



**Summary:** Fentanyl poisoning is by far the reason 107,622 young Americans died in 2021, with 130,000 estimated for 2022. Ages 14-18 are the *target of* fentanyl producers. FOX NEWS just reported "Kids under 14 are dying of fentanyl poisoning faster than any other age group" The CDC's lowering the death range to start at 14 is again obsolete. *The top four reasons to sponsor FentanylFathers.org* is to 1) Make all US High School assemblies aware of the danger. 2) Prepare all students with **ZIMHI** 3) Build the **ZIMHI** Brand *increasing marketshare with NARCAN*. 4) Save over 75,000 lives in 2023!

America's 15.3 million students in 25,077 high schools **need to be directly warned** of the 60% likelihood of **death**. 6 in 10 pills contain *lethal amounts of Fentanyl*. For an effective Fentanyl awareness presentation, bereaved parents need to be *recruited and assigned every USA school district* with assemblies already booked. THEY, not hired hands - have real "SKIN in the game" - their dead child's skin! Acceptable 2023 deaths: **Zero**. Realistic 2023 goal: "Only" 25,000, or 1 per High School. Catholic Schools and San Diego County are the starting points as both can be *mandated* for Fentanyl awareness immediately.

1) **The Need:** 67% of U.S. High School Students are **unaware** of the fatal risks of fentanyl, where 6 in 10 pills have a lethal amount of fentanyl. This group needs to know *as soon as possible!* Media alone has failed. Live school assemblies **are effective**.

2) **Discussion:** *Percocet, Adderall, Xanax, Oxycontin* and other famous opioid brands are being forged to look authentic - but have been pressed with Fentanyl and sold on Snapchat and other social media apps and delivered to homes with parents unaware.

3) **Solution:** Strategic organization in all 50 States to present a fact based, highly engaging and effective live presentation to High School students by a bereaved parents ([FentanylFathers.org](http://FentanylFathers.org)) providing assemblies life or death **awareness**. The sub-60 Minute presentation concludes with **ZIMHI** giveaway and flows this format: Dead On Arrival Espanol | Facts | LIVE Story | Q&A | I'll never try so I'll never die from Fentanyl | **FREE ZIMHI**

4) **Recommendation:** Execute a four quarter phased in national roll out starting with **Q1 & Q2:** Washington DC, Detroit, Alaska Catholic schools + San Diego County Public Schools. **Sponsor:** In *consideration* for US WorldMeds getting an **exclusive recommendation and ZIMHI hand out** at the end of each presentation to **stock every home medicine cabinet** (preparedness), US World Meds will cover expenses of our rollout until "Bruce's Law" awareness grants are available for Fentanyl Fathers in July. A \$97,500 **Q1** and **Q2** budget = \$2,000 for 47 schools plus \$3,500 for CA & DC travel expenses.

A tax deductible donation goes to **501c3 National Defense Foundation** for 100% purposes of Fentanyl Fathers. Enter Bruce's Law grant budget: **Q3** is 50 state executions with bereaved parents owning responsibility. **Q4** is school district assemblies execution backed by location media ads using location vendors like but not limited to GODclick, Quorum, and Vistar. Note: Pilot phase of original targets of Catholic High Schools in MI - 24, Alaska - 5 and DC - 18 to be adjusted for San Diego County's 33 schools. **Success** = Assemblies saying all together: "**I'll NEVER TRY so I'll NEVER DIE from FENTANYL!**" Media and Political VIPs will be invited.