

“Warn the Kids”

Fake Pill Landscape Research Key Findings 10.2022

BREAKWATER
STRATEGY

ONE PILL CAN KILL

REAL TALK ABOUT FAKE PILLS

- Fake pills are killing thousands of unsuspecting teens as young as 13.
- With today's social media, getting pills is as easy as ordering a pizza. The problem is, they are all FAKE!
- Fake Xanax, Oxy and Percocet are made of fentanyl (“Fentapills”); fake Adderall is made of methamphetamine (“Madderall”).
- Teen drug experimentation is no longer safe. One pill can kill!
- Educate yourself about fake pills and teach your kids. It could be a matter of life or death.

Source: www.songforcharlie.org
@song4charlie

COUNTERFEIT DRUGS

OXYCODONE



Made of Fentanyl!

REAL

FAKE

ADDERALL



Made of Methamphetamine

REAL

FAKE

SOURCE: DEA

**SONG
FOR
CHARLIE**
REAL TALK ABOUT FAKE PILLS

*These pages may be used and reproduced, without
modification, as needed for educational purposes
October 2022*



“Warn the Kids”

Fake Pill Landscape Research Key Findings 10.2022

From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: “Youth Fentanyl Survey – Fall 2022”. Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in “Research on Dangers of Counterfeit Drugs Among Teens and Young Adults” commissioned by Snap Inc. & executed by Morning Consult, 10.2021. “Dangerous” refers to a response of 7+ out of 10 where 10 is “extremely dangerous” “Stressed” refers to a response of 7+ out of 10 where 10 is “extremely stressed”.

Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.



“Warn the Kids” Research – Key Findings

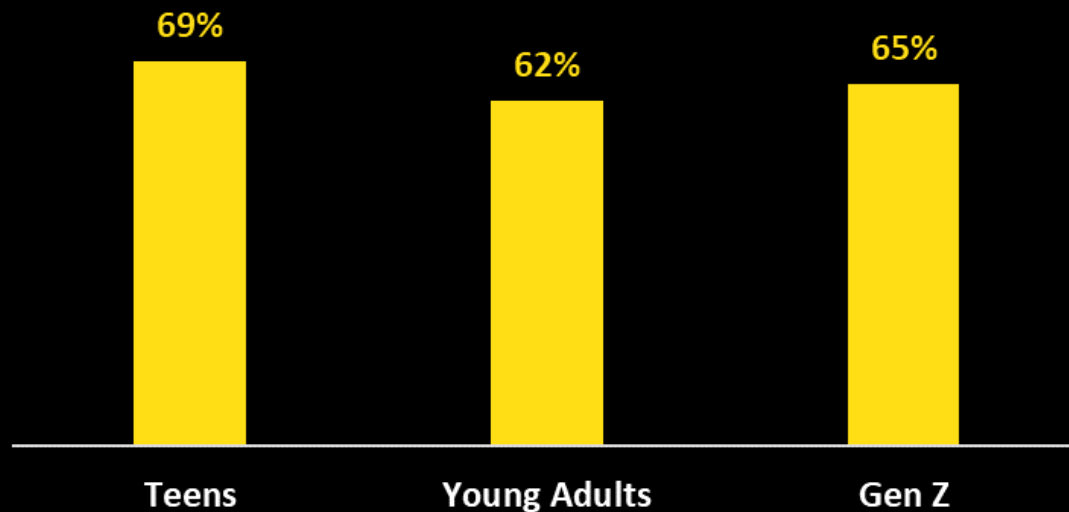
- 4 out of 5 young Americans say people their age feel overwhelmed
 - Common stressors for young Americans include academics, social concerns, finances, and their future. Coping with stress & anxiety is a leading reason for young Americans to misuse prescription medication
 - 16% of young Americans have misused prescription medicine, 22% have thought about it, and 20% say they are likely to or are unsure about misusing prescription medication in the future
 - 89% of young Americans feel that misusing prescription medicine is ‘risky’, but only 68% consider taking Rx opioids off script as ‘dangerous’ (even less for benzos (eg Xanax) and stimulants (eg Adderall))
 - Less than half (48%) of young Americans – including just more than a third (36%) of teens – are aware that fentanyl is being used to create counterfeit pills
 - Only 2 in 5 young Americans consider themselves knowledgeable about fentanyl. 68% consider fentanyl to be dangerous, far less than heroin (84%) and cocaine (81%) even though fentanyl is involved in 17x more deaths than heroin and 5x more than cocaine. Nearly 20% of young Americans don’t know enough about fentanyl to rate its danger.
- After reviewing targeted information about fentanyl in fake pills, 65% of young Americans are less likely to consider misusing Rx drugs
 - Those who know the dangers of fentanyl are significantly less likely to consider misusing Rx drugs in the future



