that makes you feel good and does not involve drugs or alcohol. You don't have to be an Olympic champion or a professional musician to engage in an activity meaningfully. Finding your natural high can be as simple as thinking about what you enjoy and making an effort to spend some time doing it. This activity is designed to get you thinking about what you already enjoy or would like to try. Even if it doesn't become your true passion, the exploration will allow you the opportunity to learn more about yourself, hopefully while having a good time.

Suggested Steps

1. Print out the Draw Your Natural High page
2. Draw you doing your natural high



DRAW YOU DOING YOUR NATURAL HIGH

IS MY NATURAL HIGH

RED RIBBON WEEK

STEP 3

GO DEEPER

30-45 MIN



THE ENGINE THAT COULD

Natural High Principle 6:
Develop Resilience

Materials

Access to internet
Digital projector and sound
Paper or journal or Chromebook
Pens, pencils (if using paper)

Activity Description

Everyone has limitations as they grow up. Often, we are told we can't do something because the perception people have of us doesn't fit into their mental model. The people who learn to push through, regardless of what others think, will develop an internal resilience that may serve them in other areas of their lives. Inner strength comes from confronting challenges and limitations and overcoming them. In this activity, you will reflect on challenges where you have pushed through and think about your inner strength as you remember times when you have been resilient.

Suggested Steps

1. Facilitator will start by sharing an experience they had working through a challenge when they were told they couldn't do something but tried hard anyway.
2. Writing Assignment: Think back on your life experiences when you were told you couldn't do something.
 - Write down 2-3 sentences about the experience.

- Give 2-3 examples of times when you pushed yourself to get better at something and how that made you feel.
3. Peer Sharing: After you have completed the writing assignment, pair up with someone or get into a group of three and take turns sharing.
4. Group Sharing: Pick someone from your group to share in front of the entire class.
5. Writing Assignment: Answer the following questions to help you think about how you will respond in the future when faced with a challenge.
- “When I face a challenge, I’m the type of person who...”
 - “The next time someone tells me that I can’t do something, I will remember...”

RED RIBBON WEEK

DAY 2 LESSON PLAN



LISA LESLIE

PRO BASKETBALL PLAYER

Lisa Leslie knew that focusing on school and basketball was the only way to reach her dreams. Her determination led her to countless WNBA awards and four Olympic gold medals.

STEP 1

WATCH

3 MIN 20 SEC



WAYS TO WATCH

GO TO NATURALHIGH.ORG/STORYTELLER/LISA-LESLIE-WNBA-ALL-STAR



RED RIBBON WEEK

STEP 2 DISCUSS

15-30 MIN



DAY 2 LESSON PLAN: DISCUSSION QUESTIONS

LISA LESLIE

Pro Basketball Player



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

Lisa says, “I always wanted to represent my family, my mom and my sisters, and I didn’t want to do anything that would damage my family name.” How do you see yourself representing your family?

Question #2:

Everyone knew a girl that played on the basketball team and that impressed Lisa. Is there someone you admire?

Question #3:

In 9th grade Lisa set a goal to make the Olympic basketball team. What are your goals and how do you work toward them?

Question #4:

Focus helped Lisa prioritize grades and athletics. What are your priorities? How do you keep your focus on them?

RED RIBBON WEEK

STEP 3

GO DEEPER

40-60 MIN



LANDING YOUR TRICK

Natural High Principle 5:
Goal-Setting

Materials

Note-taking supplies
List of questions (below)

Activity Description

In the Natural High videos, we see celebrities enjoying their natural highs. Sometimes it's hard to imagine the hard work that goes into the success the celebrities have achieved. This activity is designed to help you think through a long-term goal and how to achieve it. We can sometimes get overwhelmed, and if we learn to break down a goal into steps, it makes the achievement more manageable.

The point of this activity is to help you think through processes and develop patience and determination, as opposed to finishing and achieving. Sometimes we are successful in our goals, and sometimes we are not. We need to understand that both outcomes are possible. In fact, if you move through the process and decide you do not want to continue, you have learned in that experience what is worth your time and what commitment truly looks like.

Suggested Steps

1. Talk or think about what it means to you to land a trick?

Think about a time when you've landed a trick. It doesn't have to be a literal trick or even a new trick that no one has done. It's more about the beauty of owning, doing, or building something in some way.

2. Consider your tricks.

- What have you created that you're proud of?
- What was involved in creating it?
- Why are you proud of it?
- Is there anything you would do/or have done differently if you were to create the same thing/experience again?

