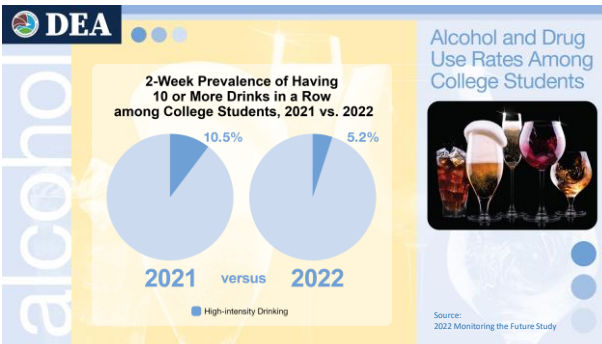
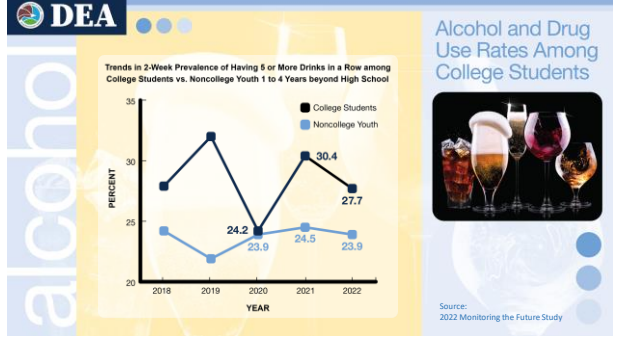




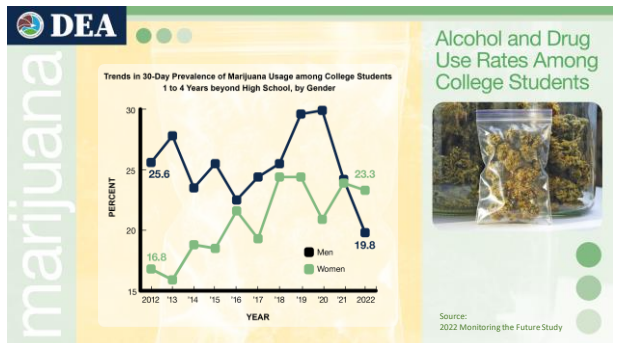
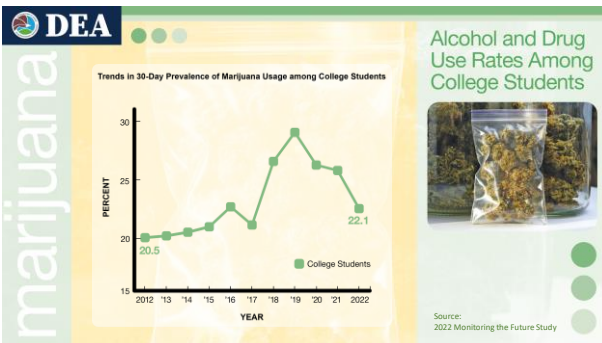
**Preventing Drug Use Among College Students: Current Trends, The Dangers of Fake Pills, and The Importance of Strategic Planning**

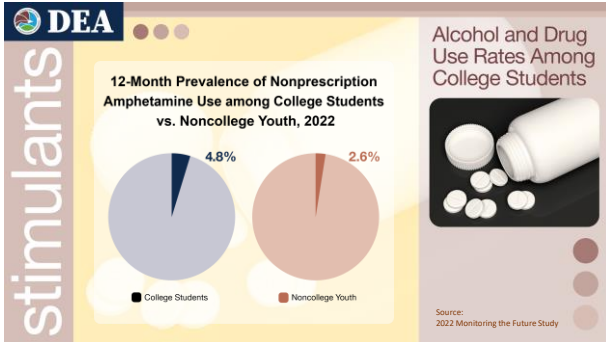
Rich Lucey  
Senior Prevention Program Manager  
Drug Enforcement Administration

Spring 2024 Prevention Specialist Conference  
March 26, 2024



- Alcohol-related risk factors for suicide (Hufford, 2001)**
- Proximal risk factors
    - Suicidal behavior during alcohol intoxication
      - Looking at odds ratios, Borges & Rosovsky (1996) showed consumption of over 10 standard drinks increases risk for suicide attempts 90 times in comparison to abstinence
- Slide courtesy of Jason Kilmer, University of Washington





**DEA**

**Mental Health of College Students**

Anytime within the past 30 days:

- 35.1% felt things were hopeless\*
- 27.3% felt so sad nothing could cheer them up\*
- 24.7% felt worthless\*

\* Some, Most, All of the Time

Within the past 12 months:

- 34.4% felt anxiety affected academic performance

Suicide:

