



MCFARLAND RADAR (Relevant Alcohol & Drug Awareness Resources) COALITION

AODA PREVENTION NEWSLETTER

AUGUST 2022

Fentanyl

Fentanyl is a potent synthetic opioid drug that is approved by the Food and Drug Administration for use as a pain relief and anesthetic and is approximately 100 times more potent than morphine and 50 times more potent than heroin as an analgesic.

Origin of Fentanyl:

Fentanyl was first prepared and developed by Dr. Paul Janssen in 1959 under a patent held by his company Janssen Pharmaceutical. In 1963, the drug was introduced across various Western European countries, where it was frequently combined with other medications and used as an intravenous painkiller.

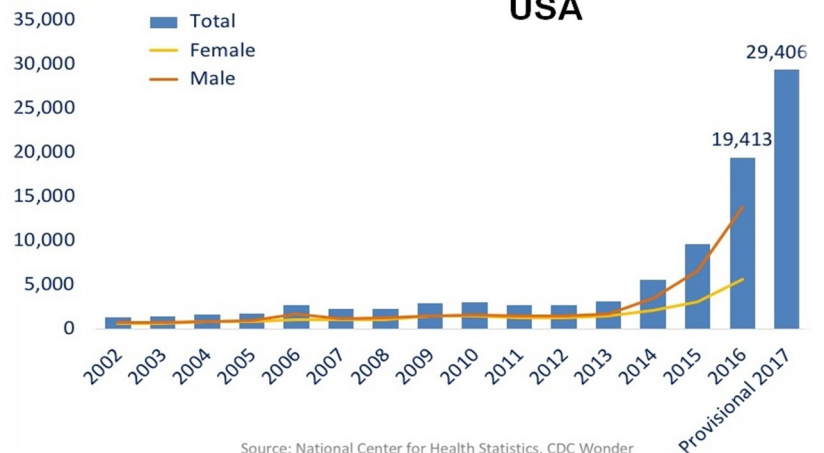
In the United States, Fentanyl did not receive approval by the FDA until 1968 due to the fact that opposition stated that its potency made it a likely candidate for abuse. Ultimately, it was

only approved in combination with another drug, droperidol, with a view that it was minimize its abuse potential. It finally became available for use on its own in 1972. By the late 1970s and early 80s, the drug was being widely used within the cardiac and vascular surgery field. ALZA Corporation, a Californian based company, began developing drug delivery patch containing fentanyl. This patch, called Duragesic, was eventually approved for patients with chronic pain who had become tolerant to other opiates.

By the beginning of the 21st, Fentanyl in all its forms had become widely used painkiller, providing pain relief to thousands of patients. However its potency made it extremely vulnerable to misuse, both accidental and otherwise. In 2005, the FDA began to investigate Duradesic, following from a spike in deaths and overdoses. Two years later, the Public Health Advisory released a report that stated that some doctors were inappropriately prescribing Duradesic and that some patients were incorrectly using it. Between 2005 to 2007, the DEA identified over 1,000 deaths associate with illegally manufactured non-pharmaceutical fentanyl. There had been several seizures of illicit fentanyl, including a raid on a lab that was manufacturing counterfeit OxyContin. By 2013, street use of fentanyl continued to climb, particularly in north-eastern states such as New Hampshire and Massachusetts . From there, it spread to Ohio and Florida, and into other parts of the US and Canada. Some of the drug supply came from Mexico, and was brought into North America by traffickers, with most of the rest originating in China. According to US Government figures, 64,000 people died from drug overdoses in the US in 2016, with over 20,000 of those deaths attributable to synthetic opioids (mostly fentanyl).

Fentanyl deaths increased by 540% over just three years, leading some to term this surge the ‘third wave’ of the opioid crisis.

Number of Deaths Involving Other Synthetic Opioids (Predominately Fentanyl) USA



Source: National Center for Health Statistics, CDC Wonder

Side Effects of Fentanyl

Fentanyl can stay within someone's system for around 24-72 hours. And can have variety of different side effects on the body.

Short term effects can include:

- Drowsiness
- Confusion
- Small pupils
- Constipation
- Nausea
- Vomiting
- Slow Breathing

Long term effects can include:

- Fractures in the elderly
- Chronic and severe constipation, which may lead to serious health problems such as bowel obstruction.
- Breathing problems during sleep
- Heart attack and failure
- Immune system suppression
- Hormonal and reproductive issues in both men and women
- Anxiety, depression, and other mood disorders



Fentanyl and the Brain

As with other opioids, including heroin and morphine, fentanyl binds to the opioid receptors that are found throughout the brain and the body. They're located in the areas that regulate how you experience pain and also how your emotions are regulated. When someone takes a drug like fentanyl and it binds to those receptors, they flood the brain's reward center with dopamine. Dopamine is already naturally occurring in the brain, but not at the levels like it does when someone takes fentanyl. When the flood of dopamine enter the person's brain after taking the drug, it creates a euphoria and sense of extreme relaxation. It's believed that chronic, long-term use of fentanyl and opioids can deteriorate the white matter in a person's brain. When this happens, changes can occur to how a person's emotions are regulated, how they react to stress and their decision-making ability.



Online Dangers

Sites like Instagram, Snapchat, TikTok, Twitter and several others have quickly become popular sites amongst teens. And while they can be used to keep teens connected with their peers, it also provides an environment where teens are exposed to risky behaviors involving drugs and alcohol. Celebrities like Cardi B and Drake, who are very popular in the music industry, will continuously post images of drinking and getting high. This kind of content normalizes and glamorizes the behavior of using drugs and drinking excessive amounts of alcohol. It gives the message to teens that, "If they are doing it and having fun, then maybe I should try."



