

# Fentanyl Is in Ghana — Our Youth Need to Know

Awareness, Evidence, and Action

EVIHEALTH NKABOM



Made with **GAMMA**

# Purpose & Objectives

This session is designed to rapidly raise awareness among parents, educators, and community leaders about the real and growing threat of fentanyl in Ghana.



## Inform

Understand the presence and extreme potency of fentanyl in our communities.



## Share Evidence

Review findings from WHO 2023 and NACOC Ghana on synthetic opioid trends.



## Equip Adults

Leave with practical conversation starters and safety steps to protect youth.

WHY THIS MATTERS

# A Single Pill Can Be Lethal

Fentanyl is appearing in streets, schools, and neighborhoods across Ghana — and youth awareness remains critically low. A counterfeit pill can look identical to a common painkiller, yet contain a fatal dose.

**Immediate community education can prevent accidental overdoses.**

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## Pill Can Kill

A single counterfeit tablet may contain a lethal dose of fentanyl.

50x

## More Potent

Fentanyl is up to 50 times stronger than heroin.

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## Visible Warning

There is no color, smell, or taste difference in a fentanyl-laced pill.

# The Evidence Is Clear



## What the Data Shows

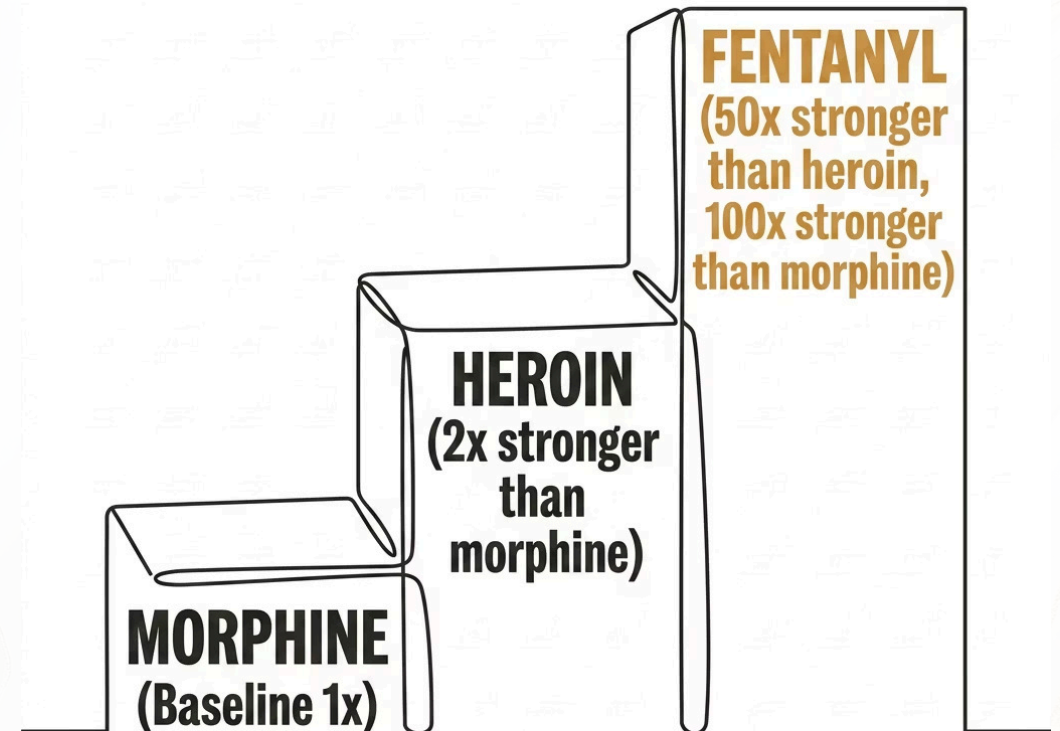
**WHO 2023** reports a sharp rise in synthetic opioids across West Africa, with trafficking routes increasingly targeting the region. **NACOC Ghana** has confirmed local detections and issued trafficking alerts following lab-verified interdictions of fentanyl-laced counterfeit pills.

- ⚠️ Studies show youth awareness of fentanyl potency remains critically low across West Africa — making community education urgent.

# What Is Fentanyl?

## The Basics

Fentanyl is a powerful synthetic opioid originally developed for medical use — treating severe pain in clinical settings. However, its extreme potency makes it extraordinarily dangerous outside of controlled medical care.



### Medical Use

Prescribed for severe pain under strict supervision.

### Street Danger

Pressed into counterfeit pills that mimic common painkillers.

### Fatal Dose

An amount the size of a few grains of salt can be lethal.

# Recognizing an Overdose — Act Fast

Every second counts. Know the signs and respond immediately.

## ⚠ Warning Signs

- Slow or stopped breathing
- Unresponsiveness
- Pinpoint pupils
- Limp body, pale or clammy skin

## ✅ Immediate Action

- Call emergency services immediately
- Perform rescue breathing if trained
- Place person in recovery position
- Stay with them — never leave them alone



# How to Talk to Youth



## Keep It Calm, Factual & Nonjudgmental

You don't need to be an expert — you need to be present and willing to listen. The goal is an open conversation, not a lecture.

→ **Key message:** A pill that looks normal can be deadly. Never take pills from friends or unknown sources.

