



Preventing Abuse of Prescription Stimulants among Students

Presenters: Kenneth Hale, Bryan Ashton, Jessica Hughes Wagner

Moderator: Cindy Rodgers

Audio will begin at 2:30PM ET.

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Meeting Orientation

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Our Speakers



Kenneth Hale



Bryan Ashton



Jessica Hughes Wagner

“Preventing the Misuse and Abuse of Prescription Stimulants Among Students”



Bryan Ashton & Kenneth Hale
The Ohio State University

The



Initiative

go.osu.edu/generationrx

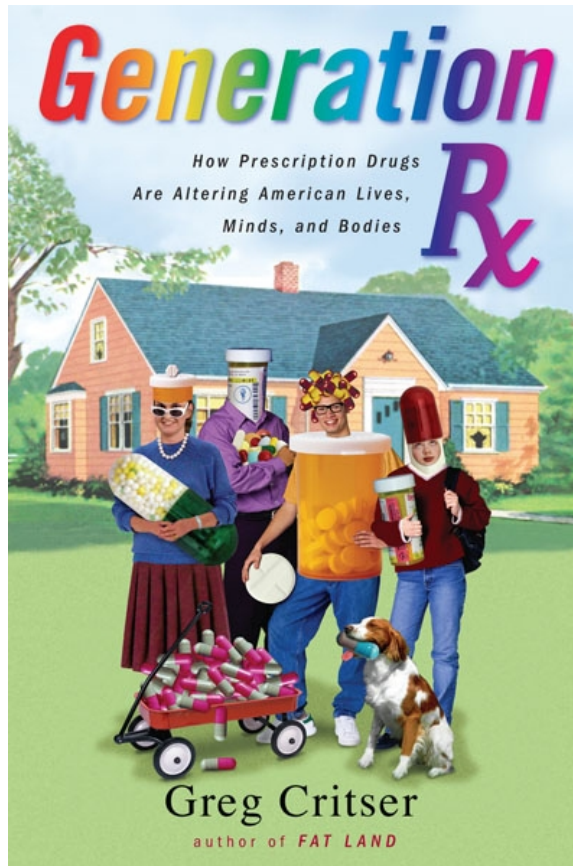
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CardinalHealth
FOUNDATION

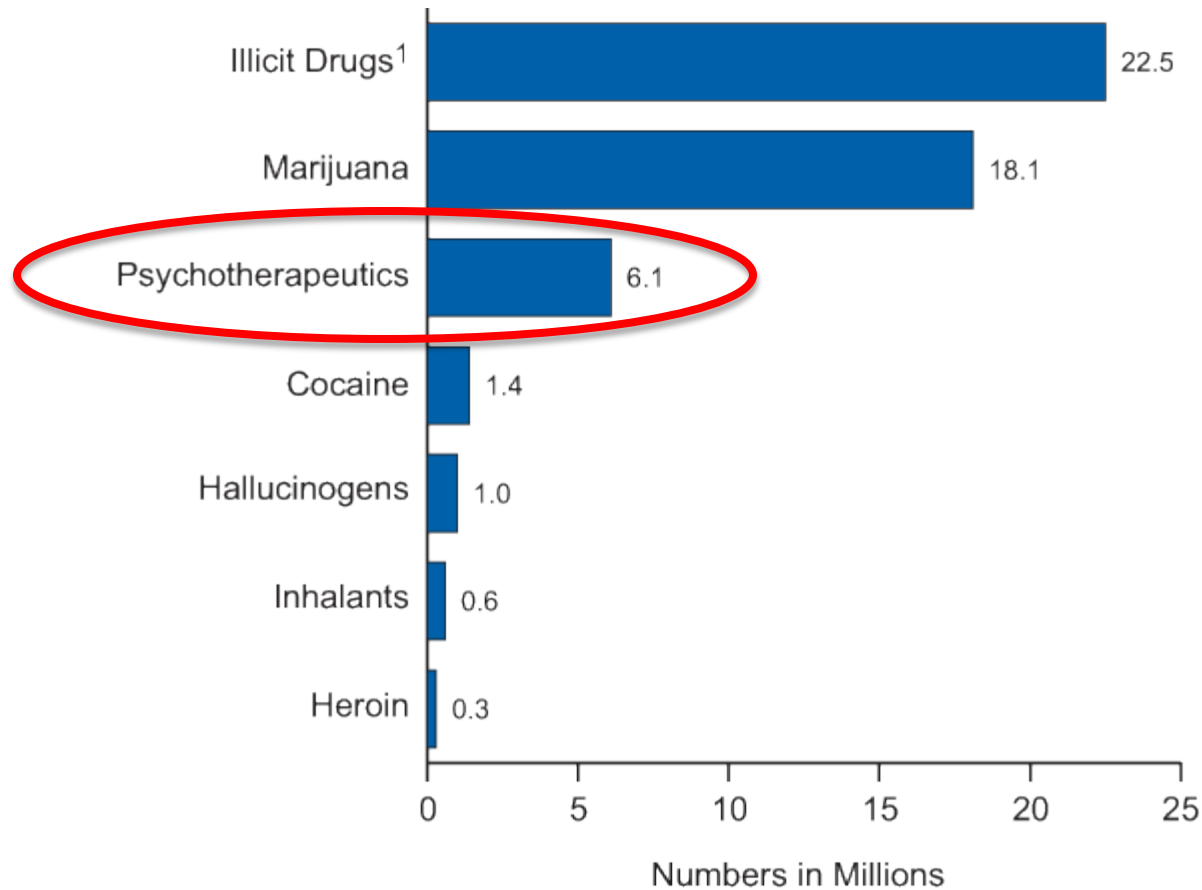
Why Generation Rx?



