



THE PARTNERSHIP[®]
AT DRUGFREE.ORG

The Medicine Abuse Project: Presentation to The Southwest Virginia Prescription Drug Abuse Summit

November 14, 2012

Background

- **About The Partnership at Drugfree.org**
 - Our mission and history
 - Commitment to reducing Rx abuse
- **Prevention landscape**
- **White House Report on Prescription Drug Abuse**
 - Our mission and history
 - Commitment to reducing Rx abuse



Medicine Abuse Project

- **Multi-year awareness and action campaign to drive down teen abuse of prescription drugs and OTC cough medicine**
- **Broad coalition of sponsors, federal and strategic partners**
- **Launched the week of September 23-29, 2012**
- **Featured events, public service announcements (print, broadcast and digital), media, Medicine Abuse Project microsite, grassroots kit**



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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



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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



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National Partners



State and Local Partners



Corporate Sponsors

Gold

Mallinckrodt



P/RMA



**CVS
CAREMARK**

Silver

A&E



Bronze



**Watson
Pharmaceuticals**

Champions

aetna



Medicine Abuse Project

- Media concentration in launch week: Sept 23-29, 2012
- \$10+ million in pro bono media support of PSA's / extensive unearned media
- Key events: Webinar with A&E Networks in DC; Installation and media opportunity in Grand Central Station, NYC
- DEA-sponsored national Takeback Day on Saturday, Sept 29
- Message dissemination via funders and partners



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Public Service Announcements – Print, Broadcast, Digital

Last year, millions of parents learned they were their teen's drug dealer.

A new kind of drug abuse is killing our kids. What every parent needs to know.

44 PERCENT OF TEENS have at least one friend who abuses prescription drugs. But this epidemic isn't unfolding on our streets. Our kids are accessing these drugs - absolutely free - right in our own homes. How big is the problem? Unintentional drug overdoses in the U.S. now outnumber traffic fatalities, and prescription drug abuse is the sad reason why.

FREE DRUGS FROM PARENTS? Nearly four billion prescriptions are filled in America every year. Some experts estimate 1/3 of these prescriptions are never used. (How many pills were unused from your last Rx?) But for many of us, it seems wrong to throw away extra pills and not-quite-empty bottles. And that's too much for millions of curious teenagers to resist.

HOW KIDS ABUSE Rx DRUGS: It's no secret that many prescription drugs have unintended alternate uses. Many teens know which painkillers can get you high, especially when mixed with alcohol. Many students cram for exams by misusing drugs that treat ADHD or sleeplessness. Sedatives, anti-depressants, amphetamines, barbiturates, OTC cough medicines with dextromethorphan...you may not know how to misuse them, but others do.



kids think prescription drugs are 'safer' than illegal drugs. And it's so much easier to avoid suspicion with prescription drugs.

IS YOUR HOME SAFE? The short brutal answer? No. Pharmacists keep drugs locked away, but the rest of us certainly don't. One industry group estimates that

deaths to almost 3 in 100,000. Today's prescription drug epidemic is three times deadlier than that: over 10 deaths per 100,000 population in 2009.

THE MEDICINE ABUSE PROJECT aims to raise awareness among kids, parents, law enforcement and government officials, health care professionals, and educators. Our goal: cut teen medicine abuse in half in five years, but two things have to happen: First, safeguard your meds. Second, talk to your kids.

SAFEGUARD YOUR MEDS NOW. Our first step, as parents, is to change our behaviors. Please remove any current prescriptions from the 'public' spaces in your home. Clear out your medicine cabinets and closets of unfinished prescriptions, especially in bathrooms that visitors use. It's hard to change the patterns of a lifetime, but we must start throwing away prescriptions when we're finished with them. Every pharmacist tells us that, and it's time to heed their words.

