

The Preventum Initiative, (creators of FEND), is a 501C3 nonprofit that has focused on primary youth drug prevention since 2018. We are committed to making a difference in the lives of young people.



**FACT:**

Fentanyl is 50 X stronger than heroin and just 2 milligrams of fentanyl (size of two grains of sand) can be lethal.

I never knew opioids were such a big problem, I always assumed more overdoses came from harder drugs. I'm now more confident in what to do in the case of an opioid overdose, but I hope I'll never have to put that knowledge to use.

– Chase, 16



wearfend.org

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**FACT:**

Drug overdose deaths among adolescents increased by **109%** between 2019-2021, and deaths involving illicit Fentanyl increased by **182%**

- CDC

A friend from school recently died from an opioid overdose. It was his first time and he misjudged the situation and overdosed. You think it'll be fine and wont happen to you. Don't take the risk. I'll never get to see my friend again.

- Brooke, 17

Voices of FEND



wearfend.org

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**FACT:**

In 2022, the DEA seized over 58 million fentanyl-laced fake pills. **60%** contained potentially lethal doses of fentanyl.

**Counterfeit pills - you can't see, smell or taste the difference**

OXYCODONE



**REAL**

**FAKE**

ADDERALL



**REAL**

**FAKE**

SOURCE: DEA

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**FACT:**

4 out of 5 new heroin users started out misusing prescription painkillers.

I have personally never had anyone I know become addicted to opioid painkillers nor have I had to help someone who has overdosed on them but since I've gotten the FEND app and extended my knowledge on the subject I'm confident I have the ability to help identify and treat someone who has overdosed on them. I could save someone's life!

- Charlie, 15

Voices of FEND



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**FACT:**

Mixing any combination of prescription drugs, over-the-counter drugs, illegal drugs and alcohol can be unpredictable and dangerous.

When I was 14, I got injured and had to take Percocet for pain. They made me feel so good and I just didn't wanna feel that pain anymore. After my injury healed, I still had extra Percocet and I would take them during stressful times. I realized I was using them a lot so I flushed them. The next few weeks were so hard without them but I know I made the right decision because I don't need opioids in my life to feel better.

- Emily, 16

Voices of FEND



PREVENTUM  
INITIATIVE



fendmovement



FEND



fendmovement



GET THE FEND APP:

Combining cutting-edge technology, music and streetwear, FEND is all about empowering youth to take a stand against opioids. More than a campaign - FEND is a movement!

FEND

FULL ENERGY NO DRUGS

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- Celia, 16