Pharmaceutical Populism

“culture of
self-diagnosis and
self-prescription”

Past Month Use of Specific Illicit Drugs among Persons Aged 12 or Older: 2011

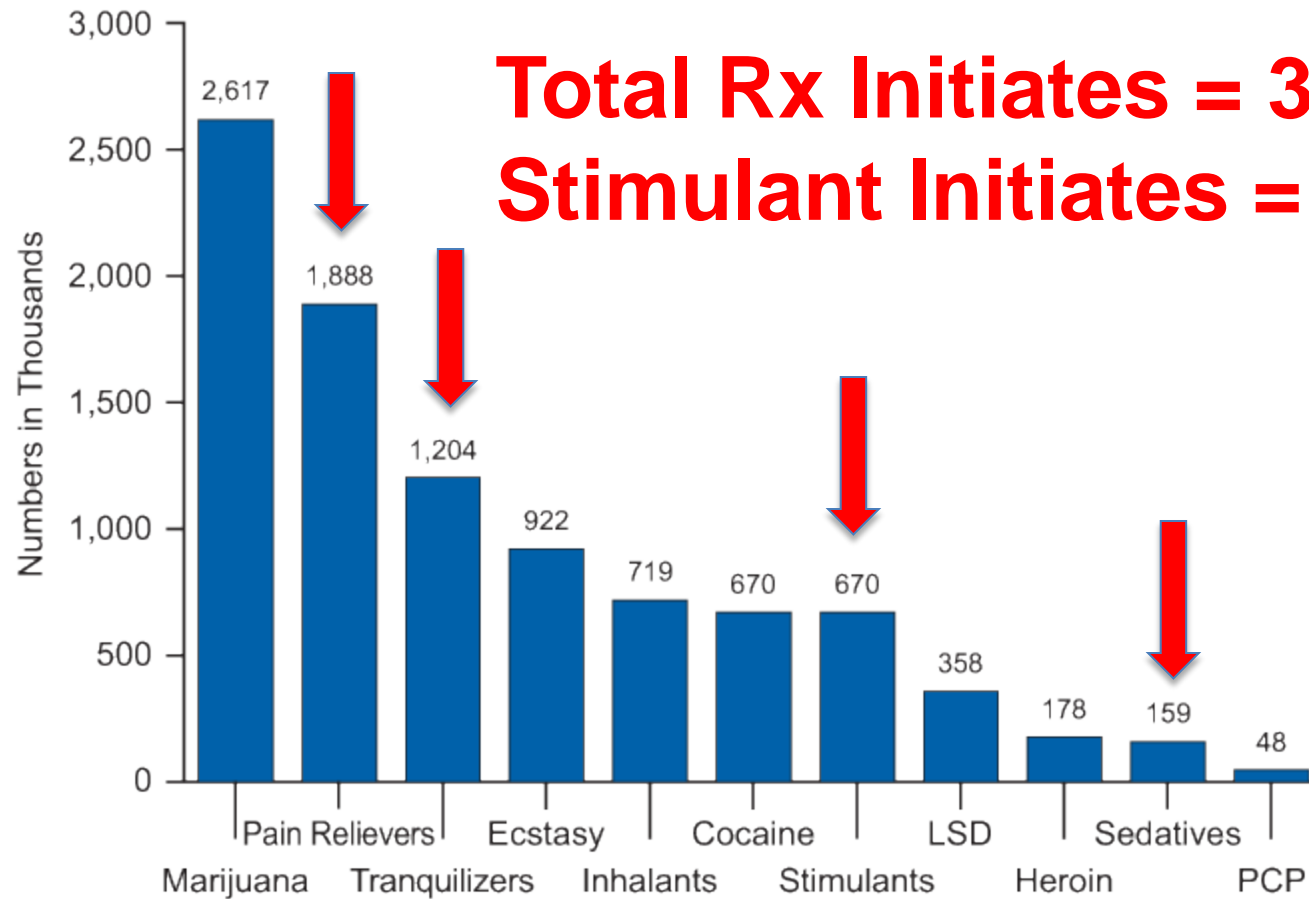


National Survey on Drug Use & Health, SAMHSA

Which of the following is most often used by those initiating substance abuse in the U.S.?

- a. Marijuana**
- b. Prescription pain relievers**
- c. Prescription sedatives**
- d. Prescription stimulants**

Past Year Initiates for Specific Illicit Drugs among Persons Aged 12 or Older: 2011