3. What's the trick?

- If you had no limits of money, time, or expertise, what trick would you like to land?
- What do you want to create? Is it landing a skateboarding trick, making your mark on a sports team with a three-pointer, performing a new song on the piano, recording a song, making a movie, writing an essay, or even a book?
- What steps (big and small) would it take to land that trick? List (or narrate) the steps required to "land your trick". Be realistic even if you don't think you could do each step just now.

4. Plan the land.

- There are limitations of money, time, and expertise.
- What is one thing you can do, starting now, that will help you get to landing your trick? Is it taking a class, performing academically, or trying a new activity? Is it asking questions of someone or reading up on information?
- What is a realistic goal you can set to help you move one step closer to your trick?

RED RIBBON WEEK

STEP 3

GO DEEPER

40-60 MIN



USE MODELS TO UNDERSTAND CONSEQUENCES

Natural High Principle 2:
Embrace Positive Peer Influence

Materials

Note-taking supplies
Access to digital research materials

Activity Description

In the Natural High videos we see strong role models who encourage us to make good choices, to live healthy lives, and to enjoy success on our own terms. In order to fully understand choices, it's important to see what happens when people make poor choices. And know that making a bad choice does not make you a bad person. But, bad choices have consequences that can hurt you and others. Celebrities are major influencers and thus become models, whether we like it or not, and we can learn from examples.

Suggested Steps

1. Share an example.

Share a few stories of celebrities who have made poor choices with regard to drugs and/or alcohol. Talk about the pressure of celebrity and the desire to live up to expectations.

2. Select a celebrity.

Select a current or historical figure that has made the choice to use drugs and/or alcohol and who has suffered a consequence. It's often easier to look in from the outside, but if you are interested and willing to share a personal story of someone close to you, that can often elicit more authentic feelings.

3. Present your findings.

Write up a summary, create a small video, and/or present on your celebrity of choice in your own way. Include and comment on:

- Who is the celebrity?
- What is/was s/he famous for?
- What circumstances led to drug and/or alcohol use?
- What were the consequences s/he suffered?
- Did s/he get help? Did it work?
- What choices did s/he have?
- What makes a good role model and is s/he a good role model? Why or why not?

4. Find the common denominators.

After presentations, talk about the pressure celebrities face and the desire to live up to expectations

RED RIBBON WEEK

DAY 3 LESSON PLAN



ROB MACHADO

PRO SURFER

Professional surfer Rob Machado knows how important it is to keep your eye on the prize and stay clean, even if it feels like you are surrounded by drugs and alcohol.

STEP 1

WATCH

5 MIN 43 SEC



WAYS TO WATCH

GO TO NATURALHIGH.ORG/STORYTELLER/ROB-MACHADO-PRO-SURFER



RED RIBBON WEEK

STEP 2
DISCUSS
15-30 MIN



DAY 3 LESSON PLAN: DISCUSSION QUESTIONS

ROB MACHADO

Pro Surfer



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

Have you ever attempted anything that required you to be totally brave to try? Explain.

Question #2:

Rob says that people retreat into a different world when they use drugs and that drugs can distort your view. Have you known someone to abuse drugs and retreat? Talk about your experience.

Question #3:

Surfing isn't always easy for Rob. Talk about a time when something you enjoyed wasn't easy. Did you persevere? Did you give up? What would you do again? What would you change?

Question #4:

Rob says that he needs to ease into things. Do you think that typically you are the type of person who jumps into things or do you prefer to ease in? Have there been times you've had to do one or the other and it made you uncomfortable? Explain.

Question #5:

Rob's dad was someone Rob could look up to and also who Rob says brought him "back down to Earth." What do you think he means by that? Who does that for you? Who do you do it for?

RED RIBBON WEEK

STEP 3

GO DEEPER

40-60 MIN



PROMPT A FAMILY CONVERSATION

Natural High Principle 3:
Cultivate Mentor Relationships

Materials

Suggested prompts (below)

Activity Description

We build relationships through conversation. This activity is designed to get you thinking about how you interact with your family and/or other adult mentors in your life, and to help you make stronger connections. You will develop prompts and questions to use in order to start and continue a conversation.

