

TOGETHER

Texans can fight the **fentanyl** crisis.



#onepillkills

Social Media Toolkit

Spread the word about the dangers of fentanyl within your networks and communities online. HHS is providing this social media toolkit to help reach as many Texans as possible. This toolkit includes informative messages and resources that everyone can use to help fight the fentanyl crisis.

Social Media Posts

Post 1

Counterfeit pills are increasingly common and can contain fentanyl. Even in small doses, fentanyl can cause a life-threatening poisoning. **#OnePillKills**

Learn more here: onepillkillstx.com



Post 2

From fake pills to other illegal substances, fentanyl can hide anywhere — and can cause a deadly overdose. **#OnePillKills** Learn more about naloxone and find resources here: onepillkillstx.com



Post 3

If you or someone you know is at risk for fentanyl poisoning, carry naloxone and keep it at home. Protect yourself and loved ones from the dangers of fentanyl. **#OnePillKills**

Learn more about naloxone and find resources, visit: onepillkillstx.com



Post 4

Protect your kids from an accidental overdose. Talk to them about the dangers of deadly fentanyl. **#OnePillKills**

Help them stay safe, visit: onepillkillstx.com



Post 5

Keep you and your friends safe from accidental fentanyl poisoning. Never share a prescription and take pills only as prescribed. **#OnePillKills**

Prevent fentanyl poisoning, visit: onepillkillstx.com



Parent Testimonial Videos

Cameron's Story

[Anti-Fentanyl Poisoning PSA – Cameron's Story – One Pill Kills \(:30 English\)](#)

[Anti-Fentanyl Poisoning PSA – Cameron's Story – One Pill Kills \(:15 English\)](#)

Ryan's Story

[Anti-Fentanyl Poisoning PSA – Ryan's Story – One Pill Kills \(:30 English\)](#)

[Anti-Fentanyl Poisoning PSA – Ryan's Story – One Pill Kills \(:15 English\)](#)

Tucker's Story

[Anti-Fentanyl Poisoning PSA – Tucker's Story – One Pill Kills \(:30 English\)](#)

[Anti-Fentanyl Poisoning PSA – Tucker's Story – One Pill Kills \(:15 English\)](#)

Danica's Story

[Anti-Fentanyl Poisoning PSA – Danica's Story – One Pill Kills \(:30 English\)](#)

[Anti-Fentanyl Poisoning PSA – Danica's Story – One Pill Kills \(:15 English\)](#)

Resources:

HHS Fentanyl Page (English and Spanish)

onepillkillstx.com

unapastillamatatx.com

Texas Targeted Opioid Response Site

txopioidresponse.org/

DSHS Fentanyl Health Advisory

dshs.texas.gov/news-alerts/HEALTH-ADVISORY-Multi-Colored-Rainbow-Fentanyl/

DSHS Fentanyl Data Dashboard

<https://healthdata.dshs.texas.gov/dashboard/drugs-and-alcohol/fentanyl-trends/>

CDC Resources & Information

cdc.gov/opioids/basics/fentanyl.html

DEA Resources & Information

dea.gov/onepill