

*The Opiate and Other Prescription Drug
Abuse Epidemic: A Generation Rx
Initiative Webinar Program for Prevention*

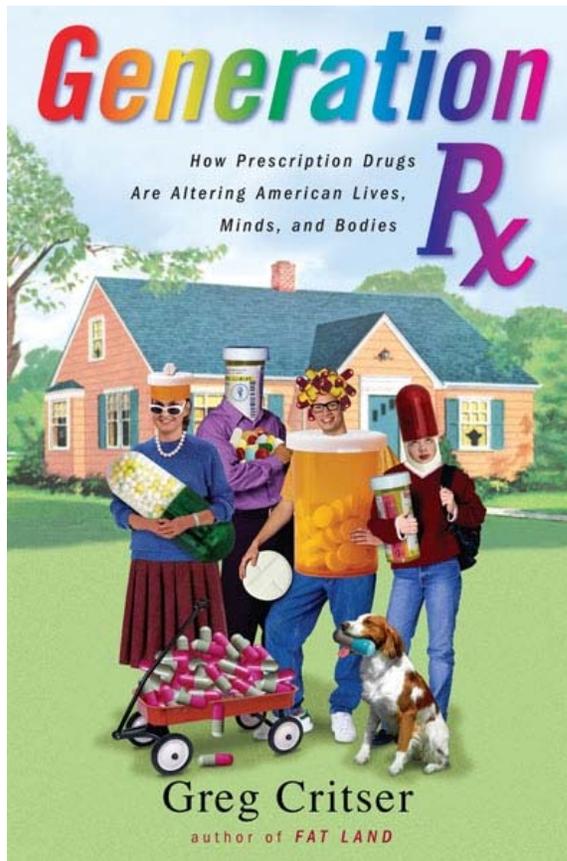


*Kenneth Hale, R.Ph., Ph.D. & Nicole Kwiek, Ph.D.
The Ohio State University College of Pharmacy*

**At the completion of this program,
participants will be able to:**

- Describe the scope, underlying causes, and consequences of the prescription drug abuse problem in the United States
- Discuss the science of prescription drug abuse
- Utilize educational resources to raise awareness about this serious public health problem in our communities, among youth, and on college campuses

Why Generation Rx?



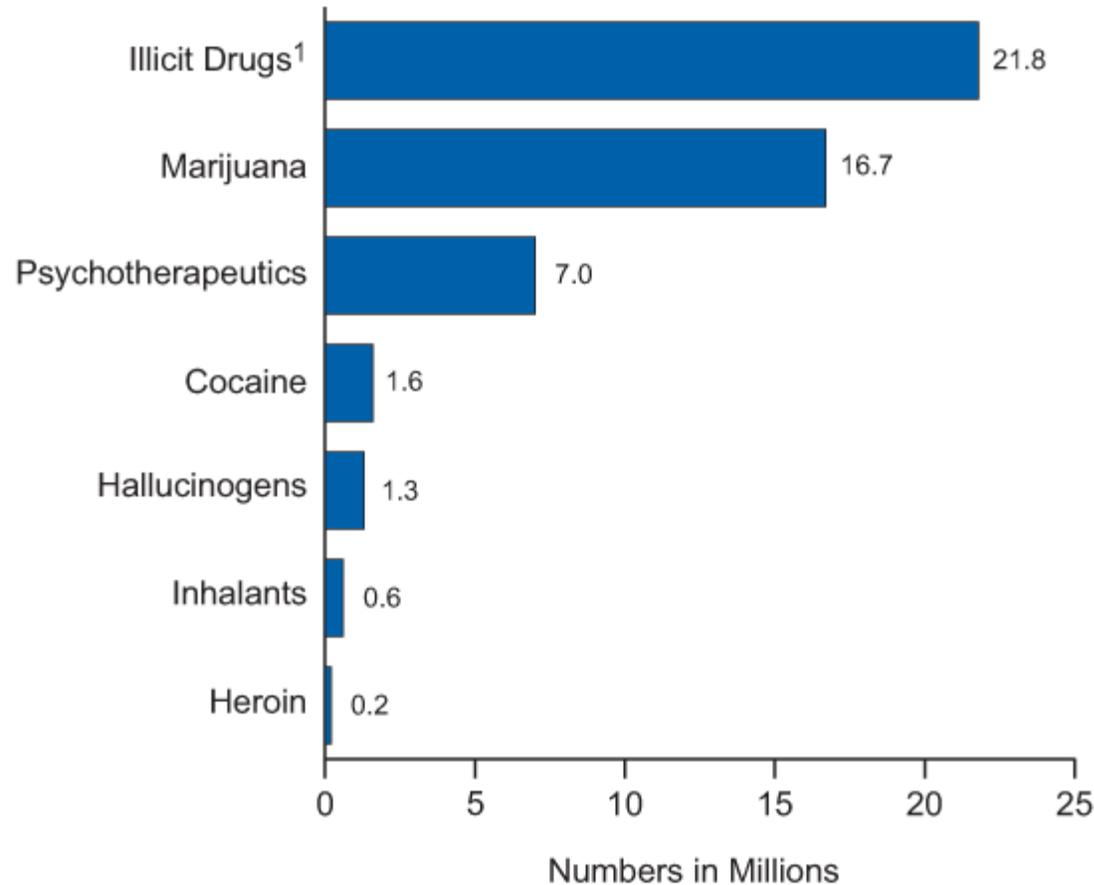
Pharmaceutical
Populism

“culture of
self-diagnosis and
self-prescription”

Results from the
2009 National Survey on
Drug Use and Health
(NSDUH)

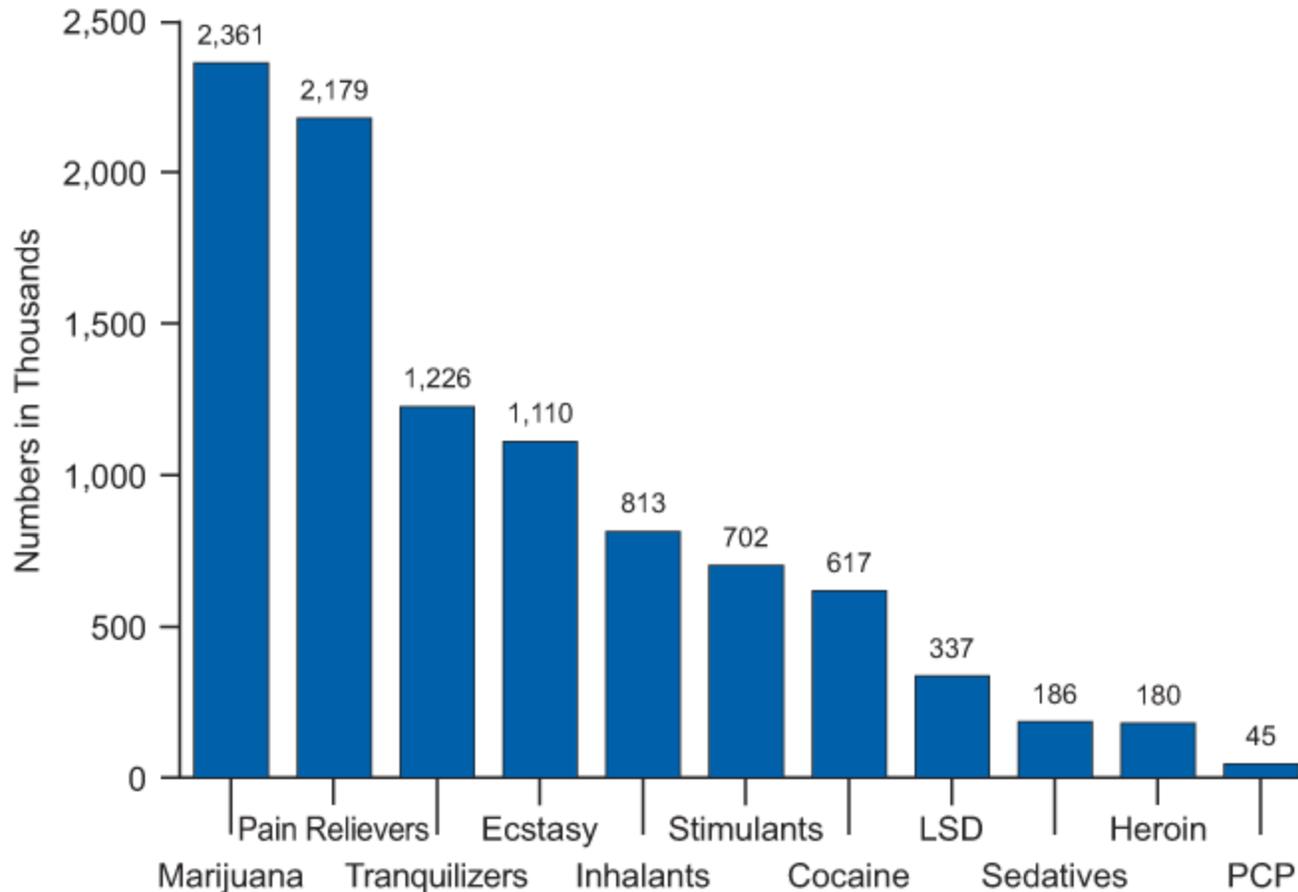
*Substance Abuse and Mental Health
Services Administration
(SAMHSA)*

Past Month Use of Specific Illicit Drugs among Persons Aged 12 or Older: 2009



National Survey on Drug Use & Health, SAMHSA

Past Year Initiates for Specific Illicit Drugs among Persons Aged 12 or Older: 2009



National Survey on Drug Use & Health, SAMHSA

Key Findings of the 2009 Partnership/Metlife Foundation Attitude Tracking Study

- **1 in 5** teens reports abuse of a prescription drug at least once in their lives
- **1 in 7** teens reports abusing a prescription painkiller in the past year
- **63%** of teens believe prescription drugs are easy to get from their parent's medicine cabinet

(The Partnership for a Drug-Free America)

Key Findings of the 2010 Partnership/Metlife Foundation Attitude Tracking Study

- **1 in 4** teens reports misuse of a prescription drug at least once in their lives
- **1 in 5** teens reports misuse of a prescription painkiller
- **1 in 10** teens reports abuse of an over-the-counter cough medication

(The Partnership for a Drug-Free America)

Join us in helping parents prevent teen prescription drug abuse.

While youth drug use has declined overall, the abuse of prescription drugs — such as pain relievers, depressants, and stimulants — is on the rise. For the first time ever, there are as many new abusers (12 and older) of prescription drugs as there are of marijuana.¹ You're well aware of the danger that comes with abusing prescription drugs. Between 1995 and 2005, the number of substance abuse treatment admissions for prescription pain relievers increased by more than 300%.²

You have the power to help protect teens and young adults by alerting parents to this growing problem. While prescription drugs have benefits when used properly, they are also increasingly abused by teens and young adults, often in combination with street drugs or alcohol. Make sure your patients understand the risks of drug abuse. Research shows that 70% of persons aged 12 and older who abuse pain relievers say they get them from a friend or relative.³ For many teens, finding these drugs is as easy as opening the medicine cabinet, nightstand, or purse at home — or at a friend's house.

Your voice matters. So encourage parents, grandparents, and other adults to:

- Safeguard all drugs in their homes. Monitor quantities and control access.
- Set clear rules for teens about all drug use, including not sharing medicine and always following the medical provider's advice and dosages.
- Be a good role model by following these same rules with their own medicines.
- Properly conceal and dispose of old or unused medicines in the trash.
- Ask friends and family to safeguard their prescription drugs as well.

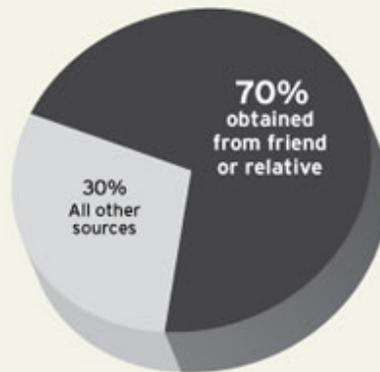
For more information on prescription drug disposal guidelines, as well as the risks, signs, and symptoms of teen prescription drug abuse, visit www.TheAntiDrug.com, or call 1-800-788-2800.

Signed,

American Academy of Family Physicians
American Academy of Nurse Practitioners
American Academy of Pediatrics
American Academy of Physician Assistants
American Dental Association

Source of Pain Relievers for Most Recent Nonmedical Use Among Past Year Users

Past Year Nonmedical Users of Pain Relievers: 12.6 million



Source: SAMHSA, 2006 National Survey on Drug Use and Health (September 2007)

American Medical Association
American Pharmacists Association
American Society of Addiction Medicine
Partnership for a Drug-Free America

¹SAMHSA, 2006 National Survey on Drug Use and Health (September 2007).