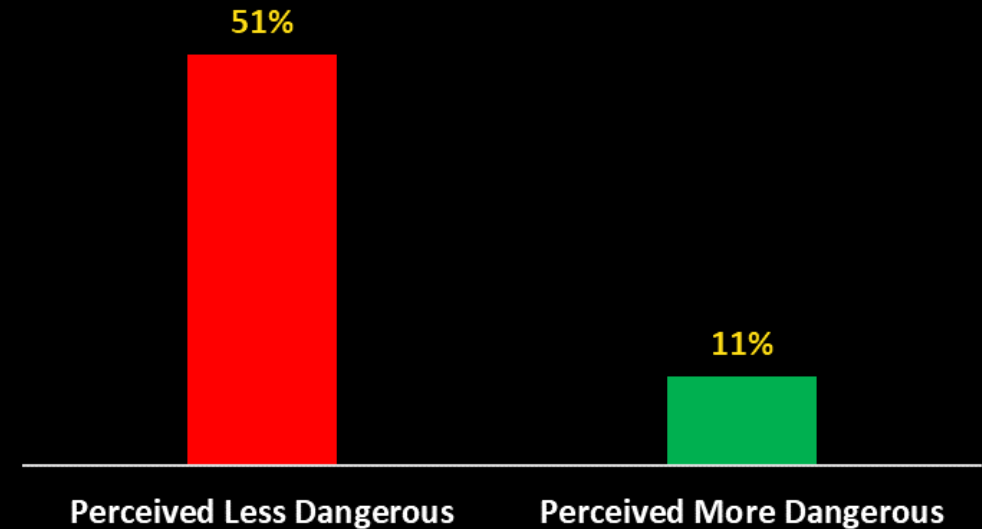
How to Move Gen Z & Save Lives : Key Findings

After reviewing targeted information about fentanyl in fake pills, 65% of young Americans are less likely to consider misusing Rx drugs
Those who know the dangers of fentanyl are significantly less likely to consider misusing Rx drugs in the future

Less likely to consider misusing
prescription drugs after receiving targeted
information about fake pills



Those considering future misuse of Rx
drugs as a percentage of those who
perceive fentanyl danger differently*



**magnitude indeterminate due to small n-size within desired margin of error*

From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: "Youth Fentanyl Survey – Fall 2022". Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in "Research on Dangers of Counterfeit Drugs Among Teens and Young Adults" commissioned by Snap Inc. & executed by Morning Consult, 10.2021. "Dangerous" refers to a response of 7+ out of 10 where 10 is "extremely dangerous". "Stressed" refers to a response of 7+ out of 10 where 10 is "extremely stressed".
*Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.



“Typical” Young Americans (Age 13-24)

Gen Z says...

We are overwhelmed 79%

I am stressed 42%

Mental health is stigmatized 69%

- Top stressors: **Academics, social, financial, future**
- Top reasons to misuse Rx: **Party, coping, image...experiment**

Prescription medication ‘off script’

Easy to get 45%

My peers have used 60%

My friends have used 45%



- **16% of young Americans have misused prescription medicine; per longitudinal studies Rx misuse is 5-10x higher than heroin or cocaine by this age group**
- **20% of young Americans say they are likely to or are unsure if they might in the future**

