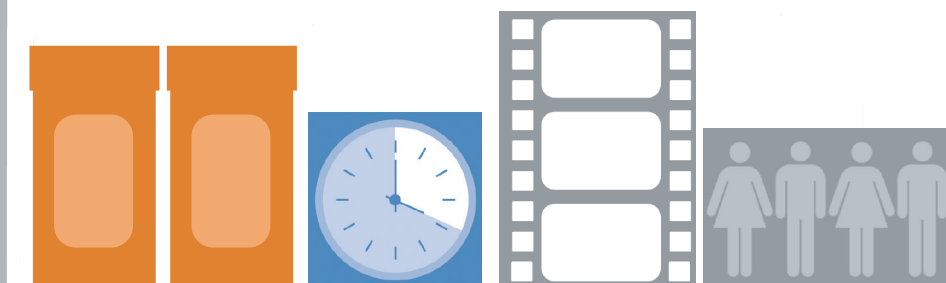




THE  
MEDICINE  
ABUSE  
PROJECT®



2013 Report



**In the second year of The Medicine Abuse Project**, our five-year initiative to prevent half a million teens from abusing prescription drugs and over-the-counter medicine by 2017, The Partnership continued to team up with doctors, partners, communities and families.

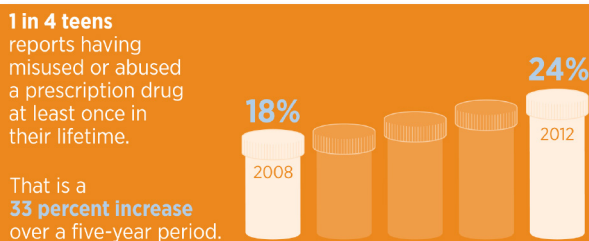
Among the highlights of the past year were a number of tools we created to raise awareness about medicine abuse and to motivate people to take steps to address this epidemic.

After a national competition, we worked with teen filmmaker Cyrus Stowe to create “Out of Reach,” a short documentary that captures the issue of prescription drug abuse through a teen’s eyes. We paired it with a special toolkit to help plan local screenings and inform discussions about the issue. It is generating conversation in nearly every state.

Working with ad agency Hill Holliday and actor/director Eric Stoltz, we created a series of new public service announcements asking people to safeguard their medications or, as the ad says, “Mind Your Meds.” Thanks to donated time and space from our dedicated media partners, the spot has aired over 2,400 times nationally and over 14,000 times on local TV stations.

[The Medicine Abuse Project](#) took on its first advocacy effort in 2013 and had an important victory. After learning that retailer Urban Outfitters was selling shot glasses and other products made to look like prescription pill bottles, we organized our Medicine Abuse Project community to weigh in with the company and tell them to stop glamorizing and normalizing this deadly behavior. The company eventually gave into the pressure and pulled their irresponsible products from their shelves and website.

### Teen Medicine Abuse: The Numbers

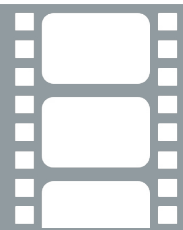


We published the results of our annual [Partnership Attitude Tracking Study \(PATS\)](#), which confirmed that teen abuse of prescription (Rx) drugs had increased 33 percent since 2008.

As part of our targeted public relations efforts, The Partnership secured an exclusive story with the Associated Press (AP) announcing the study results and touting the Drug Enforcement Administration’s (DEA) National Prescription Drug Take-Back Day.

With more than two billion media impressions, 3,000 total placements of the PATS story and the AP promoting the disposal event, the DEA reported that the April 27 Take-Back Day was one of the most successful on record and [collected 50 percent more](#) unused or expired Rx medicine than the prior event.

# “OUT OF REACH”



Teen filmmaker **Cyrus Stowe** was selected as the winner of our first-ever national film competition. Hosted by The Partnership and GenArt, an arts and entertainment organization, Cyrus worked with noted documentarian Tucker Capps to create "[Out of Reach](#)," a short documentary that captures the issue of prescription drug abuse through a teen's eyes.

The film premiered at the 18th Annual GenArt Film Festival in New York City in October, and was screened in Washington, DC for [partners](#) of The Medicine Abuse Project. Attendees at the Capitol Hill screening included the DEA, Centers for Disease Control and Prevention, Food and Drug Administration, National Institute of

Drug Abuse and key pharmaceutical partners. The film has been shown at numerous local events, including screenings in San Diego, CA; Denver, CO; Boise, ID; and New York, NY.

