



OFFICE OF
NATIONAL DRUG CONTROL POLICY

White House Office of National Drug Control Policy Recognizes National Fentanyl Prevention and Awareness Day

August 21, 2025

The White House Office of National Drug Control Policy (ONDCP) stands together with thousands of communities across the United States in observance of [National Fentanyl Prevention and Awareness Day](#)TM.



Today ONDCP recommits to raising awareness about the dangers of illicit fentanyl in our communities and to honor those across the country whose lives have been impacted by fentanyl poisoning or overdose.

The U.S. Centers for Disease Control and Prevention (CDC) estimates that nearly

80,000 people in the United States died of a drug overdose or poisoning in 2024. Despite the encouraging news that from March 2024 to March 2025 drug related overdose deaths decreased approximately 25 percent from the same previous 12-month period – far too many families continue to be torn apart.

This year's theme focuses on hope and mental health, underscoring the importance of healing, reducing stigma around seeking treatment for substance use, and sharing lifesaving information about prevention.

Join us by using your voice to share the facts on fentanyl— together, we can take action against illegally made fentanyl and save lives. [This partner toolkit](#) provides free resources for you to use, including key National Fentanyl Prevention and Awareness Day messages, social media content, and more.

The goals of National Fentanyl Prevention and Awareness Day are to:

- **Honor and remember** the lives lost to fentanyl-related overdoses and support families and communities impacted by this crisis.
- **Acknowledge** the devastation of affected families and friends.
- **Increase public awareness** about the dangers of illegally made fentanyl, counterfeit pills, accidental exposure, and access to life-saving resources like naloxone.
- **Educate and empower** communities through prevention education and overdose response training.
- **Promote mental health** and well-being as essential components of substance use prevention and recovery.
- **Inspire hope and action** by sharing stories of resilience, recovery, and local solutions making a difference.
- **Strengthen partnerships** across public health, education, and community organizations to drive sustained prevention efforts

ONDCP is proud to work with its colleagues across the federal government; its Drug-Free Communities (DFC) coalitions and High Intensity Drug Trafficking Area (HIDTA) partners; and YOU – our vital stakeholders – to put an end to this crisis. Thank you for your commitment to this life-saving mission.

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