

PREVENTION PLAYBOOK



COACHES
VS
OVERDOSES



Far too many of us know someone struggling with substance use disorder. It's an epidemic that has impacted Delawareans in every community. In 2022 alone, 537 Delawareans lost their lives to a drug overdose. Many of them were directly attributed to opioids. These were mothers, fathers, sons, daughters, friends, and neighbors.

Even more startling is the increase in prescription drug misuse among students. About 1 in 3 high school seniors in the United States have reported misusing a prescription drug and according to the National Institutes of Health, high school athletes have a lifetime opioid use rate of over 28 percent.

The good news is that we are fighting back to bench opioids and save lives. Through the Coaches vs. Overdoses Initiative, we are working to educate student athletes and parents about the dangers of opioids and promote prevention and treatment resources available in Delaware.

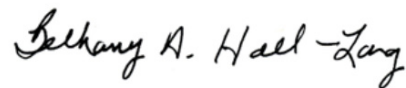
As you will find in this "Parents Playbook", there are a number of resources available to you and your family including:

- How to safely store dispose of unused prescription medications
- The dangers of counterfeit and unprescribed pills
- Signs of opioid misuse
- How to talk with your children about opioid misuse
- Where to find treatment, and so much more...

As chair of Delaware's Behavioral Health Consortium, I've worked tirelessly to expand substance use treatment resources and address the underlying causes behind the epidemic. The Coaches vs. Overdoses Initiative is another tool to help us do that. Together, we are breaking down the silos and developing actionable solutions to get Delawareans the prevention, treatment, and recovery services they need. But there is so much left to do, and that's where you can help.

Just one pill can kill. Help educate your children about the dangers of opioids and the resources available to help them. You can also visit [helpisherede.com](https://www.helpisherede.com) to find more educational materials, treatment resources and information on how to talk with your children. Together, we can fight back and save lives.

Sincerely,



Bethany A. Hall-Long, Ph.D, RN
Lieutenant Governor
Chair, Behavioral Health Consortium

Resources

Delaware Hope Line: Dial 1 (833) 9-HOPEDE

Delaware 211: Dial 211

LEGIT OR COUNTERFEIT?

Strange Pills Can Kill. Can You Spot the Difference?



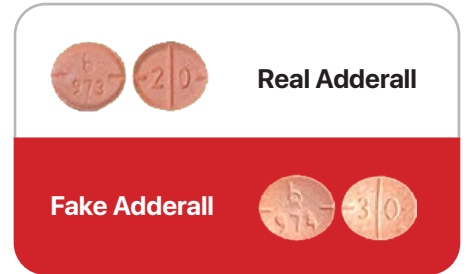
Oxycodone

Street names include: 30s, M30S, oxy, kickers, 40s, 512s, blues



Xanax

Street names include: bars, benzos, bricks, ladders, sticks, xanies, zanbars, z-bars



Amphetamine

Prescribed as: Adderall, Ritalin, Concerta, Dexedrine, Focalin, Metadate and Methylin

Source: Drug Enforcement Agency (DEA)



6 out of 10 street pills contain a potentially lethal dose of fentanyl.

You have better odds of surviving Russian Roulette.

In 2022, DEA seized more than 50.6 million

50,600,000

fake pills often laced with fentanyl
-more than double the amount of fentanyl pills seized in 2021-

FAKE PILLS CAN LOOK REAL. HERE'S HOW TO SPOT THEM:



COME IN ODD PACKAGING OR QUANTITIES



COME FROM THE INTERNET



COME FROM SOMEONE OTHER THAN A MEDICAL PROFESSIONAL

ONE PILL CAN KILL



dea.gov/onepill

FENTANYL FACTS



A LETHAL DOSE OF FENTANYL

An amount of fentanyl about the size of two grains of salt can cause an overdose.

Fentanyl, a synthetic opioid, is:

50x

more powerful
than **heroin**

100x

stronger than
morphine



Fentanyl is involved in more deaths of Americans under 50 than any cause of death, including heart disease, cancer, homicide, suicide, and other accidents.

