



Insights from a National Epidemic: The Medicine Abuse Project

Presenters: Steve Pasierb and Marcia Lee Taylor
Moderator: Cindy Rodgers

*Audio is streaming through your computer speakers.
If you cannot listen via computer, 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 to the left of the slides.
- To hear audio during our video presentation, please turn on your computer speakers.



Introductory Polls



THE PARTNERSHIP®
AT DRUGFREE.ORG



Steve Pasierb



Marcia Lee Taylor

GETTING SMART ABOUT TEEN MEDICINE ABUSE

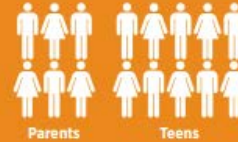
90%
of addictions
start in the
teenage years.



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 6 months.



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

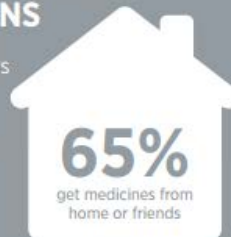


Parents

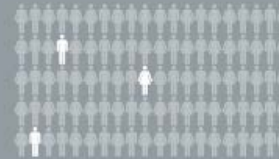
Teens

**TWO-THIRDS
OF TEENS**

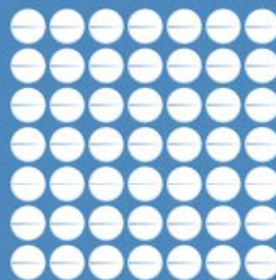
who abuse
pain relievers
say they
get them
from family
members
and
friends.



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.



Share this to help #EndMedicineAbuse.

Published by The Partnership at Drugfree.org. Visit MedicineAbuseProject.org for more details.

TEEN MEDICINE ABUSE: AN EPIDEMIC

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

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

THE PARTNERSHIP®
AT DRUGFREE.ORG

Subject	Grade
 <p>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.</p>	F-
In comparison, a majority of teens (81 percent) say they have discussed the risks of marijuana use with their parents.	B
80 percent have discussed alcohol.	B
Nearly one-third of teens have discussed crack/cocaine.	D-

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

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

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%

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

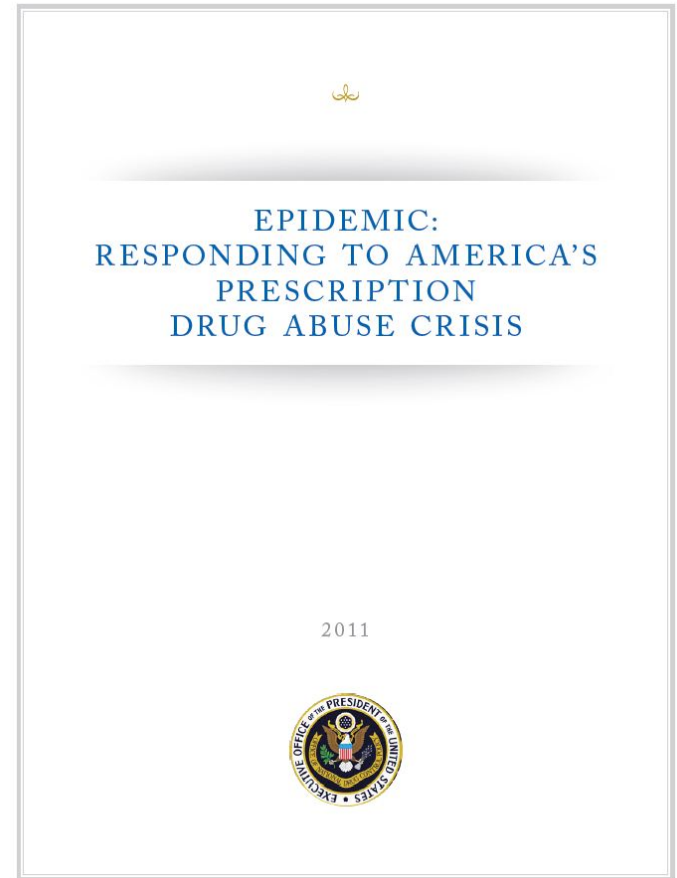
indicate that they have given their
teen a prescription drug
that was not prescribed for them.

THE
**MEDICINE
ABUSE**
PROJECT™

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

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 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

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 >

Get monthly e-mail updates on the latest stories and Medicine Abuse Project news.