²Treatment Episode Data Set, SAMHSA, 1995-2005.

³SAMHSA, 2006 National Survey on Drug Use and Health (September 2007).

PARENTS.
THE ANTI-DRUG.



THERE'S A NEW DEALER IN TOWN.

Prescription drug abuse is a problem among teens today. And a major source of the problem is right under your nose: the medicine cabinet. This may be happening in your house, which means you can definitely do something to stop it. Safeguard your medications and keep track of the quantity. Educate yourself. Find out more at theantidrug.com. You can stop the dealer.

Office of National Drug Control Policy/Partnership for a Drug-Free America®

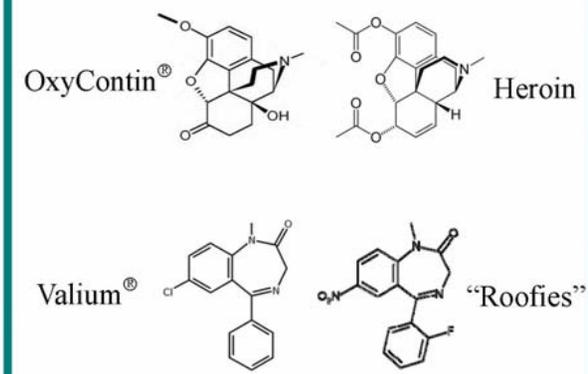
theantidrug.com **PARENTS.**
THE ANTI-DRUG.

Would you consider prescription or non-prescription medications to be a safe alternative to illicit street drugs?

The Partnership Attitude Tracking Study:

- **40%** of teens consider the abuse of prescription drugs to be much safer than illegal drugs
- **29%** believe prescription pain relievers are not addictive.

Take a look at their chemical structures...



OxyContin[®] Heroin

Valium[®] "Roofies"

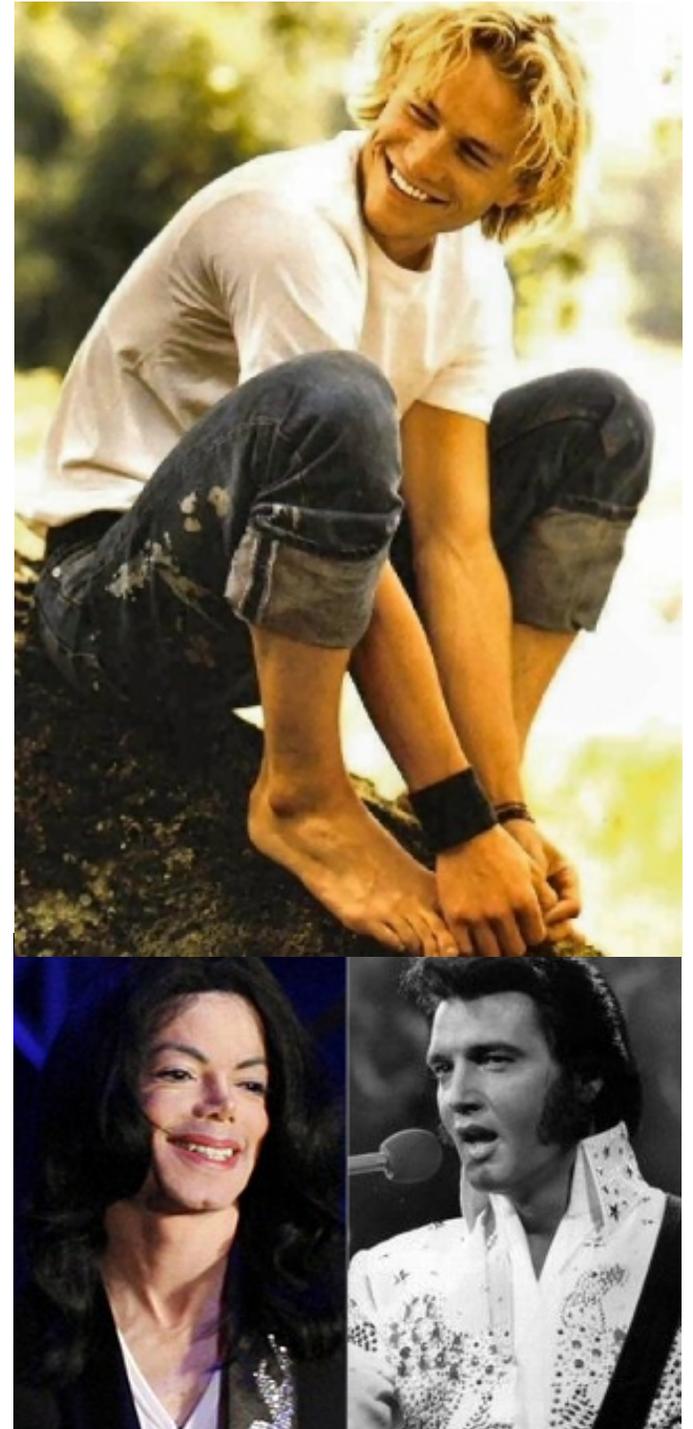
they're more similar than you might think!

Get the TR_xUTH

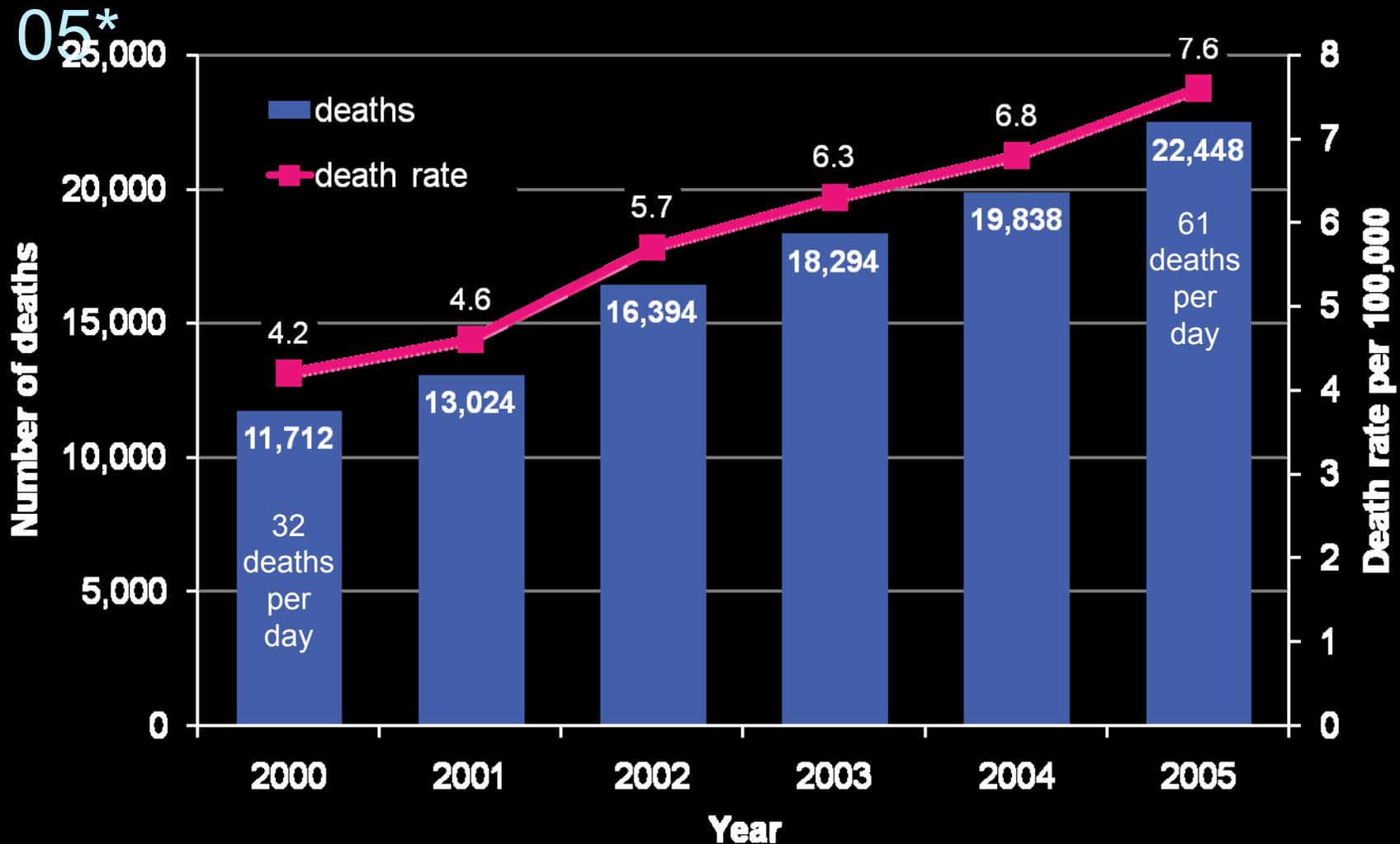
The image displays four chemical structures arranged in a 2x2 grid. The top-left structure is Oxycodone (OxyContin), a semi-synthetic opioid. The top-right structure is Heroin (diacetylmorphine), a potent opioid. The bottom-left structure is Valium (diazepam), a benzodiazepine. The bottom-right structure is Rohypnol (flunitrazepam), a benzodiazepine. The structures of Oxycodone and Heroin are highly similar, both being pentacyclic opioids. Valium and Rohypnol are also structurally similar, both being benzodiazepines. The text emphasizes that these prescription drugs are more similar to each other than one might think, contrasting them with illicit street drugs.

Mixing drugs can have fatal outcomes

- **Elvis Presley (1935-1977)**
 - Morphine, Codeine, Demerol (opiates)
 - Valium and Ethchlorvynol (depressants)
- **Heath Ledger (1979-2008)**
 - OxyContin and Vicodin (opiates)
 - Valium, Xanax, Restoril (depressants)
 - Doxylamine (sedating antihistamine)
- **Michael Jackson (1958-2009)**
 - Propofol and Lidocaine (anesthetics)
 - Ativan, Versed, Valium (depressants)
 - Ephedrine (stimulant)



US deaths and death rates due to unintentional drug poisoning by year, 2000-2005*



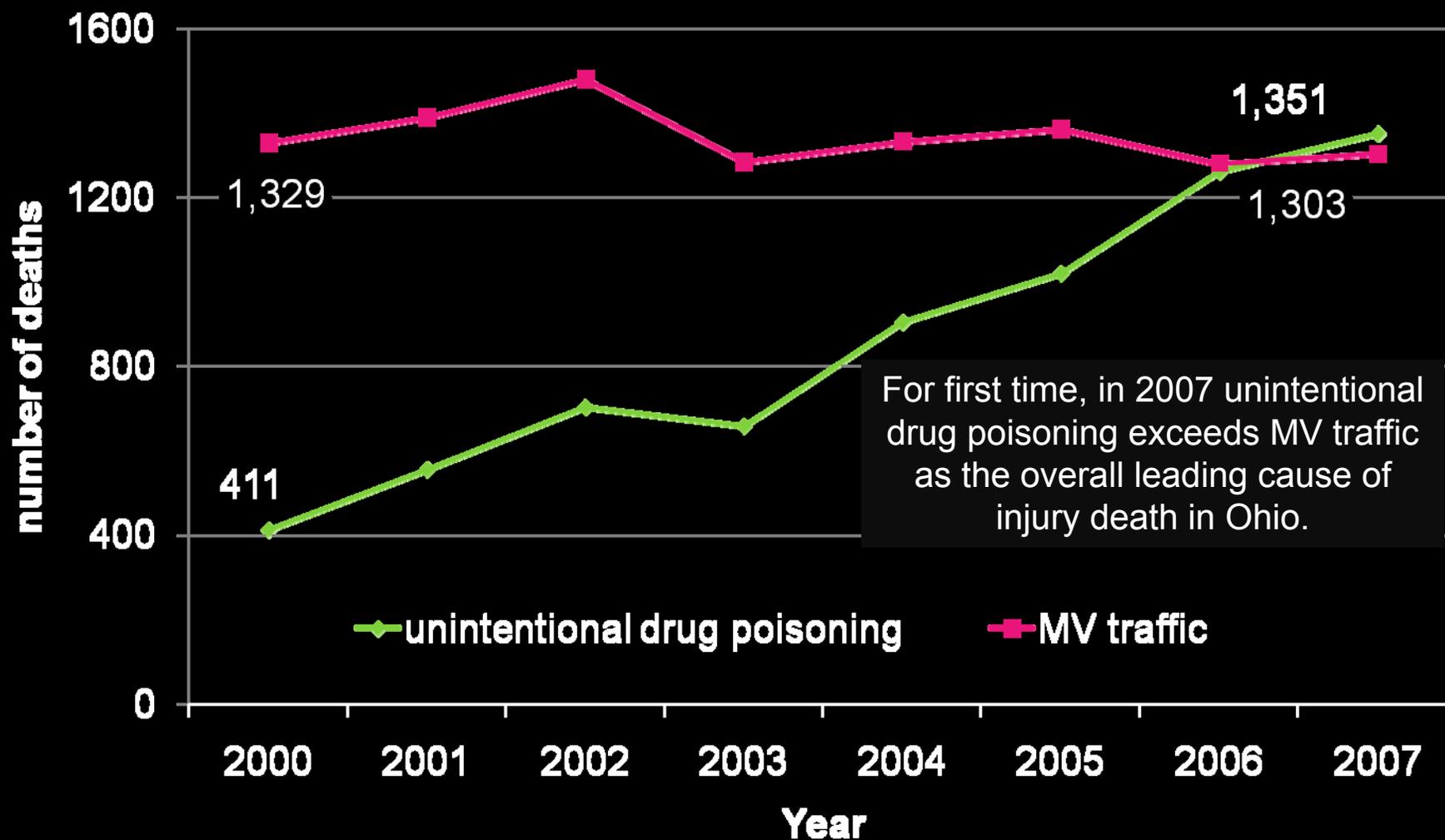
*Source: CDC WONDER

Number of U.S. deaths due to
unintentional drug overdoses
in 2005 exceeds that of
one large jet crash
every day for 2 months,
each killing 350 people



