



2021 Opioid Prevention Toolkit

Empowerment Through Education

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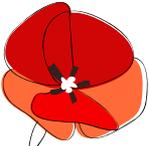


The United States is facing a crisis in drug misuse and addiction. Drug overdose deaths are a continuing public health burden involving every demographic - in 2019 the US reported 70,630 drug overdose deaths¹ of which 50,042 involved opioids².

A record number of 81,000 drug overdose deaths were reported between May 2019 – June 2020 which suggests an acceleration of overdose deaths³.

Opiates vs. Opioids: What is the difference? 3

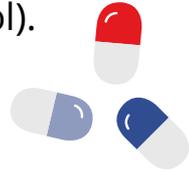
Both drug names are often used interchangeably, but the differences are slight.



Opiates are naturally derived from the poppy plant (opium), and include heroin, morphine & codeine.



Opioids include all opiates as well as synthetic opioids such as fentanyl, methadone, and meperidine (Demerol).





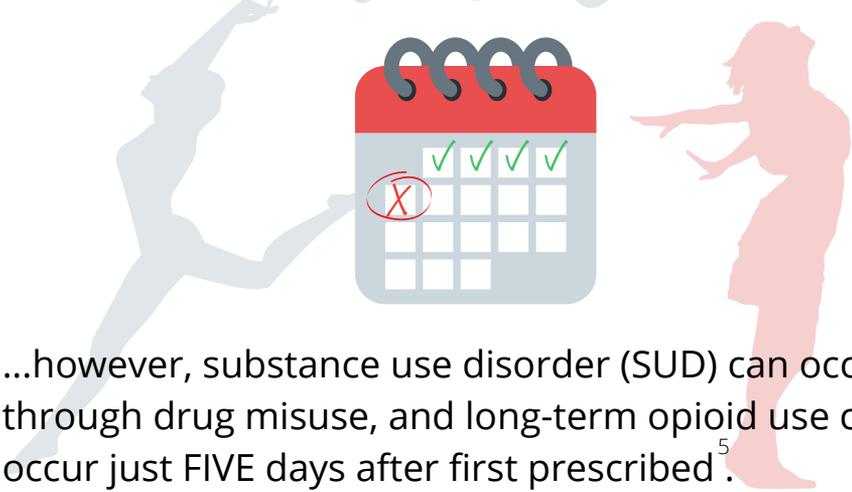
10.3 MILLION PEOPLE MISUSED OPIOIDS

An estimated 10.3 million people aged 12 and older misused opioids in 2018 making up about 3.7% of the population...



...of those people approximately 9.9 million misused prescription pain medicine as compared to 808,000 people who used heroin⁴.

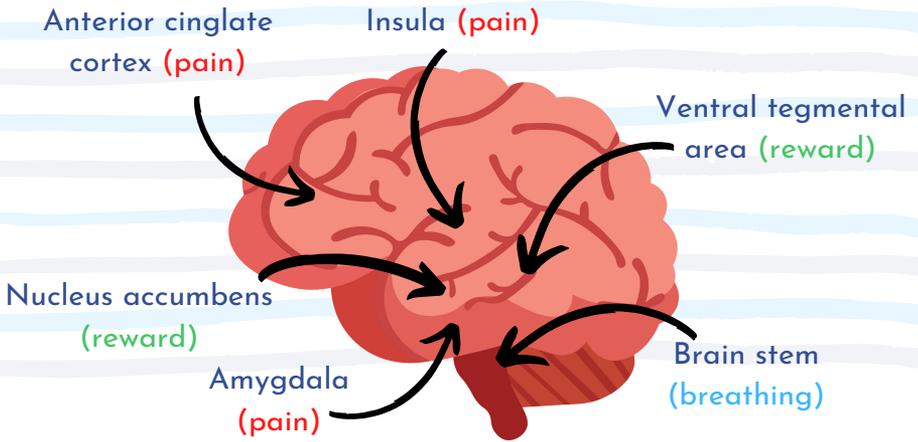
Prescription medications can provide favorable treatment when used as directed by your physician...