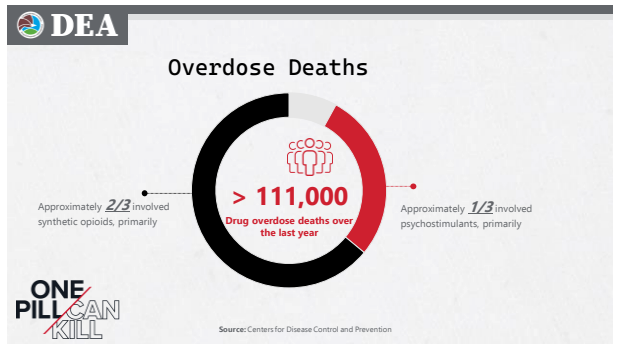
- 3.0% likely to attempt suicide someday
- 2.3% attempted suicide within the last 12 months

Source: American College Health Association-National College Health Assessment (Spring 2023)

**DEA**

The **drug overdose crisis** is a clear and present **public safety, public health, and national security threat.**

**ONE PILL CAN KILL**



**DEA**

The record quantities of fentanyl that DEA seized in 2023 are enough to **kill every American.**

**ONE PILL CAN KILL**

**Potentially Lethal Dose of Fentanyl**

**ONE PILL CAN KILL**

**DEA**





**PUBLIC SAFETY ALERT**



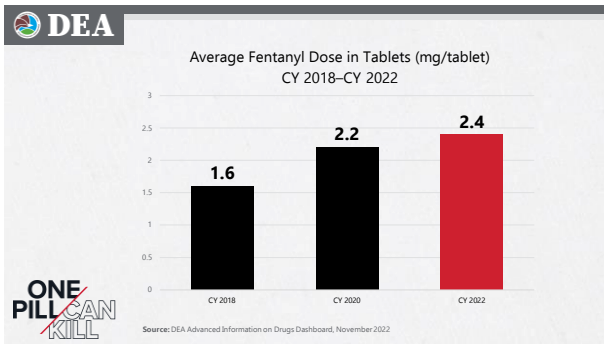
**LETHAL DOSES OF FENTANYL FOUND IN FAKE PILLS**

DEA reports a dramatic rise in the number of fake pills containing at least 2mg of fentanyl – what is considered a lethal dose

**7 out of 10** DEA tested pills with fentanyl are potentially **DEADLY**




Today **7 out of ten** DEA-tested pills with fentanyl contain a potentially lethal dose.




**Most Common Fake Pills**



Oxycontin®      Adderall®      Xanax®






**Authentic Oxycodone**




---

**Fake Oxycodone**


**Authentic Xanax**




---

**Fake Xanax**






Medical grade fentanyl laboratory



Illicit fentanyl laboratory

**DEA**

Fake Rx Pills are easily accessible

often sold on social media & e-commerce platforms

**Additional Threat: Access**

Fake Rx pills are easily accessible & often sold on social media & e-commerce platforms; available to anyone with a smartphone.

**ONE PILL CAN KILL**

**DEA**

Popular Emoji Drug Codes

Oxycodone

Xanax®

Percocet®

Adderall®

**Additional Threat: Access**

Monitoring for suspicious text messages on social media or cash app posts could spark an important, and potentially life-saving, conversation.

**ONE PILL CAN KILL**

**DEA**

One Pill Can Kill – Awareness Campaign

**ONE PILL CAN KILL**

**DEA's Message to the Public:**  
Know the dangers and accessibility of deadly drugs online.

- Never take medicine that wasn't prescribed to you by your own doctor.
- Talk to your family and friends about the danger of buying drugs online.
- Spread the word that One Pill Can Kill.

[www.dea.gov/onepill](http://www.dea.gov/onepill)

**DEA**

**ONE PILL CAN KILL**

Promoting One Pill Can Kill on College and University Campuses

[www.campusdrugprevention.gov/onepill](http://www.campusdrugprevention.gov/onepill)

**DEA**

**ONE PILL CAN KILL**

**Auburn University**

Today's illicitly manufactured drug market is becoming inundated with fentanyl laced products. Fentanyl is killing Americans at an unprecedented rate. Many overdose victims have no idea they are ingesting fentanyl, until it's too late.

[www.campusdrugprevention.gov/onepill](http://www.campusdrugprevention.gov/onepill)

**DEA**

**ONE PILL CAN KILL**

**University at Albany**

**BE AWARE OF COUNTERFEIT PRESCRIPTION PILLS**

**BE AWARE OF FENTANYL-LACED CANNABIS**

**BE AWARE OF COUNTERFEIT PRESCRIPTION PILLS**

**YOU CAN HELP**

[www.campusdrugprevention.gov/onepill](http://www.campusdrugprevention.gov/onepill)

**DEA**

**ONE PILL CAN KILL**

**University of Central Florida**

[www.campusdrugprevention.gov/onepill](http://www.campusdrugprevention.gov/onepill)