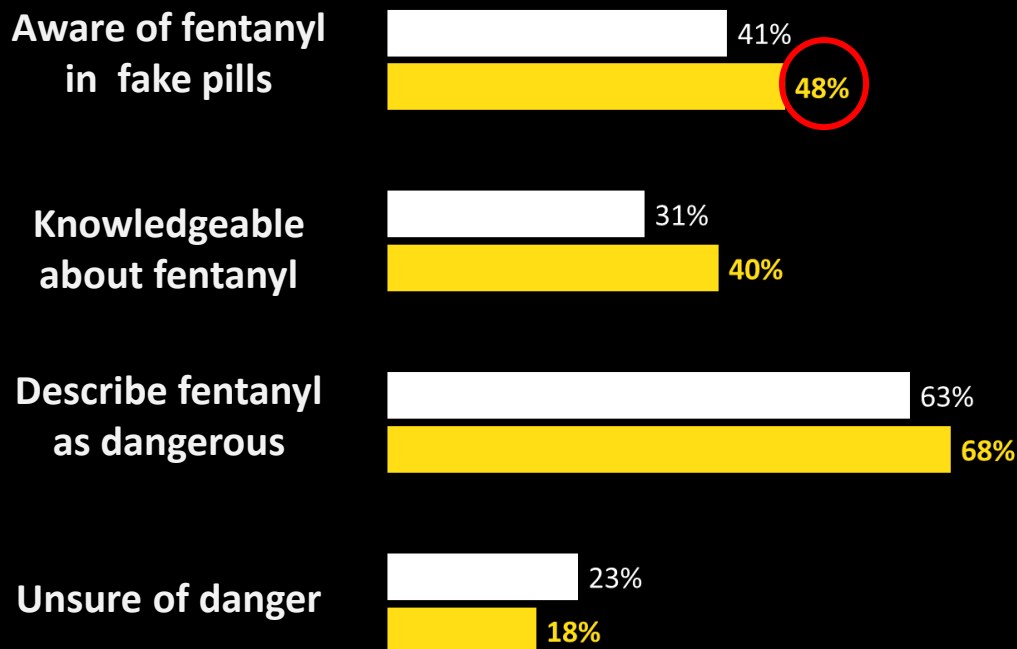


The Gen Z Knowledge Gap (Age 13-24)

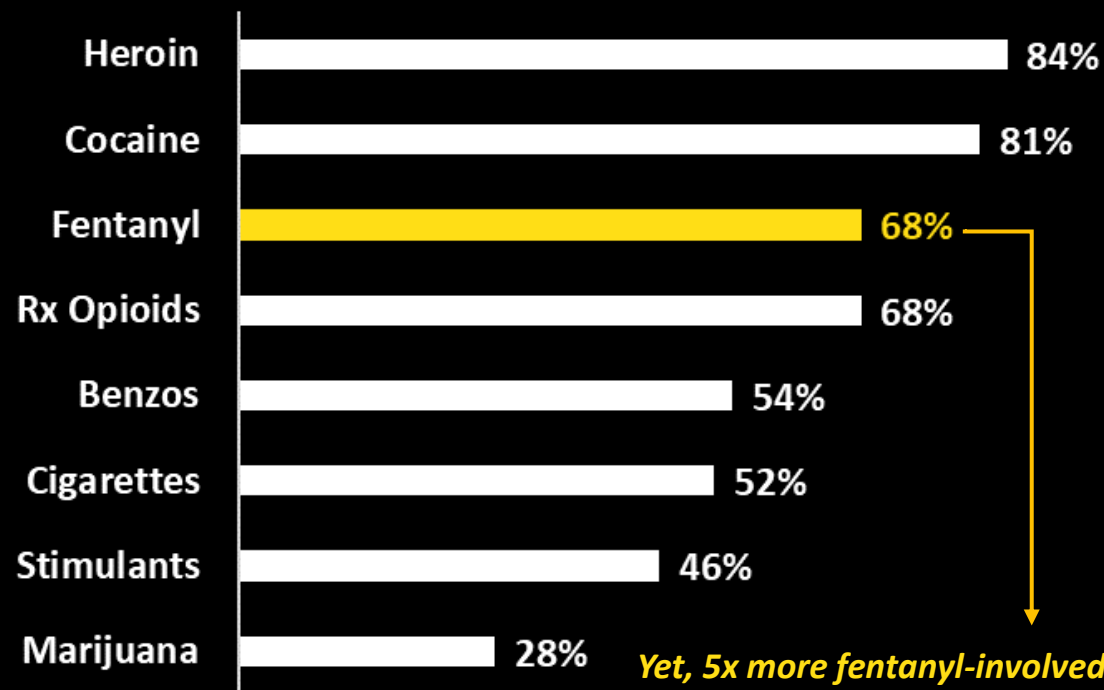
After reviewing targeted information about fentanyl in fake pills, 65% of Young Americans are less likely to consider misusing Rx drugs
Those who know the dangers of fentanyl are significantly less likely to consider misusing Rx drugs in the future

