



SONG FOR CHARLIE'S

THE NEW

**'DRUG
TALK'**

CONNECT TO PROTECT

CCO Oregon 2025

WHAT YOU'LL LEARN IN **THIS PRESENTATION**

1

The latest on youth
overdose and mental
health in Oregon

2

Current youth/parent
fentanyl knowledge
and opportunity

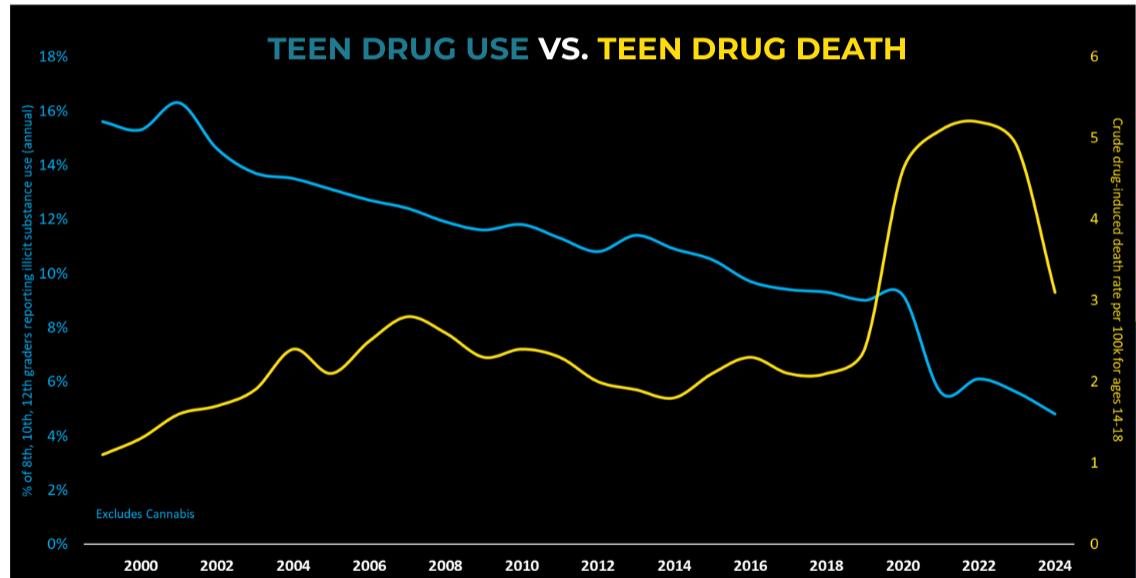
3

The New Drug Talk
Oregon program
results and tips

WHY WE NEED A **NEW APPROACH**

- Today's drug landscape is **drastically different** than it was even **10 years ago**.
- Many young people who die from fentanyl **never meant to take it**.
- Illegal drug makers are mixing fentanyl into fake prescription pills that look like common medications such as **Percocet, Xanax and Adderall**.
- **Fentanyl and other dangerous chemicals are also being mixed** with powdered drugs like cocaine and party pills like molly/MDMA.

U.S. youth drug use at historic lows, but deaths reached an all-time high, driven by fentanyl.