...however, substance use disorder (SUD) can occur through drug misuse, and long-term opioid use can occur just FIVE days after first prescribed.⁵

The Science Behind Opioid Addiction

After use, opioids travel through the bloodstream and attach to specialized opioid receptors located in the brain which triggers feelings of reward, relaxation & extreme happiness within the mesolimbic reward system which can lead to addiction.



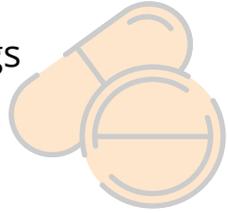
The Dangers of Fentanyl

Fentanyl is a synthetic opioid nearly 50-100 times more potent than morphine and is used to treat severe pain primarily after surgical procedures⁶.

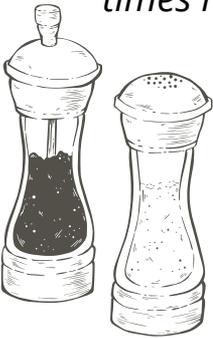


Fentanyl has been used as a cutting agent in many illicit drugs because it is cheaper for the drug dealer regardless of the deadly risks to the buyer.

Often, illicit fentanyl or fentanyl analogs are sold on the street in a form resembling OxyContin or Xanax⁷.

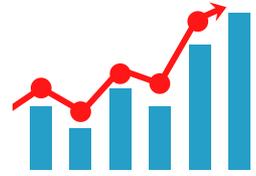


*Carfentanil is a fentanyl-related substance that is **10,000** times more potent than morphine, **100** times more potent than fentanyl.*



It can only take 2 to 3 milligrams of fentanyl (same size as 5 to 7 grains of table salt) to induce respiratory depression, arrest and even death⁸.

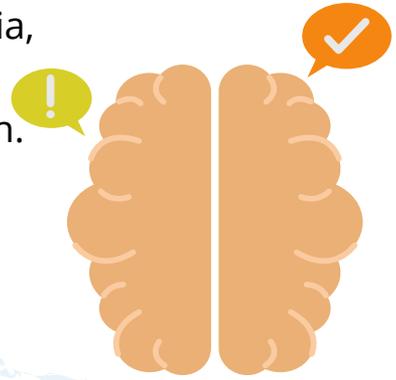
Tolerance: Occurs when the same dose of the drug produces diminishing effects or a steadily larger dose is needed to produce the same effect.



Dependence: When a person discontinues the use of a drug the body may experience withdrawal symptoms; a group of physical and psychological symptoms ranging from mild to life-threatening.

Addiction: Unlike tolerance and dependence, addiction is a disease that manifests from using drug(s) to the point that the person simply can not stop regardless of negative consequences.

Opioid misuse can cause hypoxia, a condition where too little oxygen is able to reach the brain. This can cause potential neurological and psychological damage including irreversible brain damage, coma, and even death⁹.



Other symptoms include small, constricted pupils, cold, pale or blue skin, loss of consciousness, shallow breathing, choking sounds and a limp body¹⁰.

SMALL, CONSTRICTED "PINPOINT" PUPILS

SLOW, SHALLOW BREATHING

CHOKING OR GURGLING SOUNDS

FALLING ASLEEP OR LOSS OF CONSCIOUSNESS

PALE, BLUE, OR COLD SKIN

LIMP BODY

CALL 9-1-1 IMMEDIATELY

ADMINISTER NALOXONE (IF AVAILABLE)

KEEP THE PERSON AWAKE AND BREATHING

**LAY THE PERSON ON THEIR SIDE TO PREVENT
CHOKING**

**STAY WITH THE INDIVIDUAL UNTIL EMERGENCY
MEDICAL STAFF ARRIVE**

Eliminate the Stigma – Opioid misuse can happen to any person regardless of their income, age, race, ethnicity, gender identity or sexual preference.