We used the film to educate and mobilize communities to take action against medicine abuse, pairing it with a special toolkit that helps anyone host a screening of the film. Nearly 300 people and organizations in 46 states have requested the film and accompanying toolkit, reaching thousands and encouraging even more meaningful conversations about preventing and responding to teen medicine abuse.



genart



(Clockwise from Top) Tucker Capps filming Cyrus Stowe interviewing two teenage girls; final shot from the film; (left to right) Capps and Stowe at the 18th Annual GenArt Film Festival; (left to right) Idaho Meth Project Executive Director Gina Heideman and Partnership Director of The Meth Project Courtney Gallo at a screening in Idaho.

# COMMUNICATIONS ACTIVITY

## Public Service Announcements



The Partnership collaborated with Hill Holliday, a Boston-based advertising agency, on “Mind Your Meds,” our integrated pro-bono creative campaign that encourages parents to safeguard their medicine. Actor/director Eric Stoltz directed the TV spots, which portray an adult opening a bathroom cabinet for medication. When the mirrored door closes, the reflection is that

of a teenager, the message being, “Mind Your Meds”. The campaign had great exposure in a variety of media outlets including national and local TV (a), print (b), Times Square billboards (c), and online (d) generating over \$21 million in donated media and reaching 87 percent of all U.S. households an average of 19 times.





The Partnership's media partners generated over \$21 million in donated media.

Print



Digital



Broadcast





# Website

September 2013 marked the launch of the newly redesigned [Medicine Abuse Project's website](#), home of our pledge to #EndMedicineAbuse, now more than 8,000 signatures strong.

Redesigned by the digital team at Padilla CRT, the responsive site makes it easy for [parents/grandparents](#), [educators](#), [health care providers](#), [communities](#) and others to access the information they need to take action against medicine abuse. The site had hundreds of thousands of visits in 2013 alone.

## WEBSITE FEATURES

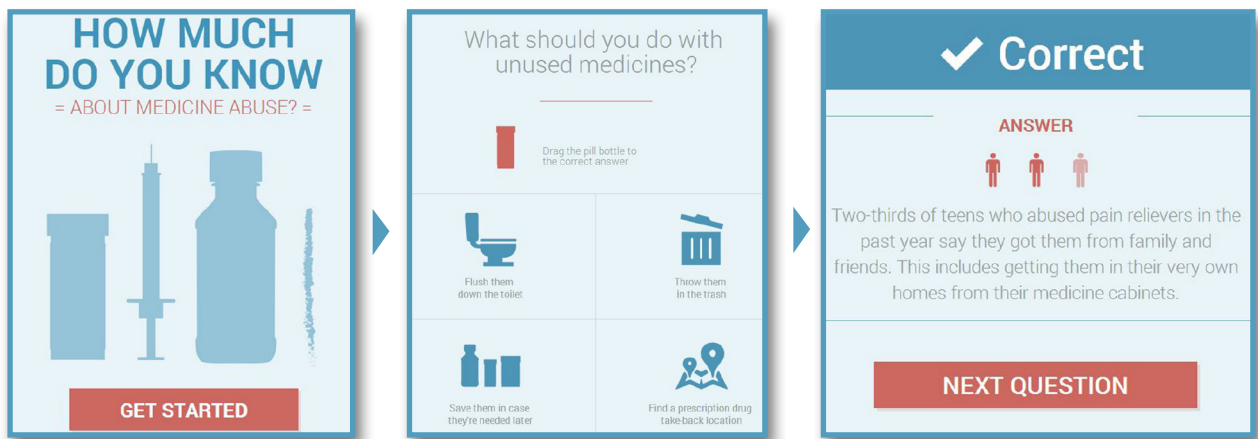
- Empowers visitors to take the [pledge to #EndMedicineAbuse](#)
- Provides information about safeguarding and disposing of medicine
- Contains a robust drug guide containing information about the prescription and over-the-counter drugs that teens are most commonly abusing

The screenshot shows the Medicine Abuse Project website with a blue navigation bar containing: HOME, THE PROBLEM, WHAT YOU CAN DO, STORIES, DRUG GUIDE, NEWS & EVENTS, DONATE. Below the navigation is a search filter bar with options: Default, Stories, Toolkits, News. The main content area features a large orange banner for a pledge: "I pledge to safeguard my medicines and to talk with my family about medicine abuse." with a form for "First Name" and "Email" and buttons for "TAKE THE PLEDGE" and "ABOUT THE PLEDGE". To the right of the banner is a "Recent News" section with an article titled "5 Signs Your Teen May Be Abusing Medicine" dated Mar 3, 2014. Below the banner are several smaller sections: "Protect Your Kids" (3 steps to safeguard your medicines), "MIND YOUR MEDS" (It's MIND YOUR MEDS week. Show your support >), "HOW MUCH DO YOU KNOW ABOUT MEDICINE ABUSE?" (Medicine Abuse Quiz), and "Out of Reach" (documentary). A video player at the bottom shows "Ronnie's Story". On the left side, there is a "Resources For:" section with links for Parents & Grandparents, Health Care Providers, Educators, and Communities & Law Enforcement. At the bottom left, there is a sign-up for monthly e-mail updates with a "Zip Code" field.