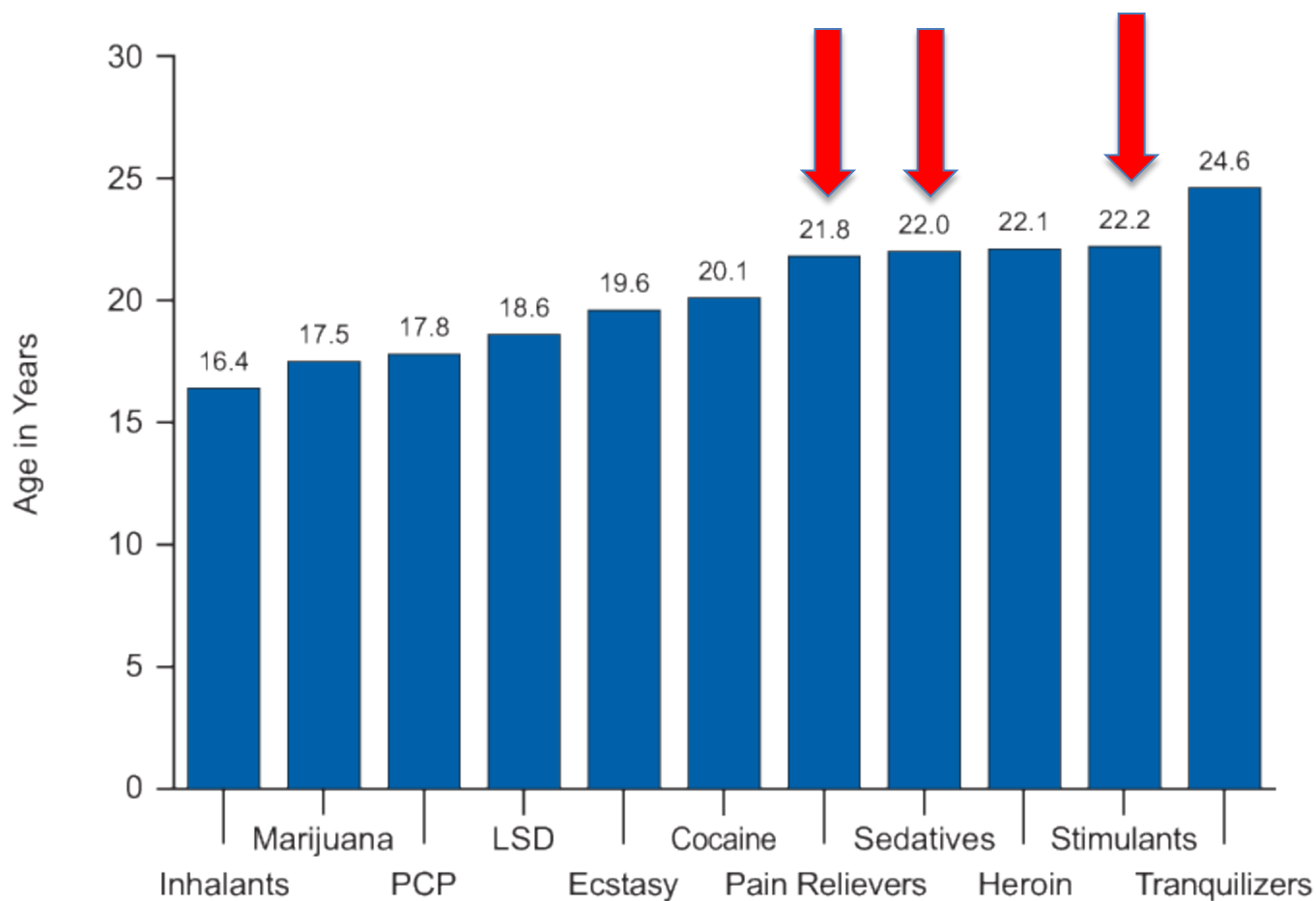


National Survey on Drug Use & Health, SAMHSA

What is the average age for the initiation of prescription stimulant abuse?

- a. 14**
- b. 18**
- c. 22**
- d. 26**

Mean Age at First Use for Specific Illicit Drugs Among Past Year Initiates Aged 12-49 : 2011



National Survey on Drug Use & Health, SAMHSA

Ogres are Like Onions: They Have Layers



Law Enforcement
Regulatory Changes
Drug Disposal
Drug Addiction
Treatment Services

Counseling and Recovery Services

Prescribing and Dispensing Guidelines

Educational Prevention Initiatives

NCPIE: National Council on Patient Information and Education Initiatives

Resources:

- <http://www.talkaboutrx.org/>
- *Not Worth the Risk – Even if It’s Legal*
- *Maximizing Your Role as a Teen Influencer: What You Can Do to Help Prevent Teen Prescription Drug Abuse*
- *Taking Action to Prevent and Address Prescription Drug Abuse: A Resource Kit for College Campuses*

Generation Rx

Preventing the Misuse and Abuse of Prescription Medications

A Toolkit for Teens:

- Discussion-Based Presentation Resources
- Games, Skits & Print Visuals



MYTH:
Since they are prescribed by a doctor, prescription drugs can only be helpful.

CAUTION
MEDICATION SAFETY WARNING

FACT:
Any drug has the potential to cause harm, especially when used without medical supervision.

Get the TR_xUTH

Generation Rx
Preventing the Misuse and Abuse of Prescription Medications

YOUTH program
Scene 2
The Aftermath

A skit about teen prescription drug abuse

This is a skit-based activity in which participants first observe the aftermath of a prescription drug abuse scenario (Scene 2) and then conceive and act out the events that elicited this situation (Scene 1). The provided scenario addresses the dangers of abusing oxycodone but can be adapted for other commonly abused prescription drugs.

Instructions:
This activity can be initiated by two different approaches:
1) Divide teams into groups of 8-8 students and provide each group with the written synopsis of Scene 2 (the aftermath), OR
2) Follow the above approach but instead of reading the synopsis, perform Scene 2 for the entire group using the program facilitator or student volunteer as actor.

After introducing the content of Scene 2, read the assignment (on the last page) and allow the students to converse with their groups to develop and practice their Scene 1. After 10-15 minutes, re-convene everyone and begin the group performance of Scene 1. After the completion of all performances, allow students to converse on the performances and answer any questions.

Synopsis of Scene 2
A mother comes home to find her daughter Jacky acting very confused and "out-of-it." She is holding an empty bottle of oxycodone, and her breathing is quite slow. Her mother rushes her to the emergency room, where the doctor is very concerned about Jacky's drug overdose symptoms. Her mother is desperate to know what led Jacky to this circumstance and asks her daughter "what happened?"

Script for Scene 2
Setting: At home with Jacky (a teenager) and her mom.
Mom: Jacky??
Jacky: Ohh... happy mom! Daddy holding empty prescription drug bottle, standing with blood-candy!
Mom: What's wrong with you... Why are you walking like that?
Jacky: What do you mean... I'm fine!
Mom: What do you mean what do I mean?? What is that? Oxycodone? Or my girl! I'm taking poison candy!



Which of the following is included in the FDA's "Black Box" Warning for Adderall XR®?