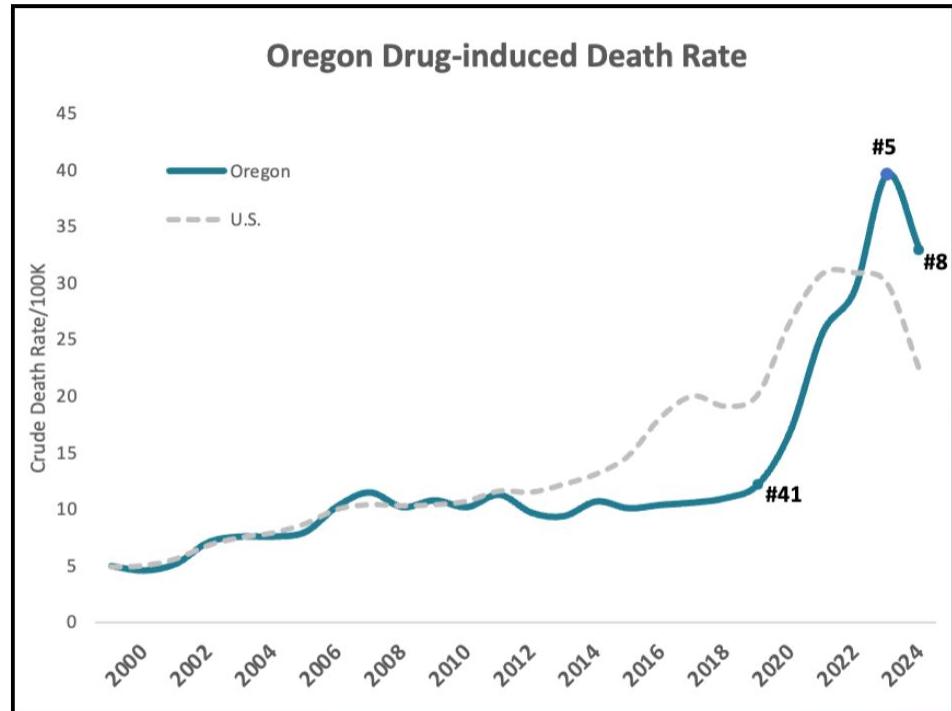


The good news: mitigations like The New Drug Talk are working.

¹ University of Michigan (2025) & ² CDC (2025)

OREGON HAS THE 8TH HIGHEST OVERALL DRUG DEATH RATE IN THE COUNTRY

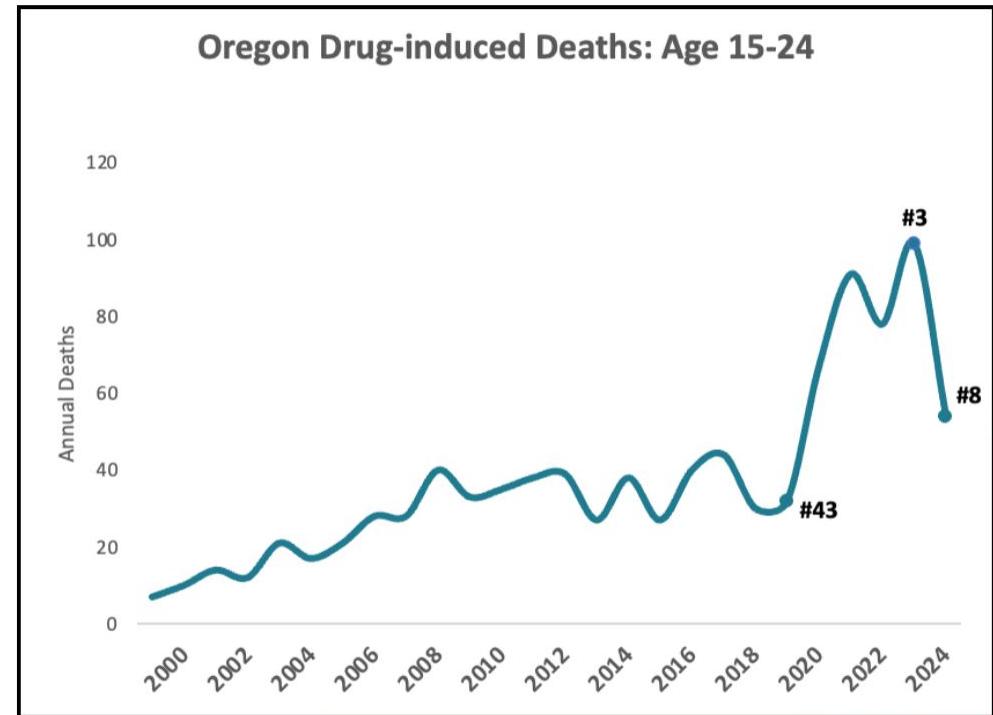
- More than 6,000 Oregonians died from drugs in the past 5 years
- Deaths nearly tripled, growing 12x faster than US, faster than nearly every other state
- 69% of Oregon drug deaths involve fentanyl



state rank based on per capita death rate

OREGON YOUTH ARE
DYING FROM DRUG
OVERDOSE AT THE
**8TH HIGHEST
RATE IN THE U.S.**

- Nearly 400 Oregon youth (15-24) died from drugs in past 5 years, including 110 teens
- Oregon youth deaths grew far faster than U.S. youth over this period (+69% vs. -23%)
- 85% of Oregon youth drug deaths involve fentanyl



