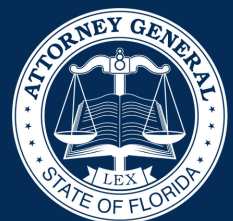


FAST FACTS ON FENTANYL

AND PROTECTING CHILDREN FROM DIGITAL DEALERS



Fast Facts On Fentanyl

Criminal drug networks are mass-producing fake pills and selling them online as legitimate prescription pills. 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.



APPROX. 100 TIMES MORE POTENT

Fentanyl is approximately 100 times more potent than morphine and 50 times more potent than heroin.



JUST 2 MILLIGRAMS CAN BE LETHAL

Just 2 milligrams of fentanyl can be lethal, equivalent in size to a few grains of salt.



A MORE THAN 50% INCREASE IN FENTANYL SEIZURES

In 2023, The United States Drug Enforcement Administration reports seizing more than 80 million fentanyl-laced fake pills, up from 50 million pills in 2022.



7 OUT OF EVERY 10 PILLS CONTAIN A POTENTIALLY LETHAL DOSE

DEA lab testing reveals that 7 out of every 10 pills with fentanyl contain a potentially lethal dose.



COUNTERFEIT PILLS HAVE BEEN IDENTIFIED IN ALL 50 STATES

DEA and its law enforcement partners are seizing deadly fake pills at record rates. Counterfeit pills have been identified in all 50 states and the District of Columbia.

Digital Dealers

Not exclusive to the Dark Web

In a December 16, 2021, press conference, U.S. DEA Administrator, Anne Milgram gave the below remarks addressing how drug traffickers use social media and other digital methods for illicit sales.

Criminal drug traffickers have found a new tool to pump poison into our communities. They **have turned our smartphones into a one-stop shop to market, to sell, and to deliver deadly drugs.** Drug traffickers are using mainstream social media apps. **They target** people of all ages: A curious **teenager** ordering a pill online. **A college student** trying a pill from a friend. An **elderly** neighbor **searching online** for a painkiller.

Drug cartels have chosen to **use social media to** expand their business for several reasons: it's widely accessible, it's easy to use, drug traffickers can **hide their identities**, they can **lie about what they are selling**, and most importantly, the sites permit the sale of counterfeit pills every day to go unchecked.

These criminal drug networks are misrepresenting what they're selling. **People think that they are buying real** Xanax **pills**, real Adderall pills, real Oxycodone pills, **using online platforms they trust, when in fact they are getting fentanyl, in pills that look just like the real thing.**

Criminal drug networks are now front and center on social media, with us whenever our smartphones are. Known **emojis** and code words **are being widely used as signals online, in the online buying and selling of deadly drugs** like fentanyl and fentanyl-laced fake pills.

That means that **these deadly drugs are** reaching our communities faster, easier, and cheaper than ever before. They are **just one click away.**

“THE DRUG DEALER ISN'T JUST STANDING ON A STREET CORNER ANYMORE. IT'S SITTING IN A POCKET ON YOUR PHONE.”

Anne Milgram, administrator of the Drug Enforcement Administration
via The Washington Post

Emerging Threat

Nitazenes

In April 2022, Attorney General Ashley Moody filed an emergency rule to add eight deadly synthetic opioids to the Schedule I of controlled substances in Florida. The drugs, categorized as nitazenes, have no medical use and can cause adverse health effects, including overdose deaths. These synthetic opioids are linked to at least 15 deaths in Florida since 2020, including two in Pasco County.

The eight synthetic opioids Attorney General Moody added to the Schedule I of controlled substances in Florida:



N-PYRROLIDINO ETONITAZENE

10x more potent than fentanyl



ETODESNITAZENE

Up to 10x more potent than fentanyl



ISOTONITAZENE

5x more potent than fentanyl



PROTONITAZENE

2x more potent than fentanyl



METONITAZENE

Equipotent to fentanyl



BUTONITAZENE

20x less potent than fentanyl



METODESNITAZENE

100x less potent than fentanyl



FLUNITAZENE

100x less potent than fentanyl

"SOME NITAZENES ARE MANY TIMES MORE LETHAL THAN FENTANYL AND WE MUST MAKE SURE THEY DO NOT BECOME MORE PREVALENT IN OUR STATE, OR I AM AFRAID WE WILL SEE OVERDOSE DEATHS SKYROCKET."

-Florida Attorney General Ashley Moody

Forensic labs in Florida first began identifying cases of nitazenes in 2020. Since then, 268 cases have been identified; however, the prevalence of these substances likely exceed those reported.