Sponsors & Partners

Corporate Sponsors

Gold



Silver



Bronze



Champions



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

7007

people have signed the pledge

Chelsea's Story



Chelsea's story

Chelsea's story



Medicine Abuse Project Action Toolkit

Parents360 Rx

The Parents360 Rx Action Toolkit is a new community education resource that can be used by professionals from law enforcement, prevention and treatment, as well as by any concerned adults who want to share information about medicine abuse with their friends, family, neighbors and organizations to which they belong.



How does it work?

The Parents360 Rx Action Toolkit consists of a video, a discussion guide and a small number of documents, and is available to individuals and organizations at no charge. Program hosts show the short (11-minute) video, which addresses the impact of medicine abuse on real families, to stimulate an informal discussion. The focus of this video is prescription medicine abuse, considered by many to be the biggest substance abuse threat we currently face and one that is unknown to many parents and underestimated by many others. While medicine abuse is the focus, the discussion may be guided to include other substance abuse topics as desired.



Hosts can use this toolkit at meetings of groups to which they belong, such as parent-teacher organizations, faith groups or even in the workplace. The kit may also be used in more traditional Parents360 venues where there are stringent time constraints (e.g. Rotary Club meetings). Or, hosts may wish to invite a few friends, family, neighbors or any group of concerned adults to their home or to another place in their community where they are

SHARE

Tweet Share +1 Like 235

JOIN THE MEDICINE ABUSE PROJECT



The Medicine Abuse Project aims to prevent half a million teens from abusing medicine in the next five years. Visit The Medicine Abuse Project online to learn more.

DISPOSE OF UNUSED MEDICINE

Got Drugs?



- 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



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 >

#endmedicineabuse

7 0 0 7 people have signed the pledge

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

TAKE THE PLEDGE

ABOUT THE PLEDGE



#endmedicineabuse

Join the conversation on Twitter

Recent News

Jun 17, 2013

A Win for Families: Urban Outfitters Halts Prescription Drug Paraphernalia Product Sales

[View full story](#)

Recent News

Aug 28, 2013

The Medicine Abuse Project: An Award-Winning Campaign

[View full story](#)

Prescription pain relievers have contributed to more overdose deaths than "street drugs" such as cocaine and heroin.

Recent News

Sep 3, 2013

STATEMENT: The Partnership at Drugfree.org is Not Associated With Kitson's Rx Drug T-Shirts

[View full story](#)



Protect Your Kids

3 steps to safeguard your medicines

Prescription medicines are now the most commonly abused drugs among 12 to 13 year olds.

Chelsea's Story



Chelsea's story

Chelsea's story



Toolkit: Parents360 Rx

The Parents360 Rx Action Toolkit is an easy-to-use tool you can use to share information about the dangers of medicine...

[Read Full Article](#)

Sponsors



Jazz Pharmaceuticals
Innovation that performs

Mallinckrodt



Pharmaceuticals

Actavis

National Partners



NEA Health Information Network
Safe and Healthy Schools, A Basic Right for All

Family Day
It's time to get ahead. With your children.
www.CASAFamilyDay.org

TRI Science
Addiction

IDAHO METH PROJECT

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.



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 >

 #endmedicineabuse

**I pledge to safeguard
my family about**

 #endmedicineabuse
Join the conversation on
Twitter

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 that aims to prevent half a million teens from abusing prescription drugs by the year 2017. The campaign provides free resources for parents and caregivers, health care providers, educators and law enforcement. You can take a stand and help end medicine abuse. The Medicine Abuse Project website includes information on prescription drug abuse, painkiller addiction, over-the-counter (OTC) medicine abuse. It provides tips on how to dispose of medicine and how to recognize signs of abuse.

ful role in
from abusing
aterials and
a great place to



nts >



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](#)

0



0



0



I pledge
medicine
my fam

people

Chelsea's

Chelsea's s

Chelsea's st

[Teachers](#)[School Nurses](#)[Administrators](#)[College Educators](#)[Resources](#)

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](#)

I pledge
medicine
my fam

people

Chelsea's

Chelsea's s

Chelsea's st

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.

ful role in
from abusing
aterials and
a great place to



nts >



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](#)

I pledge
medicine
my fam

people

Chelsea's

Chelsea's s

Chelsea's st



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

I pledge
medicine
my fam

people

Chelsea's

Chelsea's s
Chelsea's st

ful role in
from abusing
materials and
a great place to



nts ▶



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](#)

I pledge
medicine
my family

people

Chelsea's

Chelsea's

Chelsea's



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