■ 2021
■ 2022

Awareness & Knowledge



Describe as Dangerous (2022)



Yet, 5x more fentanyl-involved deaths than cocaine & 17x more than heroin

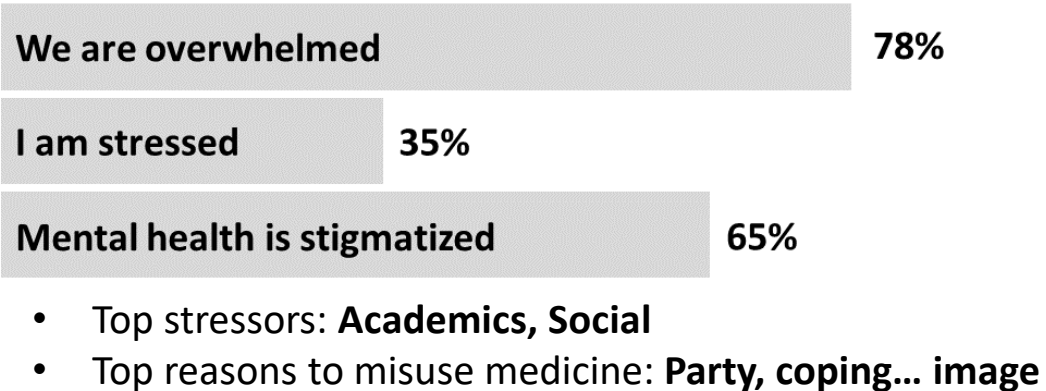
From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: "Youth Fentanyl Survey – Fall 2022". Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in "Research on Dangers of Counterfeit Drugs Among Teens and Young Adults" commissioned by Snap Inc. & executed by Morning Consult, 10.2021. "Dangerous" refers to a response of 7+ out of 10 where 10 is "extremely dangerous". "Stressed" refers to a response of 7+ out of 10 where 10 is "extremely stressed".

*Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.

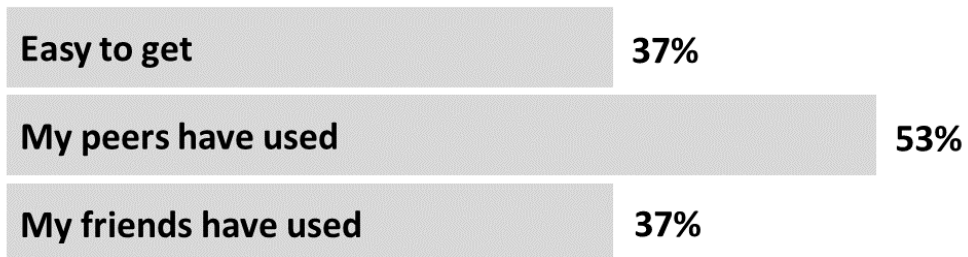


“Typical” Teens (Age 13-17)

Teens say...



Prescription medication ‘off script’...



- **9% of teens have misused prescription medicine; per longitudinal studies*, Rx misuse is 8-15x higher than heroin or cocaine by this age group**
- **18% of teens say they are likely to or are unsure if they might in the future**