Number of deaths from MV traffic and unintentional drug poisonings by year, Ohio 2000-2007*

*Source: ODH Office of Vital Statistics



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

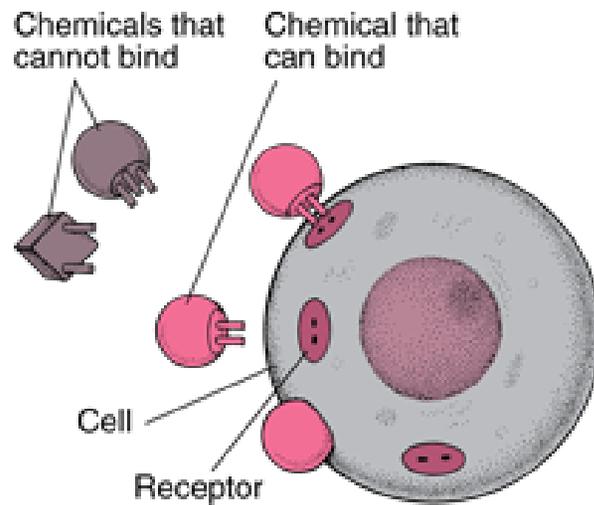
Educational Prevention Initiatives

The science of prescription drug abuse

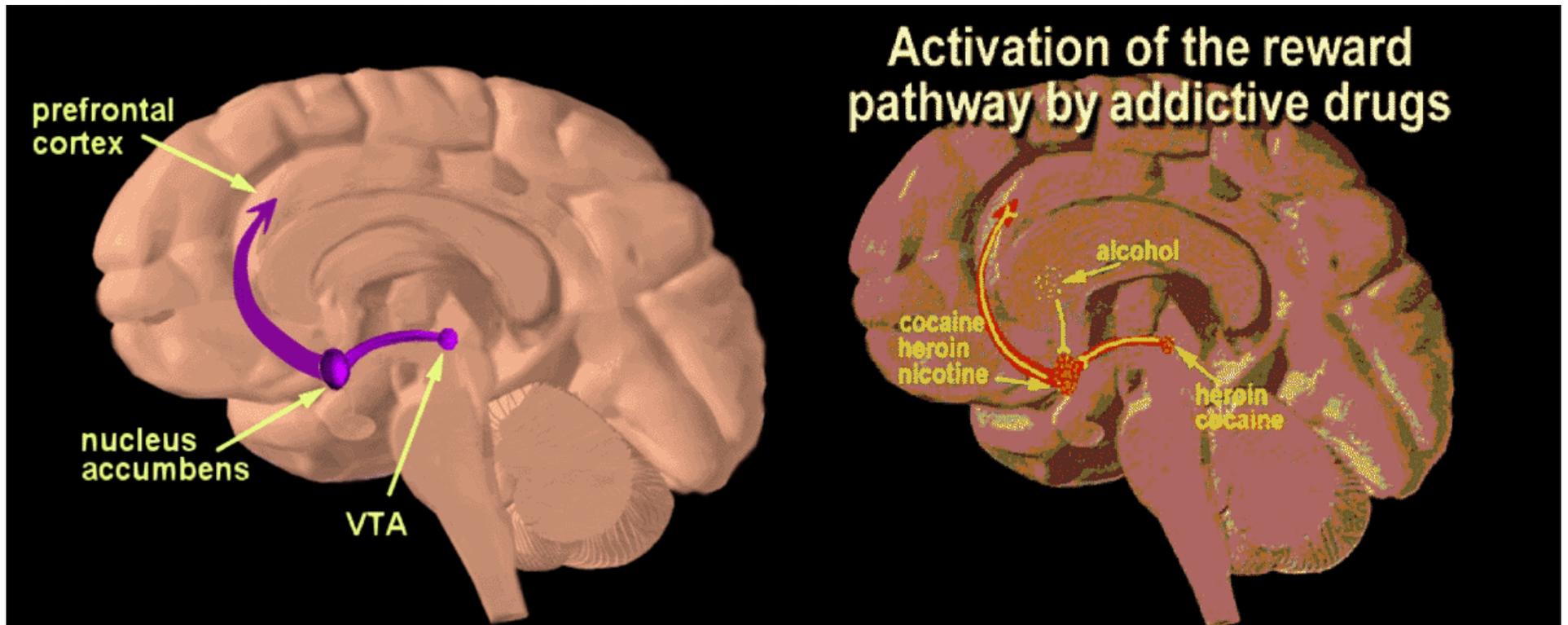
How can prescription drugs be
just as dangerous as “street” drugs?

Pharmacology 101:

How drugs work



Why some drugs are abused while others are not: the brain's reward pathway



Let's take a look at 3 street drugs

Heroin



Cocaine



Rohypnol

“roofie”

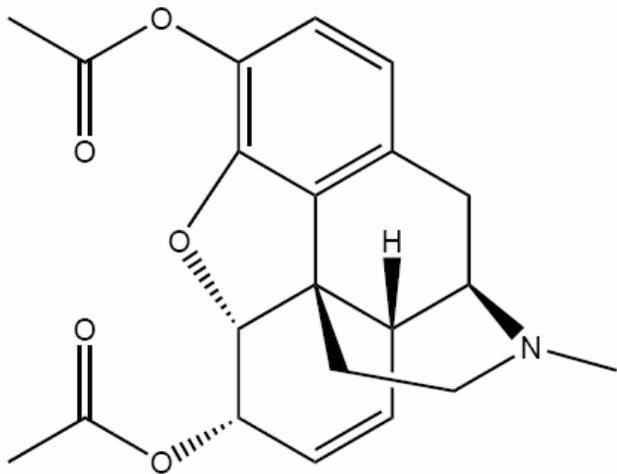


Heroin

(“smack, H, thunder, junk”)

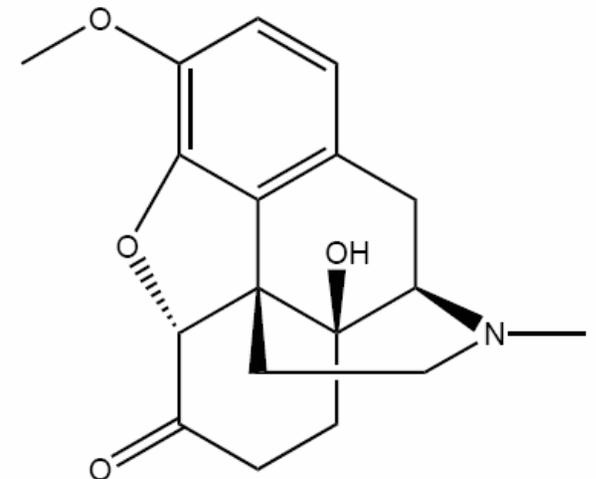


- Member of opioid family
- Binds to receptors in the brain to block pain
- Activates reward pathway



OxyContin[®]

(“OC’s, Oxy 80, Cotton, Hillbilly Heroin”)



Opioid intoxication effects:

Heroin AND OxyContin[®]

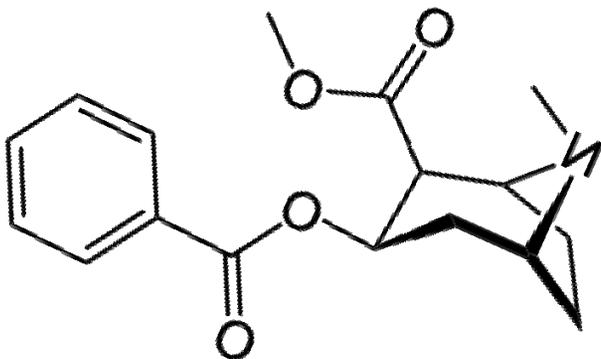
- Drowsiness
- Constipation
- Confusion
- Sedation
- Slowed breathing
- Coma
- Death

Cocaine

(“Coke, blow, nose candy”)

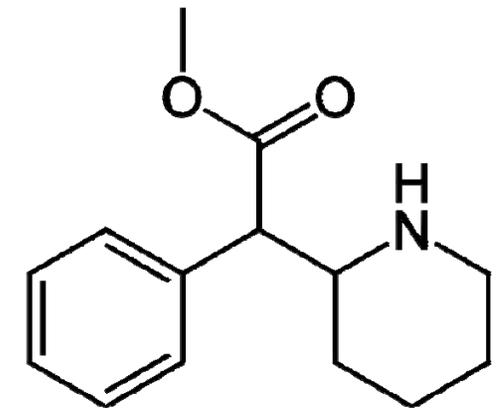


- Stimulant
- Enhances dopamine signaling in the brain
- Activates reward pathway



Ritalin®

(“Vitamin R, Study drugs”)



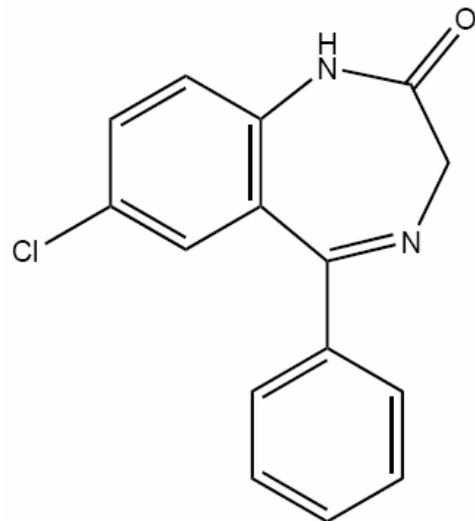
Stimulant intoxication effects:

Cocaine AND Ritalin®

- Increased heart rate
- Increased blood pressure
- Rapid or irregular heart rate
- Nervousness
- Insomnia
- Heart failure

Rohypnol

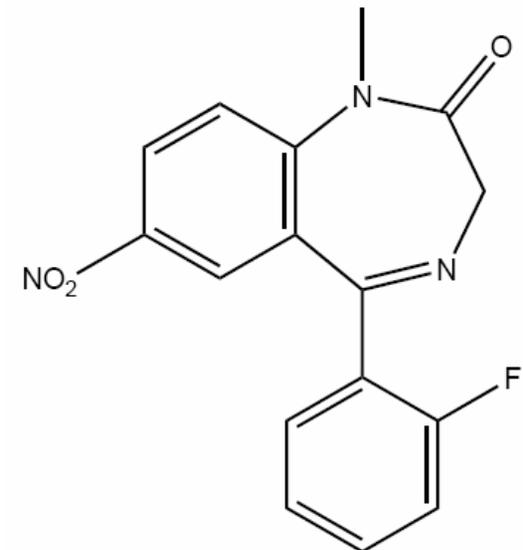
(“Roofies”)



- Depressant
- Act on specific receptors in the brain to produce drowsy or calming effect
- Activates reward pathway

Valium®

(“Downers, nerve pills, V”)



