

DRUGS / FAKE PILLS

Your Life Iowa Campaign URL yourlifeiowa.org/Fake-Pills

BANNER ADS

(Available in both English and Spanish)

Sizes: 160x600 / 300x250 / 300x600 / 728x90 300x50 / 320x50

DON'T
take anything not
prescribed to you by
a licensed medical
professional.

LEARN MORE

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NO
tomes nada que no te haya
recetado un profesional
médico con licencia.

OBTÉN MÁS INFORMACIÓN

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POSTERS

(Available in both English and Spanish)

Sizes: 8.5" x 11" / 11" x 17"

**ONE PILL IS REAL.
ONE PILL IS FAKE.**

The real one could lead to addiction if misused. And the fake one could kill you.

Fake pills laced with fentanyl and other harmful drugs are becoming widely available. According to the DEA, two out of every five fake pills they've tested that have fentanyl contain a potentially lethal dose.

How can you tell if pills are fake? Only by getting them tested in a lab. So, play it safe. If you have a prescription, take it as directed. And never take anything not prescribed to you by a licensed medical professional - because it could have deadly consequences.

FAKE pills can cause REAL harm.

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04/2022

**UNA PÍLDORA ES REAL.
UNA PÍLDORA ES FALSA.**

La real podría ocasionar adicción si se usa indebidamente. Y la falsa podría matarte.

Las píldoras falsas cargadas con fentanilo y otros fármacos nocivos están cada vez más disponibles. Según la DEA, dos de cada cinco píldoras falsas que han probado que tenían fentanilo contenían una dosis potencialmente letal.

¿Cómo puedes saber si las píldoras son falsas? Solo haciéndolas analizar en un laboratorio. Así que ten cuidado. Si tienes una receta, tómalas según las indicaciones. Y nunca tomes nada que no te haya recetado un profesional médico con licencia, porque podría tener consecuencias mortales.

Las píldoras FALSAS pueden causar daño REAL.

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The easiest way to access these materials is to visit <https://yourlifeiowa.org/prevention/media-center>.

HOW TO GET FILES



DRUGS / FAKE PILLS

Your Life Iowa

SOCIAL

(Available in both English and Spanish)

1080x1080px



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DRUGS / FAKE PILLS

Your Life Iowa

FACT SHEET

(Available in both English and Spanish)

8.5" x 11"

THE TRUTH ABOUT COUNTERFEIT PILLS

YOUR LIFE IOWA IOWA DEPARTMENT OF PUBLIC HEALTH

Widely available and easy to purchase, counterfeit pills are making their way into communities at alarming rates, causing increases in substance use disorders, overdoses and, in some cases, death.

FAKE PILLS. REAL HARM.

Mass-produced counterfeit pills, touted as legitimate prescription medications, are not only sold locally but are now also broadly marketed through internet e-commerce sites and social media, appealing to audiences of all ages — including minors. These illegally purchased fake pills may contain no active ingredient(s), the wrong active ingredient(s) or the right ingredient(s) but in an incorrect quantity.

Dangerous, cheap and highly addictive drugs (e.g. methamphetamine, heroin, fentanyl) are frequently added to and disguised as prescription drugs like OxyContin®, Percocet® and Xanax®. Individuals using fake pills have no way of knowing what they may be taking — or the risk they may pose.

Overdoses are the leading cause of death for Americans between the ages of 18 to 45 years old.¹

MORE THAN MEETS THE EYE

Counterfeit pills often look nearly identical to their legitimate counterparts, in both design and packaging, making it practically impossible to know the difference outside of a lab test.

A majority of counterfeit pills resemble prescription opioids, such as oxycodone (OxyContin®, Percocet®), hydrocodone (Vicodin®) and alprazolam (Xanax®), or stimulants, like amphetamines (Adderall®).



Counterfeit pills most commonly resemble oxycodone 30mg (M30) pills, which can vary in color from white to blue. Street names for these pills include "Mexican Blues," "Blues" or "M-Boxes."

06/2022

¹ Centers for Disease Control and Prevention / ² Iowa Department of Public Health / based on national data / ³ Observations from the U.S. Department of Justice / Drug Enforcement Administration

Kids and teens are being targeted with fake pills in a variety of shapes and colors.

According to the CDC, overdose deaths linked to synthetic opioids, like fentanyl, tripled in the past two years, yet 73 percent of teens weren't aware that fake prescription pills could be made with fentanyl.

A DANGEROUS DOSE

Whether an individual is a regular substance user or someone experimenting for the first time, taking prescription medications not prescribed to the user by a licensed medical professional and dispensed by a registered pharmacist can be deadly. Counterfeit drugs may contain lethal amounts of fentanyl and methamphetamine.



State health data for 2021 shows 83 percent of overdoses, involving opioids, in Iowa were linked to fentanyl, compared to 31 percent in 2016.²

According to the U.S. Drug Enforcement Administration (DEA), 2 out of every 5 tested counterfeit pills that have fentanyl as an ingredient contain a potentially lethal dose of about two milligrams — small enough to fit on the tip of a pencil. Fentanyl is approximately 100 times more potent than morphine and 50 times more potent than heroin. Synthetic opioids, like fentanyl, are the primary reason overdose deaths have increased since 2020, accounting for 80 percent of opioid-related deaths in the U.S.³

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