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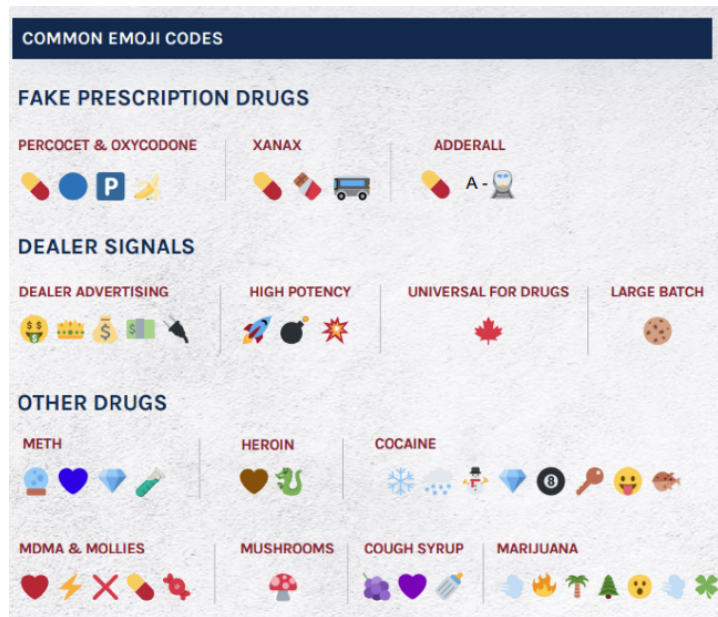
VIDEO: Attorney General Moody Highlights Fast Facts on Fentanyl Toolkit to Parents During Red Ribbon Week



TALLAHASSEE, Fla.—This Red Ribbon Week, Attorney General Ashley Moody is encouraging parents to talk to their children about the dangers of fentanyl and illicit drugs by highlighting the free Fast Facts on Fentanyl Toolkit. The National Center for Drug Abuse Statistics shows that [drug use among eighth graders between 2016 and 2020 increased by 61%](#). At that age, understanding that just one pill can kill is imperative. Red Ribbon Week is an annual event dedicated to raising awareness about the dangers of illicit substances, like fentanyl—the main driver of the skyrocketing number of drug overdose deaths nationwide.

Attorney General Ashley Moody said, “Red Ribbon Week is a great time to continue the conversation about substance abuse and encourage children to never use drugs. Illicit fentanyl from Mexico has flooded our country and overdose deaths are skyrocketing. As Attorney General and a mom, I know how important it is to teach our children to never use drugs—as just one pill laced with fentanyl can kill.”

Teens often buy illicit substances online or through text messages with digital drug dealers. Below are some emoji codes commonly used to disguise drug deals online or via text message.



For additional information about digital drug dealers, Attorney General Moody released the Fast Facts on Fentanyl Toolkit. This informational resource for parents helps teach children about the dangers of digital drug dealers online. The toolkit highlights how drug dealers use social media to sell illicit substances and warns that those substances may contain deadly amounts of synthetic opioids. To download the Fast Facts on Fentanyl Toolkit, click [here](#).

First established in 1985, Red Ribbon Week honors late Drug Enforcement Administration Agent Enrique Camarena's dedication to fighting illegal drugs. Parent-led coalitions across the country began wearing red ribbons to raise awareness about the devastation caused by drug abuse. The National Family Partnership, a national leader in drug prevention and advocacy, sponsors the week to continue its mission of supporting drug-free lives for all Americans across the nation.

For more information on how to get involved, tips, graphics and more, visit [RedRibbon.org](https://www.RedRibbon.org) or [GetSmartAboutDrugs.gov](https://www.GetSmartAboutDrugs.gov).

For more information about the national opioid crisis and additional resources for parents to teach children about the dangers of fentanyl and other illicit drugs, visit Attorney General Moody's statewide resource, [DoseOfRealityFL.com](https://www.DoseOfRealityFL.com).

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