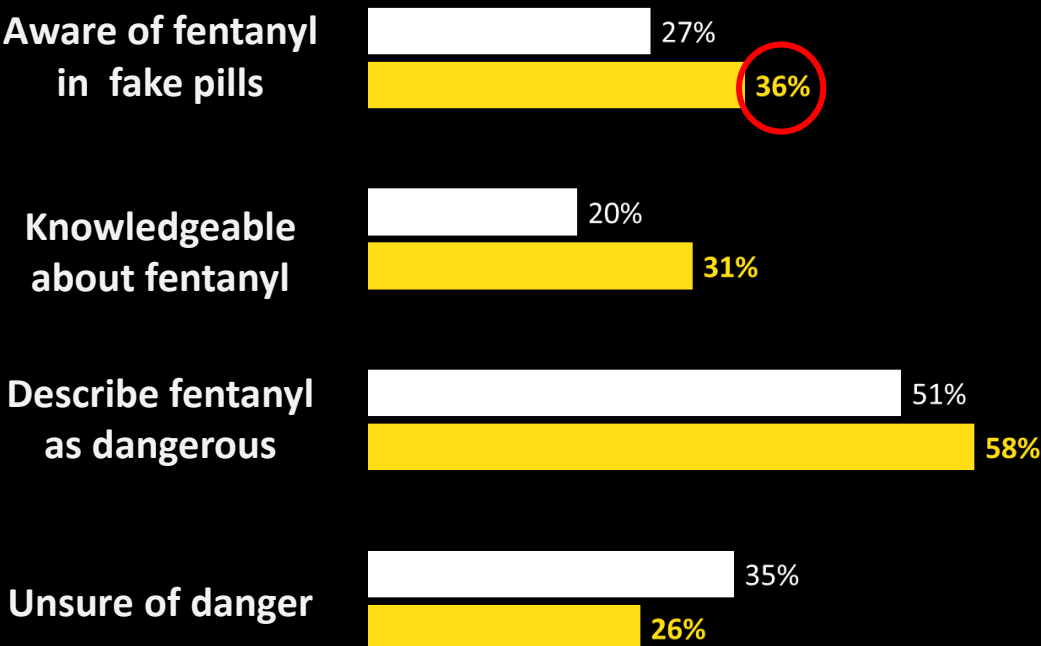
Teen Knowledge Gap (Age 13-17)

After reviewing targeted information about fentanyl in fake pills, 69% of teens are less likely to consider misusing Rx drugs

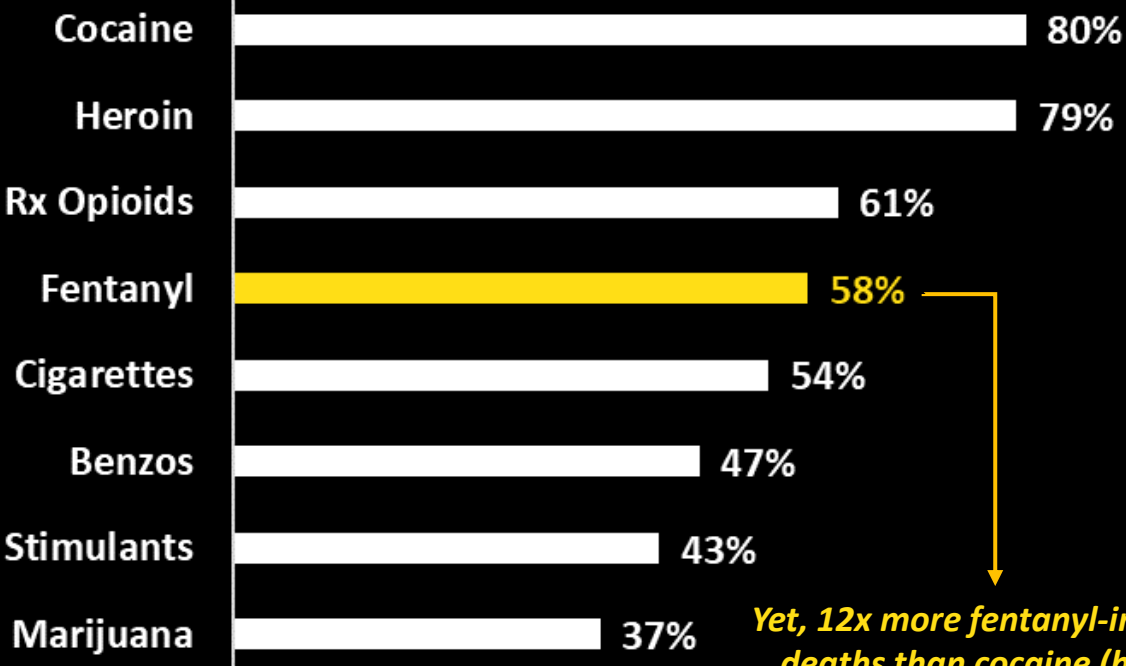
Those who know the dangers of fentanyl are significantly less likely to consider misusing Rx drugs in the future