Depressant intoxication effects:

Rohypnol AND Valium®

- Slowed pulse and breathing
- Lowered blood pressure
- Confusion
- Impaired coordination, memory, judgment
- Respiratory arrest
- Death

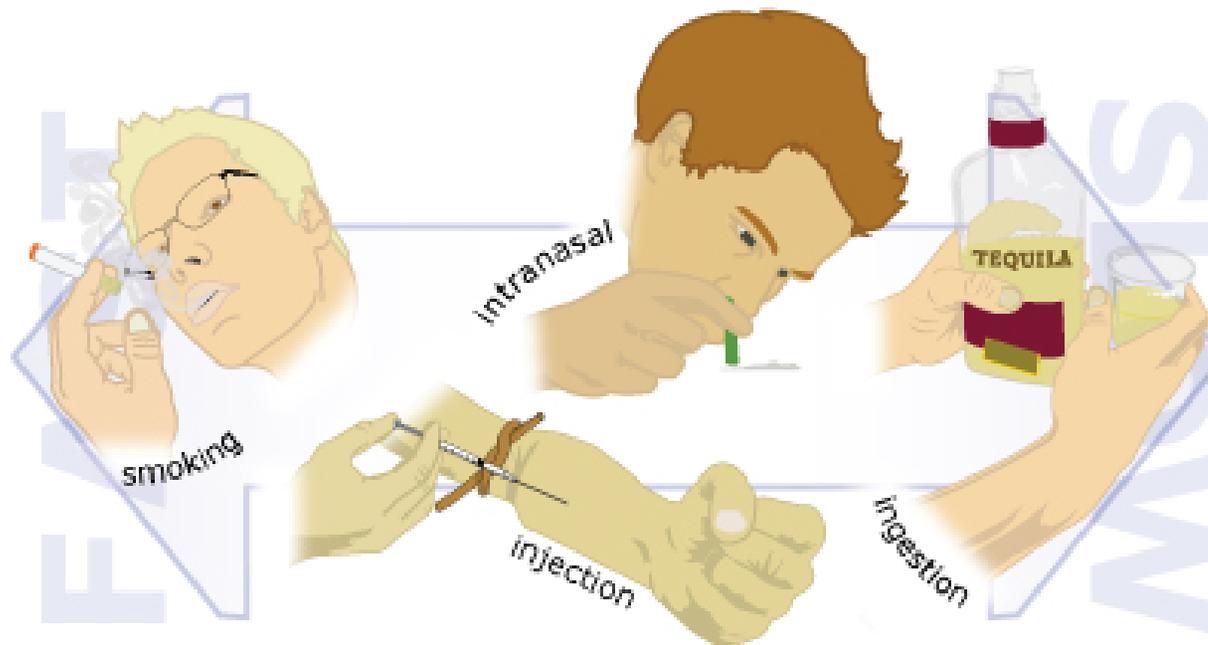
Pharming Parties (aka “trail mixing”)

1. Everyone brings Rx drugs
2. Pills are placed in bowl
3. Participants grab ‘handful’ of pills

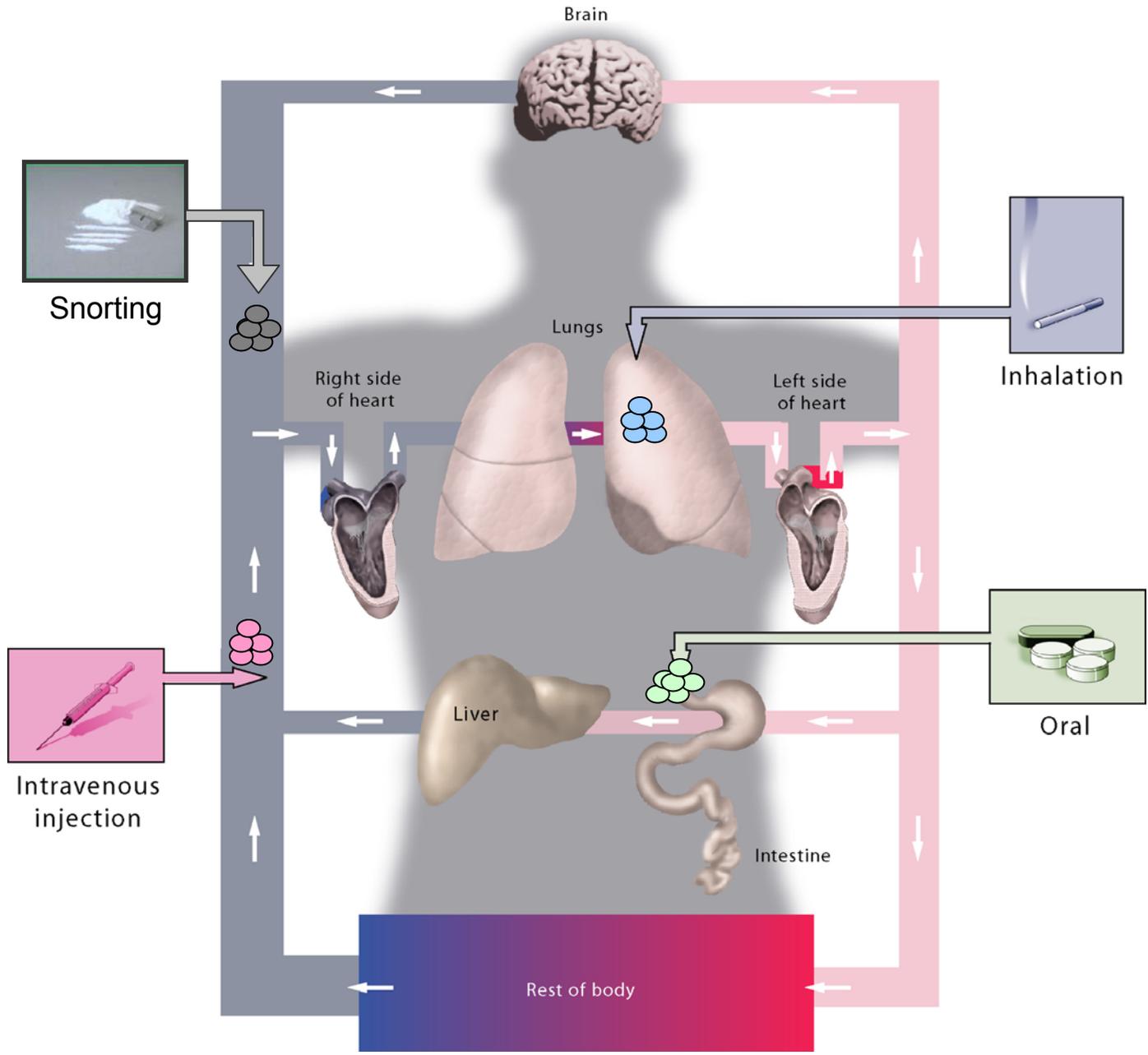
Can you predict what can happen?

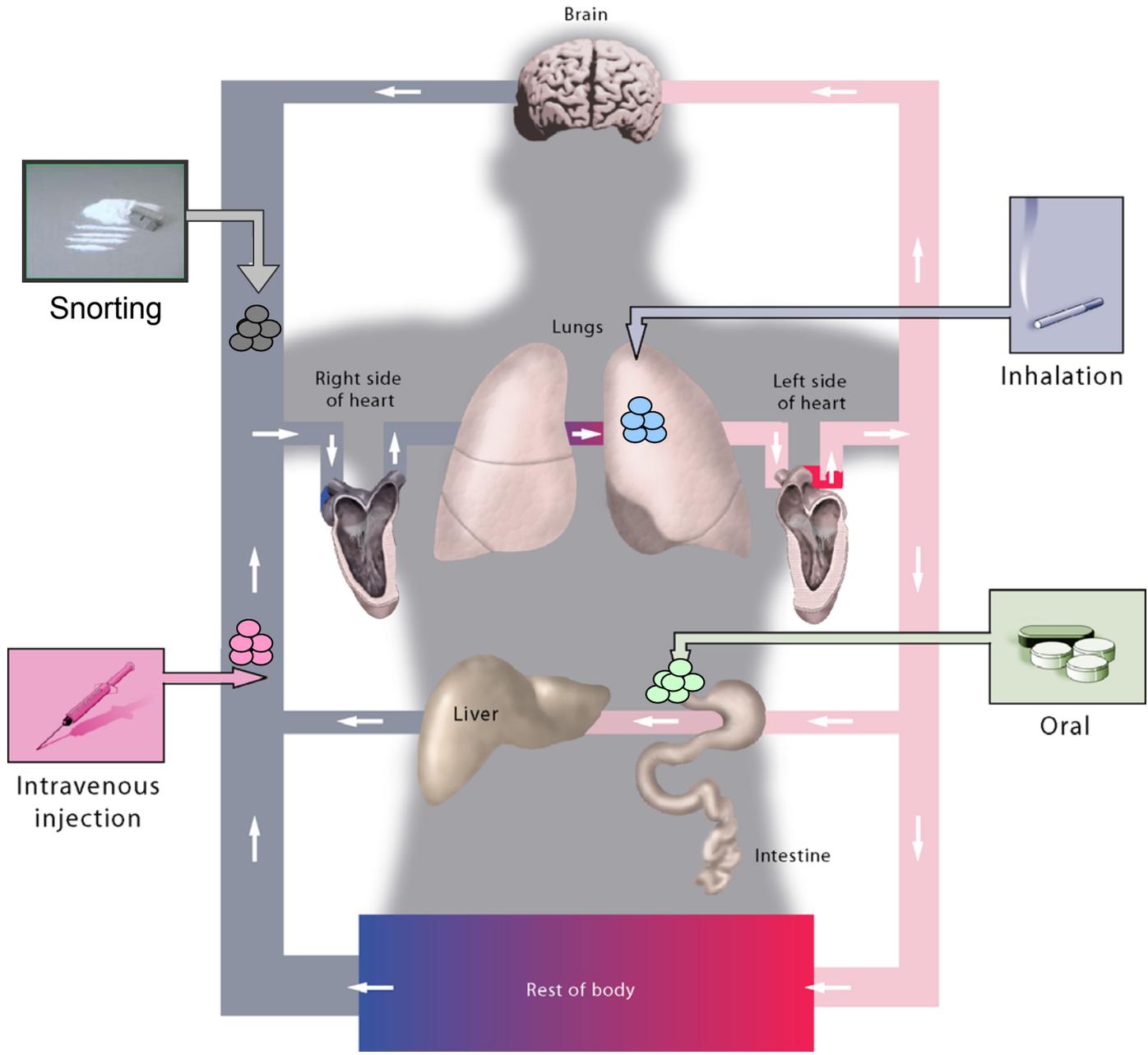


Method of administration affects abuse potential



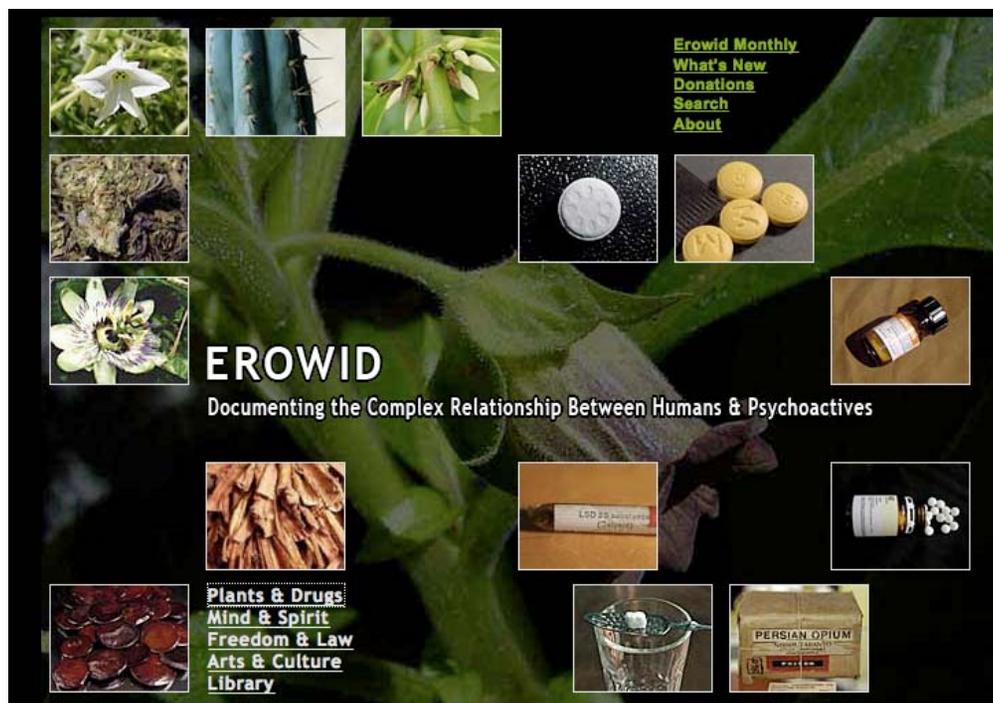
The faster the drug reaches the brain,
the higher its addiction potential.



