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.
You can listen through your computer speakers or call 866-835-7973
Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect hotline at 1-800-416-7640.

- Type any additional questions or comments into the Q&A box under the slides.

- You can also make the slides larger by clicking on the “Full Screen” button in the upper right hand side of the slide presentation. Click on “Full Screen” again to return to normal view.
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 Generation Rx Initiative

go.osu.edu/generationrx
go.osu.edu/collegerrx
go.osu.edu/GenRxU
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

- Illicit Drugs (22.5 million)
- Marijuana (18.1 million)
- Psychotherapeutics (6.1 million)
- Cocaine (1.4 million)
- Hallucinogens (1.0 million)
- Inhalants (0.6 million)
- Heroin (0.3 million)

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

Total Rx Initiates = 3,921,000
Stimulant Initiates = 670,000

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
A Toolkit for Teens:

- Discussion-Based Presentation Resources
- Games, Skits & Print Visuals
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.
The Adderall Dilemma

(Truth About Prescription Stimulant Abuse)

Skit script
Facilitator’s Notes
Handout

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

BRYAN ASHTON
STUDENT WELLNESS CENTER
THE OHIO STATE UNIVERSITY
ASHTON.53@OSU.EDU
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=npPhsoCNoKI&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.
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

- Depression
- Emotional Problems
- Withdrawal
- Did things you wish you hadn't
- Felt your relationships were positively affected
- Felt your relationships were negatively affected
- Felt positive impact on your grades
- Missed class
- Memory loss
- Memory Loss
- Family expressed concern
- Weren’t able to stop
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
Tips

- Always market test materials
- Tailor campaign to each audience
- Target audience must believe that the creator/sponsor is credible
- Do not overexpose - keep messages fresh
- Don’t use fear tactics
- Message must support the norm!

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 Youkin Success Center. Visit http://www.ccs.ohio-state.edu or call (614) 292-5766

STUDENT WELNESS

The Ohio State University Office of Student Life
Incorporating Misuse of Rx Drugs

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

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
swc.osu.edu  www.facebook.com/OSUwellness  @OSUwellness
81% of OSU students report NEVER using prescription drugs (like Adderall) without a prescription in their entire life. ow.ly/i/1clcG

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

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

Jessica Hughes Wagner, MPH, MCHES

University Health Services
University of Texas at Austin
j.wagner@uhs.utexas.edu
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”?
Phase 1 • Problem Description
Phase 2 • Market Research
Phase 3 • Market Strategy
Phase 4 • Intervention
Phase 5 • Evaluation
Phase 6 • Implementation

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

Campaign Material Creation & Testing
- Academic partnership with College of Communications
- Advertising class project, idea generation
- Tested 10 draft concepts

13% reported misusing Rx stimulants
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
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

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.

Common Prescription Stimulants

- Generic Adderall®
- Generic Ritalin®
- Generic Concerta®
- Vyvanse®

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.
PATIENT NAME: Most UT Students

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

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 lifelarning.utexas.edu.

For more information, search “study drugs” at healthyhorns.utexas.edu.
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
Thanks for joining us!

Please take a moment to take our survey:
http://www.surveymonkey.com/s/prescriptdrug121712