- a. High potential for abuse**
- b. Prolonged administration may lead to dependence**
- c. Misuse may cause sudden death**
- d. Misuse may cause serious cardiovascular adverse reactions**

WARNING: POTENTIAL FOR ABUSE

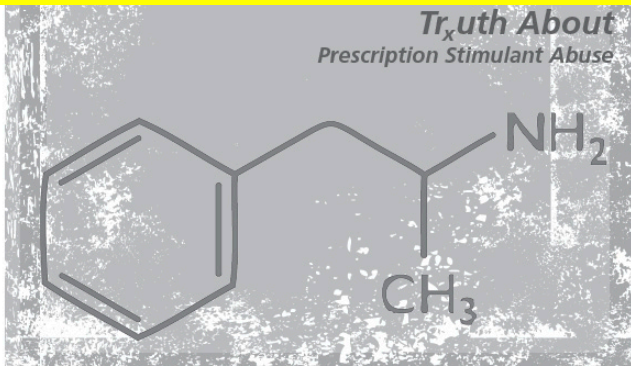
Amphetamines have a high potential for abuse; prolonged administration may lead to dependence.

Misuse of amphetamines may cause sudden death and serious cardiovascular adverse reactions.

Generation Rx University

*(Prescription Drug Abuse Prevention Resources
Created by College Students for College Students)*

The Generation Rx University Conference
August 7-8, 2013,
Blackwell Inn & Conference Center
Ohio State University



- ✓ Skit script
- ✓ Facilitator's Notes
- ✓ Handout

The Workforce



What action steps do you plan to take to help prevent prescription stimulant misuse and abuse among students?

Social Norms and Student Perceptions



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Quotes



- “It does take away from the stress of doing a lot of work”
- “If I didn’t have Adderall I’d totally fail college”
- “Why not have a little extra cash....”
- “I spent about 3-4 days constantly awake taking Adderall...”
- “They can get a whole letter grade higher, maybe two, for something that small, it’s really not a big deal”
- <http://www.youtube.com/watch?v=npPhs0CNoKI&feature=related>

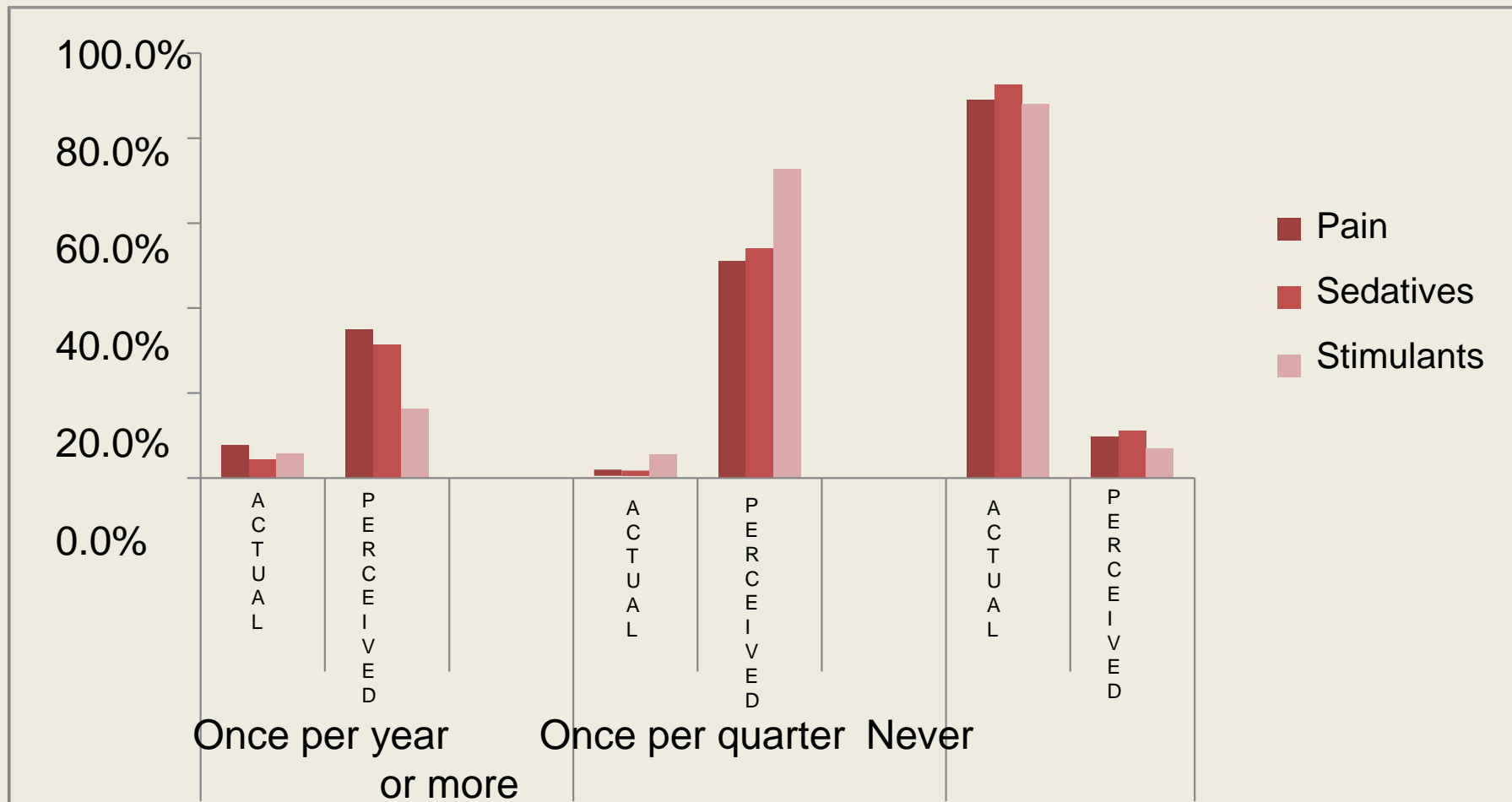
Learning Objectives



Participants will be able to:

- Understand student perceptions,
- Understand social norms marketing,
- Engagement of community members in prevention
- Explore using social media.

Who Is Using?



When Did You Start Using?



