

# SONG FOR CHARLIE



REAL TALK ABOUT FAKE PILLS

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October 2021*



# Teens' (13-17) Stress & Behavior

*We are overwhelmed*

78%

*I am stressed*

35%

*Mental Health is stigmatized*

65%

*Top Stressors*

**Academics, Social**



## ***Taking prescription medication without a doctor's recommendation and prescription***

*Top Reasons*

**Party, Coping . . . Image**

*Easy to get*

48%

*My peers / friends have used*

53% / 37%

*I have used*

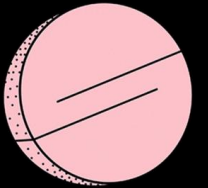
9%

*I have thought about using*

17%

*I am likely to use or don't know*

17%

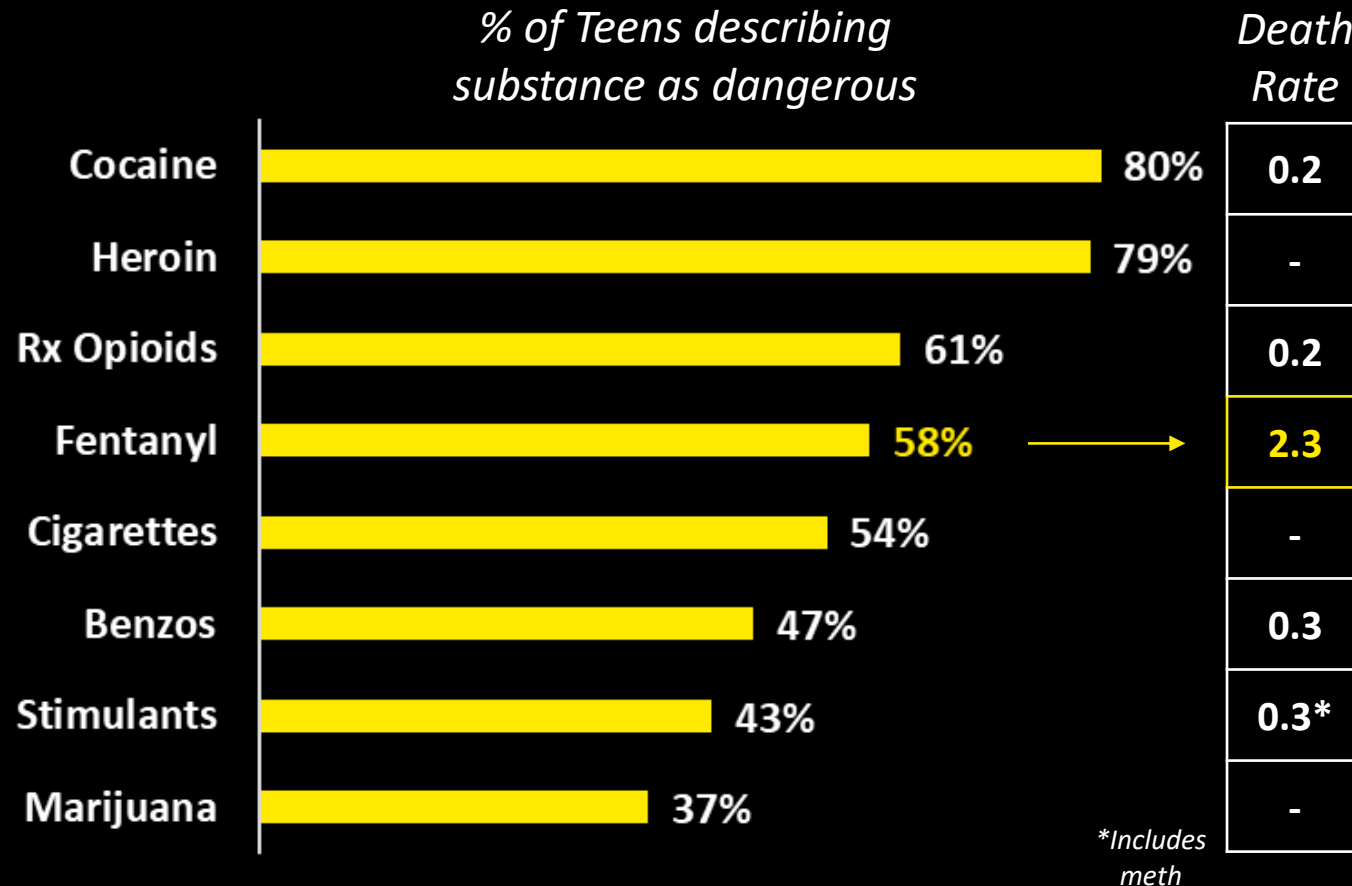


This research was commissioned by Song for Charlie and executed by Breakwater Strategy. Interviews were conducted online from August 19 through August 30, 2022, among a nationwide sample of 1,500 Young Americans aged 13-24 and delivered under the report: [Youth Fentanyl Survey – Fall 2022](#). Our sample included n=612 Teens (ages 13-17) and n=888 Young Adults (ages 18-24). In this report, references to Gen Z include all respondents ages 13-24, Teens refers to respondents ages 13-17, and Young Adults refers to respondents ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey. Results from the full survey have a margin of error of plus or minus 2.5 percentage points at the 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding. Quotas and weights were used to ensure the national demographic representations among this age cohort.



# The Teen Knowledge Gap (13-17)

- 64% of teens are unaware that fentanyl is being used to create fake pills
- Only 3 in 10 say they are knowledgeable about fentanyl
- A quarter say they don't know enough about fentanyl to rate its danger



**Though teens describe fentanyl as significantly less dangerous than cocaine, it is involved in 12x more deaths  
Teens are half as likely to consider misusing prescription drugs if they are aware & consider fentanyl dangerous**

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# Young Adults' (18-24) Stress & Behavior