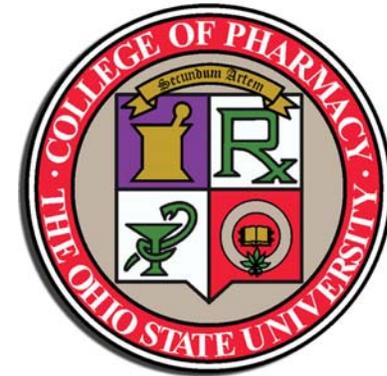


Where are they getting their (mis)information?

- An abuser's experience with oxycodone



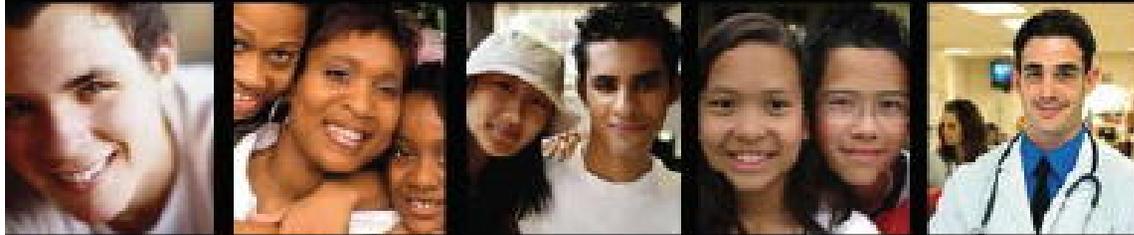
Community Resources for Prescription Drug Abuse Prevention





Who knew Grandma kept a stash!

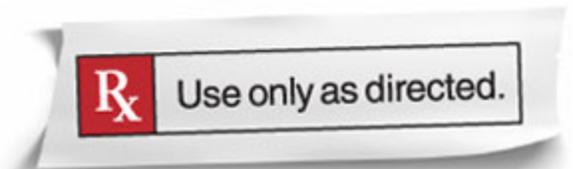
D.A.R.E. Helping Communities Respond to Rx and OTC Abuse



Introducing New Programs created by experts, for all students and parents. To get started contact your local D.A.R.E. Program *today.*




*National
Association of
School Nurses*



A Utah Department of Health Program

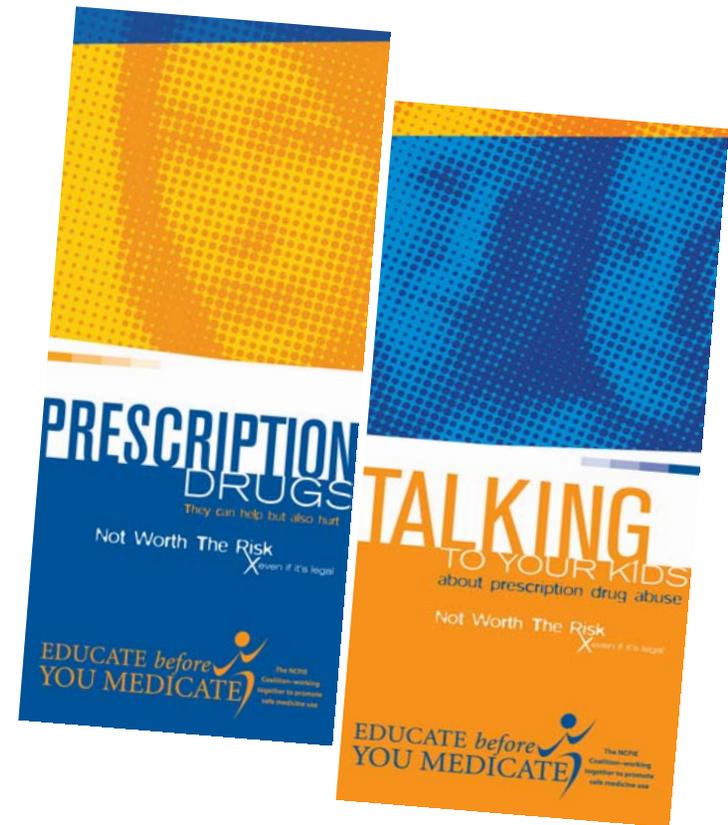


NCPIE Initiatives

“Not Worth the Risk – Even If It’s Legal”

Goals:

- Educate teens about the dangers of prescription drug abuse
- Educate parents about the dangers of teens misusing prescription drugs, the prevalence and what they can do as parents to prevent it
- Help protect health and welfare of teens



Two brochures

- Youth
- Parents

“Maximizing Your Role as a Teen Influencer: What You Can Do To Prevent Teen Prescription Drug Abuse”

What do we mean by “influencer?”

- “Natural,” credible mentors - - (e.g., as in pharmacy practitioners & students)
- Can take advantage of everyday opportunities to interact with teens / peers, opportunities for teachable moments, to incorporate prevention messages where teens are (e.g., schools, sports teams, extracurricular / after school activities)

Not Worth The Risk
X even if it's legal

The toolkit and materials aim to:

- **Educate** teen influencers about teen prescription drug abuse:
 - Extent of problem
 - Teen motivation
 - Teen access to drugs
 - Warning signs and symptoms of abuse.
- **Dispel popular myths** about prescription drug use and abuse.
- **Reinforce influencers' powerful educational role**
- **Promote** healthy alternatives.
- Provide tips for identifying **teachable moments**.
- **Inspire** action against prescription drug abuse

[November 5, 2009 Contact: Ray Bullman, 301-340-3940 Amanda Crowe, 203-829-6219 Campaign Launches to Sound Alarm about the Misuse of Prescription Drugs Among Teens New Resources Equip Parents, Teachers, Coaches, Health Professionals and Other Teen Influencers with Tools to Prevent Teens from Abusing Prescription Drugs]

Maximizing Your Role as a Teen Influencer: *What You Can Do To Help Prevent Teen Prescription Drug Abuse*



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

EDUCATE *before*
YOU MEDICATE

National Council on Patient Information and Education
www.talkaboutrx.org

The NCPIE
Coalition-working
together to promote
safe medicine use

Not Worth The Risk
X even if it's legal

- Comprehensive online resource:
 - Complete workshop module
 - Credible information
 - Turn-key educational
- Who can present?

Parents, grandparents, teachers, coaches, counselors, community and school-based healthcare providers, PTA groups and others

Maximizing Your Role as a Teen Influencer: *What You Can Do To Help Prevent Teen Prescription Drug Abuse*



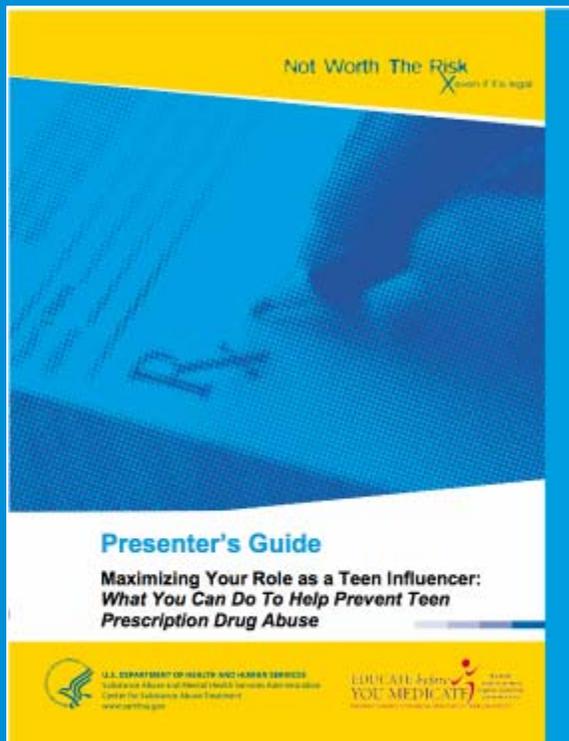
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YOU MEDICATE

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The NCPIE
Coalition-working
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safe medicine use

Download: Presenter's Guide



Role Playing Scenarios

To tailor audience and number of attendees, you will want to select scenarios to make your workshop more engaging and interactive. It gives attendees a chance to translate what they are learning into how they would respond to different situations. It gives them the opportunity to share effective strategies to educate teens about the dangers of prescription drugs, dispel myths and help move teens toward positive decision-making behaviors.

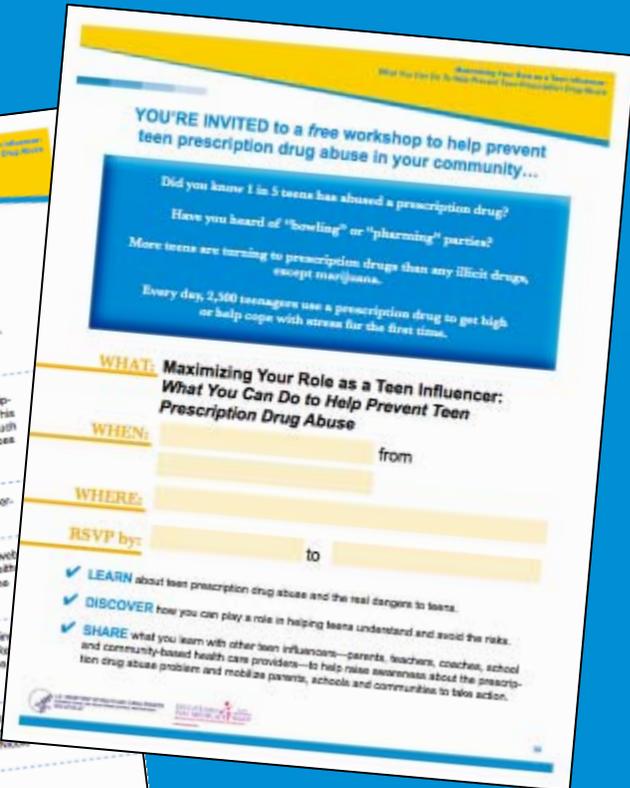
Scenario 1: Your 15-year-old patient asks you about getting a prescription that can help him perform better in school. He says that he's tried this medication a few times and that it really made a difference in how much he got done. Based on your history with this patient, you know that he does not have any other condition that makes this drug medically necessary.

Scenario 2: Your son comes home after school and doesn't know you're there. You overheard him talking casually with his friends about prescription drugs.

Scenario 3: You notice on your Internet site history that someone has visited several websites that offer easy access to prescription medications like pain relievers. Your partner has researched this information. Your kids have access to the Internet after school.

Scenario 4: You are a parent. You have a chronic pain condition, and you've been keeping a pain medication in your home medicine cabinet for several years. You have noticed that some pills have been disappearing from the bottle. You have never discussed this with anyone living in your home.

Scenario 5: You are a parent/teacher/adult. You are watching a popular movie or TV show with your child. Some of the characters are joking about celebrities who abuse prescription drugs (for example, Rush Limbaugh, Michael Jackson, Heath Ledger, Ella or Anna Friel, or Smith).



Download: Brochures and Handouts

Most students use prescription drugs properly, but nearly one in five teens reports abusing them to get high. By their sophomore year in college, about half of all students have been offered the opportunity to abuse a prescription drug.

Consider these facts:

- Teens are engaging in dangerous activities, such as crushing pills, then snorting or injecting their contents. They also combine them with alcohol or illicit drugs. At "pharming parties," they may dump a variety of drugs in a bowl and take them without knowing what they are.
- Teens most commonly abuse pain relievers (e.g., OxyContin® and Vicodin®), stimulants (e.g., Ritalin® and Adderall®), and sedatives and tranquilizers (e.g., Valium® and Xanax®).
- It is surprisingly easy for teens to gain access to prescription drugs from their families' medicine cabinets, a friend's purse, and even a schoolmate's locker!
- Young people sometimes illegally order controlled prescription drugs from illegal Web sites.

Please remember that prescription medicines, when used correctly and under a doctor's supervision, are safe and effective.

