Insights from a National Epidemic: The Medicine Abuse Project

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GETTING SMART ABOUT TEEN MEDICINE ABUSE

90% of addictions start in the teenage years.

1 IN 6 TEENS has used a prescription drug in order to get high or change their mood.

Only 6 percent of parents of teens say they have a child who abused medicine, however 10 percent of teens admit to misusing/abusing medicines in the past 5 months.

TWO-THIRDS OF TEENS who abuse pain relievers say they get them from family members and friends.

65% get medicines from home or friends.

Only 3 percent of parents of teens admit giving their child medication not prescribed for them.

Yet, 22 percent of teens say they were given a prescription medicine not meant for them by their parents.

More Americans die from DRUG OVERDOSES than in car crashes and this increasing trend is driven by Rx painkillers.

Opioid pain relievers are responsible for more overdose deaths than cocaine and heroin combined.

One person dies every 19 MINUTES from drug overdose in the United States and this increasing trend is driven by Rx painkillers.

Published by The Partnership at Drugfree.org. Visit MedicineAbuseProject.org for more details.
TEEN MEDICINE ABUSE: AN EPIDEMIC

1 in 4 teens reports having misused or abused a prescription drug at least once in their lifetime.

That is a 33 percent increase over a five-year period.

This translates to about 5 MILLION TEENS, almost twice the population of Chicago.
## MEDICINE ABUSE REPORT CARD

**Subject**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Subject</th>
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<tbody>
<tr>
<td><strong>F-</strong></td>
<td>During the last conversation they had with their parents regarding substance abuse, only 14 percent of teens indicated they had discussed the misuse or abuse of any type of prescription drug.</td>
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<td><strong>B</strong></td>
<td>In comparison, a majority of teens (81 percent) say they have discussed the risks of marijuana use with their parents.</td>
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<td><strong>B</strong></td>
<td>80 percent have discussed alcohol.</td>
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<td><strong>D-</strong></td>
<td>Nearly one-third of teens have discussed crack/cocaine.</td>
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**Comments**

**Unsatisfactory:** Stimulants contributing to Rx epidemic

**One in four teens** believes that prescription drugs can be used as a study aid.

**Nearly one-third of parents** say they believe ADHD medication can improve a child’s academic or testing performance, even if the teen does not have ADHD.
MEDICINE ABUSE: PARENTS MUST TAKE ACTION

One-third of teens say they believe “it’s okay to use prescription drugs that were not prescribed to them to deal with an injury, illness or physical pain.”

43 percent of teens indicate prescription drugs are easier to get than illegal drugs.

More than four in ten teens who have misused or abused a prescription drug obtained it from their parent’s medicine cabinet.

ONE IN FIVE KIDS who reports having misused or abused a prescription drug has done so before the age of 14.

ONE IN FIVE PARENTS indicate that they have given their teen a prescription drug that was not prescribed for them.

THE MEDICINE ABUSE PROJECT
2011 White House Report

- Called for major effort to educate parents, youth, and patients about the dangers of abusing prescription drugs, as well as prescriber education

- Major Challenge: No dedicated funding

- Opportunity: Create a coalition of private sector entities with a stake in the problem as well as federal and non-profit partners who can join together to create a large scale, multi-target education effort
The Medicine Abuse Project

A 5-year awareness, education and action campaign that is:

• **Addressing all categories of medicine abuse** (pain medication, stimulants, tranquilizers and sedatives, Rx cough, and OTC cough) because all are part of the same consumer behavior of intentional medicine abuse

• **Enlisting all major organizations** with a stake – and an important role to play – in preventing medicine abuse to join in a concerted effort and national call to action

• **Empowering key sectors to take action** and mobilize their constituencies

• **Allowing all participants to showcase their work** on medicine abuse prevention and join with others to deliver two key messages:
  • Clean out your medicine cabinets/secure your medication
  • Talk to your kids about Rx abuse
The Medicine Abuse Project

• **Objective:** Reduce by 500,000 the number of teens initiating medicine abuse over the next five years
  – Promote parent-child discussion of the risks of medicine abuse
  – Promote safeguarding and proper disposal of medicine at home
  – Identify action steps for key stakeholders: prescribers, dispensers, educators, communities

• “Take the Pledge” at [www.medicineabuseproject.org](http://www.medicineabuseproject.org) to do your part
Strategic Partners

FEDERAL PARTNERS

• Office of National Drug Control Policy
• Drug Enforcement Administration
• National Institute on Drug Abuse
• Bureau of Justice Assistance
• Centers for Disease Control and Prevention
• Food and Drug Administration
• U.S. Attorneys

NATIONAL & STATE PARTNERS

• Over 80 national and local grassroots orgs: i.e. Emergency Room MDs, National Educators Association, National Association of School Nurses, American Academy of Family Physicians, and many more
Sponsors & Partners