- Nearly every fake pill today contains fentanyl. Fake pills are made to look like OxyContin®, Xanax®, Adderall®, and other pharmaceuticals. These fake pills contain no legitimate medicine and are lethal. Remember, fake is fatal.
- Fentanyl is also pressed into pills made in a rainbow of colors to look like candy. Don't be fooled.

WHAT IS FENTANYL?



XYLAZINE: FRANKENSTEIN FENTANYL

Xylazine (aka tranq) is a commonly used veterinary anesthetic.

Recognize xylazine toxicity



Overdose **unresponsive**
to naxolone (narcan)



Necrotic skin
wounds

Tranq was found in over **90%** of dope samples tested in Philadelphia in 2021.

Tranq was first seen in Puerto Rico.
Today, it is being found in more and
more places across the US.

When tranq is mixed with another
drug (like fentanyl, heroin, or a benzo),
the chance of overdose increases.

EFFECTS OF OPIOIDS ON THE BRAIN



Opioid dependency can develop in **just 3 days**.

4 out of 5 heroin users started with prescription pain pills.

After taking opioids for just 5 days in a row, a person becomes more likely to take them long-term.

Help is Here: <https://www.helpisherede.com/understanding-addiction/safe-drug-storage-and-disposal>

Drug Take Back Locations: <https://www.fda.gov/drugs/disposal-unused-medicines-what-you-should-know/drug-disposal-drug-take-back-locations>

NON-MEDICAL USE OF OPIOIDS CAN BE A SLIPPERY SLOPE TO: _____

Suicidal ideation ▪ In the multivariate logistic regression models, adolescent students who misused prescription opioids were **1.5 times more likely to have experienced suicidal ideation, 1.44 times more likely to have made a suicide plan, and 1.58 times more likely to have attempted suicide** during the past 12 months when compared to their counterparts who did not misuse prescription opioids.

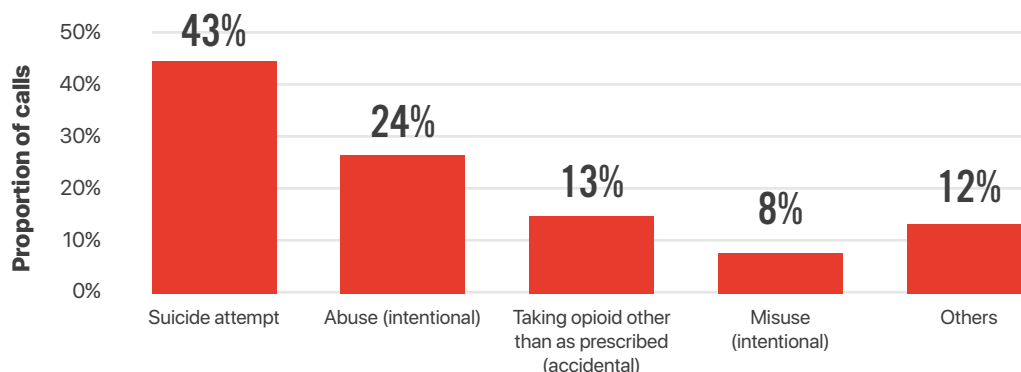
Heroin use ▪ **75%** of those undergoing treatment for heroin use disorder began by **taking other people's prescription drugs**

Human trafficking ▪ **25 percent of human trafficking survivors** have an opioid problem, according to the DEA. **Human traffickers often use drugs as "bait"** to recruit people who have a substance use disorder or as a means of control over their victims—to keep them "drugged out."

In Delaware, overdoses rose from 6.7 per 100,000 people per year to 48.4 per 100,000 people per year in 2019—a 7-fold increase.*



Attempted suicide and abuse are frequent reasons for opioid exposure for persons aged 12 to 25, based on calls to Delaware Poison Control Centers from 2012 to 2021.



* My Healthy Community. <https://myhealthycommunity.dhss.delaware.gov/stories/opioid-crisis#chapter-2> (Accessed Sept. 15, 2022.)

TEENAGE PRESCRIPTION DRUG MISUSE

2x

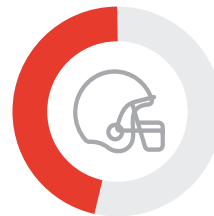
Between 2010 and 2020, adolescent drug overdose deaths **nearly doubled**.