Suggested Steps

1. Identify a time you can talk with members of your family or an adult mentor you trust. This should be a time when you feel you can open up and talk about serious and important topics. What is a good time for conversation?
2. Develop a list of prompts and/or questions for your conversation. You can use some of the following suggested prompts and questions:
 - What was a highlight of your day?
 - What was a big challenge in your day? What are you grateful for today?
 - What were you like as a kid? What do you wonder about me?
 - What would you do if you could do anything?
 - We talked about finding a Natural High today; what are your Natural Highs?
3. Go home and have these conversations. Consider writing up a reflection piece on the experience

RED RIBBON WEEK

STEP 3

GO DEEPER

60-90 MIN



FIND THE WORDS AND SHARE THEM

Natural High Principle 4:
Believe In Yourself

Materials

Materials for creative messages (posters, blogs, posts, podcasts, etc.)
Digital device to view video and article (or print out article)

Activity Description

Many Natural High storytellers convey that it takes confidence to simply say “no.” Some have even invented excuses to avoid negative situations. It can be a challenge to think of the right thing to say in the heat of the moment. This is one of the reasons peer pressure can be so effective. Knowing how to respond before you’re in a difficult situation can help. This activity is designed to help you prepare for those situations and to share your ideas with your community.

Suggested Steps

1. Watch this video: https://youtu.be/_A7h2JtcPf0
2. Get in pairs or small groups and design a poster, blog post, podcast, etc. that gets the word out about effective ways to resist negative peer pressure. An effective message will include facts about how peer pressure works and how to respond to it. Don’t just list information. Be creative. Think carefully about how to make this a fun and engaging way to learn about responding to negative peer pressure.
3. Share your message with the larger group and take note of any ideas new to you that you could use.

RED RIBBON WEEK

DAY 4 LESSON PLAN



BRYCE WETTSTEIN

PRO SKATEBOARDER

Bryce skated in the 2021 Summer Olympics where she placed 6th in Park. She's an optimist who has a unique way of seeing the world and finds the extraordinary in the ordinary. Bryce challenges the common definition of perfection and believes mistakes are an opportunity to learn and grow.

STEP 1
WATCH
2 MIN 55 SEC



WAYS TO WATCH

GO TO NATURALHIGH.ORG/STORYTELLER/BRYCE-WETTSTEIN



RED RIBBON WEEK

STEP 2 DISCUSS

15-30 MIN



DAY 4 LESSON PLAN: DISCUSSION QUESTIONS

BRYCE WETTSTEIN

Pro Skateboarder



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

What sticks out to you about Bryce and the way she talks about her life?

Question #2:

Bryce talks about being unique — what are the top two or three unique qualities people seem to notice about you?

Question #3:

What's something unique about you that you don't often reveal to others?

Question #4:

Bryce also shares her perspective on mistakes. Often, people don't have such a positive outlook on mistakes, though. What goes through your mind after you make a mistake?

Question #5:

Who has shaped your perspective on making mistakes the most?

Question #6:

What would you do more of (or less of) if you shared her perspective on mistakes as learning opportunities to grow from rather than something to avoid?

RED RIBBON WEEK

STEP 3

GO DEEPER

45-60 MIN



RE-BRANDING MISTAKES AND FAILURE

Natural High Principle 6:
Develop Resilience

Materials

Note-taking supplies

Activity Description

Too often, people try to avoid making mistakes and failing. But, that typically increases anxiety and stress since making mistakes and failing are a normal part of life, and they provide tremendous opportunities to learn and grow. In this activity, you will reflect on a mistake or failure you've experienced and the life lessons you learned from it. Then share it with a partner, small group, or your class.

Suggested Steps

1. Consider each question and jot down your own personal reflections to share with others
 - What messages have you heard about mistakes and failure from your family?
 - What are 2-3 mistakes you've made in the past that you still think about? What happened? How did other people react? What went through your mind?
 - What have you learned from those mistakes?
 - Who comes to mind when you think of someone who's made a mistake or failed at something and yet learned and grew from it?
 - If you were to think of a positive outlook towards mistakes you might make in the future, what would you say to yourself? Try completing this sentence: "When I make a mistake, I will remember that...and remind myself...". This is your 'mistake philosophy'.

2. In pairs or groups of three, take turns sharing one of the mistakes you thought about during your personal reflection time. When it's your turn to listen, ask curious questions to help you really understand the circumstances and events of others.

After each of you have shared the story and the lessons you learned, share your mistake philosophy. After you hear each other's, take a look at your own again, and consider adding or altering what you wrote.

