This week is Red Ribbon Week, and we are encouraging parents to talk to their children about the dangers of substance abuse. Red Ribbon Week is an annual drug prevention campaign that raises awareness about the devastation caused by using drugs.

Illicit fentanyl from Mexico has flooded our country and overdose deaths are skyrocketing—more than 110,000 last year alone. A recent study found that children under the age of 14 are dying of fentanyl poisoning at a faster rate than any other age group. As Florida’s Attorney General and a mom, this is terrifying. It is imperative that we teach our children to never use drugs—as just one pill laced with fentanyl can kill.

Teens can purchase illicit substances online or through text messages with digital drug dealers. Our office created a Fast Facts on Fentanyl Toolkit to inform parents about how kids are accessing dangerous substances. This informational resource for parents helps teach children about the dangers of digital drug dealers online, highlighting how these dealers use social media to sell illicit substances that might contain deadly amounts of synthetic opioids.

This weekend also provides an opportunity for all Floridians to get rid of unused and expired prescription drugs from winding up in the wrong hands. According to the National Survey on Drug Use and Health, more than half of all people who misused pain relievers obtained them from a friend or relative. So, I am urging Floridians to please participate in the 25th National Drug
Take Back Day this Saturday.

Drug Take Back Day provides a secure and convenient means for individuals to dispose of unused or expired prescription medications. This simple step may help save the life of someone close to you. Visit [DEA.gov/TakeBackDay](http://DEA.gov/TakeBackDay) to learn how to participate and to find the nearest collection site.

You can find additional resources about the dangers of illicit drugs and year-round collection sites at our statewide resource, [DoseOfRealityFL.com](http://DoseOfRealityFL.com).

By protecting our children from illicit substances and disposing of expired and unused medications, we can build a Stronger, Safer Florida.
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