*We are overwhelmed*

80%

*I am stressed*

47%

*Mental Health is stigmatized*

72%

*Top Stressors*

Financial, Future



## *Taking prescription medication without a doctor's recommendation and prescription*

*Top Reasons*

Party, Coping . . . Experiment

*Easy to get*

40%

*My peers / friends have used*

65% / 50%

*I have used*

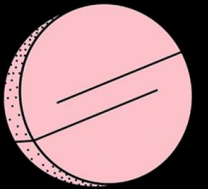
21%

*I have thought about using*

25%

*I am likely to use or don't know*

23%

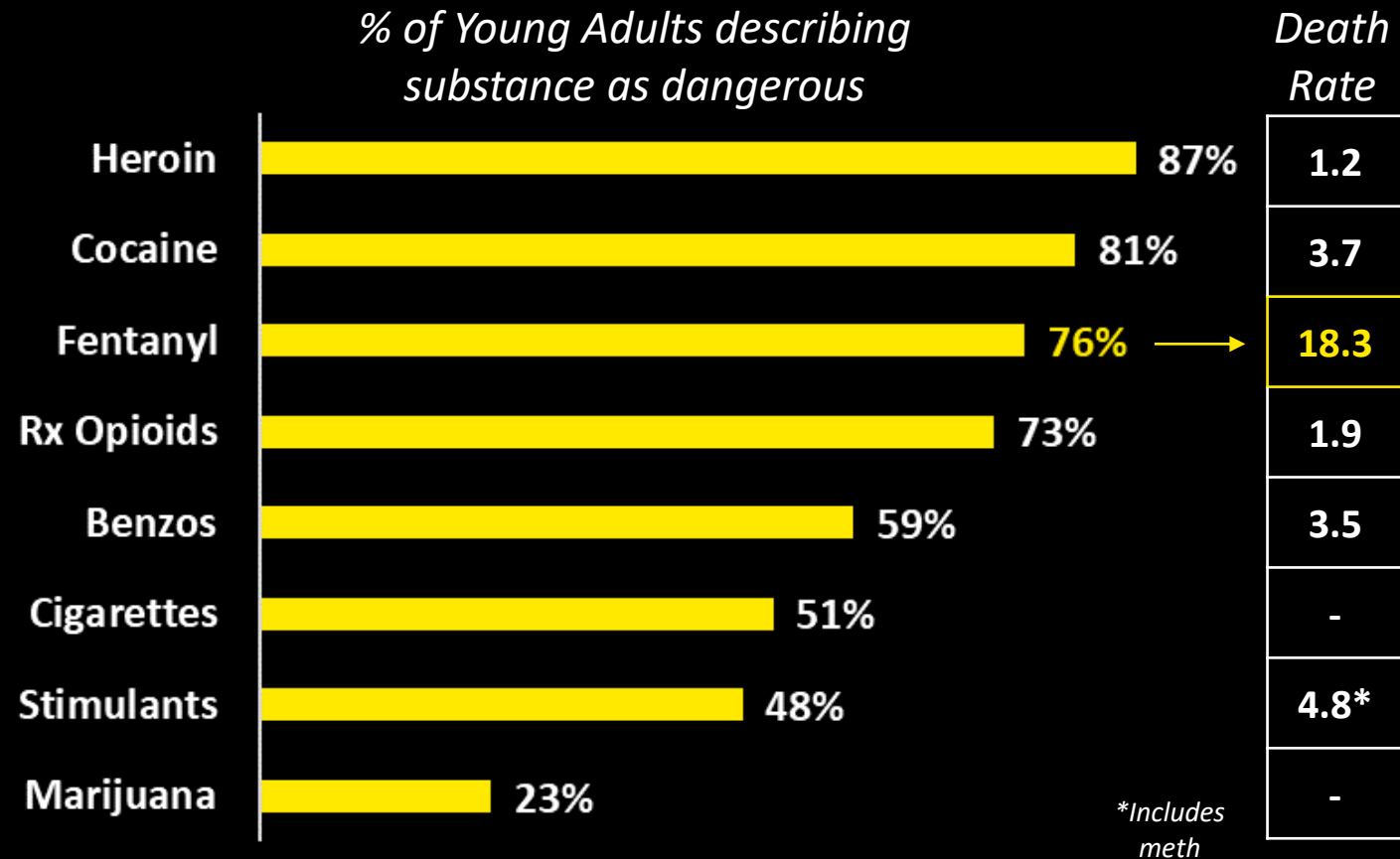


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# Young Adults' Knowledge Gap (18-24)

- 44% of young adults are unaware that fentanyl is being used to create fake pills
- Less than half say they are knowledgeable about fentanyl
- 1 in 10 say they don't know enough about fentanyl to rate its danger



**Though young adults describe fentanyl as significantly less dangerous than heroin, it is involved in 15x more deaths  
Young Adults are half as likely to consider misusing prescription drugs if they are aware & consider fentanyl dangerous**

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# Young Americans' (13-24) Stress & Behavior