3. As a class, ask for volunteers to share examples of the mistakes they made, lessons learned, and mistake philosophy. As you listen, consider your own mistake philosophy and how you might change or alter it to resonate even more with yourself.

RED RIBBON WEEK

STEP 3

GO DEEPER

60 MIN



GROWTH AND FIXED MINDSETS

Natural High Principle 4:
Believe In Yourself

Materials

Signs to mark areas of the room
Sticky notes

Activity Description

When you THINK YOU CAN'T, you limit your potential. When you THINK YOU CAN, you open up your possibilities and can find success through practice, dedication, and persistence. A fixed mindset assumes a limitation, while a growth mindset assumes you can learn and achieve with enough hard work and time. Understanding your mindset will help to frame your thought process and embracing a growth mindset can have a positive impact on your decision making.

Suggested Steps

1. Mark three areas of the room:
 - One corner/wall with “Fixed Mindset”
 - One corner/wall with “Growth Mindset”
 - The center with “Goals and Natural Highs”
2. Look over the diagram and the following examples of Growth and Fixed Mindsets:

Growth Mindset	Fixed Mindset
I will...	I will try....
I am going to....	I want to....
I know I will....	I wish I could....
I can learn...	I'm not a _____ or I am only

3. Think about yourself and how you would describe yourself.

- What are you good at?
- What goals do you have (big, small, short and long-term)?
- How would you describe yourself?

4. Write out statements about yourself. Decide if they belong on the Fixed Mindset or Growth Mindset part of the room. See below for examples:

Growth Mindset	Fixed Mindset
I will be a scientist	I will try to be a scientist.
I am going to travel the world.	I want to travel the world.
I know I will be successful.	I wish I could be successful.
I can learn math.	I'm not a math person.

5. Read the sticky notes in the fixed mindset part of the room. See if you can change them to be written with a growth mindset.

6. When someone criticizes you, you can respond with a growth mindset or a fixed mindset. For example, if someone says you can't do something you could say, "Not yet, but I can if I try hard" or you could say, "You're right."

7. Identify one area where you tend to have a fixed mindset. Make one goal toward changing to a growth mindset with that area. For example:

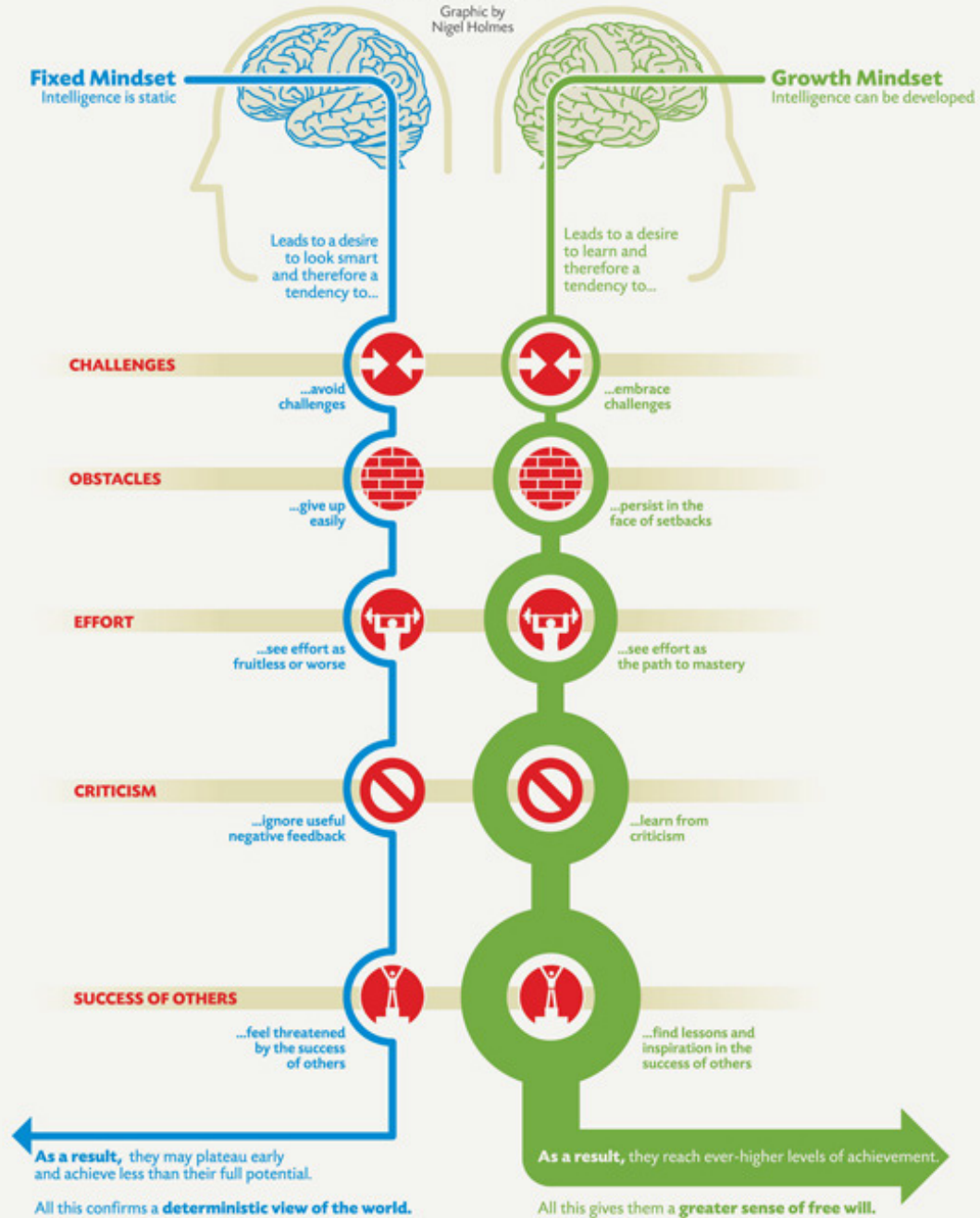
- I often have a fixed mindset when it comes to studying. I assume I will not do well if I haven't done well in the past in that class.