Corporate Sponsors

Gold
- Abbott
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- Mallinckrodt
- Pharma

Silver
- Fox Networks Group
- Horizon Media
- Purdue

Bronze
- Actavis
- Cardinal Health Foundation
- CHPA
- National Geographic Channel
- Pfizer
- Watson Pharmaceuticals

Champions
- Endo
- Teva Pharmaceuticals
Medicine Abuse Project Action Toolkit

- Compelling eleven minute video about five real families touched by medicine abuse
- Out of Reach Documentary
- Planning and Discussion Guide
- Handouts:
  - Preventing Teen Abuse of Prescription Drugs Fact Sheet
  - The Partnership Prescription and Over-The-Counter Drug Guide
  - Parents360 Tip Sheet
  - Event Report & Audience Evaluation
The Medicine Abuse Project: Grassroots Kit

- Sample press release
- Sample tweets, facebook posts and email text
- Videos and PSAs
- Medicine Abuse Project Action Toolkit
- Logos
- Talking points
- Key statistics, messages and calls to action
- Infographics
- Real stories of families affected by medicine abuse
- Calendar of events
- Monthly Update emails with timely tweets, facebook posts and more
The Medicine Abuse Project: Local Event

- Local organizations can hold their own screenings of the *Out of Reach* documentary as a conversation starter in their community.
- 20 minute documentary followed by panel discussion about teen Rx abuse where you live, what is being done to address it and what more can be done.
- Event can be open to the press.
- The Partnership can help provide technical assistance with potential panelists – school nurses, ER doctors, elected officials, etc.
- Toolkit includes moderator’s guide, handouts, audience evaluation forms, model media advisory and sample press release.
#endmedicinabuse

I pledge to safeguard my medicines and to talk with my family about medicine abuse.

Resources

You can play a powerful role in preventing your teen from abusing medicine. The free materials and resources below are a great place to start.

Parents & Grandparents

Health Care Providers

Educators

Communities & Law Enforcement

Prescription Drug Abuse

The Medicine Abuse Project is a five-year action campaign that aims to prevent half a million teens from abusing medicine by the year 2017. The campaign provides comprehensive resources for parents and caregivers, law enforcement officials, health care providers, educators and others so that everyone can take a stand and help end medicine abuse. The Medicine Abuse Project website includes information about prevention of prescription drug abuse, painkiller addiction, and over-the-counter (OTC) medicine abuse. It provides information about how to dispose of medicine and how to safeguard the medicine in your home, as well as lists medicine abuse facts and includes comprehensive information about the most abused prescription drugs.

Sponsors

Mallinckrodt

National Partners

Jazz Pharmaceuticals

Idaho Meth Project

Actavis

Trinity Addiction Institute

Family Day

M. A. M. H. I. N.
Resources

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Parents & Grandparents »

Health Care Providers »

Educators »

Communities & Law Enforcement »

Recent News

Jun 17, 2013
A Win for Families: Urban Outfitters Halts Prescription Drug Paraphernalia Product Sales
View full story

Prescription Drug Abuse

The Medicine Abuse Project is a five-year campaign to prevent half a million teens from abusing medicines by the year 2017. The campaign provides free resources for parents and caregivers, health care providers, educators and communities. You can take a stand and help end medicine abuse through the Medicine Abuse Project website, which includes information on prescription drug abuse, painkiller misuse and over the counter (OTC) medicine abuse. It provides tips on how to dispose of medicine and how to talk to your teen about the dangers of medicine abuse.
Educators

Whether you’re a principal, school nurse, teacher, coach, PTSA president or other member of the school community, you can help end the medicine abuse epidemic. Start by educating the teens and parents in your school about the dangers of prescription medicine and over-the-counter cough medicine abuse. Use the free resources below – brochures, posters, a curriculum and more – to raise awareness and to help keep your community healthy and safe.

For Teachers
Learn More

For School Nurses
Learn More

For Administrators
Learn More

For College Educators
Learn More

Additional Resources
Learn More
For School Nurses

Prescription Drugs: They Can Help But Also Hurt: Not Worth the Risk (for Teens)

This free brochure explains to teens the dangers of misusing and abusing prescription drugs and over-the-counter drugs. Reviews some of...

Read Full Article

Posters for Teens On the Risks of Prescription Medicine Abuse

Free posters from NIDA warn teenagers about the risks of prescription medicine abuse — and are easy to display in...

Read Full Article

Learn About Teen Prescription Medicine Abuse: Smart Moves, Smart Choices

“Smart Moves, Smart Choices” is a national awareness program to inform parents, students and educators about teen prescription drug abuse...

Read Full Article

As a Mom and School Nurse, Peggy McKibbin Is Helping To End Medicine Abuse

Teen medicine abuse is a serious issue and one that we, as parents have the power to stop. Education is...