*We are overwhelmed*

79%

*I am stressed*

42%

*Mental Health is stigmatized*

69%

*Top Stressors*

**Academic, Social, Financial, Future**



## ***Taking prescription medication without a doctor's recommendation and prescription***

*Top Reasons*

**Party, Coping . . . Image, Experiment**

*Easy to get*

44%

*My peers / friends have used*

60% / 45%

*I have used*

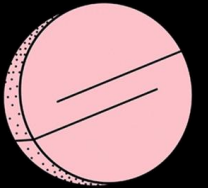
16%

*I have thought about using*

22%

*I am likely to use or don't know*

20%

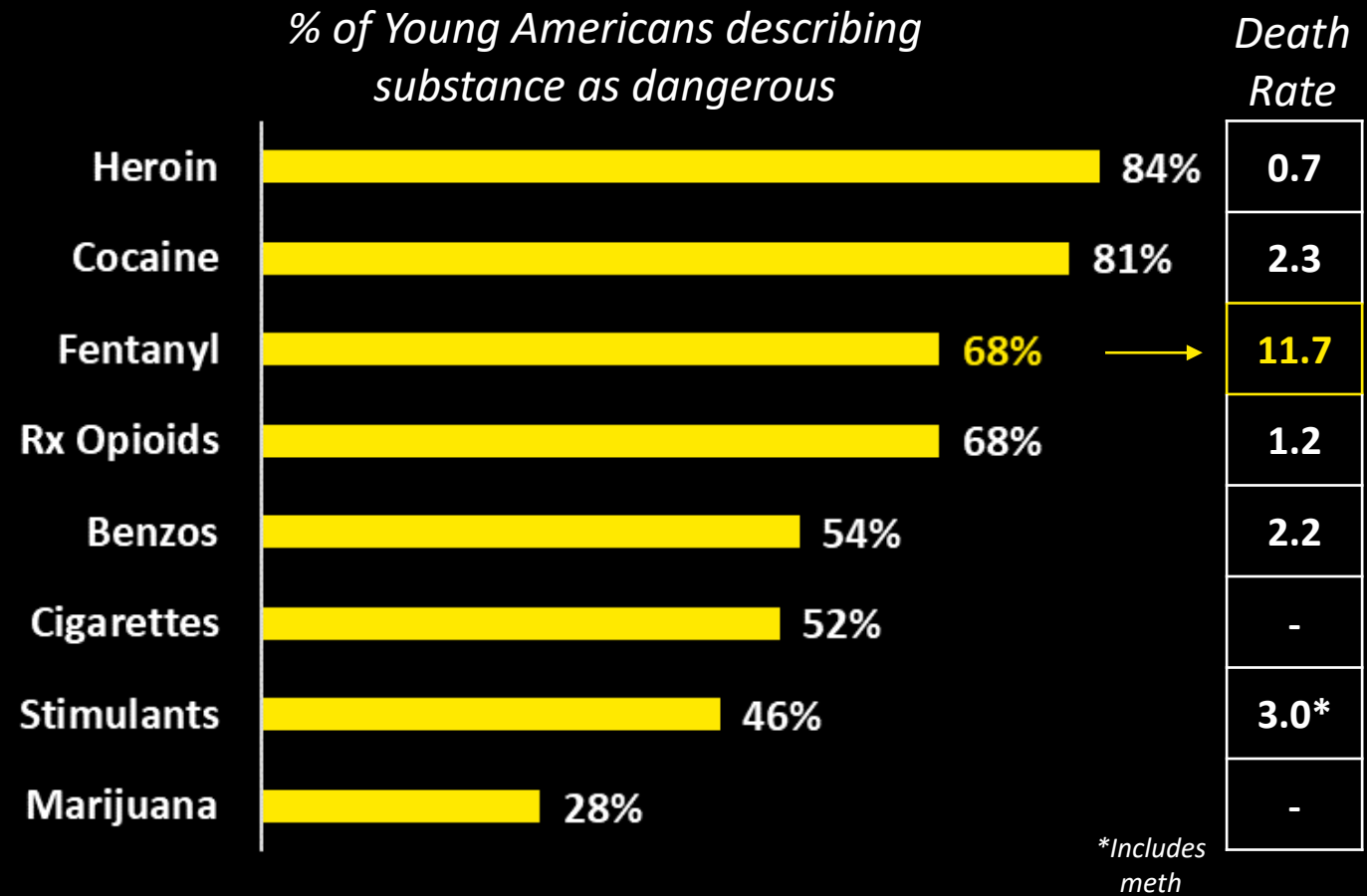


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# Young American's Knowledge Gap (13-24)

- More than half of young Americans are unaware that fentanyl is being used to create fake pills
- Only 2 in 5 say they are knowledgeable about fentanyl
- 1 in 5 say they don't know enough about fentanyl to rate its danger



**Though young Americans describe fentanyl as significantly less dangerous than heroin, it is involved in 16x more deaths**  
**Young Americans are half as likely to consider misusing prescription drugs if they are aware & consider fentanyl dangerous**

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