--> Now I will try to identify ways to improve and assume I will do well if I work hard. And if I don't do well, I will talk to the teacher about ways I can.

TWO MINDSETS

CAROL S. DWECK, Ph.D.

Graphic by
Nigel Holmes



RED RIBBON WEEK

DAY 5 LESSON PLAN



DONALD BROWN

FORMER NFL FOOTBALL PLAYER

Former San Diego Chargers running back, Donald Brown knew that his dream of being in the NFL would be his by persevering and making the decision to live naturally high.

STEP 1

WATCH

6 MIN 14 SEC



WAYS TO WATCH

GO TO NATURALHIGH.ORG/STORYTELLER/DONALD-BROWN-NFL-RUNNING-BACK



RED RIBBON WEEK

STEP 2 DISCUSS

15-30 MIN



DAY 5 LESSON PLAN: DISCUSSION QUESTIONS

DONALD BROWN

Former NFL Player



SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

It's easy to say you want to do something - you need commitment and dedication to see it through. What helps you with keeping a commitment. What derails you?

Question #2:

Describe a time you were dedicated to doing something and you succeeded or failed. How did you feel? What happened next as a result?

Question #3:

When Donald was thinking about quitting football he decided to stick with it after thinking about who he was playing for. Who do you work hard for? Why?

Question #4:

Sometimes we fall victim to peer pressure to look cool or gain the respect of others. Donald says that people knew what he stood for and that helped people respect him. What do you think he means by this and do you stand for something that could help you gain respect?

Question #5:

What do you think Donald means by putting on your blinders?

RED RIBBON WEEK

STEP 3

GO DEEPER

60 MIN



SPREADING RESILIENCE

Natural High Principle 6:
Develop Resilience

Materials

Note-taking supplies
List of questions (below)
Device to access video

Activity Description

Resilience is the trait or character strength that allows us to overcome frustrations and setbacks, finish whatever we begin, and generally push on toward our goals. Sometimes it can be hard to rally in tough situations, and sometimes it's hard to know when you are in a situation that requires resilience. You will work with a group to create an educational message for your community that supports resilience.

Suggested Steps

1. Watch a short clip on the [Freedom to Fail Forward](https://www.youtube.com/watch?v=6Ult4t-1NoQ) at <https://www.youtube.com/watch?v=6Ult4t-1NoQ>
 - Think about the title and what it means to fail forward.
2. Find a group to work with and decide what kind of public message you want to create (a series of digital posts, a poster, daily announcements for your school, or something else). Your message is to help people understand that failure can help propel us forward and make us stronger. Handling failure is hard—how can we do it?

3. Create the message: Make sure that you are clear and to the point. Your message will be more helpful if it is easy to understand. Help others understand the importance of resilience. Your message could include:

- A definition of resilience
- Specific examples
- Facts
- Suggestions

4. Share your message: Support your community by helping to share inspiration. Talk with an administrator or site director about appropriately sharing your message.

