

Concept: Looks Are Deceiving

Use: Organic social media posts

Directions: Download the five accompanying social media graphics for the following concepts on YourMedsYourMatter.com, and utilize the post content below to spread awareness of common deceptions around opioid use to help prevent potential abuse.

Image #1: BELIEVING ... OR DECEIVING?

Too many Americans have made the mistake of trusting others at their word when sharing opioids. But what you don't know could hurt — or even kill — you. Looks can be deceiving. Increase your awareness of the difference between legally prescribed opioids and counterfeit pills. #YourMedsYourMatter #LooksAreDeceiving

Image #2: LEGAL ... OR LETHAL?

Criminal drug networks are mass-producing fake pharmaceuticals to deceive the American public. These illicit opioids are easy to purchase, widely available and potentially deadly. Looks can be deceiving. Increase your awareness of the difference between legally prescribed opioids and counterfeit pills. #YourMedsYourMatter #LooksAreDeceiving

Image #3: CANDY ... OR KILLER?

Rainbow-colored pills are just one of many efforts by drug dealers to attract younger users to try the deadly synthetic opioid fentanyl. Looks can be deceiving. Increase your awareness of the difference between legally prescribed opioids and counterfeit pills. #YourMedsYourMatter #LooksAreDeceiving

Image #4: SIDEWALK CHALK ... OR DRUG BLOCK?

Kids love getting creative ... and so do drug dealers. Recent DEA busts have uncovered brightly-colored and highly-toxic synthetic opioid intended to entice younger users. Looks can be deceiving. Increase your awareness of the difference between legally prescribed opioids and counterfeit pills. #YourMedsYourMatter #LooksAreDeceiving

Image #5: MEDICINAL ... OR MACHIAVELLIAN?

Engineered by researchers developing morphine alternatives for pain management, nitazenes are not FDA approved for any legal use. But these fake pills are flooding the market. Looks can be deceiving. Increase your awareness of the difference between legally prescribed opioids and counterfeit pills. #YourMedsYourMatter #LooksAreDeceiving