- **Stimulants: Majority in College (67.5%)**
- **Sedatives: Majority in College (55.9%)**
- **Pain Meds: Majority in High School(61%)**

Poll Question



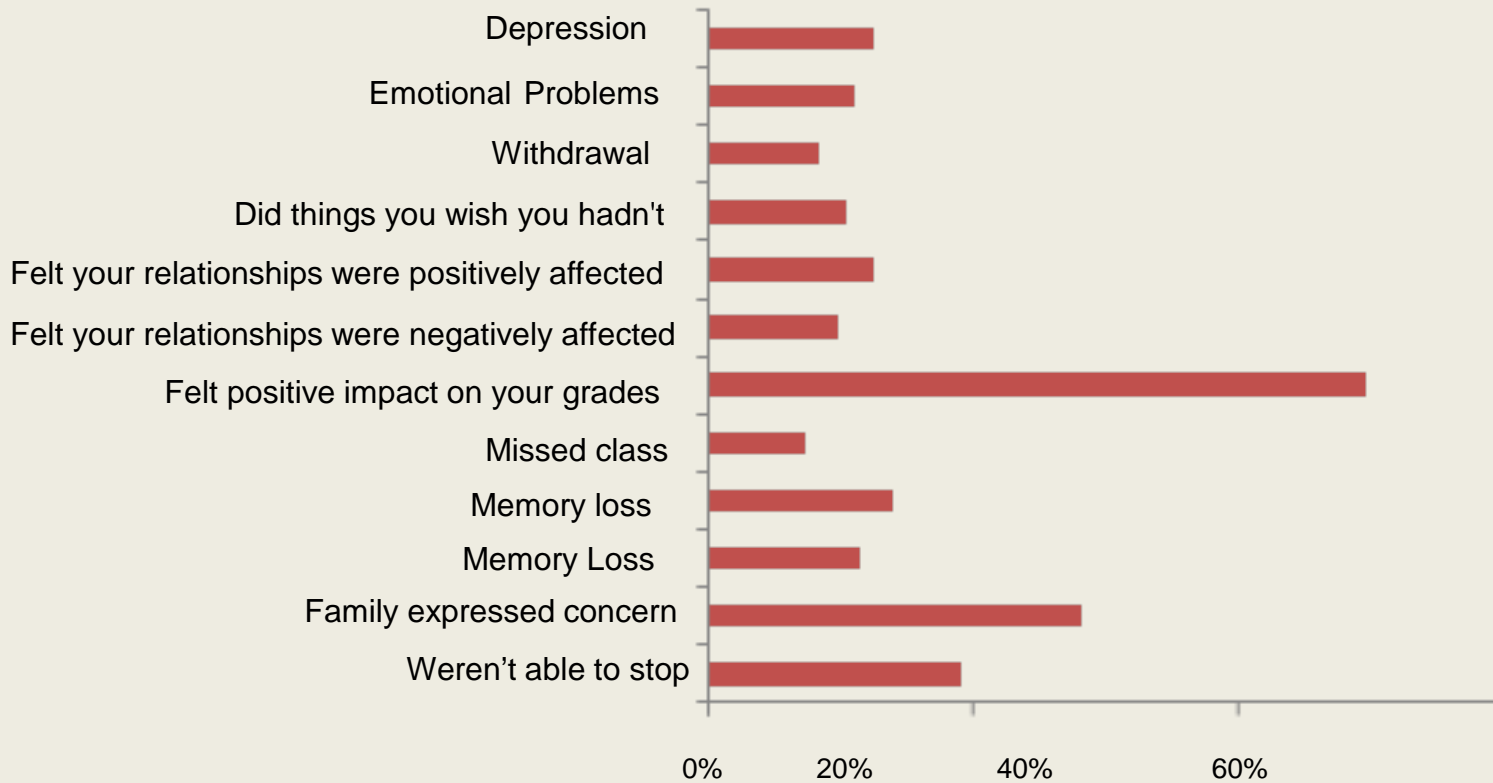
Where have you heard of students accessing drugs?

How Are They Accessing?



- Many felt obtaining was not difficult
- Those that obtained, a majority came from friends
- Wisconsin Study (2009)

Effects of Use



Social Norms Marketing



Public health promotion communicating accurate information about the prevalence of healthy behavior in order to produce more healthy behavior

Poll Question



Do you use social norms marketing in your outreach?

OSU's Social Norms Marketing Campaign



- **Goals**

- Highlight **actual** levels of Rx drug use
- **Expand** campaign beyond posters/flyers
- Encourage **lifestyle alternatives**
- Promote **campus resources**

Building a Proper Campaign



- Relies on well-executed student survey
- Builds on extensive message testing
- Employs a mix of media channels
- Uses varied communications to keep the campaign fresh!
- Careful not to further certain perceptions
 - “Academic Steroids”

Poll Question



What avenues of social norms marketing do you use?

Various Avenues



- Code of Student Conduct – Ohio State
- Social Media
- Static Poster Campaign
- Resource Offerings
- Recovery Resources

Do you know that most OSU students choose to study safely?



90%

of OSU students surveyed
have **NEVER** abused
stimulants (Adderall/Ritalin)*

**Based on the results of the 2008 pilot study*



How can you get help?

*For prescription drug abuse help, visit:
<http://www.prescription-drug-abuse.org>
or call (888)-484-1043*

*Counseling and Consultation Services also
offers help at the Younkin Success Center.
Visit <http://www.ccs.ohio-state.edu>
or call (614) 292-5766*

Incorporating Misuse of Rx Drugs



CardinalHealth

**KEEP
CALM
AND
TAKE
A
NAP**

85% of Ohio State students report **never** using sedatives or sleeping medications (like Xanax & Ambien) without a prescription in their **entire life**.

THE OHIO STATE UNIVERSITY • OFFICE OF STUDENT LIFE • STUDENT WELLNESS CENTER
swc.osu.edu • www.facebook.com/OSUwellness • @OSUwellness



CardinalHealth

**KEEP
CALM
AND
TREAT
YO
SELF**

But skip the drugs. 75% of Ohio State students report **never** using prescription pain killers (like Vicodin) without a prescription in their **entire life**.

