

NEWS RELEASE

For Immediate Release
May 3, 2024

Contact: Brenna Christofferson
Public Information Officer
208-533-3155
bchristofferson@eiph.idaho.gov

Fentanyl Awareness Day in Eastern Idaho

Eastern Idaho (May 2024) — To mark the third annual [National Fentanyl Awareness Day](#) on May 7, 2024, Eastern Idaho Public Health is hosting multiple virtual Drug Overdose Prevention and Response Trainings (Naloxone Trainings) for community members during the month of May. These free Drug Overdose Prevention and Response Trainings (Naloxone Trainings) will help inform communities about the fentanyl crisis in the United States. Eastern Idaho Public Health is joining a coalition of issue area experts, corporations, nonprofits, schools, families, and elected officials who are coming together to raise public awareness of the urgent problem: people are dying at alarming rates due to illicitly manufactured fentanyl. Led by the national nonprofit [Song for Charlie](#), National Fentanyl Awareness Day uses education as the first step in preventing tragic outcomes.

Founded by parents who have lost loved ones to this crisis, National Fentanyl Awareness Day began in 2022 to use education as the first step in preventing tragic outcomes. National Fentanyl Awareness Day provides resources on the facts behind fentanyl and how to get involved, from educating friends and family to knowing the signs of an overdose, to sharing on social media. Members of the coalition include Google, the Ad Council, the Drug Enforcement Administration, Major League Soccer, YouTube, and more.

During the month of May, Eastern Idaho Public Health will be hosting free Drug Overdose Prevention and Response Trainings (Naloxone Trainings) for community members on the following dates:

- **Tuesday, May 7th @ 10am to 11am via ZOOM (Virtual Training)**
- **Thursday, May 9th @ 12pm to 1pm via ZOOM (Virtual Training)**
- **Tuesday, May 21st @ 11am to 12pm via ZOOM (Virtual Training)**
- **Wednesday, May 22nd @ 2pm to 3pm via ZOOM (Virtual Training)**

To sign up, visit: <https://forms.office.com/r/YmtbBMbr2N>

-More-

In a [study](#) conducted by Song For Charlie, two-thirds (67%) of young Americans reported awareness of drug related deaths involving fentanyl, but only about half (48%) say they are aware of fentanyl being used to

create counterfeit pills. Fake pills have been found in all 50 states and are the main reason fentanyl-involved deaths are the highest and fastest growing among youth.

“Like far too many families, we suffered an unspeakable loss because our son didn’t know the pill he was buying was fake and could be deadly,” said Ed Ternan, co-founder of Song for Charlie. “Today, more young Americans understand that danger than they did last year - but millions remain at risk because they don’t understand just how grave the consequences can be of taking a pill purchased from an illegitimate source.”

Find more information about NFAD, fentanyl risks, and safety tips at <https://www.fentanylawarenessday.org/>

###