Additional Resources

Substance Abuse and Mental Health Services Administration (SAMHSA)
 SAMHSA's Health Information Network (SHIN)
 1-877-SAMHSA-7 (1-877-726-4727)
www.SAMHSA.gov/shin

Substance Abuse and Mental Health Services Administration (SAMHSA)
 Center for Substance Abuse Treatment (CSAT)
 240-276-2760
www.csat.samhsa.gov

SAMHSA's National Helpline
 800-662-HELP (800-662-4357) (Toll-Free)
 (English and Spanish)
 800-487-4889 (TDD) (Toll-Free)
 Substance Abuse Treatment Facility Locator:
 240-276-2548
www.samhsa.gov/treatment

National Institute on Drug Abuse (NIDA)
www.nida.nih.gov/parent-teacher.html

National Council on Patient Information and Education (NCPIE)
 301-656-8565
www.talkaboutit.org

Drug Enforcement Agency (DEA)
www.getsmaraboutdrugs.com

National Association of School Nurses (NASN)
 240-921-1130
www.nasn.org

This brochure was prepared under contract number 270-03-9001 through the Office of Consumer Affairs in the Center for Substance Abuse Treatment (CSAT), Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services.



Not Worth The Risk
 X even if it's legal



AN IMPORTANT LESSON:
 helping students avoid prescription drug abuse

SMA # 03-4446



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 Substance Abuse and Mental Health Services Administration
 Center for Substance Abuse Treatment
www.samhsa.gov

What do
educators
 need to know?

You care about your students, and you know them as well as anyone. But did you know that while rates of drug abuse are down overall, more and more teens are abusing prescription drugs today?



Generation Rx

Preventing the Misuse and Abuse
of Prescription Medications

Presenters

Larry Schieber

Jessica Lineberger

July 24, 2010



Generation Rx – keep your family safe



There's a reason for the prescription

When
sharing
isn't caring.

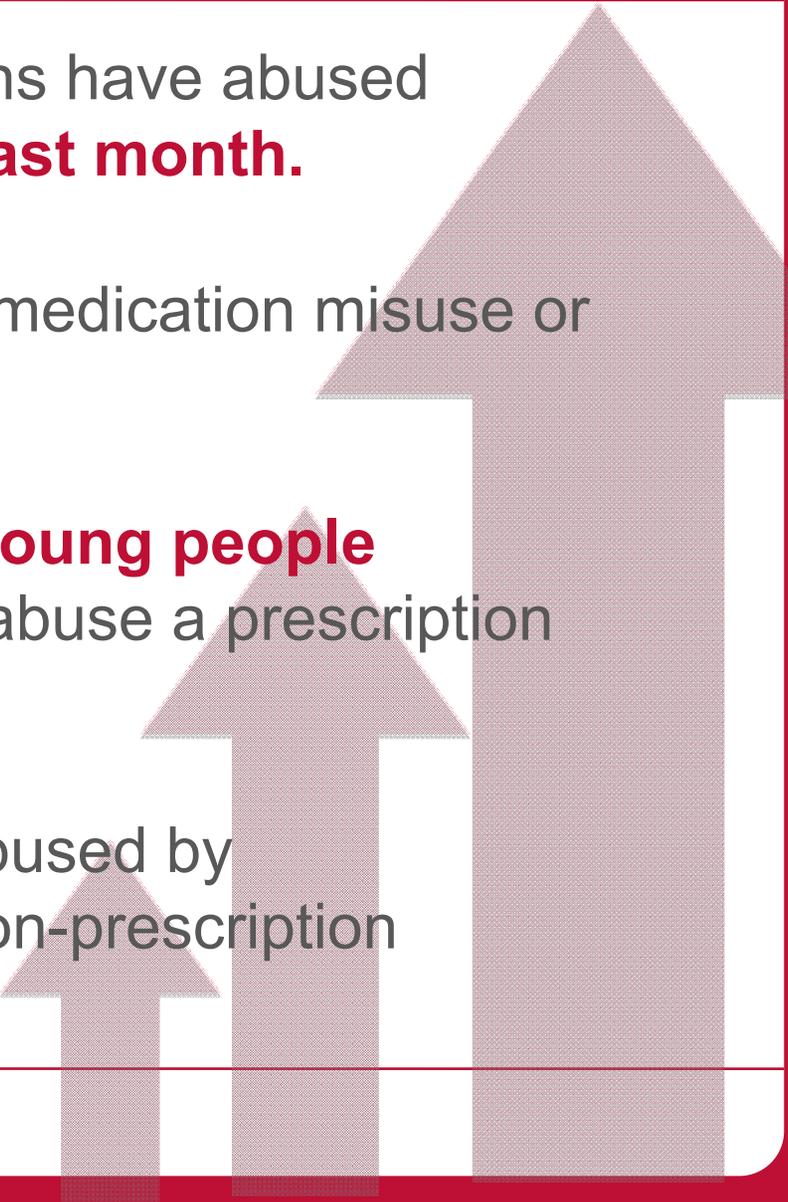


America's biggest drug problem
isn't on the streets...

...it's in our
medicine
cabinets.



Prescription medication abuse – on the rise

- Between 6 and 7 million Americans have abused prescription medications **in the past month.**
 - **Nearly 7,000 Americans** initiate medication misuse or abuse every day.
 - **Everyday**, approximately **2,500 young people** between 12 and 17 years of age abuse a prescription painkiller **for the first time.**
 - **Four out of the top five** drugs abused by 12th graders are prescription or non-prescription medications.
- 

Examples of frequently abused prescription medications

Painkillers

OxyContin[®], Vicodin[®]



Sedatives & tranquilizers

Valium[®], Xanax[®]



Stimulants

Adderall[®], Ritalin[®]



MYTH- prescription medications are *safer* than street drugs

- Majority of teens report that prescription drugs are **easier to get** than illegal drugs.
- Many believe that abusing prescription drugs is **much safer** than illegal “street” drugs.



MYTH- prescription medications are *safer* than street drugs

- Majority of teens report that prescription drugs are **easier to get** than illegal drugs.
- Many believe that abusing prescription drugs is **much safer** than illegal “street” drugs.



TR_xUTH – this myth is DEAD WRONG!

- Unintentional drug poisoning is now the **2nd leading cause** of accidental death in the U.S.

TR_xUTH and consequences

- Health, legal, social and **personal development** considerations.
- **Thousands of emergency department visits** every year are related to prescription medication misuse or abuse.
- Drug treatment admissions for prescription drug addictions have **increased dramatically** in recent years.



What can I do?

- **Store** prescription drugs safely and **dispose** of them properly.
- Participate in a **medication disposal day** in your community.
- **Avoid tendencies** to self-diagnose and self-prescribe.
- Model **safe medication-taking practices** for others.
- **Talk** with your family members, friends and neighbors.



Where can I learn more?

National Council on Patient Information and Education (www.talkaboutrx.org)

National Institute on Drug Abuse (www.nida.nih.gov)

Office of National Drug Control Policy (www.whitehousedrugpolicy.gov)

Parents.The Anti-Drug (www.theantidrug.com)

Partnership for a Drug-Free America (www.drugfree.org)

Stop Medicine Abuse (www.stopmedicineabuse.org) created by the Consumer Healthcare Products Association

Substance Abuse and Mental Health Services Administration
(www.samhsa.gov)

The Ohio State University College of Pharmacy Generation Rx Initiative
(www.pharmacy.ohio-state.edu/outreach/generation-rx)

Generation Rx

Preventing the Misuse and Abuse
of Prescription Medications

The GenerationRx Initiative is a trademark of The Ohio State University College of Pharmacy.

Developed by
The Ohio State University
College of Pharmacy



This program is made
possible with a grant from the
Cardinal Health Foundation.



GenerationRx

Preventing the Misuse and Abuse of Prescription Medications

Key Messages — Keep your family safe.

Prescription medications have many beneficial effects. When used under proper medical supervision, they can help us live longer and healthier lives, but any medication can produce adverse effects — especially when misused or abused.

- There's a reason for the prescription — when sharing isn't caring.
- America's biggest drug problem isn't on the streets... it's in our medicine cabinets.
- Prescription medication abuse is on the rise. Examples of frequently abused prescription medications include:
 - prescription painkillers (e.g., OxyContin®, Vicodin®),
 - sedatives/tranquilizers (e.g., Valium®, Xanax®), and
 - stimulants (e.g., Adderall®, Ritalin®).
- MYTH — abusing prescription medications is safer than "street" drugs. **TRxUTH** — this myth is DEAD WRONG!
- **TRxUTH** and consequences — abusing prescription medications can lead to health, legal, social, and personal development problems.

Where can I learn more?

National Council on Patient Information and Education
(www.talkaboutrx.org)

National Institute on Drug Abuse
(www.nida.nih.gov)

Office of National Drug Control Policy
(www.whitehousedrugpolicy.gov)

Parents.The Anti-Drug
(www.theantidrug.com)

Partnership for a Drug-Free America
(www.drugfree.org)

Stop Medicine Abuse
(www.stopmedicineabuse.org/)

Substance Abuse and Mental Health Services Administration
(www.samhsa.gov)



pharmacy.osu.edu/outreach/generation-rx

This program is made possible with a grant from the Cardinal Health Foundation.



What can I do?

It is important to remember that there is a reason for the prescription.

- Prescription medications should only be used under medical supervision — avoid self-diagnosing and self-prescribing.
- Model this behavior to others and help educate them about the dangers of abusing prescription drugs.
- Store prescription drugs in locked and secure locations and dispose of medications properly or participate in a medication disposal day in your community.
- Talk with your kids, friends, and neighbors and consider making a presentation to a rotary, PTA, civic association or other groups about this issue.

GenerationRx

Preventing the Misuse and Abuse of Prescription Medications

Frequently Asked Questions

Which types of prescription medications are most commonly abused?

The types of medications most commonly abused are prescription painkillers (e.g., OxyContin®, Vicodin®), sedatives/tranquilizers (e.g., Valium®, Xanax®), and stimulants (e.g., Adderall®, Ritalin®).

Why would the government approve these medications, and why would doctors prescribe them, if they are not safe?

Prescription medications used properly under medical supervision have the ability to prevent or cure disease and alleviate symptoms, but any medication also has the potential for harm. That is why they require a prescription, so that a qualified health professional has evaluated the risks and benefits for their use in a specific patient and will monitor the outcomes of their use.

Why shouldn't I use someone else's prescription medications if I think I have the same condition?

Only a qualified health professional can appropriately diagnose disease and evaluate whether or not a specific medication is right for you. Everyone's condition and health statistics are different, therefore, what is right for one person may not be right for another.

What's wrong with using prescription stimulants to help me think more clearly?

Prescription stimulants can be very effective in treating appropriately-diagnosed conditions (e.g., ADHD). However, these types of drugs have potential negative health consequences, especially when used without medical supervision. Furthermore, while they can clearly help a person focus more intently on their work, there is no evidence that they enhance learning. In addition, it is against federal laws to obtain these medications without a prescription.

Are non-prescription medications of concern?

Any medication has the potential to help us live better lives if used appropriately, but they also have the potential to do harm. Non-prescription medications are no exception and should only be used as directed. The ingredients of some non-prescription medications (e.g., cough & cold medications containing dextromethorphan) are sometimes abused for the feelings they cause, and poison control center calls as well as emergency department visits relating to these products have increased significantly as a result.



**FIGHTING PRESCRIPTION
DRUG ABUSE
in Your Community**



Youth Education Tools



GenerationRx
Preventing the Misuse and Abuse of Prescription Medications

YOUTH program
Toolkit

A Toolkit for Teens

Prescription medications are becoming a part of daily life for many teens. In the past few years, among our nation's youth, use in five years has almost doubled. As a result, unintentional drug overdoses, the majority of which are due to prescription drugs, are now the second leading cause of accidental death in the U.S. In 16 states and the District of Columbia, it is the leading cause of accidental death. This troubling phenomenon is fueled by several things. First, teens may have relatively easy access to prescription medications from family and friends. In addition, they often have inaccurate perceptions relating to the safety and legitimacy of using medications for non-medical purposes. And our drug-taking culture, in which we expect such help and have easy access to information about medications, reinforces these behaviors.

To some degree, this may be a different kind of drug abuse which calls for different approaches to educational prevention. For while abusing prescription drugs for mood alteration, or to get "high," is still an important topic for prevention, critical reasons for misusing or abusing prescription medications also include issues of self-diagnosing and self-prescribing. Young people often use prescription drugs to manage their lives, with little understanding of the potential health, social, legal and professional development consequences of doing so.