THE OHIO STATE UNIVERSITY • OFFICE OF STUDENT LIFE • STUDENT WELLNESS CENTER
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Social Media



OSU Student Wellness @OSUwellness

6 Dec

81% of OSU students report NEVER using prescription drugs (like Adderall) without a prescription in their entire life. ow.ly/i/1clcG

 [View photo](#)

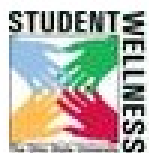


OSU Student Wellness @OSUwellness

6 Dec

Keep in mind that misusing prescription drugs is not only illegal, but also not the norm. [#finals](#) [#week](#) [#wellness](#) ow.ly/i/1clar

 [View photo](#)



OSU Student Wellness @OSUwellness

6 Dec

Did you know that naps can actually boost your memory? [#finals](#) [#week](#) [#wellness](#) ow.ly/i/1clbh

 [View photo](#)

Language Change – Prescription Drugs



- Old: Use, production, distribution, sale, or possession of drugs in a manner prohibited under law.
- New: Use, production, distribution, sale, or possession of drugs in a manner prohibited under law. **This includes, but is not limited to, the misuse of prescription drugs.**

PREVENTING THE USE OF STUDY DRUGS ON A COLLEGE CAMPUS

A Social Marketing Case Study



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PRESCRIPTION STIMULANTS



- Used to treat ADHD & narcolepsy
- Adderall, Ritalin, Concerta, Focalin, Vyvanse
- Schedule II = high potential for abuse
- One of the fastest growing classes of pharmaceuticals
- DEA regulates production

SIDE EFFECTS

- Increased heart rate
- Increased blood pressure
- Headache
- Nausea
- Loss of appetite
- Insomnia
- Nervousness
- Restlessness
- Paranoia
- Sexual dysfunction

POLL QUESTION

Do you know someone under age 25 who is prescribed Rx stimulants like Adderall, Ritalin, Concerta, etc. ?

- Yes
- No



When did you start using Adderall?

When I came to college. I made two Cs my first semester of freshman year, and a friend hooked me up with some pills to help out my grades.

RX DRUG ABUSE IS A NATIONAL EPIDEMIC



- Steady upward trend over the last decade
- Rx stimulant abuse: college students more likely than non-students
- Misuse of Rx stimulants is correlated with higher rates of binge drinking, marijuana use, cocaine use

Q: How many of your friends take medicine illegally?

A: All of them. Everyone takes Xanax. Everyone takes Adderall when it's not prescribed. I'd say 90% of the people I know use it.

CHEATING?

Altering brain?

**LONG-TERM EFFECTS
ON LEARNING?**

Responsible “cognitive enhancement”?



CDCynergy SOCIAL MARKETING PLANNING MODEL

POLL QUESTION

What percent of UT-Austin students misuse/abuse prescription stimulants?



How easy was it to obtain?

Extremely easy. All you have to do is start asking around and you are bound to find someone who sells.

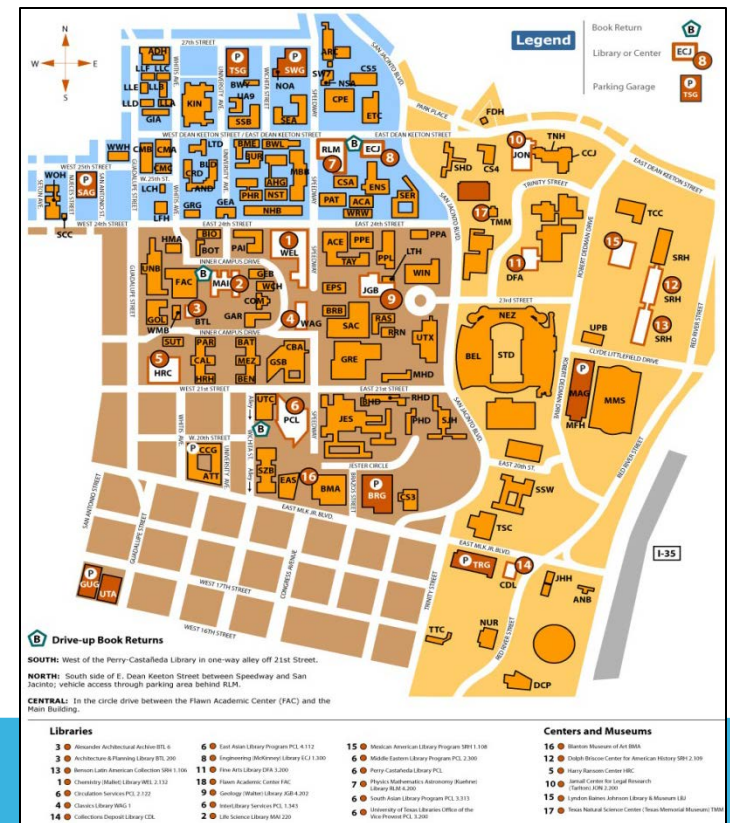
PHASE 1: PROBLEM DESCRIPTION

Primary Research

- NCHA: 8% misuse study drugs
- Environmental scan
- Key informant interviews

Secondary Research

- Scientific & popular literature review
- Interviews with students



PHASE 2: MARKET RESEARCH

In-depth Survey

- Campus-wide, representative sample
- 3,000 recruited; 239 completed survey

**13% reported
misusing Rx
stimulants**

Campaign Material Creation & Testing

- Academic partnership with College of Communications
- Advertising class project, idea generation
- Tested 10 draft concepts

PHASE 3: MARKET STRATEGY

Research  Practice

- Finalized campaign materials, based on research
- Selected target audience = all students
- Defined current & desired behavior for evaluation plan
- Distribution plan
- Partnerships were integral (UT Libraries, Sanger Learning Center, Generation Rx)

PHASE 4: INTERVENTION

Phases 1-3 informed:

- Development of key messages
- Creative executions
- Distribution methods
- Helped secure internal buy-in

Our Strategy: UT Students Study “Au Naturel”

- Social norms components
- Communicate risks
- Provide informational support
- Call to action

POLL QUESTION

How did students respond to this question about their peers?:

“What percent of UT-Austin students do you think misuse/abuse prescription stimulants?”

