

Fentanyl Response Communications Toolkit

Fentanyl is an emerging crisis for Texas school systems







Darren and Shannon McConville lost their son, Kevin, to fentanyl weeks before his senior year in Hays CISD.

Photo Credit: Zara Flores/Community Impact Link to the full article here.

There was nothing that I would say that stood out to me, thinking back, absolutely nothing. I wish there was [a red flag], but I cannot think about that because ... there's nothing that is going to bring my son back. The only thing we can do is prevent it from happening to some other family.

- Shannon McConville (mother)

Unfortunately, most who die from fentanyl didn't even know that they were taking it. They were poisoned unwittingly by a pill that appeared to be some type of real medication.

- Gov. Greg Abbott (press conference on Sept. 21, 2022)

Supporting LEAs to Combat Fentanyl: 5 Actions to Take Now







Review TEA's curated Fentanyl Awareness Resources.



This information was also sent in an email to all superintendents on October 6, 2022



Embed important fentanyl awareness content into your existing substance use/misuse prevention programming, train staff, and host awareness events for parents/caregivers.



Engage community-based providers.



Facilitate life-saving connections to fentanyl and substance use/misuse prevention, intervention, treatment and recovery services.



Explore TEA's new Texas School Mental Health Resources.

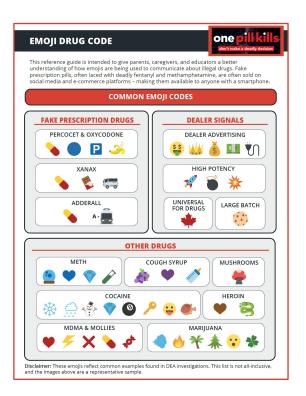
Supporting LEAs to Combat Fentanyl: Communications Toolkit



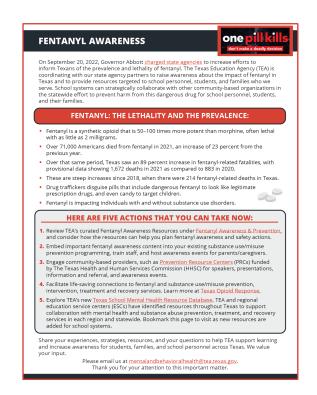


The TEA has created curated resources for LEAs to disseminate as they see fit.

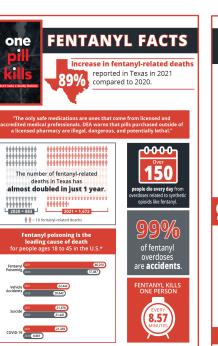
One-Page Resource on the types of Emojis that represent drugs

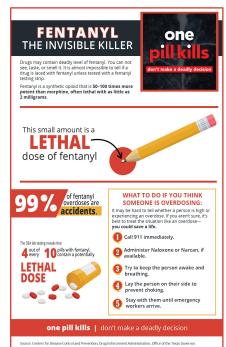


One-Page Resource with the 5 Action Steps to take now and links to resources



Two One-Page Resources on the facts of fentanyl and the risks





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Customizable/Sample Letters for LEAs

Parent Letter:

- General awareness of fentanyl
- List of things parents can do to prevent their student from falling prey to this deadly trend.

Staff Letter:

- General awareness of fentanyl
- Signs of a possible overdose
- What to do if you believe a student is displaying any of the signs of overdose.

Reminder: Every ESC has a crisis support team that can provide additional communication resources.

Sample Social Media Posts







Where can these resources be found?





On the TEA webpage under Safe and Supportive Schools

Website:

tea.texas.gov/texasschools/health-safetydiscipline/safe-and-supportiveschools On the TEA Superintendent Resource Webpage

Website:

tea.texas.gov/texaseducators/superintendents On the Texas School Mental Health Website under "Fentanyl Awareness and Prevention"

Website:

schoolmentalhealthtx.org/ fentanyl-awarenessprevention/

Spanish resources coming by Friday, October 28

Examples of Effective District Communications



Round Rock ISD | Hays CISD

Clear, easy to access online information









Substance Abuse Helpline

Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline

1-800-662-HELP (4357) or TTY: 1-800-487-4889. A confidential, free, 24/7, 365 days/year, information service for issues on mental or substance-use disorders.



During the summer of 2022, the communities in Hays CISD began to see an increase in overdoses, poisonings, and deaths related to fentanyl. Illicitly manufactured fentanyl is often the ingredient used in counterfeit pills purchased on the street - sold as something else like Xanax, Percocet, or oxycodone. Quite often, in cases involving fentanyl, people who take the drug have no idea they are taking it. In the drug trade, fentanyl is a cheap alternative to other synthetic opioids and it takes so very little to kill.

"I'm worried. We take all safety and security issues very seriously, but this one is especially concerning. We must treat the fentanyl crisis with urgency," said Superintendent Dr. Eric Wright.

Effective social media in both English and Spanish







https://www.hayscisd.net/fentanyl



https://roundrockisd.org/fentanyl/