HYFN, a full-service digital media agency, donated their time and expertise to create an [interactive quiz for The Medicine Abuse Project](#) to test the knowledge of parents, health care providers and educators about teen prescription drug abuse. The quiz, ac-

cessed at [drugfree.org/Quiz](http://drugfree.org/Quiz), empowers adults to take action against the teen medicine abuse epidemic, imploring them to learn more about it, lock up their medicines and take the [pledge to #EndMedicineAbuse](#).



**THE MEDICINE ABUSE PROJECT: IN THE NEWS**

In 2013, The Medicine Abuse Project received over 163 earned media impressions. The Project was highlighted in the news as a result of strategic pitching of both the issue in general, and notable spokespersons like R&B star Mario Barrett, former NBA player Chris Herren and David Sheff, *The New York Times* best-selling author of *Clean: Overcoming Addiction and Ending America's Greatest Tragedy* and *Beautiful Boy*.

Coverage of the 2013 Partnership Attitude Tracking Study was picked up by the Associated Press, with an article focused on the need for parents to communicate the dangers of prescription drug abuse with their kids and the need to take action. This article was published in major publications like *Washington Post*, *Boston Herald* and *Yahoo! News*.

Some other notable media coverage of the issue and the Project included:

- An article about parent attitudes around medicine abuse in [Huffington Post Healthy Living](#)
- A [Huffington Post Business](#) piece highlighting our successful effort to [urge retailer Urban Outfitters](#) to discontinue the sale of prescription drug-themed products in their stores
- Interviews of Mario Barrett on *TheFix.com*, in [Essence](#) magazine and on [Examiner.com](#)





In May 2013, The Partnership learned that Urban Outfitters, a national retail store popular with teens, was selling pint glasses, flasks and shot glasses made to look like prescription pill bottles. Tongue-in-cheek products that normalize and promote prescription drug abuse reinforce the misperception about the dangers associated with abusing medicine and put more teens at risk. Therefore, we urged our supporters, online communities, partners and the public at large to ask Urban Outfitters to remove the products from their stores and website immediately.

We utilized our website to post articles with announcements and updates about our advocacy effort, and set up a Causes petition. We drafted audience-specific copy to describe our and parents' outrage and published them via our subscriber lists. These emails including information on how the reader could contact Urban Outfitters' CEO and PR Manager


(via mail, e-mail, phone and social media). We provided a sample letter, phone script and tweets that our subscribers could use. We utilized Facebook and Twitter to communicate daily updates with our online communities and enlisted our 60+ strategic partners and our National Parent Network to share the news about our effort with their own communities.

After nearly a month and a half of our advocacy efforts, [Urban Outfitters made a statement on Friday, June 14, 2013 via CNN online](#) that they would remove the prescription pill bottle-themed products from their stores and website.

Having trouble viewing this email? [View as a Web Page](#)

### Contact Urban Outfitters to Stop Selling Products that Promote Prescription Drug Abuse

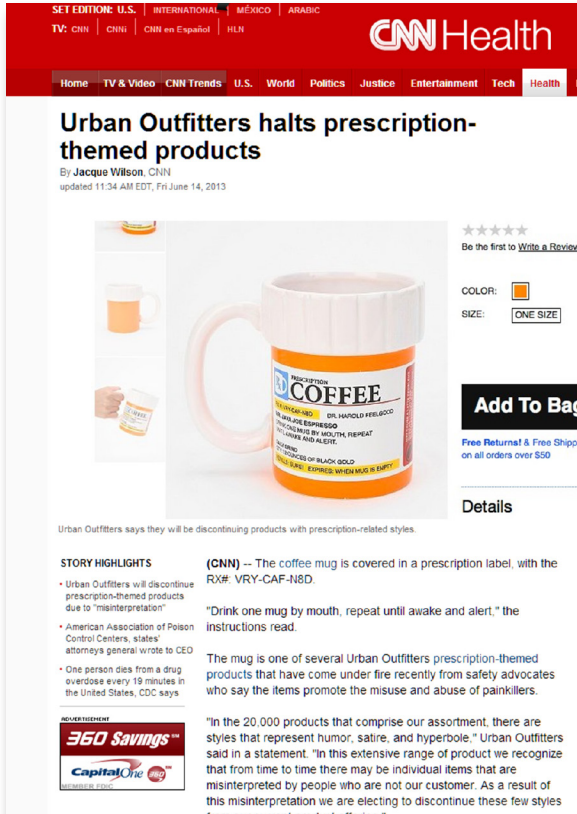
Urban Outfitters, the national retail store popular with teens, is currently selling [pint glasses](#), [flasks](#) and [shot glasses](#) made to look like prescription pill bottles. These products make light of prescription drug misuse and abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. Medicine abuse has increased 33 percent over the past five years with one in four teens having misused or abused a prescription drug in their lifetime. Combined with alcohol, the misuse and abuse of prescription medications can be especially dangerous, making the Urban Outfitter Rx pint and shot glasses and flasks even more disturbing.