Read Full Article

Home to Homeroom

“Home to Homeroom” teams parents with school nurses to help prevent teen prescription and over-the-counter cough medicine abuse via a...

Read Full Article
Example of In-Depth Resources: Educators

- **For Teachers:** NEA’s “Rx for Understanding Resource Guide and Curriculum”; NIDA’s “Mind Over Matter” teachers guide for grades 5 – 9; SAMHSA’s “Not Worth The Risk” guide for health teachers, coaches and counselors
- **For School Nurses:** NASN’s “Smart Moves, Smart Choices” program re: Rx abuse; NASN’s “Home to Homeroom: program re: DXM abuse; NIDA teen posters re: Rx abuse
- **For School Administrators to Pass Along to Caregivers:** Partnership’s Fact Sheet on Teen Abuse of Rx Drugs, Parent Talk Kit and 3 Steps to Safeguard Home; University of Maryland’s “Non-Medical Use of Rx Stimulants: What College Administrators, Parents and Students Need to Know”
- **For College Educators:** NCPIE’s “Taking Action to Prevent and Address Rx Abuse” and “Mind Your Meds: Basic Medication Safety Tips
- **All Bolstered By:** Partnership’s Parents Toll-Free Helpline (1-855-DRUG-FREE) and “Time To Get Help” online resource for parents.
Parents & Grandparents

Parents and grandparents, you can play a powerful role in preventing your teen from abusing medicine. The free materials and resources below are a great place to start. Our fact sheets and guides can help you learn more about prescription and over-the-counter cough medicine abuse. Find out ways to talk to your kids about drugs and alcohol (see our Parent Talk Kit) and how to monitor, safeguard and dispose of your medicine. Help spread the word in your community about this epidemic with pass-along cards and posters. You’ll also find resources for preventing drug and alcohol abuse (in English and Spanish) as well as intervening and finding help if your teen has developed a problem.

Learn About Teen Prescription and Over-The-Counter Cough Medicine Abuse
Learn More

Take Action In Your Home and In Your Community
Learn More

Resources for Preventing Drug and Alcohol Abuse from The Partnership at Drugfree.org
Learn More

Resources for Spanish-Speaking Parents and Grandparents
Learn More

If Your Teen Has A Drug or Alcohol Abuse Problem
Learn More
Health Care Providers

One in six teenagers has used a prescription medicine to get high. Health care providers are in a powerful position to prevent this growing and devastating problem. The Medicine Abuse Project includes information for you to use with your teenage patients and their parents, as well as any patients for whom you may prescribe medicine. Providers of all specialties will find useful tools and resources below to help make this sensitive issue easier to bring up and discuss with patients. By learning more about how to reduce the supply of medicine available for diversion, screening your patients for substance abuse and advising your patients to monitor, safeguard and properly dispose of unused medicine, you can play an important role in preventing medicine abuse. Below is a wide variety of useful materials about medicine abuse for you and your patients.

Learn About The Issue
Learn More

Patient Education Materials
Learn More

Tools for Screening, Brief Intervention, and Referral to Treatment (SBIRT)
Learn More

Best Practices and Association Guidance

Join Together News Service
Communities & Law Enforcement

When it comes to the problem of teen prescription (Rx) and over-the-counter (OTC) cough medicine abuse, it takes a community to help keep our kids healthy and safe. As law enforcement officials and other community stakeholders, it is within your power to help end this epidemic by educating yourselves and spreading the critical message to those in your community about the dangers of misusing and abusing medicine. Your participation in The Medicine Abuse Project can act as a substantial step toward helping to curb this dangerous behavior around the country. Below is a collection of resources designed to help you to prevent and address Rx and OTC cough medicine abuse in your community.

- Parents360 Rx Action Kit
  - Learn More
- PACT360 Community Education Programs
  - Learn More
- Parents360 Online Medicine Abuse Presentation
  - Learn More

“It Takes a Community” Online Resource
  - Learn More
The Medicine Abuse Project – What You Can Do

- Sign the Pledge!
- Hold an awareness event in your community using our Medicine Abuse Project Community Action Toolkit
- Make sure that your school is using the resources on our Educator page include the NEA curriculum, the school nurses materials and sending the parent talk kit home to moms and dads
- Use our sample press materials to contact the local media or write letters to the editor
- Use our social media tools to educate your networks about the problem of medicine abuse and how they can get involved
Questions?
Our Next Webinar

Overview of the Opioid Analgesic Epidemic
Dr. Andrew Kolodny, President of Physicians for Responsible Opioid Prescribing
October 16, 2:00-3:00 PM ET

Click here to register
Thank you!

Please take a moment to take our survey about your webinar experience:

https://www.surveymonkey.com/s/medicineabuse_090513