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OFFICE OF THE  
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## Florida Attorney General's Office News Release

### **VIDEO: Attorney General Moody Kicks off Red Ribbon Week 2024 With a Warning that One Pill Can Kill**



TALLAHASSEE, Fla.—To mark the beginning of Red Ribbon Week 2024, Attorney General Ashley Moody is urging parents to speak to their children about the dangers of substance abuse. Red Ribbon Week is the largest drug-abuse prevention campaign in the nation. Each year, more than 80 million Americans show their commitment to a drug-free life lifestyle by wearing a red ribbon. However, more than 100,000 people still die nationwide to drug overdoses each year, mainly because of illicit fentanyl brought across the wide open U.S.-Mexico border. Studies show that the [fastest growing age group dying of fentanyl poisoning is children younger than 14](#). To help parents express the dangers of substance abuse to their children, Attorney General Moody is sharing helpful resources.

**Attorney General Ashley Moody** said, “We are in the grips of a national opioid crisis, with more than 100,000 Americans dying from drug overdoses every year, mainly due to illicit fentanyl from Mexico. But it isn’t just a problem for adults—the fastest growing age group dying of fentanyl poisoning is children younger than 14. During Red Ribbon Week, I’m urging parents to talk to their kids about the dangers of drug use and remind them that one pill can kill.”

Last month, Attorney General Moody recognized Florida heroes who saved a [7-month-old baby who overdosed on fentanyl](#). First responders arrived on the scene and used naloxone, a rapid opioid overdose reversal medication, to save the baby's life. Attorney General Moody's Helping Heroes program provided the naloxone used by Jacksonville Fire and Rescue Department first responders.

To help parents talk with children about drug dangers, Attorney General Moody is sharing the following resources:

- [Fast Facts on Fentanyl Toolkit](#): Attorney General Moody released this toolkit to help parents protect children from digital drug dealers. The resource highlights the dangers of fentanyl and helps parents talk to their children about the dangers of drug use;
- [Dose of Reality Florida](#): This online resource provides information about opioid misuse and addiction, safe storage of prescription painkillers and guidelines on responding to an opioid overdose; and
- [Treatment Atlas](#): Treatment Atlas is a tool to help Floridians struggling with addiction find specialized treatment. This free and confidential resource contains information about nearly 500 treatment facilities across Florida alone.

Red Ribbon Week began in 1988 following the tragic death of Drug Enforcement Administration Agent Enrique Camarena. Today, this week-long event is an annual catalyst promoting healthy, drug-free lifestyles. Learn more about Red Ribbon Week [here](#).

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