→ **Conversation starter:** *"I heard something dangerous is in some pills — let's talk about what that means for you."*

→ **Keep the door open:** Let them know they can ask you anything, anytime, without judgment.

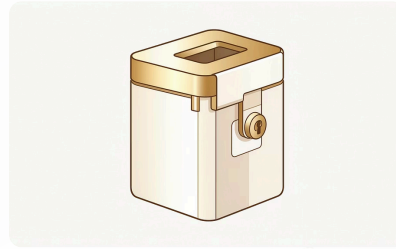
# Community Actions & Prevention

Change starts at home, in schools, and in our neighborhoods. Here's how your community can respond.



## Educate School Staff & Parents

Organize briefings and training sessions so every adult in a child's life can recognize the threat and respond.



## Safe Medication Disposal

Encourage families to safely dispose of unused medications. Secure storage prevents accidental access.



## Support Local Awareness Events

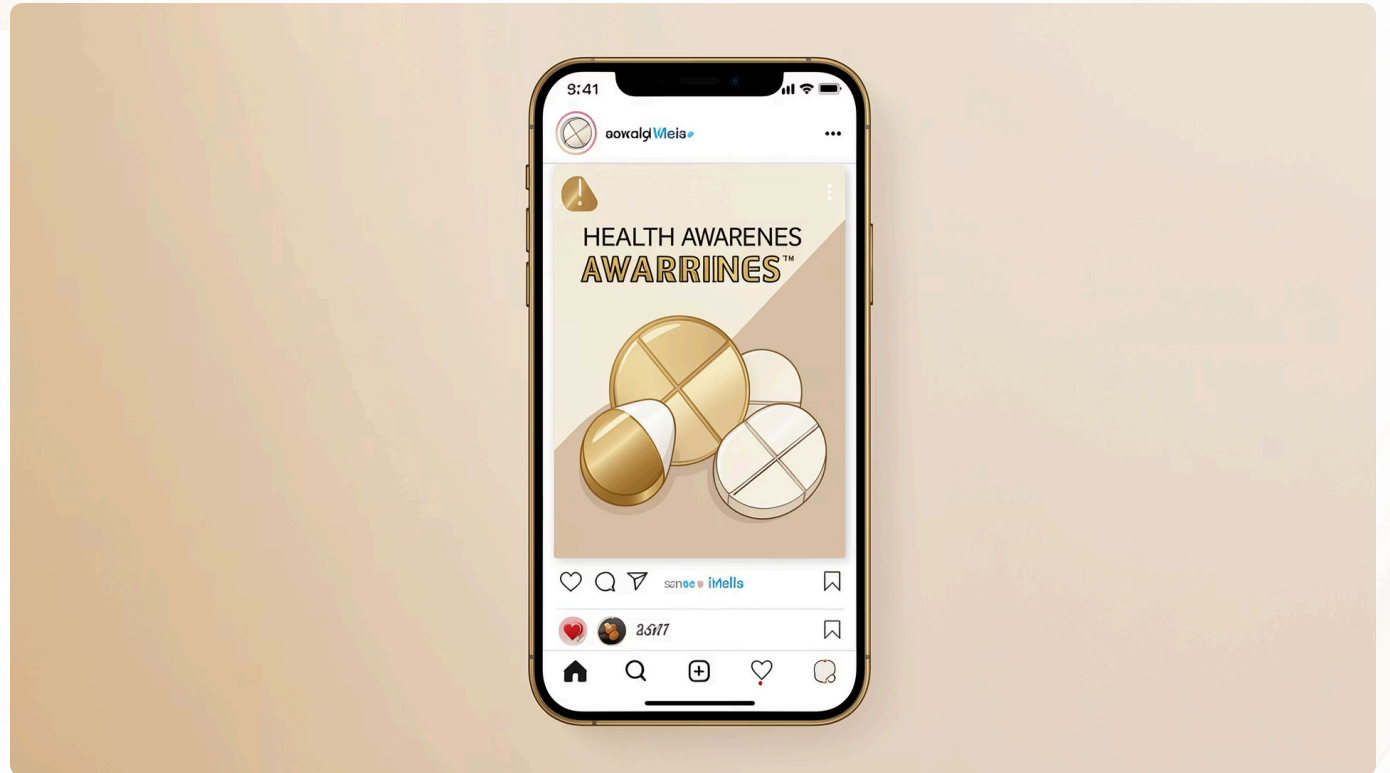
Attend and promote community trainings. Share EviHealth Nkabom materials with your networks.

# Share This Message

"A single counterfeit pill. No visible difference from a regular painkiller. But it could contain enough fentanyl to be lethal."

Use this PSA text across social media, community boards, and radio. Pair it with visuals of identical pills, blurred school scenes, or parent-child conversations with bold warning overlays.

**Accessibility matters:** Add captions, high-contrast text, and translations into Akan/Twi to reach every family in your community.





# Start the Conversation Today

EviHealth Nkabom — *"We talk about what others won't."*

## Host a Talk

Organize a community briefing at your school or neighborhood.

## Share Facts

Distribute the one-page factsheet to every parent and educator you know.

## Amplify Online

Share PSAs on social channels. Use **#FentanylAwareness**  
**#EviHealthNkabom** **#ProtectOurYouth** **#GhanaHealth**