■ 2021
■ 2022

Awareness & Knowledge



Describe as Dangerous (2022)



Yet, 12x more fentanyl-involved deaths than cocaine (heroin deaths too small to measure)

From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: "Youth Fentanyl Survey – Fall 2022". Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24. Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in "Research on Dangers of Counterfeit Drugs Among Teens and Young Adults" commissioned by Snap Inc. & executed by Morning Consult, 10.2021. "Dangerous" refers to a response of 7+ out of 10 where 10 is "extremely dangerous". "Stressed" refers to a response of 7+ out of 10 where 10 is "extremely stressed".
*Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.



“Typical” Young Adults (Age 18-24)

Young adults say...

We are overwhelmed 80%

I am stressed 47%

Mental health is stigmatized 72%

- Top stressors: **Financial, future**
- Top reasons to misuse medicine: **Party, coping... experiment**

Prescription medication ‘off script’

Easy to get 51%

My peers have used 65%

My friends have used 50%



- **21% of young adults have misused prescription medicine; per longitudinal studies*, Rx misuse is 5-10x higher than heroin or cocaine by this age group**
- **23% of young adults say they are likely to or are unsure if they might in the future**

From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: “Youth Fentanyl Survey – Fall 2022”. Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in “Research on Dangers of Counterfeit Drugs Among Teens and Young Adults” commissioned by Snap Inc. & executed by Morning Consult, 10.2021. “Dangerous” refers to a response of 7+ out of 10 where 10 is “extremely dangerous”. “Stressed” refers to a response of 7+ out of 10 where 10 is “extremely stressed”.
*Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.



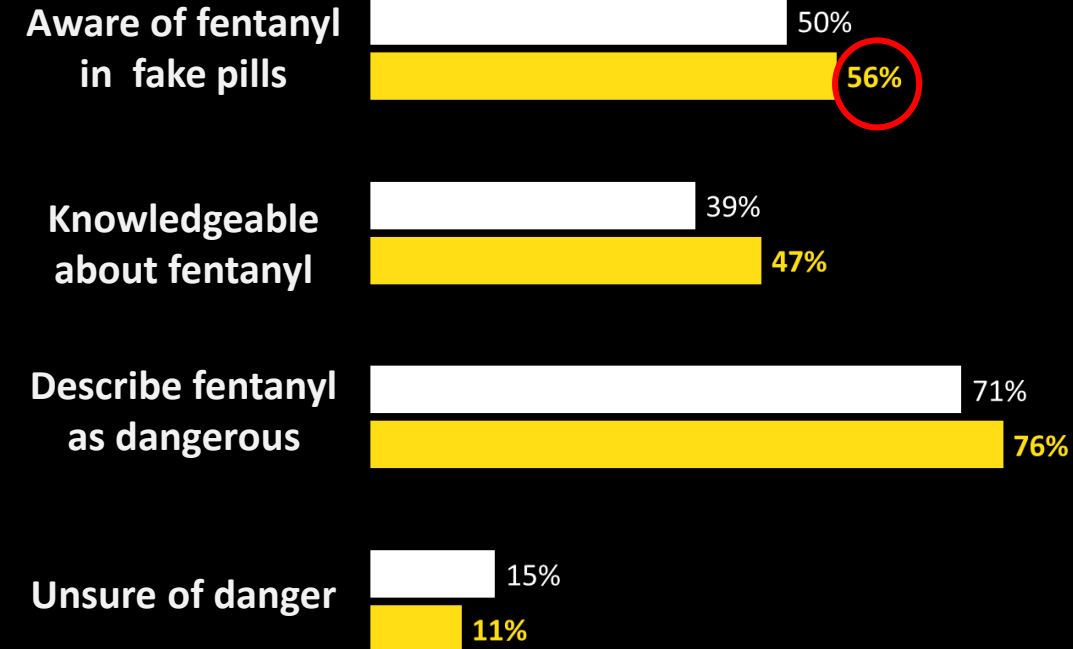
The Young Adult Knowledge Gap (Age 18-24)