TALK WITH YOUR KIDS. When you safeguard your house, tell your kids what you're doing and why. Ask what they're seeing at school, and how it affects their friends and classmates. Next time you pick up a

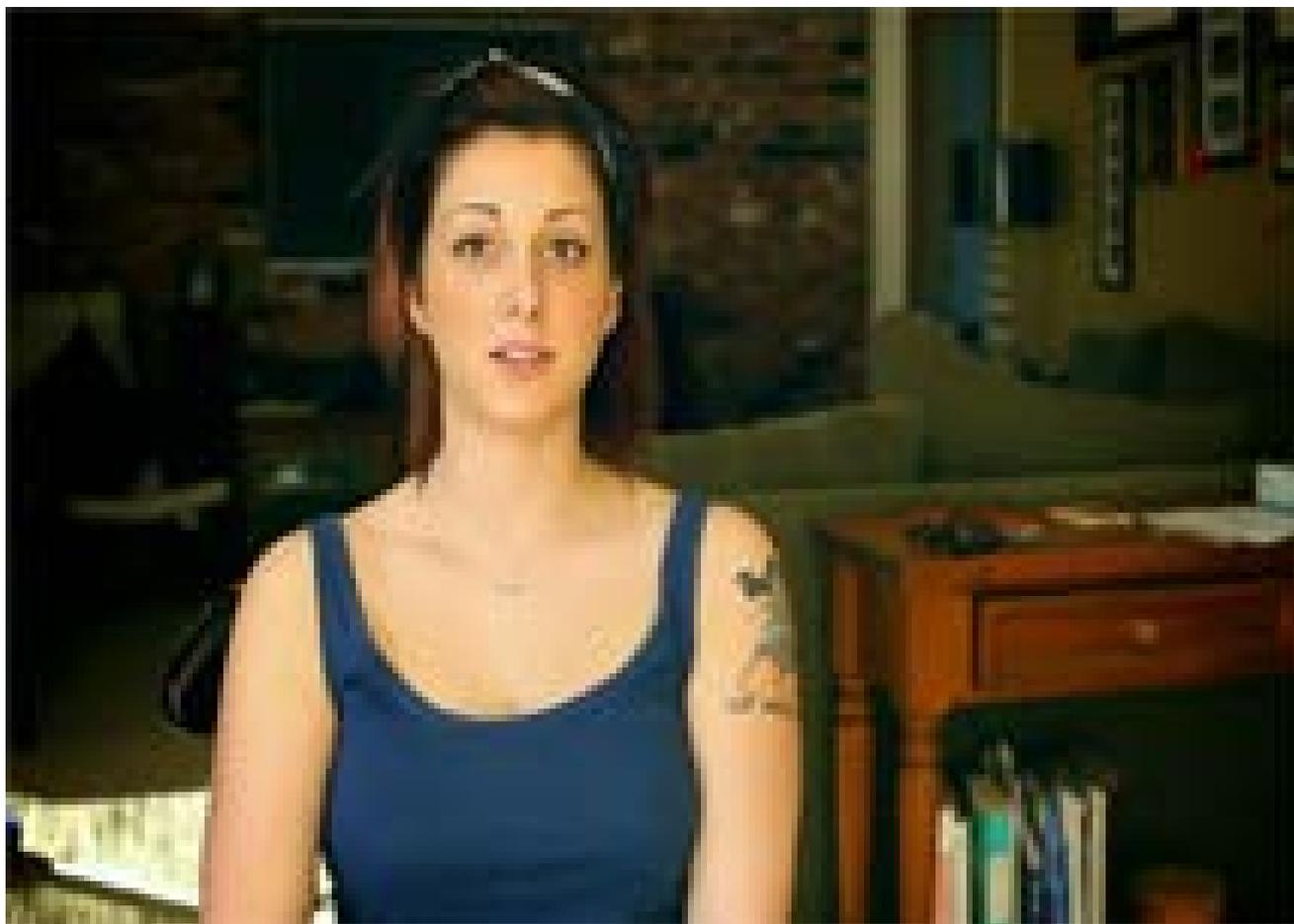


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Public Service Announcement – Ronnie's Story



Public Service Announcement – Chelsea's Story



The Medicine Abuse Project

**How can communities use
The Medicine Abuse Project
resources in their work?**



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MedicineAbuseProject.org

Homepage Design

DRUGFREE.ORG ▾

SEARCH ▾

GET EMAIL UPDATES ▾

 Tweet 6,314

 Like 30K

 Share 1.7M

Resources For: [Parents & Grandparents](#)

[Health Care Professionals](#)

[Communities & Law Enforcement](#)

[Educators](#)



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THE PROBLEM

WHAT YOU CAN DO

STORIES

NEWS & EVENTS

DRUG GUIDE

DONATE

More teens die from medicine abuse than car accidents. How will you help end the epidemic?