RED RIBBON WEEK

STEP 3

GO DEEPER

40-60 MIN



DRUG AND ALCOHOL IQ AND PLEDGE

Natural High Principle 1:
Pursue Your Natural High

Materials

Note-taking supplies

List of questions (below)

Access the Internet National Drug & Alcohol IQ Challenge Kahoot! quiz at: bit.ly/NIDA-quiz

Activity Description

There is a lot of information accessible to us and it's helpful to separate fact from fiction. You will take the National Drug & Alcohol IQ Challenge and generate a list of resources for yourself and others. Signing the pledge and including your parent or guardian can help you keep yourself accountable to making good decisions.

Suggested Steps

1. Consider each question and jot down your own personal reflections to share with others:

- Has anyone offered you drugs or alcohol?
- Are you curious about using drugs and alcohol?
- Who can you talk to about using drugs and alcohol?
- What is drug addiction?
- Is it safe to experiment with drugs?
- How do you "just say no"?

2. Take the National Drug & Alcohol IQ Challenge Kahoot! quiz online at bit.ly/NIDA-quiz
3. Explore the Mind Matters Series on National Institutes of Health's National Institute of Drug Abuse website at <https://nida.nih.gov/publications/mind-matters-series>.
4. Reflect on what you learned from the above resources. List a few consequences of drug and alcohol abuse. Brainstorm some personal reasons for you to avoid drugs and alcohol.
5. Sign the drug-free pledge at www.naturalhigh.org/pledge and ask your parent or guardian to join you.



**I PROMISE TO SAY “YES” TO LIFE
AND “NO” TO AN ARTIFICIAL HIGH**

MY NATURAL HIGH IS

I PLEDGE TO LIVE NATURALLY HIGH BECAUSE

Your Signature

Your Name

Date

TAKE THE PLEDGE

Learn More at NaturalHigh.org
#LIVENATURALLYHIGH

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Your purchase will further the mission to help students make more thoughtful decisions about the choices they make for their future, and all proceeds from our store go directly to our efforts to reach more students and more schools.

The deadline to order your Red Ribbon Week swag and guarantee delivery is October 6th.

NATURALHIGH.ORG/STORE



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.

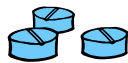
As parents, you are an important influence in your kids' lives. One of the best ways to protect kids from substance use is by having regular and open conversations to educate them about the risks. Listen to them without judgment. Also monitor their social media use. Drugs are often provided by someone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

CÓMO HABLAR CON TUS HIJOS SOBRE



FENTANILO

TENGA UNA CONVERSACIÓN CON SU HIJO

Comience con una conversación general sobre el dolor, el estrés, la salud mental y los medicamentos. La salud mental es un factor clave en el uso de sustancias: el 86 % de los jóvenes de 13 a 17 años sienten abrumados y el 79 % dice que la ansiedad y el estrés son una razón común para el uso indebido de medicamentos.

Explique que el dolor y el estrés son cosas normales que suceden en la vida y proporcione sugerencias sobre cómo manejarlos.



UNA DOSIS POTENCIALMENTE LETAL



EXPLICA QUÉ ES EL FENTANILO Y POR QUÉ ES TAN PELIGROSO

- El fentanilo es un opiode poderoso que se agrega a las píldoras recetadas falsas y otras drogas que puede comprar "en la calle". Se agrega fentanilo para aumentar las ganancias porque es más barato y más fuerte.
- Una pastilla puede matar. Una dosis potencialmente letal de fentanilo es del tamaño de 2 granos de sal.
- Si no es del médico o de la farmacia de su hijo, no lo tome.
- Cualquiera que haga un mal uso de las píldoras recetadas o use drogas, incluso la primera vez, corre el riesgo de sufrir una sobredosis de fentanilo.
- Es posible que un "amigo" o traficante de drogas no sepa si el producto que vende contiene fentanilo, y no hay forma de que pueda garantizar que no contenga fentanilo.

ENFOQUE LA CONVERSACIÓN EN LA SEGURIDAD

En lugar de centrar la conversación en el castigo por el consumo de drogas, comparte que te preocupas por ellos y que quieres que estén a salvo.