90% of addictions start in the **teenage years**



31% of high school seniors indicate misusing prescription drugs **at least once**



Up to 46% of former **high school athletes** have **lifetime opioid use**, significantly higher than any other student population



Between 2010 and 2017, **rural opioid-related inpatient stays increased 76.3%**, impacting **young, rural persons aged 12-19** the most.

SIGNS OF OPIOID MISUSE

BEHAVIORAL SIGNS

- Isolation and secretive behavior
- Loss of interest in favorite activities
- Moodiness, irritability, nervousness, giddiness
- Emotionally erratic: quickly changes between feeling bad and good
- Sleeps at strange hours
- Misses important appointments
- Neglects personal hygiene
- Change in attitude/personality
- Drop in grades or work performance

PHYSICAL SIGNS

- Pupils of eyes are small, pinpoint
- Decreased respiration rate
- Sleepy or non-responsive
- Intense flu-like symptoms: nausea, vomiting, sweating, shaking of hands, feet, or head

RISK FACTORS FOR ADDICTION

- Genetic
- Environmental
- Early use



SAFE STORAGE AND USAGE

Keep it Cool and Dry Store medication in a cool, dry place to prevent damage from heat and humidity.

Lock it Up Use a lock to secure your medication, ensuring that nobody, including children, can access it without your knowledge.

Separate and Label Keep everyone's medication separate and avoid mixing them in the same bottle to save space.

Secure Lids Always tightly close the lids of medication bottles to maintain their potency and prevent accidental spills.

NATIONAL SCOPE OF UNUSED PRESCRIPTIONS



2/3

of the almost **4 billion** prescriptions dispensed annually in the U.S. go **unused**



92%

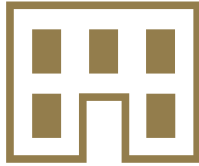
of patients don't finish their painkillers, and **less than 10%** dispose of them properly



Over 50%

of American homes have **unused prescriptions** in their medicine cabinets

PROPER DISPOSAL

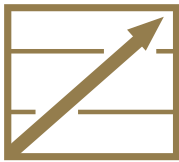


Take-Back Locations

90% percent of Americans live within driving distance of a retail pharmacy which, along with police stations, offer year-round drug disposal locations/kiosks.



At-Home Disposal: DisposeRx is a safe, convenient, proven way to properly dispose of drugs at-home. DisposeRx packets will be distributed at Coaches vs. Overdoses games and are available at retail pharmacies.



2021 Shriners Children's Medical Center Study: Proper disposal increased from 19% to 92% when patients were provided a DisposeRx at-home drug disposal kit paired with education.

REMEMBER

Understanding the risks associated with keeping unused medication is crucial. Change your behavior and make immediate disposal a priority when you no longer need medication.



70% of teens say that their **home medicine cabinets** are their first and/or ongoing source of acquiring drugs.



Over 50% of Americans who misuse prescription drugs first **get them from friends or relatives.**



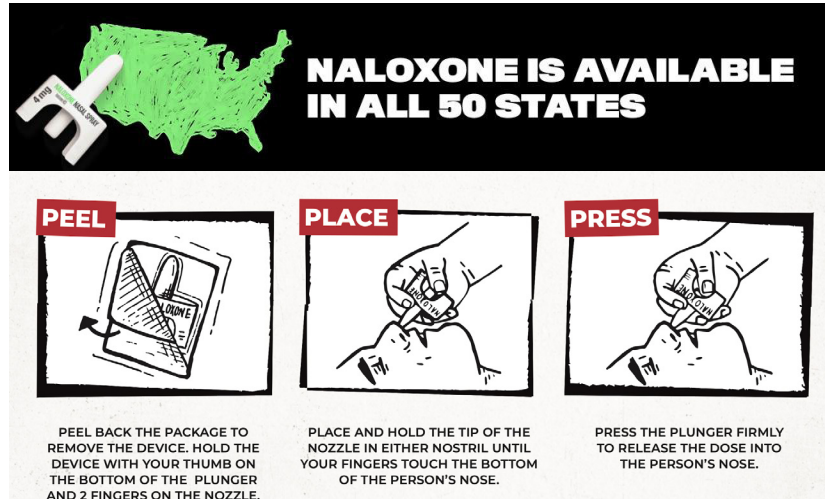
The CDC estimates that annually there are **60,000 emergency department visits (165 kids a day)** and **450,000 calls to poison centers** after children under 6 years old ingest medication without a caregiver's oversight.