There was a study that was conducted by the National Center on Addiction, that found that teenagers who regularly use popular social media sites were 3 times more likely to drink, 2 times more likely to use drugs, and 5 times more likely to buy tobacco than teens who either didn't use social media or used it less frequently. In addition to drug exposure through marketing and advertising, social media can also harm a teenagers mental health that can lead to substance use. The most common mental health issues include depression, eating disorders, and sleep disturbance.

Online Human Trafficking

The influence of using alcohol and drugs are not the only dangers that are on social media. Traffickers have taken to social media as a way to recruit victims as well as try to sell their trafficking operations. On websites like Facebook, Instagram, Twitter, TikTok, traffickers are able to quickly "friend" and "follow" potential victims. About 65% of active criminal sex trafficking cases were recruited through Facebook in 2020, while 14% were recruited through Instagram, and 8% were recruited through Snapchat. Online recruitment may begin with commenting on potential victims' photos and sending direct messages, carefully building the rapport and intimacy needed to entice victims into a false sense of trust.

The next phase is often "boyfriending" – manipulations such as feigned romantic interests, extreme flattery, promises of gifts or other financial assistance, assurance that they, and they alone can care for the potential victim, or even perceived salvation from domestic violence or child sexual abuse.

THE REALITY IS SHOCKING.

4.8
MILLION

The number of individuals who were trapped in sex trafficking as estimated by the International Labor Organization in 2016.



MORE THAN AN ESTIMATED
28,000
INDIVIDUALS

consume pornography at any given second, and the victims of pornography may include those who are also being trafficked for sex.



In 2016, the International Labor Organization estimated that there were

2.49
million
individuals
trapped in
labor
trafficking.

As of 2018, the United States Department of Labor has identified

148 goods from
76 countries

made with
forced or child
labor.

Purchasing Drugs Online

While social media is used to stay connected with those who live far away, it has also become the place for drug dealers to open up a market for their drugs. A very popular social media platform where this is occurring is Instagram. Compared to other social media platforms, the algorithms associated with Instagram allow for more personalized content to be aimed directly at people expressing interest in certain posts and hashtags. Anyone

who follows a dealer's account or likes a dealer's post will prompt the Instagram algorithm to fill the person's feed with more of those posts for drugs. In 2014, the federal government has used Instagram to arrest over 350 drug dealers and seize 7 million dollars worth of products.

The most popular drugs to purchase online include marijuana, cocaine, MDMA and Fentanyl. Drug dealers on social media sites, however, have been known to lace their products with other drugs, making it more addictive to their clients but also more deadly as well.



How to Keep Kids Safe Online:

- Communicate your expectations: Tell your kids that you expect them to avoid drugs and alcohol and establish consequences if they break the rules:
- Ask Questions: Ask them if they have seen drugs online or if their friends have and how they feel about what they are seeing
- Make them aware of deadly additives: Teenagers are probably already aware of the basic dangers of drugs, but they may not know about counterfeit pills and other substances being laced with fentanyl.
- Be on the same social media platforms as your kids so you can monitor what they are doing and who their friends are.
- Adjust settings on phones to turn off location monitoring on social media apps and block content and apps that you don't want your kids accessing.
- Check browser history for any suspicious activity or concerning search terms.
- If you suspect drug use, monitor the mail for any suspicious packages.
- Get familiar with common slang and hidden emoji meanings (see next page)



Drug Dealing and Emojis

The US Drug Enforcement Administration put a statement this year regarding a secret emoji code that is being used by drug dealers and teenagers. The DEA released a decoder reference guide for parents, caregivers, and educators to not only inform them, but to potentially save lives.

DRUG ENFORCEMENT ADMINISTRATION



EMOJI DRUG CODE | DECODED

COMMON EMOJI CODES

FAKE PRESCRIPTION DRUGS

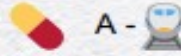
PERCOCET & OXYCODONE



XANAX



ADDERALL



DEALER SIGNALS

DEALER ADVERTISING



HIGH POTENCY



UNIVERSAL FOR DRUGS



LARGE BATCH



OTHER DRUGS

METH



HEROIN



COCAINE



MDMA & MOLLIES



MUSHROOMS



COUGH SYRUP



MARIJUANA



This reference guide is intended to give parents, caregivers, educators, and other influencers a better sense of how emojis are being used in conjunction with illegal drugs. Fake prescription pills, commonly laced with deadly fentanyl and methamphetamine, are often sold on social media and e-commerce platforms – making them available to anyone with a smartphone.



McFarland is a small community south of Madison in Dane County. In January of 2017, a group of concerned citizens came together to discuss substance abuse problems in the McFarland area. The McFarland RADAR is a result of these meetings

We are comprised of local representatives from schools, businesses, churches, village administration as well as parents, and youth—all working together to promote healthy lifestyles

For more information go to: <https://www.radarmc.com/>



For time, day and place of meetings, please contact Cathy Kalina at CathyK@fsmad.org

The McFarland RADAR (RADAR stands for Relevant Alcohol & Drug Awareness Resources) Coalition works to develop, implement and support environmental strategies to reduce substance abuse.

We believe by working together, we can nurture social and environmental changes to make the McFarland area a safer and healthier place, brightening the future of our children, youth and families.

McFarland RADAR Mission Statement

“The mission of McFarland’s RADAR Coalition is to promote healthy lifestyles in the McFarland area through alcohol and drug abuse prevention and education efforts.”

HOW CAN YOU HELP?

We are asking you to give the gift of time. Make a difference in the lives of our youth and our community by

1. Working with us in providing support for planning, project management and awareness campaigns
2. Helping with coalition events, conferences, workshops, and fairs held throughout the year.
3. Being a voice for change in our community, it is time to come together and be that force for change in the McFarland area.