The number of nitazene cases rose to 171 in 2021, compared to 13 found in 2020. As of March 18, 84 cases had been identified in Florida. Nitazenes may appear in many common forms, including powder, liquid and counterfeit prescription pills.

“ Marc Berkman, chief executive of the Organization for Social Media Safety, said the nonprofit ran an informal test and found they were **able to connect with drug dealers on multiple social media sites in under three minutes.** ”

-via Lerman, Rachel and De Vynck, Gerrit. "Snapchat, TikTok, Instagram face pressure to stop illegal drug sales as overdose deaths soar" *The Washington Post*, September 28, 2021.

Social Media Demographics

Some of the most popular platforms and their current audiences



of Monthly Active Users: **1.5 Billion**

Largest Age Group: **10-19 (25%)**

Gender: **53% Female**
47% Male

Time spent per day: **95 Min.**



of Monthly Active Users: **800 Million**

Largest Age Group: **18-24 (38%)**

Gender: **49% Female**
49% Male

Time spent per day: **30 Min.**



of Monthly Active Users: **2 Billion**

Largest Age Group: **18-24 (32%)**

Gender: **50% Female**
50% Male

Time spent per day: **30 Min.**



of Monthly Active Users: **3.06 Billion**

Largest Age Group: **25-34 (31%)**

Gender: **43% Female**
57% Male

Time spent per day: **33 Min.**

“Certain emojis that we have uncovered in our investigations show that drug traffickers and our youth are using emojis to communicate regarding drugs, buying drugs and trying to obtain drugs.”

Deanne L. Reuter, special agent in charge of the DEA Miami division



Emoji Drug Codes

via US Drug Enforcement Administration

COMMON EMOJI CODES

FAKE PRESCRIPTION DRUGS

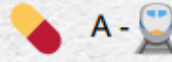
PERCOCET & OXYCODONE



XANAX



ADDERALL



DEALER SIGNALS

DEALER ADVERTISING



HIGH POTENCY



UNIVERSAL FOR DRUGS



LARGE BATCH



OTHER DRUGS

METH



HEROIN



COCAINE



MDMA & MOLLIES



MUSHROOMS



COUGH SYRUP



MARIJUANA



This reference guide is intended to give parents, caregivers, educators, and other influencers a better sense of how emojis are being used in conjunction with illegal drugs. Fake prescription pills, commonly laced with deadly fentanyl and methamphetamine, are often sold on social media and e-commerce platforms – making them available to anyone with a smartphone.

A Report From A Non-Profit Dedicated to Internet Safety

Reporting illicit sales to these platforms isn't enough. Digital dealers are savvy and always looking for ways to circumvent security settings within social media platforms. In their *Digital Weeds 2021* report, the Digital Citizens Alliance found that dealers with previously reported accounts soliciting sales of these dangerous drugs were able to create new accounts and continue pushing them into communities.




- The **platforms enable communications between drug pushers and potential buyers.** Whether by containing phone numbers and emails in videos and/or posts or enabling conversations to happen in chats.
- The **platforms' algorithms amplify connectivity between potential buyers and sellers of illegal and/or illicit items.** Researchers, acting as potential buyers looking for drugs, showed that when they look for drugs on Instagram, Instagram's algorithm will in turn begin directing drug sellers back to the potential buyer.
- When outed by media outlets, platforms will often take down specific videos mentioned by reporters, but not address the larger problem. This **leaves consumers vulnerable to similar, or sometimes even the same scams,** that inspired the news coverage in the first place.


Reporting Drug Dealers on Social Media


To combat the spread of fentanyl, Song for Charlie—a nonprofit charity organization—conveniently pooled all reporting resources available for users to effectively report signs of drug dealers using social media to attempt to sell illicit drugs.

Social media users can click on the graphic below to be brought to the list of platforms and reporting options.

PLATFORMS



OPEN ALL 


SNAPCHAT 


Report Dealer In-app

- <https://support.snapchat.com/en-US/a/report-abuse-in-app>

Report Dealer or Safety Issue Outside of App (In Browser)

- <https://support.snapchat.com/en-US/i-need-help>

TIKTOK 

FACEBOOK 

Resources

Get Smart About Drugs: A DEA Resource for Parents, Educators & Caregivers

www.getsmartaboutdrugs.gov/

One Pill Can Kill

www.dea.gov/onepill

Dose of Reality

doseofrealityfl.com/

National Institute of Drug Abuse on Drug Abuse for Teens

teens.drugabuse.gov/

Song For Charlie- Real Talk About Fake Pills

www.songforcharlie.org/

The Facts.Your Future.

www.thefactsyourfuture.org