After reviewing targeted information about fentanyl in fake pills, 62% of young adults are less likely to consider misusing Rx drugs

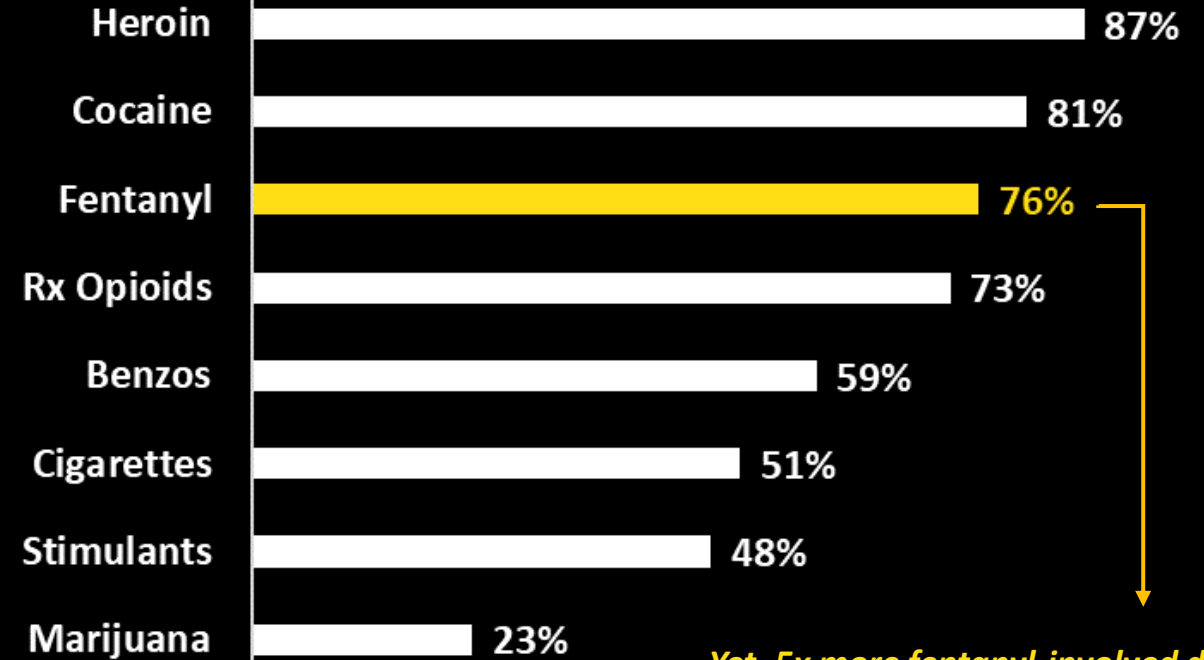
Those who know the dangers of fentanyl are significantly less likely to consider misusing Rx drugs in the future

■ 2021
■ 2022

Awareness & Knowledge



Describe as Dangerous (2022)



Yet, 5x more fentanyl-involved deaths than cocaine and 15x more than heroin

From research commissioned by Song for Charlie & executed by Breakwater Strategy. Full results available @ <https://www.songforcharlie.org/data>. Interviews conducted online 8.19.22 – 9.30.22 among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: "Youth Fentanyl Survey – Fall 2022". Sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). Reference to Gen Z includes all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of +/-2.5 percentage points @ 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure national demographic representations among this age cohort. Comparisons to 2021 are based on data from original instrument used in "Research on Dangers of Counterfeit Drugs Among Teens and Young Adults" commissioned by Snap Inc. & executed by Morning Consult, 10.2021. "Dangerous" refers to a response of 7+ out of 10 where 10 is "extremely dangerous". "Stressed" refers to a response of 7+ out of 10 where 10 is "extremely stressed".

*Death involvement comparisons uses deaths with ICD10-MCD code T40.4 vs. those with T40.1, T40.2, T40.4, T42.4, T43.6 for full year 2021 reported as of 10.22 @ <http://wonder.cdc.gov/mcd-icd10-provisional.html>. Comparison to heroin & cocaine use estimated from NIDA/CDC/SAMHSA publications such as Monitoring the Future & Youth Risk Behavior Survey.