- A. 8%
- B. 23%
- C. 39%
- D. 55%

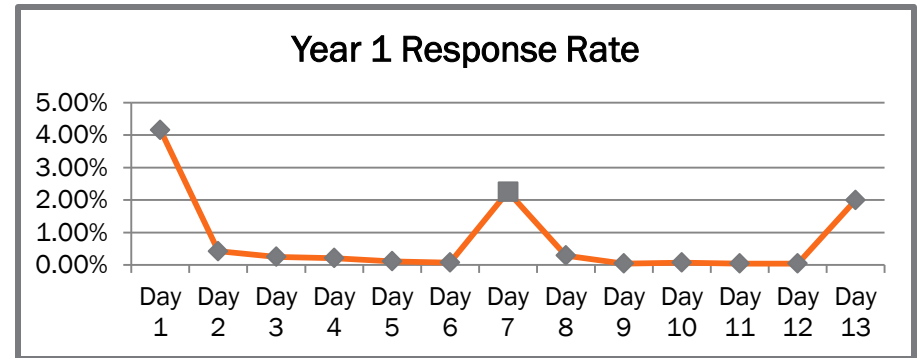
PHASE 5: EVALUATION

NOW

- Completed data analysis
- Process evaluation
- Launching next wave of materials

FUTURE

- Follow-up survey in spring 2013
- Address low response rates



KEY SURVEY RESULTS

- Greek-affiliated students split on perception of the problem: either "no problem" or "big problem"
- More than twice the # of non-users said study drugs = cheating
- 8% of users prefer to study without study drugs

Q: Do you think these drugs give users an unfair advantage over non-users?

A: Most definitely.

POLL QUESTION

At what age does “study drug” use peak on campus?

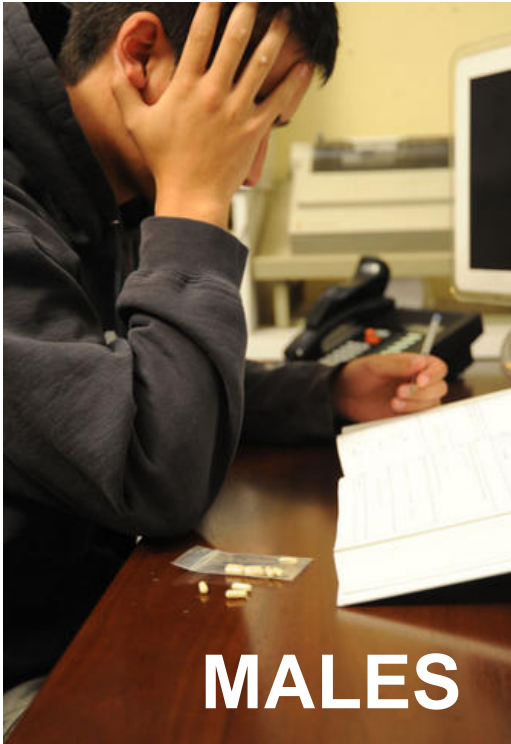
- A. 19
- B. 20
- C. 21
- D. 22



Are you fearful of consequences?

Not really, I mean I'm careful about hiding it, but I don't know what the consequences are for having it.

REASONS FOR USE



Get an edge on competition



Improve an average grade



Other friends are using



Alternative to cocaine

Q: Do you feel as though you can't study without them?

A: No, I just feel less smart.

PHASE 6: IMPLEMENTATION

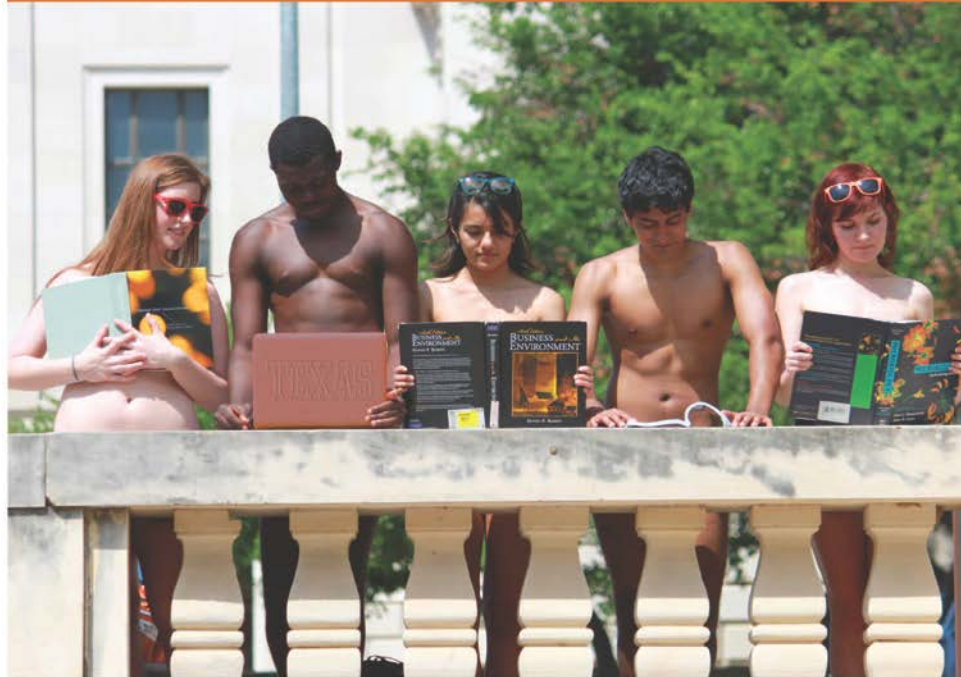
Year 1

- Create program plan
- Large research project
- Social marketing campaign launch
- Small policy changes (RA training)

