

Office of the State Attorney
Fourth Judicial Circuit of Florida
www.sao4th.com



311 West Monroe Street
Jacksonville, FL 32202-4242
TEL: (904) 255-2500

MELISSA W. NELSON
STATE ATTORNEY

FOR IMMEDIATE RELEASE
Contact: David Chapman
Phone: (904) 255-3004
Cell: (904) 524-6626
ChapmanD@coj.net

October 19, 2023

SAO4 LAUNCHES "ON HIGH ALERT" FENTANYL AWARENESS CAMPAIGN

State Attorney Melissa Nelson announces the launch of "On High Alert," a fentanyl awareness campaign that aims to increase education about the dangerous narcotic, highlight its pervasiveness in the community, and warn of its deadly consequences.

The first of the five-part series will launch on SAO4's social media channels at 7 p.m. Oct. 19, 2023. You can find them on the office's [X](#), [Facebook](#), and [Instagram](#) pages, along with our [YouTube channel](#).

Outside of the overall important community message, the target audiences are parents and their children, who should be having discussions about the dangers of fentanyl.

According to the Centers for Disease Control and Prevention, 84% of teen overdose deaths in 2021 involved fentanyl. The CDC estimates 150 people die every day from overdoses related to synthetic opioids like fentanyl.

"The numbers are startling, and the stories will cut you to the core. Drug dealers lace drugs with fentanyl because it's cheaper and more addictive. They do not care about human life. We hope these stories — from people whose loved ones have died, first responders who have saved lives, and recovering addicts who have almost died themselves — will prevent more lives lost," said State Attorney Melissa Nelson.

Our first responders and investigators are discovering drugs — ranging from marijuana to heroin — cut with fentanyl and users often are not aware of what they actually are taking. As the nation sees a rise in overdoses and deaths by both addicts and first-time drug users, SAO4 aims to warn the community that no street drug is safe for use.

SAO4 would like to extend our gratitude to the Jacksonville Fire and Rescue, Jacksonville Sheriff's Office, the City of Jacksonville, and Recovery Point Palatka for being a part of this project.