Take the Pledge

As a citizen ▾, I commit to lorem ipsum cras mattis consectetur purus sit amet fermentum. Sed posuere consectetur.

TAKE THE PLEDGE

9 2 7 5 people have signed the pledge

Protect Your Kids

3 Steps to Safeguard Your Home >



Dispose of Unused Prescriptions

Find a Takeback Location >



Microsite: Primary Navigation

The Problem

An overview of the growing problem of medicine abuse

What You Can Do

Specific calls-to-action for those looking to get involved

Stories

A portal where site visitors can share their stories and connections to the cause

News & Events

A roundup of latest news and events taking place in conjunction with the campaign

Drug Guide

An overview of commonly-abused Rx & OTC medicines

Donate

A place where visitors can make a contribution to The Partnership at Drugfree.org

Microsite: Engagement Tools



Learn (Take the Pledge)



Get Tips to Safeguard Your Home



Dispose (Find a Take-Back Location)



Share Your Story



Take a Quiz



Download a Toolkit



Educate Your Community

Parents360 Rx Action Kit

- Compelling eleven minute video about five real families touched by medicine abuse
- 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



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.

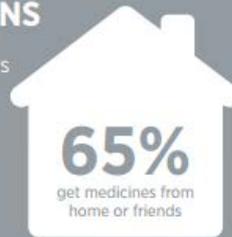


Parents

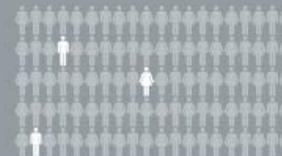
Teens

TWO-THIRDS OF TEENS

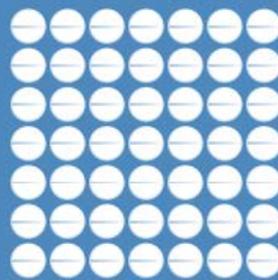
who abuse pain relievers say they get them from family members and friends.



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.

Telephone Helpline

1-855-DRUGFREE

Bilingual staff, operates Monday-Friday from 9-6 Eastern time
Increasingly, we're pairing callers with parent mentors

The screenshot shows the homepage of the website "Time To Get Help" for "THE PARTNERSHIP AT DRUGFREE.ORG". The page features a navigation bar with "Home", "Learn", "Make a Plan", "Community", and "Get Involved". Below the navigation is a teal banner for the "Parents Toll-Free Helpline" with a phone icon. The main content area includes a section titled "We're Here to Help. Call Us Today: 1-855-DRUGFREE (1-855-378-4373)" with a photo of a family and text describing the helpline's services. To the right, there is a "Downloadable Information and Guides" section with a list of 12 items, including "Parent Letters" and various guides. The footer includes "Internet | P".

Time To Get Help
Support for Parents of a Child Struggling with Drugs and Alcohol

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AT DRUGFREE.ORG

Home Learn Make a Plan Community Get Involved

Intervention e-Book Treatment e-Book Podcasts Helpline

Parents Toll-Free Helpline

When you need someone to talk to, we're here for you. Our social workers will listen to your concerns, answer your questions and suggest appropriate resources or treatment facilities you can turn to so you can get the right help for your child.

We're Here to Help. Call Us Today: 1-855-DRUGFREE (1-855-378-4373)

Are you feeling overwhelmed, stressed or have a specific question about your child's drug or alcohol use? Our Parents Toll-Free Helpline is a nationwide support service that offers assistance to parents and other primary caregivers of children who want to talk to someone about their child's drug use and drinking. Our trained and caring parent specialists will

- Listen to your concerns, challenges, setbacks and emotional turmoil that you have experienced with your child's substance abuse or addiction
- Help you outline a course of effective action – whether it's prevention, intervention, seeking treatment or supporting recovery – grounded in science-based resources
- Inform you of different resources available to you nationally

Our Helpline is open Monday through Friday, 10:00 am to 6:00 pm ET. We are closed on weekends and holidays. The Helpline is not a crisis line. If you do not connect with a parent specialist, please leave a message and we will make every effort to get back to you by the next business day. If you are in need of immediate or emergency services please call 911 or a 24 hour crisis hotline.

