



## Alert from the NDEWS Web Monitoring Team: Online mentions of M30

**Context:** This alert follows NDEWS Briefing Issue 85 (May 2022, indicated by the dotted line above), which identified coinciding trends in online mentions and NDEWS Rapid Street Reporting data for M30/Blues.

**What was found?** Subreddit mention counts for M30 and related drug terms ("M-30", "Blue 30") have increased from May through November 2022. The highest first-mention count of M30 by unique commenters occurred in November 2022.

**What are M30s?** M30 refers to blue, 30mg oxycodone pills pressed with the M30 imprint. Currently, the term predominantly refers to counterfeit pills containing fentanyl, as alerted by the DEA in 2021.

**How are they being discussed?** M30 is frequently co-mentioned with fentanyl on Reddit. Commenters discuss safety concerns surrounding counterfeit M30 pills.

**Drug Terms:** M30, M-30, Blue 30, Blues, Fentanyl.