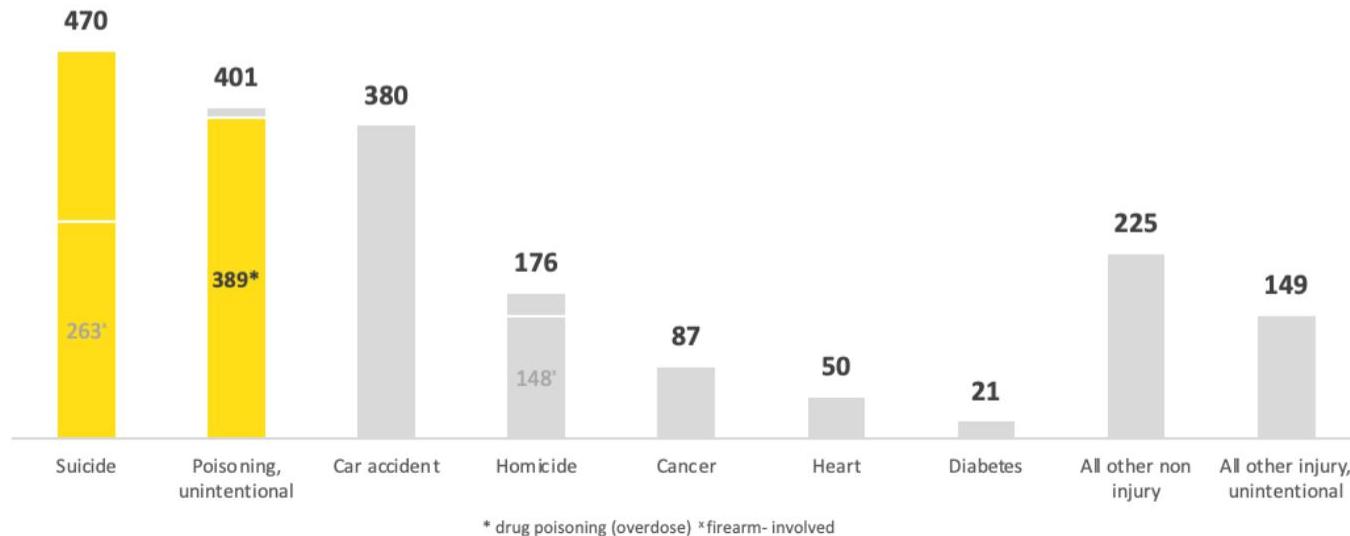
state rank based on per capita death rate

SUICIDE AND DRUG OVERDOSE ACCOUNT FOR NEARLY HALF OF ALL YOUNG OREGONIAN DEATHS

Oregon Age 15-24 Leading Causes & Mechanisms of Death

2020-2024

1,959 total deaths



OREGON YOUTH ARE AMONG WORST IN THE NATION IN SUBSTANCE USE AND MENTAL HEALTH

- Drug use in last month (incl. marijuana)
- Alcohol use in last month
- Need substance use treatment
- Did not receive treatment (of those in need)
- Major depressive episode
- Serious thoughts suicide
- Moderate to severe anxiety (U.S.)

TEENS YA

8% (#12)	35% (#7)
9% (#2)	55% (#15)
14% (#4)	35% (#8)
57% (#31)	84% (#19)
22% (#5)	26% (#1)
14% (#16)	19% (#1)
(STATE RANK)	
38%	15%

HALF OF OREGON TEENS DON'T KNOW ABOUT THE DANGERS OF FAKE RX PILLS

From a survey of 1,362 Oregon residents
March - April, 2025⁵

AWARENESS VS. KNOWLEDGE

	TEENS	YA	PARENTS
Broadly aware of fentanyl	64%	93%	92%
Knowledgeable about fentanyl	55%	61%	63%
Broadly aware of fentanyl being used to make counterfeit pills	49%	80%	84%
Consider fentanyl "highly dangerous"	64%	90%	93%
View misuse of prescription pills as a highly serious issue	54%	65%	62%

**1 IN 4
OREGON
YOUTH
HAVE
ALREADY
MISUSED
RX DRUGS**

**WHEN ASKED ABOUT USING PRESCRIPTION DRUGS
WITHOUT A PRESCRIPTION:**

	TEENS	YA
Have used (lifetime)	25%	27%
Likely to consider using	31%	12%
Have thought about using	33%	35%

Top Reasons:

- Get high
- Have fun
- Cope with stress/anxiety
- Self-medicate

TALKING WORKS.