Unused medication poses risks to young children, leading to increased opioid-related poisoning deaths. **Unsecured opioids** are the **leading cause of poisoning deaths** for children under 6.

NALOXONE/TREATMENT

Naloxone can reverse an opioid overdose.



According to the CDC, "It may be hard to tell whether a person is high or experiencing an overdose. If you aren't sure, treat it like an overdose—you could save a life." Remember, before you administer Naloxone, call 911 immediately. Try to keep the person awake and breathing. Lay the person on their side to prevent choking. Stay with the person until emergency assistance arrives.¹

SIGNS OF OPIOID OVERDOSE

- Unresponsiveness.
- Breathing is slow, irregular, or fully stopped.
- Unconsciousness.
- Body falls limp.
- Their heartbeat or pulse is slowed or erratic.
- Vomiting.
- Pale or blue toned skin.
- Reduced pupil size.

If you suspect someone is experiencing an overdose, always call 911.

[findtreatment.gov](https://www.findtreatment.gov)

COMMON EMOJI DRUG CODES

FAKE PRESCRIPTION DRUGS

Percocet & Oxycodone



Xanax



Adderall



DEALER SIGNALS

Dealer Advertising



High Potency



Universal for Drugs



Large Batch



Deliver/Mail Drugs



OTHER DRUGS

Meth



Heroin



Cocaine



MDMA/Mollies



Mushrooms



Cough Syrup



Marijuana



Fentanyl



DISCLAIMER: These emojis reflect common examples found in DEA investigations. This list is not all-inclusive, and the images above are a representative sample.

CONVERSATION STARTERS

MAKE IT A CONVERSATION: Just Say Know is the new Just Say No. Telling teens not to do drugs is NOT the way to go here. Teens need facts rather than fearing shame, judgement, or a lecture.

As a parent, open communication is key. Encourage your child to share their concerns, and actively listen. Provide supervision to support their healthy decision-making. Spend quality time together and get involved in their school activities.

It's vital to understand the risks of prescription drug misuse. Explain to your child:

- Never share prescription drugs.
- Avoid using prescription drugs to get high.
- Never take someone else's prescription.
- Don't change the prescribed dosage without consulting a doctor.

Key Results from SAMHSA's National Survey on Drug Use and Health:



Kids are **50% less likely** to use drugs when they hear about dangers of drugs from their parents.

Only 22% of kids report having talked to their parents about misuse of prescription drugs.

Partnership to End Addiction research shows:



9 out of 10 people with addiction started in their teen years.

The average age of first-time use of drugs is **13-14**.

If first-time use is delayed by **12-24 months**, the likelihood of addiction drops dramatically.

JUST SAY KNOW CONVERSATION TIPS:

- 1. Start talking when they are young.** As soon as your children understand what medications are, they can begin learning about safely using medications and the risks of misuse.
- 2. Build a relationship with your children.** Show that you care about their health and well-being. Great communication will help your kids feel safe coming to you when they need help with a serious issue. Effective communication will make them feel comfortable coming to you when they need help with serious issues.
- 3. Plan multiple conversations.** It's not about "The Talk;" it's about many conversations (about many things) as they grow up. While it's not always easy, planning to have many short, frequent discussions about the dangers of opioid misuse and abuse is the best strategy.
- 4. Choose informal times to talk.** Chatting with your teen while driving to or from school and extracurricular activities, cleaning up after dinner, or while on a walk are all good times. They will feel more at ease during the conversation if there is less eye contact.
- 5. Resist the urge to lecture.** Consider starting a conversation with asking what they know about opioids. Making them feel like their point of view is valued can result in their being more willing to engage. Begin a conversation by asking what they know about opioids. valuing their perspective can encourage them to engage more willingly.
- 6. Use active listening.** By reflecting back what you hear them saying ("It seems like you are feeling..."), your children will know that you understand them.
- 7. Be empathetic and supportive.** Remember that the human brain isn't fully developed until age 25; children don't communicate the same way adults do. Let your kids know you understand and remind them that they can always count on you for support and guidance.
- 8. Make an exit plan.** Help your children create a plan for what they would do if someone offered them prescription pain relievers that are not theirs. Texting a code word to a family member or any other strategy that everyone understands and agrees upon can help them get out of a sticky situation.
- 9. Be prepared to discuss any family history of substance abuse.** Substance use disorders are often genetic, and exposure to substance use in the home is a major risk factor. That's why honest conversations about unhealthy substance use, addiction, and family risk factors can help give your children the foundation they need to make the decision not to use addictive substances.
- 10. Teach that prescriptions can be harmful if not used properly.** Remind your children that it is unsafe and illegal to take someone else's prescription medication, even if it belongs to a friend or relative.