This toolkit is designed to provide resources for educating teens about these issues. It is dynamic and will be regularly updated to provide the best tools for prescription drug misuse or abusing prevention. We have suggested the toolkit to provide prevention tools, activities, and small acts that are important to young people. Other adults or peers may also share these important prevention messages. We believe that peer-to-peer prevention efforts, when supported with accurate and important information and training, are perhaps the most powerful means of getting these messages to youth.

In some cases, teachers may wish to combine these materials to students. Other adults or peers may also share these important prevention messages. We believe that peer-to-peer prevention efforts, when supported with accurate and important information and training, are perhaps the most powerful means of getting these messages to youth.

When follows is a brief discussion of appropriate approaches to educating teens about the dangers of misusing or abusing prescription drugs, including models which address these principles. Resources for learning more about prescription drug abuse and its prevention are provided, and selected resources for youth prevention efforts are provided. These resources are available at www.cardinalhealth.com/GenerationRx and www.pharm.org/education/youthprevention.

National Survey on Drug Use and Health Substance Abuse and Mental Health Services Administration
© 2010 American Pharmacists Association
Cardinal Health is a member of The Cardinal Health Companies
This program is made possible in part by a grant from the Cardinal Health Foundation

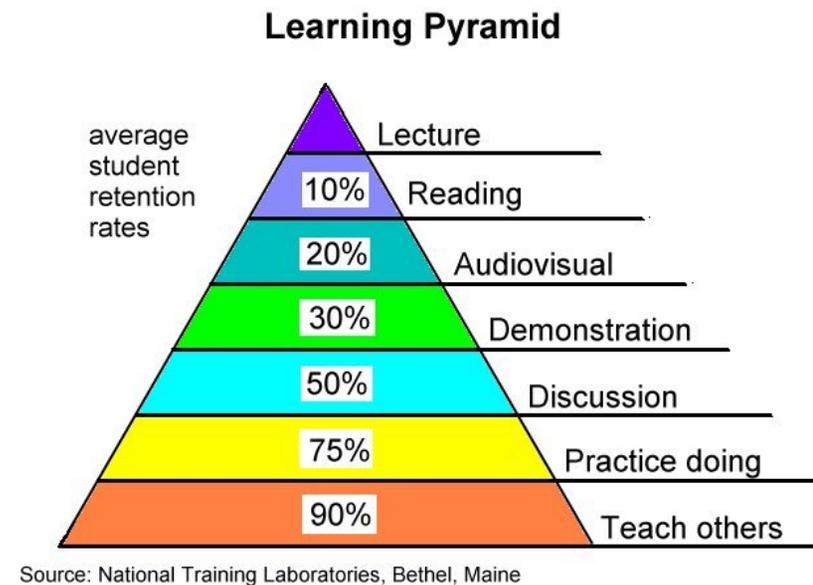
In the U.S., the abuse of prescription drugs now exceeds the abuse of methamphetamine, cocaine, heroin, and ecstasy combined.

STOP Young people in particular often feel pressure to abuse these drugs.

Get the TRxUTH

Youth: not your average audience

- Inherent interest in drug topics
- Need for creative delivery
 - Attention span
 - Retention



A toolkit for youth education

- A collection of resources including:
 - Presentation files
 - Activities including games and skits
 - Visual aids
 - Advice
- Designed for youth audiences (aged 12-17)
- Available on the Generation Rx website

GenerationRx
Preventing the Misuse and Abuse
of Prescription Medications

YOUTH program

Toolkit

A Toolkit for Teens

Prescription medications are becoming drugs-of-abuse of choice, with seven million Americans abusing prescription painkillers, sedatives or stimulants in the past month.¹ Among our nation's youth, one in five teens has abused a prescription drug.² As a result, unintentional drug overdoses, the majority of which are due to prescription drugs, are now the second leading cause of accidental death in the U.S. In 16 states and the District of Columbia, it is the leading cause of accidental death!³ This troubling phenomenon is fueled by several things. First, teens may have relatively easy access to prescription medications from family and friends. In addition, they often have inaccurate perceptions relating to the safety and legality of using medications for non-medical purposes. And our drug-taking culture, in which we expect quick fixes and have easy access to information about medications, underlies these behaviors.

To some degree, this may be a different kind of drug abuse which calls for different approaches to educational prevention. For while abusing prescription drugs for mood alteration, or to get "high," is still an important focus for prevention, critical reasons for misusing or abusing prescription medications also include issues of self-diagnosing and self-prescribing. Young people often use prescription drugs to manage their lives, with little understanding of the potential health, social, legal and professional development consequences of doing so.

This toolkit is designed to provide resources for educating teens about these issues. It is dynamic and will be regularly updated to provide the best tools for prescription drug abuse prevention. We have organized the toolkit to provide presentation tools, activities, and visual aids. These materials could be delivered in formal educational settings, after school programming, youth organizations, or other contexts.

In some cases, teachers may wish to introduce these materials to students. Other adults or peers may also deliver these important prevention messages. We believe that peer-to-peer prevention efforts, when supported with accurate and appropriate information and training, are perhaps the most powerful means of getting these messages to youth.

What follows is a brief discussion of appropriate approaches to educating teens about the dangers of misusing or abusing prescription drugs, including models which illustrate these principles. References for learning more about prescription drug abuse and its prevention are provided, and selected resources for youth prevention efforts are described. These resources are available at www.cardinalhealth.com/GenerationRx and pharmacy.osu.edu/outreach/generation-rx.

1 National Survey on Drug Use and Health (Substance Abuse and Mental Health Services Administration)
2 Partnership Attitude Tracking Study (Partnership for a Drug-Free America)
3 Centers for Disease Control and Prevention

The Generation Rx Initiative is a trademark of The Ohio State University College of Pharmacy.

pharmacy.osu.edu/outreach/generation-rx cardinalhealth.com/GenerationRx

  **American Pharmacists Association**
Improving medication use. Advancing patient care.

This program is made possible with a grant from the Cardinal Health Foundation. 

Discussion-based presentations

What do you think?

When **justifying** their prescription drug abuse, what reasons do teens give?

1. "Rx drugs can't be dangerous."
2. "Rx drugs can't be addictive."
3. "It's legal."
4. **All of the above**

GenerationRx
Preventing the Misuse and Abuse
of Prescription Medications

Youth program

Prescription and over-the-counter (OTC) medicines can help alleviate disease symptoms, prevent diseases from occurring, and save lives. When abused, medications can lead to health problems including injury, hospitalization, or even death. Many teens are now abusing prescription and OTC medications. And while "street" drug abuse has generally declined over the past decade, abuse of prescription and OTC medications is **on the rise**.

Why might teens abuse prescription and OTC medications?

What types of prescription medications are most prone to abuse?

What types of over-the-counter medications are most prone to abuse?

What are some possible health consequences of abusing prescription or OTC medications?

Besides health concerns, what are some other consequences of abusing prescription or OTC medications?

Did you know?

- Approximately 25% of drug-related **emergency department admissions** are due to the abuse of prescription or OTC medications.
- It is **against federal laws** to obtain prescription medications that are not prescribed for you.
- Many prescription medications are just as **addictive** as illicit drugs.
- **Unintentional drug overdose** is now the 2nd leading cause of accidental death in the U.S.! Prescription medications account for the vast majority of these overdoses.

America's biggest drug problem is not on the streets, it's in our medicine cabinets.

Games

Family Feud

YOUTH program

Opener questions

What is the second leading cause of accidental death in the United States just behind motor vehicle accidents?

Drug overdose, 95% of which are caused by prescription medications

Each day, how many teens abuse a prescription pain reliever for the very first time?

-2500

What is the common price teenagers spend to obtain prescription drugs?

FREE

Of the top five drugs most abused by 12th graders in the past year, how many are medications?

4 out of 5; they include Vicodin®, amphetamines, cough medicines and sedatives/tranquilizers

True or false: you can potentially serve jail time if you are caught using someone else's medications.

TRUE

True or false: It is ok to use someone else's prescription medications as long as you are using them for the same medical reasons (to reduce stress or relieve anxiety).

FALSE



Survey questions

What 3 drug-taking actions classify as prescription drug abuse?

- Taking a prescription drug for reasons other you're supposed to
- Taking more of a prescription drug than you're supposed to
- Taking someone else's prescription drug

What are the top 3 types of prescription drugs that are commonly abused? (Brand names of drugs count as correct answers)

- Painkillers (e.g., OxyContin, Percocet, Vicodin, Demerol)
- Depressants (e.g., Xanax, Valium, Ativan)
- Stimulants (e.g., Ritalin, Adderall)

What are the top 4 myths about prescription drug abuse?

- Prescription drugs must be safer than illegal "street" drugs.
- Prescription drugs cannot be addictive.
- Everyone is abusing prescription drugs, so why shouldn't I?
- Prescription drug abuse is legal.

What are the top 4 reasons that teens abuse prescription drugs?

- To study/get better grades
- To relax/relieve anxiety
- To get high
- Peer pressure

What are 5 potential consequences of abusing prescription drugs?

- Death/illness
- Addiction
- Conflict with friends and family
- Decline in school performance
- Legal consequences (e.g., fines, even jail time)

What are 4 ways that you can help to prevent prescription drug abuse?

- Tell your parents to lock the medicine cabinet or secure their prescription medications.
- Ask your parents to properly dispose unused or expired medications.
- Never share prescription medications.
- Promote awareness in your school and local community.

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 teens into groups of 3-8 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 facilitators or student volunteers as actors.

After introducing the content of Scene 2, read the assignment (on the last page) and allow the students to convene with their groups to develop and practice their Scene 1. After 10-15 minutes, re-convene everyone and begin the groups' performances of Scene 1. After the completion of all performances, allow students to comment 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 (who has just arrived)

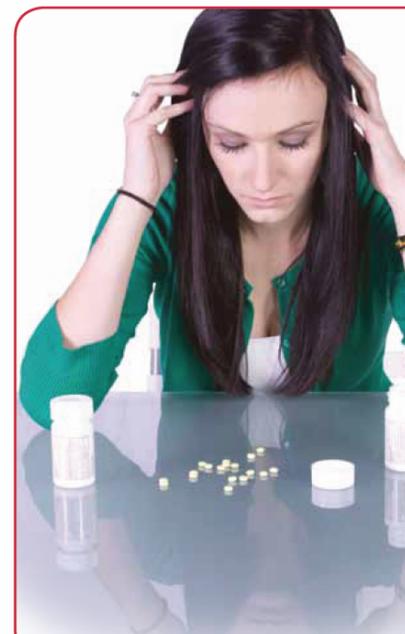
Mom: Jacky??

Jacky: Ohhh heyyyyy mom! (Jacky holding empty prescription drug bottle, stumbling with slurred speech)

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 this? Oxycodone? Oh my gosh! I'm calling poison control!!



Skits

Print visuals: Bulletin boards

In the U.S., the abuse of prescription drugs now exceeds the abuse of **methamphetamine, cocaine, heroin, and ecstasy** combined.



Young people in particular often feel pressure to abuse these drugs.

Get the TR_xUTH

MYTH:

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



FACT:

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

Get the TR_xUTH

Print visuals: Take-home handouts

GenerationRx
Preventing the Misuse and Abuse
of Prescription Medications

Prescription Drug Lingo

The names you haven't heard ...

Drug Name	Amphetamine [®]	Fentanyl [®]	Methadone [®]	Methamphetamine [®]	Ritalin [®]	Morphine [®]	OxyContin [®]	Vicodin [®]	Percocet [®]	Valium [®]	Xanax [®]	Adderall [®]
Street Name(s)	Benz	Dance fever	Amidone	Beannies	Vitamin R	Dreamer	40	Vike	Percs	Blues	Z-Bars	Beans
	Dominoes	Goodfellas	Fizzies	Bling bling	West Coast	Hows	Cotton	Watson387	512's	Drunk Pills	Bars	Christmas Trees
	Uppers	Incredible hulk		Blue devils		Mwww.S.	80	hydros	Roxys	Ludes	Footballs	Pep Pills
	Fives	Jackpot		Pink elephants		Miss Emma	Hillbilly heroin		Blue Dynamite		Handlebars	Bennies
	Pixies	Murder 8		Crink		Mister blue	Kicker		No Buffers		White Boys	Dexies
	Snap					Unkie	OCs					Uppers
	Sparklers						Os					
							Pills					

Prescription drug abuse is the second leading cause of accidental death in the U.S.

Help be the change.

Reduce the abuse of prescription drugs.



The Generation Rx Initiative is a trademark of The Ohio State University College of Pharmacy.

pharmacy.osu.edu/outreach/generation-rx

cardinalhealth.com/GenerationRx



This program is made possible
with a grant from the
Cardinal Health Foundation.



Keep in mind...