Como padres, ustedes son una influencia importante en la vida de sus hijos. Una de las mejores maneras de proteger a los niños del uso de sustancias es tener conversaciones regulares y abiertas para educarlos sobre los riesgos. Escúchalos sin juzgar. También controle su uso de las redes sociales. Las drogas a menudo las proporciona alguien que conocen o un extraño que conocen en las redes sociales.

Los errores son parte del crecimiento. No tengas miedo de venir a mí.

Tu futuro es importante. Quiero que estés presente para ello.

Te amaré pase lo que pase, siempre puedes hablar conmigo.

FENTAPILL FACT SHEET

Fentanyl is a **synthetic opioid** that is up to **50X stronger** than heroin and **100X stronger** than morphine.



2 SALT-SIZED GRAINS OF FENTANYL CAN KILL.

TWO TYPES OF FENTANYL:

Pharmaceutical Fentanyl

- Prescribed and obtained from a licensed physician or pharmacy

Illicitly Manufactured Fentanyl (IMF)

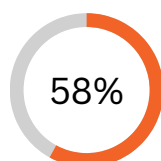
- Made and distributed through illegal drug markets with no quality control

ILLICIT PILLS DON'T COME WITH AN INGREDIENT LIST...

YOU CANNOT SEE, TASTE, OR SMELL FENTANYL.

IMF is often added to other drugs because of its extreme potency, which makes drugs:

- cheaper to make
- more powerful
- more addictive
- more dangerous



KNOWLEDGE GAP

Only 58% of youth said fentanyl was dangerous

AKA FENTAPILLS

COUNTERFEIT PILLS

They are pills made to look like real prescription medications you get from a pharmacy.

They look real in many ways:

✗ size ✗ coloring ✗ stamps ✗ packaging

Fake pills may contain more or less of the active ingredient, harmful ingredients, or the wrong medication altogether.

Fake pills are made to look like **prescription opioids** such as oxycodone (Oxycontin®, Percocet®), hydrocodone (Vicodin®), and alprazolam (Xanax®); or **stimulants** like amphetamines (Adderall®).

One pill, or **even half of a single pill**, could be lethal. Experimentation or self-medication can be fatal.

PEOPLE ARE OFTEN UNAWARE FENTANYL HAS BEEN ADDED

Pills purchased on social media, received from a friend, or bought online **are not real.**

The only safe medications are ones that come from licensed and accredited medical professionals. Pills purchased outside of a licensed pharmacy are illegal, dangerous, and potentially lethal.

107,622 IN OVERDOSE DEATHS IN 2021
FUELED BY FENTANYL

6 OUT OF EVERY **10**
PILLS CONTAIN A POTENTIALLY
LETHAL DOSE



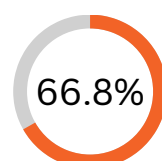
2018 - 2021
YOUTH DEATHS
(AGED 14-18)
GREW BY 356%

SIGNS OF AN OVERDOSE

Recognizing the signs of opioid overdose can save a life. Here are some things to look for:

- Small, constricted “pinpoint pupils”
- Falling asleep or losing consciousness
- Slow, weak, or no breathing
- Choking or gurgling sounds
- Limp body
- Cold and/or clammy skin
- Discolored skin (especially in lips and nails)

It may be hard to tell if someone is experiencing an overdose. If you aren't sure, it's best to treat it like an overdose and call 9-1-1 immediately – it could save a life.



In 2021, 66.8% of drug overdose deaths had at least one potential **opportunity for intervention.**

Naloxone is a life-saving medication that can reverse the effects of opioid overdose and save lives.



HOJA INFORMATIVA SOBRE LAS PASTILLAS DE FENTANILO

El Fentanilo es un opioide sintético 50 veces más potente que la heroína y 100 veces más fuerte que la morfina.



2 GRANOS DE FENTANILO DEL TAMAÑO DE LA SAL PUEDEN MATAR

EXISTEN DOS TIPOS DE FENTANILO:

Fentanilo farmacéutico

- Recetado por un médico licenciado y adquirido en una farmacia acreditada.

Fentanilo de fabricación ilícita (IMF, en inglés)

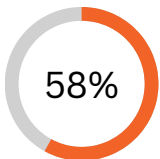
- Fabricado y distribuido a través de mercados de drogas ilegales, sin control de calidad.

LAS PASTILLAS ILEGALES NO VIENEN CON NINGUNA LISTA DE INGREDIENTES ACTIVOS O INACTIVOS.

EL FENTANILO NO SE VE, NO TIENE OLOR NI SABOR.