DSCYF
Department of Services for
Children, Youth & Their Families

**PREVENTION & BEHAVIORAL
HEALTH SERVICES**

#PreventionPower

Youth who have had early and frequent conversations with trusted adults about the dangers of substances are 50% less likely to use drugs and alcohol than those who do not receive these critical messages at home (NCADD, 2015).

WHAT ADULTS CAN DO

- ✓ Talk to youth about drugs & alcohol
- ✓ Be prepared; be calm, honest and open
- ✓ Ask open-ended questions
- ✓ Keep conversations positive and ongoing
- ✓ Prepare youth to make good decisions in challenging situations
- ✓ Lock up prescription medications
- ✓ Get nalaxone (NARCAN) trained

EVERYONE HAS THE POWER TO REDUCE THE RISK OF ADDICTION

Teens are less likely to drink, smoke, or use drugs when they feel trusted adults are actively involved in their lives.



Find the Talk 2 Kids
Toolkit Here



Email
PBHS_Prevention_Inquiries@delaware.gov



Website
kids.delaware.gov



DSCYF
Department of Services for
Children, Youth & Their Families

PREVENTION & BEHAVIORAL
HEALTH SERVICES

We work with youth and families to provide a range of behavioral health prevention, early intervention, and treatment services that promote well-being.

A SNAPSHOT OF *Our Services*



Our staff and community provider partners offer:

- ➔ Prevention programs, including summer and after-school activities
- ➔ Early intervention services in school and community settings
- ➔ Family peer support
- ➔ Intensive behavioral health treatment, including mobile outpatient therapy, therapeutic support for families, inpatient and partial psychiatric hospital, and residential treatment. Families receive care coordination to identify and connect to needed treatment and other resources.



Connect With Us

Learn about prevention programs available to all youth regardless of insurance.

302-633-2680 *PBHS_Prevention_Inquiries@delaware.gov

Learn about treatment services available to youth with Medicaid or who are uninsured.

800-722-7710 *DSCYF_Intake_General@delaware.gov

YOUTH IN BEHAVIORAL HEALTH CRISIS?

1-800-969-4357 * 24/7

Mobile Response and Stabilization Services

The *facts* are **ALARMING!**

Delaware has seen the largest three-year increase of **overdose deaths** at an annual growth rate of 16%. Among youth and young adults ages 15 to 24, the average annual overdose death rate is **12.6 of every 100,000.**

GET INVOLVED AND SUPPORT DELAWARE GOES PURPLE.

delawaregoespurple.org/sign-the-pledge



Delaware Goes Purple raises awareness about opioid addiction, which in many cases leads to heroin addiction. It is also our mission to erase the stigma surrounding addiction.

Together, we can help those who have become addicted to opioids. We can make this an open conversation. We can work together to fund addiction treatment and prevention programs in Delaware. We can increase Narcan training and education on how to prevent an overdose. We can work with legislators to spend money wisely when it comes to addiction treatment and support.

Together, we can make a difference.

Join us:

- Sign the online pledge: www.delawaregoespurple.org.
- Attend or host a Narcan training and education site.
- Spread the word in your social circles and online.
- Talk to your legislators about supporting addiction programs and resources.
- Go purple by hosting an event at your work, your school, your church, etc. Wear purple and share your experience and your "WHY" on social media. Tag us [@delawaregoespurple](https://twitter.com/delawaregoespurple)