**DEA**

**ONE PILL CAN KILL**

**University of Virginia**

**ONE PILL CAN KILL**

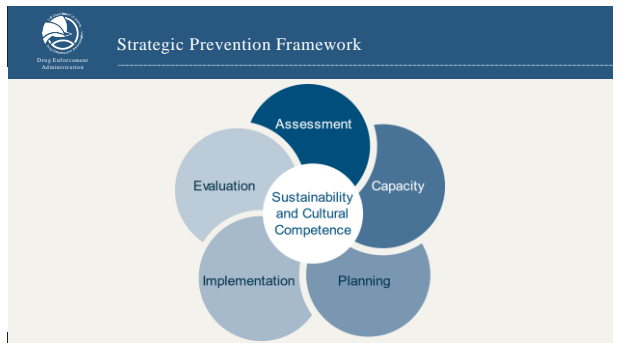
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**DEA**

## DEA's Outreach to Colleges and Universities



**The SPF Process Answers...**

- What is the problem?**
- What do I have to work with?**
- What should I do, and how should I do it?**
- How can I put my plan into action?**
- Is my plan succeeding?**

**Why Use the Strategic Prevention Framework? Because it...**

- Is data driven**  
Good decisions require data.
- Is dynamic and iterative**  
The SPF is a circular, rather than a linear, model.
- Relies on and encourages a team approach**  
Requires—and benefits from—participation from diverse community partners.

**Prevention with Purpose**

- Provides a road map for prevention professionals to collaborate with a range of stakeholders to address campus-wide drug misuse issues
- Overview of the guide
  - Eight easy-to-read chapters with helpful graphics
  - Print and online versions
  - Online resources associated with each chapter
- What's New in the 2024 Edition
  - Data update
  - SPF Profiles in Action
  - Integrating Culture Throughout the SPF
  - Prevention Success During Times of Disruption

**DEA Updating Prevention with Purpose Data**

- Data Sources:**
  - Over 85 references
  - Key word searches
  - New information: research articles, archival data
- Review Criteria:**
  - 2019 or later
  - Still relevant/accurate
  - New information/trends
- Of All Data:**
  - 29% did not require any update
  - 26% was updated
  - 33% required reconsideration of context

**DEA Development of Profiles**

- One profile per SPF Step
- More than a dozen interviews with campus prevention professionals
- Provides real world examples of the application of each SPF step
- Unique approaches to challenges

**DEA Highlighting Culture Across the SPF**

- New sections in Chapters 3-7
- Highlight actions and considerations needed to ensure culturally responsive and inclusive prevention programming and processes.
- Links directly to the Prevention with Purpose: Considering Culture Throughout the Strategic Prevention Framework

**DEA** Defining Disruption

- Any event that either poses to, or actively interrupts, the regular learning of students on campus – disruption can divert resources and attention from campus prevention efforts.
- Outbreak of disease or virus
- On-campus tragedies
- Severe weather
- Transitions in leadership
- Cuts in services



**DEA** Prevention in Times of Disruption

- Strategies for preparing for and responding to disruptions
- Based on interviews with campus prevention professionals
  - Builds on learning during the COVID-19 pandemic
  - Strategies are connected to the SPF process



**DEA** Strategies to Prepare for Disruption



1. Stay Strategic
2. Commit to Assessment
3. Leverage Existing Partnerships
4. Get Close to Leadership
5. Be Flexible and Creative

Strategic planning is the best preparation for the unknown.

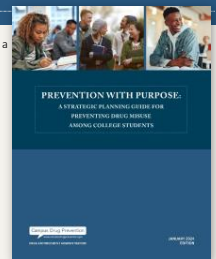
**DEA** DEA's Resources for Colleges and Universities Campus-Specific Fact Cards

**DEA** DEA's Resources for Colleges and Universities [www.campusdrugprevention.gov](http://www.campusdrugprevention.gov)



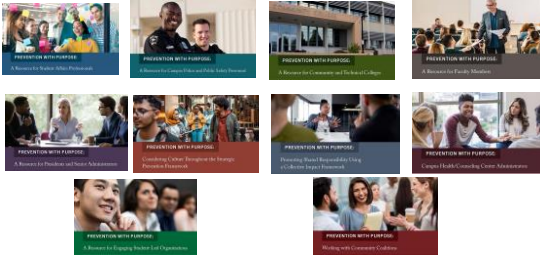
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**DEA** DEA's Resources for Colleges and Universities

*Prevention with Purpose Supplemental Resources*



**DEA** DEA's Resources for Colleges and Universities

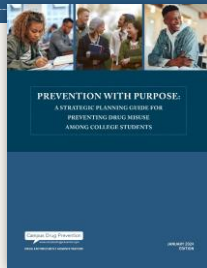
Red Ribbon Week Campus Video PSA Contest



**DEA** Strategic Planning Guide

Prevention is not random.

- Prevention needs to be **intentional**.
- It needs to be **purposeful**.
- It needs to be **strategic**.



**DEA** Contact Information

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 Drug Enforcement Administration  
 Community Outreach and Prevention Support Section  
[richard.lucey@dea.gov](mailto:richard.lucey@dea.gov)