El Fentanilo de fabricación ilegal (IMF) suele mezclarse con otras drogas por su potencia extrema, haciendo que las drogas sean:

- más baratas de fabricar
- más potentes
- más adictivas
- más peligrosas



BRECHA DEL CONOCIMIENTO

Sólo el 58% de los jóvenes conocía que el Fentanilo era peligroso.

PASTILLAS FALSIFICADAS AKA QUE CONTIENEN FENTANILO

Son píldoras que se fabrican para parecerse a los medicamentos de venta con receta médica que se adquieren en las farmacias.

Se parecen a los medicamentos reales en:

- ✗ su tamaño, color, sello de la marca, y embalaje

Las pastillas falsas pueden contener más o menos cantidad del principio activo del medicamento, ingredientes dañinos para la salud o incluso ingredientes que no tengan que ver con la medicación en sí.

Las píldoras falsas se fabrican para que se parezcan a los opioides de receta médica como la oxicodona (Oxycontin®, Percocet®), la hidrocodona (Vicodin®), y el alprazolam (Xanax®) o a los estimulantes como las anfetaminas (Adderall®).

Una píldora, o incluso la mitad de la pastilla, puede ser letal. La experimentación con estas pastillas o la automedicación puede ser mortal.

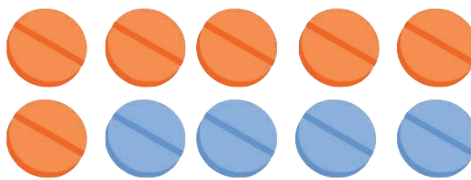
Las personas suelen desconocer que el fentanilo se ha agregado a las pastillas que se compran en las redes sociales, que se consiguen a través de un amigo-a o que se compran en línea y que, por lo tanto, no son las verdaderas pastillas.

Los únicos medicamentos que son seguros son los que han sido recetados por profesionales médicos licenciados o acreditados. Las pastillas que se compran fuera de una farmacia acreditada son ilegales, peligrosas y potencialmente letales.

107,622

MUERTES POR SOBREDOSIS EN 2021 ALIMENTADAS POR EL FENTANILO

6 DE CADA 10*
PASTILLAS CONTIENEN UNA DOSIS
POTENCIALMENTE LETHAL



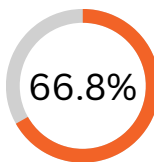
2018 - 2021
LAS MUERTES
DE
ADOLESCENTES DE ENTRE 14
Y 18 AÑOS
AUMENTARON
EN UN 356%

SIGNOS Y SÍNTOMAS DE UNA SOBREDOSIS DE OPIOIDE

Reconocer los signos de una sobredosis de opioide puede salvar una vida. Estos son algunos de los más comunes:

- Pupilas pequeñas y contraídas
- Quedarse dormido-a ó perder el conocimiento.
- Respiración lenta, débil o nula.
- Sonidos de axfisia, gorgoteo o ronquidos.
- Cuerpo flácido.
- Piel fría y/o húmeda.
- Piel descolorida (sobre todo en los labios y las uñas).

Puede que sea difícil predecir que alguien está experimentando una sobredosis. En caso de duda, lo mejor es siempre considerar que se trata de una sobredosis y llamar al 911 inmediatamente – puede salvar una vida.



In 2021, el 66,8% de las muertes de sobredosis de drogas tuvieron, al menos, una gran oportunidad de intervención.

La **Naloxona** es un medicamento que puede revertir los efectos de una sobredosis de opioides y salvar vidas.



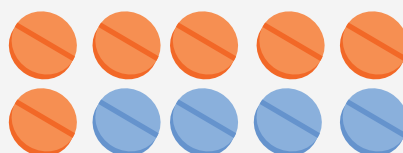
FENTANYL: THE FACTS

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.

6 OUT OF EVERY 10^{*}
PILLS CONTAIN A POTENTIALLY
LETHAL DOSE



107,622 OVERDOSE DEATHS IN 2021
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.

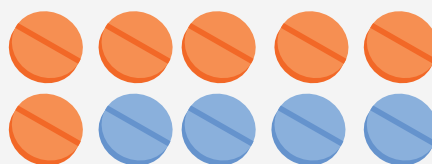
FENTANILO: LOS HECHOS

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.

6 DE CADA 10*
PASTILLAS CONTIENEN UNA DOSIS
**POTENCIALMENTE
LETHAL**



**107,622 MUERTES POR SOBREDOSIS EN 2021
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.