Our parent specialists are licensed social workers and psychologists with years of experience helping individuals and their families prevent and overcome substance abuse problems.

We're Here to Help – Call Us
Parents Toll-Free Helpline
1-855-DRUGFREE (1-855-378-4373)
Monday to Friday, 10:00 am – 6:00 pm ET

Downloadable Information and Guides

Parent Letters:
From people who have been there

1. David Sheff
2. Lea Mnaiga
3. Lorainne Popper

1. Who can help my teen?
2. How to listen
3. How to break through the barriers
4. How to have a conversation, not a confrontation
5. Contract- rules about drugs and alcohol use for parent and child
6. 13 principles of effective treatment
7. Getting help for the rest of the family
8. 6 things you need to know about relapse
9. Recovery Overview
10. Recovery for family members
11. Treatment e-book
12. Intervention e-book

Internet | P



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News Service

Sign up for **Join Together** – the e-newsletter of the substance abuse field at www.drugfree.org/jointogether

The screenshot shows the Newsroom section of the website. At the top, there is a navigation bar with links for 'We Can Help', 'JOIN US', 'Get Involved', 'Events', and 'DONATE'. Below this is a secondary navigation bar with 'PREVENT | INTERVENE | GET TREATMENT | RECOVER' and a search bar. The main heading is 'Newsroom' with the subtext 'The latest news, tips and updates from The Partnership at Drugfree.org.' A featured article titled 'Commentary: A Simple Checklist May Reduce Prescription Opiate Overdose' by Dr. Tom McLellan is highlighted. To the right, there is a 'Subscribe' section with a form and a 'SUBSCRIBE' button. The bottom of the page features logos for 'JOIN TOGETHER' and 'THE MEDICINE ABUSE PROJECT'.

We Can Help. First Name Email [JOIN US](#) [Get Involved >](#) [Events >](#) [DONATE](#)

THE PARTNERSHIP AT DRUGFREE.ORG [PREVENT](#) | [INTERVENE](#) | [GET TREATMENT](#) | [RECOVER](#)
Home Community Education Drug Guide [Newsroom](#) About Us Give & Get Involved

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Newsroom

 The latest news, tips and updates from The Partnership at Drugfree.org.

The Partnership at Drugfree.org [Join Together](#)

[Join Together](#)

Join Together, a collaboration of the Boston University School of Public Health and The Partnership at Drugfree.org, delivers substance abuse and addiction news that impacts your work, life and community. [Learn more.](#)

Commentary: A Simple Checklist May Reduce Prescription Opiate Overdose
By Dr. Tom McLellan | September 25, 2012 | [Leave a comment](#) | Filed in [Healthcare & Prescription Drugs](#)

Simply by initiating a pre-surgical checklist comprised of the agreed-upon procedural steps, even very experienced surgical teams showed remarkable reductions in errors, untoward events, complications and deaths, says Thomas McClellan, PhD, CEO of the Treatment Research Institute.

Task Force Recommends Routine Adult Screening for Misuse of Alcohol
By Join Together Staff | September 25, 2012 | [Leave a comment](#) | Filed in [Alcohol, Healthcare & Prevention](#)

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Join Together is the leading online news service dedicated to bringing effective drug and alcohol prevention news, research and treatment programs to communities nationwide.

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THE MEDICINE ABUSE PROJECT™

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Medicine Abuse Project

- Multi-Year Effort
- Organizations can sign on as official partners
- Going forward we plan to address key dimensions of the medicine abuse problem including
 - Military families / returning veterans
 - Sports injuries
 - Workman's compensation programs
 - Expansion of resources for healthcare providers via 5-year FDA grant

Questions?

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