



Alert from the NDEWS Web Monitoring Team: Recent growth in online discussions of M30

What was found? A sharp rise in online mentions of “M30” peaked in late September, 2021. A substantial minority (7.96%) of recent Subreddit comments co-mention the terms "M30" and fentanyl (April 2019 - October 2021).

To what does M30 refer? M30 refers to blue, 30mg oxycodone, pills pressed with the M30 imprint. The term can also refer to counterfeit pills containing other substances (such as fentanyl) marketed as oxycodone 30mg.

How is it being discussed? The recent trend of M30 pill discussion coincides with increased mentions of fentanyl. This online finding corroborates real-world observations of an epidemic in counterfeit M30 tablets containing fentanyl.

Drug Terms: Fentanyl, Fentanyl M30, M30, M-30