**3 IN 4 YOUTH
SAY TALKING
WITH THEIR
PARENTS ABOUT
RX PILL MISUSE
DECREASED
THEIR
LIKELIHOOD TO
MISUSE PILLS**

**YOUTH ARE MOST RECEPTIVE TO
CONVERSATIONS WITH:**

Teens say:

- #1: parents
- #2: doctors
- #3: teachers

Young Adults say:

- #1: doctors
- #2: friends
- #3: parents

BUT DID THEY HEAR YOU?

PARENTS THINK THEY'RE TALKING MORE THAN YOUTH RECALL

HAVE YOU TALKED TO YOUR CHILD/PARENT ABOUT... (% RESPONDING YES)

	RX USE W/O PRESCRIPTION	ILLICIT DRUGS	MENTAL HEALTH
Parents	73%	84%	89%
Teens	47%	51%	58%
Young Adults	35%	45%	70%

Youth report these challenges:

- Fear of consequences, judgment or negative reaction
- Confidence in communicating feelings
- Peer pressure to keep secrets

Parents report these challenges:

- Fear of pushing child away or overreaction
- Discomfort in communicating about sensitive subjects
- Finding enough/right time

A CRISIS **CLOSE TO HOME**

Founded by **Ed and Mary Ternan** after losing their son to a fentanyl-laced pill in 2020, **Song for Charlie's** mission is to prevent similar tragedies.

Led by a dedicated **coalition of impacted parents and passionate experts**, we aim to save young lives through awareness and education.

The New Drug Talk is our **effort to help parents** protect their kids.



EVIDENCE-BASED EDUCATION, FREE TOOLS, AND EXPERT-CREATED GUIDANCE TO HELP OREGON FAMILIES STAY CONNECTED AND SAFE.



FOR STUDENTS



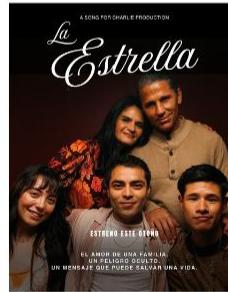
FOR PARENTS



FOR EDUCATORS



FOR LATINO COMMUNITIES



NEW FILM

OREGON IN ACTION

10 MILLION
PSA VIEWS

15% INCREASE
IN PARENT PSA
AWARENESS

19,000+ PEOPLE
ATTENDING
OUR EVENTS



TV APPEARANCES



CONFERENCES



GALAS



LUNCH & LEARNS



COMMUNITY NIGHTS



SCHOOL TALKS



AD CAMPAIGNS



LOCAL SOCIAL MEDIA



NEWS ARTICLES

Ask your child's doctor for support that's right for your family
[Learn more ➔](#)

Popular Post
1. Oregon Long-Distance Marathon Runners
2. US Inflation Accelerates Most In 40 Years

WHAT'S MOVING THE NEEDLE THIS YEAR?



LEADING WITH
HOPE OVER FEAR



MEETING PEOPLE
WHERE THEY ARE



COMMUNITY LED
ACTIVATIONS

LET'S **CONNECT**

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- SongforCharlie.org
- TheNewDrugTalk.org/Oregon
- LaNuevaDrugTalk.org

Social:

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SURVEYING OREGON

- Song for Charlie & Breakwater Strategy conducted quantitative survey research among Oregon parents, young adults and teens from May 14–28, 2025.
- Quotas and weights were used to ensure demographic representation.
- Margin of error: YA+/- 4 .6%, Teens+/- 5.6%, Parents +/- 4% at 95% confidence level.