- Don't lecture.
- Do not glamorize prescription drug abuse.
- Do not suggest that everyone (or even a majority) of youth is abusing drugs.
- Use unbiased sources of information.

Youth: Audience, Partner, or Both?



**Do you know who is feeding
your child's addiction?**

YOU ARE

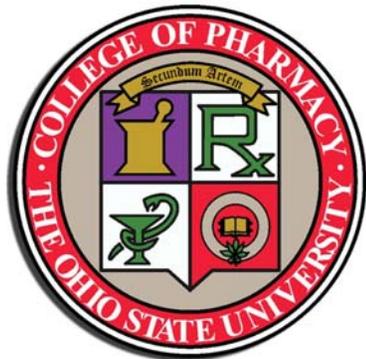
Rx DRUGS
Not yours. Not safe.

Logan Elm Local Schools
7th Grade Science-7th Period

The
Generation Rx
Initiative

***Collegiate Prescription Drug Abuse
Prevention Resources***

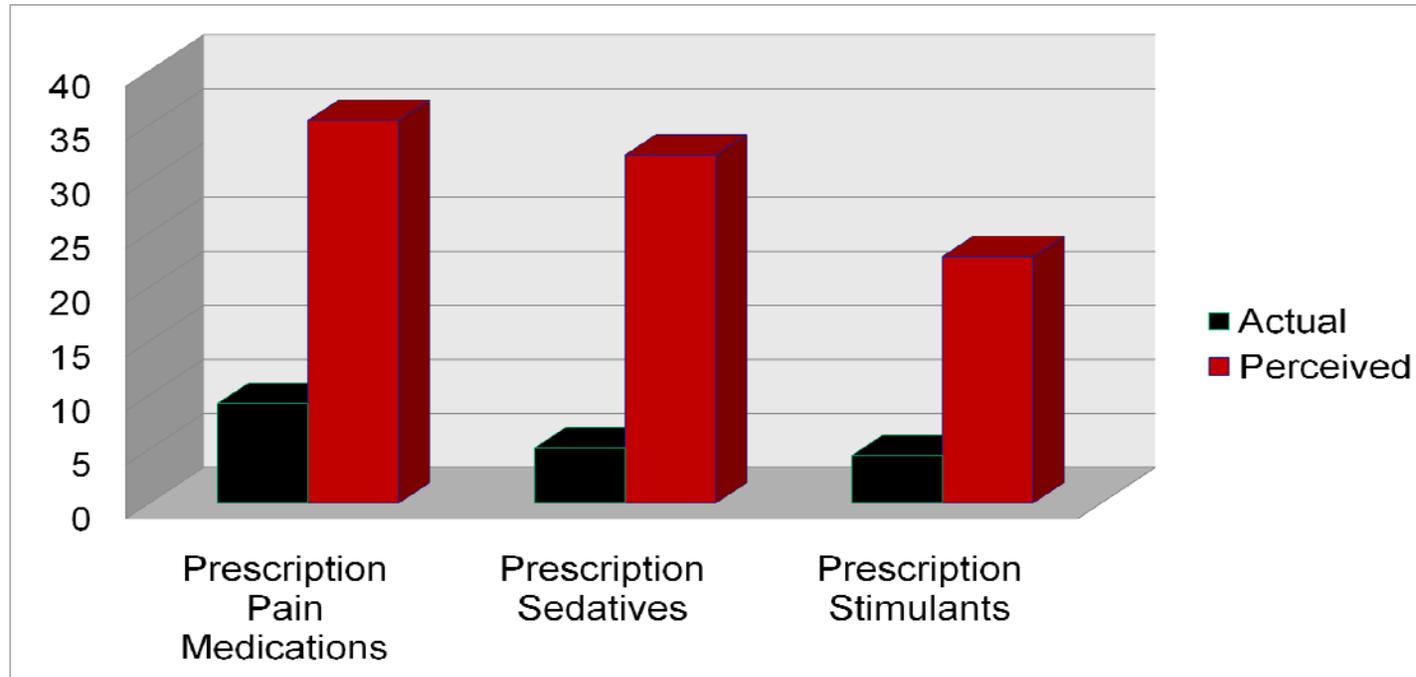
Kenneth M. Hale, R.Ph., Ph.D.



Social Norms, Pharmaceutical Populism, and the Abuse of Prescription Drugs by Students at the Ohio State University

Laura K. Whinnery
Advisors: Kenneth M. Hale & Xueli Wang

% Perceived Abuse vs. % Actual Abuse At Least Once Per Year



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



90%

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

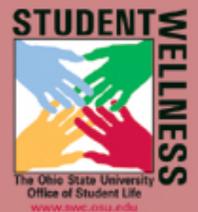
**Based on the results of the 2008 pilot study*



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*

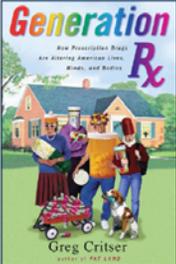


Reasons for Using Medications w/o Prescription (OSU Student Survey 2008-2009)

prescription pain medication		prescription sedatives		prescription stimulants	
To relieve pain	66%	To get to sleep	62%	To improve concentration	70%
To feel better	38%	To relieve anxiety	50%	To do better in school	64%
To get high	37%	To get high	28%	To increase alertness	62%
To relieve anxiety	31%	To feel better	22%	To see what it was like	31%
To get to sleep	27%	To see what it was like	18%	To get high	25%

Generation Rx and the Abuse of Medications in a Drug-Taking Society

fye **First-Year Success Series:**
**Generation Rx and the Abuse of Medications
in a Drug-Taking Society**



Greg Critser, the author of *Generation Rx: How Prescription Drugs are Altering American Lives, Minds, and Bodies* (2005, New York: Houghton Mifflin Co.), contends that each of us lives within a "tribe" in America's "Generation Rx." We have become more and more pharmaceuticalized at every age level. We have come to expect that there is a quick fix for almost any problem. And we are taking prescription and over-the-counter (OTC) medications at unprecedented rates.

These phenomena have health-related, as well as academic and economic consequences!

This workshop is designed to engage first-year college students in a discussion relating to the abuse of prescription and over-the-counter medications. We will explore the reasons for this abuse, the types of medications most prone to abuse, and the potential consequences of these behaviors. Our goal is to help students adopt healthy medication-taking behaviors, and we especially will seek to discourage the abuse of these potentially-harmful drugs. The workshop will conclude with a discussion of general guidelines for using medications safely and a description of resources for students to help them better understand these issues or to seek help if needed.



➤ First-Year Success Series

➤ Peer-Directed
(Student Society of Health-System Pharmacists)

➤ Discussion-Based

Pharming to Get By? The Truth About Abusing Prescription Stimulants

 *First-Year Success Series*

“Pharming to Get By?: The Truth About Abusing Prescription Stimulants”



- First-Year Success Series
- Peer-Directed (*Student National Pharmaceutical Association*)
- Skit- and Discussion-Based

Prescription Drug Abuse Prevention Bulletin Board Materials

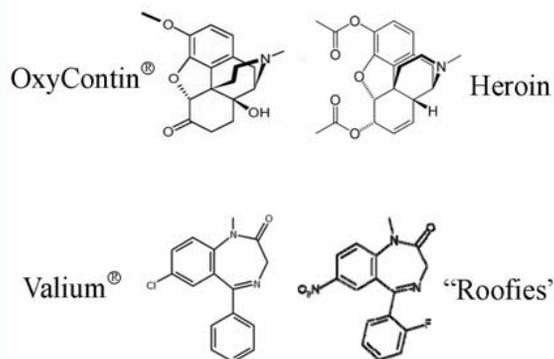
Medications are helpful
when used under
medical supervision...



but when used without
the guidance of a
health professional, it's a
prescription for disaster.

Get the TR_xUTH

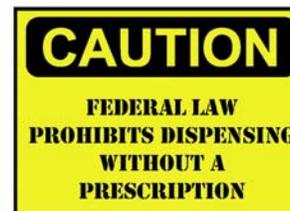
Take a look at their
chemical structures...



they're more similar
than you might think!

Get the TR_xUTH

Prescriptions are
not suggestions!



The government requires a
prescription for many
medications in order to reduce
the potential for harm —
Don't use someone else's
prescription medications.

Get the TR_xUTH

Dr. Nicole Kwiek, Ohio State University



InterACT Director, Robin Post – Student Director, Liam Cronin

InterACT & Generation Rx: Using Theatre to Promote Awareness About the Abuse of Prescription Drugs

- InterACT video
- Act 1-5 discussion questions, take-home messages & facilitator's notes
(developed by Dr. Molly Brown, Ohio State University)





**Partnerships for Collegiate
Prescription Drug Abuse Prevention**



Goals

- Raise awareness about prescription medication abuse and misuse in the college-age population
- Discuss factors that influence prescription drug abuse
- Discuss health and legal consequences
- Explain resources of the Generation Rx Initiative
- Share ideas to break through

Partnerships with interested colleges/universities
Resource and technical support

Generation Rx @ Ohio University



- POWER and the Pre-Pharmacy club worked on the skits through February.
- Incorporated OU prescription drug use data into the program.
- The skit covers:

Stimulants- (Adderall and Ritalin)

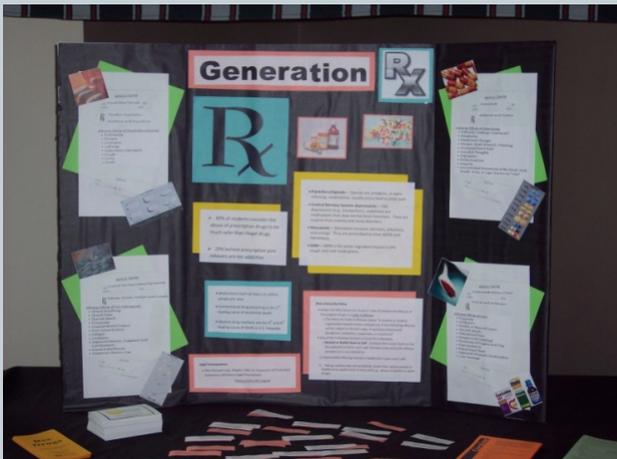
16 % of OU Students had taken with out a prescription

Depressants- (Xanax and Valium)

14% of OU Students had taken without a prescription

Opioids- (Vicodin and OxyContin)

22% of OU Students had taken without a prescription



Data from the 2009 Alcohol and Other Drug Survey

**Collegiate
Prescription Drug
Abuse Prevention
Resources**





This website provides medication safety and prescription drug abuse prevention resources for schools, colleges and communities. The goal of the Generation Rx Initiative is to enhance the public's understanding of medication safety issues in general, and those relating to prescription drug abuse in particular. The material to follow includes links to various external resources, as well as materials developed at the Ohio State University College of Pharmacy. Others are encouraged to use any of these materials that may be helpful. We are also interested in partnering with other groups to enhance medication safety and prescription drug abuse prevention.

Generation Rx Initiative News

Cardinal Health Foundation, The Ohio State University College of Pharmacy Partner to Educate Teens About Prescription Drug Abuse

Generation Rx Initiative featured in the fall 2010 issue of The Script

Cardinal Health features the Generation Rx Initiative at their 2010 Retail Business Conference in Denver.

Drs. Kwiek, Brown and Hale are joined by OSU BSPS and PharmD students to present prescription drug abuse prevention workshops.

OSU PharmD students work with Dr. Hale to present the Generation Rx Initiative

Seven first-year PharmD students provided an OTC medication safety workshop for approximately 150 8th graders in Pickaway County

Schieber Receives Award for Prescription Drug Abuse Outreach in the Community (PDF)

Cardinal Health Foundation, The Ohio State University College of Pharmacy Launch Online Toolkit to Empower Pharmacists, Community to Fight Rx Abuse (PDF)

Generation Rx Toolkits

Generation Rx: Preventing the Misuse and Abuse of Prescription Medications – Community Presentation Toolkit

Generation Rx: Preventing the Misuse and Abuse of Prescription Medications – A Toolkit for Teens

Generation Rx Collegiate Prescription Drug Abuse Prevention Tools



Contact Us:
generationrx@pharmacy.ohio-state.edu

Other Prescription Drug Abuse Prevention and Medication Safety Resources

[Resources for Elementary Students](#)

[Resources for Middle School Students](#)

[Resources for High School Students](#)

[Resources for College Students](#)

[Resources for Communities](#)

[Resources for Pharmacies](#)

[Prescription Drug Disposal Resources](#)

[Other Links and Prescription Drug Abuse Resources](#)

[Other Medication Safety Links and Resources](#)