By advocating for change, you may identify a number of areas where you and other advocates can help address the opioid epidemic at the local, state and national levels. We each have a unique role to play and can make a difference.



See how you can get involved through federal, state and local non-profit organizations.

Dispose of Medications Properly.

Medication take-back centers are publicly available throughout Pinellas County for safe disposal of unwanted, expired, or unused medications.



These services are FREE to use!

Learn more about Operation Medicine Cabinet & the DEA National Prescription Drug Take-Back Day on the community resources page or scanning the QR code:



The use of local and social media is an important resource when raising awareness about your campaign or advocacy group.

Facebook, Twitter, and YouTube make up some of the most identifiable and most accessed platforms available.



Make sure your prevention campaign materials are easy to read, are understandable to your targeted audience, and are based on current *peer reviewed* research.

A naloxone distribution program puts the antidote directly into the hands of those most likely to witness an overdose and respond first; substance users, their families, outreach workers, and even the police.



Many states allow third party access to naloxone.

This means that a family member or a friend of someone with a substance use disorder can possess it in case of emergency.

For more information on naloxone and opioid education including educational resources and treatment, please visit **www.ISaveFL.com**, or scan the QR code:



- Centers for Disease Control and Prevention (CDC) - www.cdc.gov
DEA Office of Diversion Control Registration Call Center - 1-800-882-9539
Drug Free America Foundation - www.dfaf.org
I Save FL (ISaveFL) - www.ISaveFL.com
Narcotics Overdose Prevention and Educations (NOPE)
Task Force - www.nopetaskforce.org
National Substance Abuse Treatment Facility Locator -
www.findtreatment.samhsa.gov/TreatmentLocator
National Treatment Referral Helpline- 1-800-662-HELP (4357) or 1-800-487-4889 (TDD)
Operation Medicine Cabinet - www.pcsoweb.com/operation-medicine-cabinet
Pinellas Wellness Connection - <https://pinellaswellnessconnection.org/>
Prevention Overdose Strategies - www.overdosepreventionstrategies.org
Substance Abuse and Mental Health Services Administration (SAMHSA) -
www.samhsa.gov
White House Office of National Drug Control Policy (ONDCP) -
www.whitehouse.gov/ondcp



- 1 - Centers for Disease Control and Prevention, 2020
<https://www.cdc.gov/nchs/products/databriefs/db394.htm>
- 2 - American Hospital Association, 2020
<https://www.aha.org/news/headline/2020-07-16-cdc-drug-overdose-deaths>
- 3 - Centers for Disease Control and Prevention, 2020
<https://www.cdc.gov/media/releases/2020/p1218-overdose-deaths-covid-19.html>
- 4, 5 - Shah A, Hayes CJ, Martin BC. Characteristics of Initial Prescription Episodes and Likelihood of Long-Term Opioid Use — United States, 2006–2015. *MMWR Morb Mortal Wkly Rep.* 2017; 66:265–269.
DOI: <http://dx.doi.org/10.15585/mmwr.mm6610a1>
- 6 - National Institute on Drug Abuse, 2021
<https://www.drugabuse.gov/drug-topics/fentanyl>
- 7- U.S. Department of Justice, DEA. A Briefing Guide for First Responders.
<https://www.nvfc.org/wp-content/uploads/2018/03/Fentanyl-Briefing-Guide-for-First-Responders.pdf>
- 8 - National Center for Biotechnology Information. PubChem Compound Database; CID=62156
<https://pubchem.ncbi.nlm.nih.gov/compound/62156>
- 9,10 - National Institute of Drug Abuse, 2020
<https://archives.drugabuse.gov/blog/post/tolerance-dependence-addiction-whats-difference>

Our fight against the opioid epidemic involves the continuing commitment from all of our community partners. THANK YOU for reading this toolkit, and please share this information to spread awareness about how we can fight the opioid epidemic together.



thank you