Survey Flow



Audiences and Sample Sizes



SOURCES

1. University of Michigan. (2025). 1975-2023 Data for In-School Surveys of 8th, 10th, and 12th Grade Students. Monitoring the Future. Retrieved Sep 13, 2025, from <https://monitoringthefuture.org/wp-content/uploads/2024/12/trends-in-annual-prevalence-combined.pdf> "Trends in Annual Prevalence of Use of Various Drugs for Grades 8, 10, and 12 Combined; Any illicit drug other than Marijuana. Drug-induced Mortality: Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 1999-2020, Mortality 2018-2023, & Provisional Mortality 2024 on CDC WONDER Online Database as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <https://wonder.cdc.gov/mcd-icd10.html>, & <http://wonder.cdc.gov/mcd-icd10-provisional.html> in Sep. 2025. Reported data, not predicted and provisional data subject to change. "Drug-induced deaths" or "drug deaths" or "drug mortality" or "drug overdose" are from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional), X85 (homicide), X60-X64 (suicide), and Y10-Y14 (undetermined). Death rates are crude rates per 100K population
2. Derived from Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 1999-2020, Mortality 2018-2023, & Provisional Mortality 2024 on CDC WONDER Online Database, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <https://wonder.cdc.gov/mcd-icd10.html> & <http://wonder.cdc.gov/mcd-icd10-provisional.html> on Sep 13, 2025. Reported data, not predicted; provisional data subject to change. "Drug-induced deaths" or "drug deaths" or "drug mortality" or "drug overdose" are from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional), X85 (homicide), Y10-Y14 (undetermined), excluding X60-X64 (suicide). Drug overdose & poisoning deaths involving selected drug categories are identified by specific multiple cause-of-death codes: "Fentanyl" = synthetic opioid analgesics other than methadone, including drugs such as fentanyl and tramadol (T40.4); "Fentanyl-involvement" is (MCD T40.4/All drug overdose deaths). Multiple drugs may be involved in one drug death. Death rates are crude rates per 100k, suppressed where death counts <20/yr. 5 year growth is calculated using death counts in 12 month period ending 12.2024 vs. 12 month period period ending 12.2019, not normalized for population change.
3. Derived from Centers for Disease Control and Prevention, National Center for Health Statistics, Mortality 2018-2023, & Provisional Mortality 2024 on CDC WONDER Online Database, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at <http://wonder.cdc.gov/mcd-icd10-provisional.html> on Sep 13, 2025. Reported data, not predicted; provisional data subject to change. "Unintentional poisoning" represents unintentional & undetermined deaths with UCD Mechanism of poisoning. "Drug-induced deaths" or "drug deaths" or "drug mortality" or "drug overdose" are from NCHS definition of selected causes of death groups for analysis of all ages mortality data: "Drug poisoning (overdose)" deaths are identified using underlying cause-of-death codes from the Tenth Revision of ICD (ICD-10): X40-X44 (unintentional) & Y10-Y14 (undetermined). Drug deaths X85 (homicide) & X60-X64 (suicide) are captured in those respective causes. Firearms mechanism noted due to relative death counts of materiality. All causes and mechanisms of death are mutually exclusive and collectively exhaustive; total deaths for age 15-24 in 2020-2024 = 1959, Drug overdose & poisoning deaths involving selected drug categories are identified by specific multiple cause-of-death codes: "Fentanyl" = synthetic opioid analgesics other than methadone, including drugs such as fentanyl and tramadol (T40.4); Multiple drugs may be involved in one drug death.
4. SAMHSA. (2024). 2023 National Survey on Drug Use and Health (NSDUH) Releases. NSDUH State Releases. Accessed at <https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health/national-releases/2023> on Sep. 13, 2025. Moderate to Severe Anxiety for 2024 release @ <https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health/national-releases/2024#detailed-tables>.
5. Song for Charlie (2025). Song for Charlie: Oregon Fake Pill Awareness and Education initiative Research Retrieved September 30, 2025. From research commissioned by Song for Charlie & executed by Breakwater Strategy. Interviews conducted online 5.14.25 – 5.28.25 among a sample of 1,362 Oregon residents. Sample included n=306 Teens (ages 13-17), n=451 Young Adults (ages 18-24), and 605 parents. 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 +/- 5.6% for teens, +/- 4.6% for young adults, +/- 4% for parents. Quotas and weights were used to ensure Oregon demographic representations among this age cohort.

KEEP **TALKING**

**Start Tonight.
We have the resources to help.**

thenewdrugtalk.org/oregon

Contact us:
thenewdrugtalk@songforcharlie.org

**It's not one
60-minute conversation.
It's 60 one-minute conversations.**



<https://bit.ly/4gGZAdQ>