Year 2

- New materials
- Audience segmentation
- Use environmental scan for distribution locations
- Environmental approach: change library hours?
- Patient education – protect your Rx

UT students study 'au naturel'



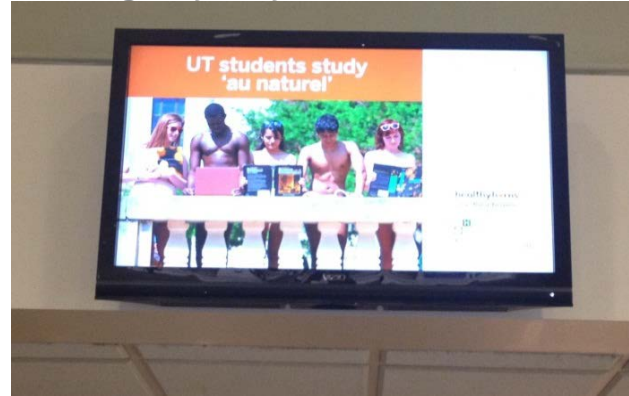
The majority of UT students don't misuse prescription medicines like Adderall or Ritalin to help them study. "Study drugs" are habit-forming and can have serious side effects like paranoia, increased blood pressure and heart rate, loss of appetite, and nervousness. So, keep it 'au naturel', horns.

healthyhorns use their brains





Gregory Gym



Smart Pills? Brain Steroids? Cognitive Enhancement?

Prescription stimulants include brand name drugs such as Adderall®, Ritalin®, Concerta®, and Vyvanse®. Some students are prescribed these medications as a treatment for ADHD. Other students are misusing these medicines as study aids without prescriptions. Here's what you need to know about so-called "study drugs."

The Truth About Prescription Stimulants

- Normally prescribed to treat ADHD and narcolepsy
- Tightly regulated and controlled amphetamine-based medications
- Have one of the highest potentials for dependence or abuse
- Side effects are similar to cocaine: Increased blood pressure and heart rate, decreased appetite, and trouble sleeping
- Other side effects include: headaches, tics, paranoia, nervousness, and dry mouth
- Increased risk for heart attack and stroke
- Withdrawal symptoms include mental fatigue, depression, and increased appetite, which may last for days, weeks or even months

How are students misusing them?

- Usually taken in pill form, but may be injected or snorted
- Using the medicine to stay awake, study longer, or increase concentration
- Buying or obtaining pills from friends, roommates, or dealers who may or may not have a prescription
- Some think they are doing a friend a favor by giving/selling pills during tough academic times
- While they may enable users to memorize more academic material for tests or work longer hours on papers or projects, "study drugs" don't necessarily increase critical long-term learning

UT Students and Study Drugs

- More than 8% of UT students report misusing prescription stimulants in the last year (National College Health Assessment, 2011).
- That's almost 1 out of 10 students. And that self-reported number is probably even higher in reality.
- Possession of prescription stimulants without a valid prescription is illegal. Because prescription stimulants are considered a schedule II drug (i.e. high potential for abuse), the punishment for illegal buying, selling, or possession is more strict.
- Student Judicial Services treats prescription misuse the same as any other illegal activity.

What should I do if I suspect a resident is misusing prescription stimulants?

- Treat prescription misuse like any other illegal drug activity.
- Fill out an IRIS report and discuss it with your hall coordinator.

Common Prescription Stimulants

Generic Adderall® 

Generic Ritalin® 

Generic Concerta® 

Vyvanse® 

 COLLEGE of
PHARMACY

 DIVISION OF STUDENT AFFAIRS
UNIVERSITY
HEALTH SERVICES
healthyhorns.utexas.edu



PATIENT NAME: Most UT Students

RX NOTES: 87% of UT students don't misuse prescription medicines like Adderall or Ritalin to help them study.

Rx **healthyhorns use their brains**

TAKE AS MANY FREE STUDY TIPS AS NEEDED.
Visit lifelearning.utexas.edu.

REFILLS: *As needed* SIGNATURE: *healthyhorns*

For more information, search "study drugs" at healthyhorns.utexas.edu.

University of
Texas Libraries

UNIVERSITY
HEALTH
SERVICES



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FOR SALE

Adderall - \$5

Thinking about buying prescription medications like Adderall or Ritalin to help you study? Here are some things to keep in mind:

- It is illegal to buy and sell prescription medications.
- Side effects of "study drugs" include: paranoia, increased blood pressure and heart rate, loss of appetite, and nervousness. Plus, they are habit forming.
- The majority of UT students don't misuse prescription drugs like Adderall or Ritalin to help them study.

For study tips, visit lifelearning.utexas.edu.

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UT Students STUDY NATURAL

A majority of UT students don't misuse prescription medicines like Adderall® or Ritalin® to help them study. "Study drugs" are habit-forming and can have serious side effects like paranoia, nervousness, increased blood pressure, increased heart rate, and sexual dysfunction.

healthyhorns study natural | healthyhorns.utexas.edu

BAD SEX

© "Study Drugs" (like Ritalin® & Adderall®) are habit-forming and can have serious side effects like **sexual dysfunction**.
Not to mention paranoia, increased blood pressure, increased heart rate, and nervousness.

Do your sex life a favor and study natural.

PARA NOIA

© "Study Drugs" (like Ritalin® & Adderall®) are habit-forming and can have serious side effects like **paranoia**.
Not to mention sexual dysfunction, increased blood pressure, increased heart rate, and nervousness.

Put the conspiracy theories to rest and study natural.

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Thanks for joining us!

Please take a moment to take our survey:

<http://www.surveymonkey.com/s/prescriptdrug121712>