As recent research from The Partnership at Drugfree.org shows, teens and parents alike do not understand the health risks associated with the [misuse and abuse of prescription drugs](#). In fact, more than a quarter of teens mistakenly believe that misusing and abusing prescription drugs is safer than using street drugs.

Tongue-in-cheek products that normalize and promote prescription drug abuse only serve to reinforce the misperception about the dangers associated with abusing medicine and put more teens at risk.

**Ask Urban Outfitters to remove these products from their stores and website immediately.**



SET EDITOR: U.S. | INTERNATIONAL | MEXICO | ARABIC  
TV: CHN | CHN | CNN en Español | HLN

**CNN Health**

Home TV & Video CNN Trends U.S. World Politics Justice Entertainment Tech Health

## Urban Outfitters halts prescription-themed products

By **Jacque Wilson**, CNN  
updated 11:34 AM EDT, Fri June 14, 2013

★★★★★  
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COLOR:       
SIZE:  ONE SIZE

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**Details**

Urban Outfitters says they will be discontinuing products with prescription-related styles.

**STORY HIGHLIGHTS**

- Urban Outfitters will discontinue prescription-themed products due to "misinterpretation"
- American Association of Poison Control Centers, states' attorneys general wrote to CEO
- One person dies from a drug overdose every 19 minutes in the United States, CDC says

**(CNN)** — The coffee mug is covered in a prescription label, with the RX# VRY-CAF-N8D.

"Drink one mug by mouth, repeat until awake and alert," the instructions read.

The mug is one of several Urban Outfitters prescription-themed products that have come under fire recently from safety advocates who say the items promote the misuse and abuse of painkillers.

"In the 20,000 products that comprise our assortment, there are styles that represent humor, satire, and hyperbole." Urban Outfitters said in a statement. "In this extensive range of product we recognize that from time to time there may be individual items that are misinterpreted by people who are not our customer. As a result of this misinterpretation we are electing to discontinue these few styles from our current product offering."

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### “MEET THE PARENTS” HOUR

Our “Meet The Parents Hour” is an interactive online chat and Q&A session hosted on our [Facebook](#) page which draws thousands of participants. This real-time event aims to connect parents and those affected by drugs and alcohol with each other, as well as with a featured host that has had direct experience with substance abuse. Its goal is to encourage

conversation among participants on the often stigmatized issue of addiction.

On Wednesday, June 5, 2013 we were joined by David Sheff, father, journalist, and *The New York Times* best-selling author of memoir *Beautiful Boy* and the newly-released *Clean*. He answered questions and shared his thoughts on addiction as a disease, medicine abuse, treatment, and recovery.



Dr. Nora D. Volkow



David Sheff

Dr. Nora D. Volkow, Director of the National Institute on Drug Abuse shared her expertise and answered questions about the science of addiction and teen medicine abuse on Monday, September 16, 2013.

### LISTEN TO YOUR MOTHER



We partnered with “Listen to Your Mother”, a national series of live readings from top women’s voices from across the country. A series of activities, all endorsing and driving pledges to #EndMedicineAbuse, included a video release, a live-streaming event, a blog tour and social promotion.

forms included Twitter, Facebook, Instagram and direct email to opt-in list exceeding 2.4 million impressions for #EndMedicineAbuse and related #LTYMShow.

A live event was held on September 10, 2013 via Google Hangout on Air featuring 11 personal, moving stories from influential mommy bloggers. The live and post-broadcast videos were viewed by 910 people. The bloggers also posted their stories on their individual blogs, with some posts getting additional exposure on the front page of BlogHer.com, producing 21,000 impressions. Social promotion on multiple plat-



# WHAT'S NEXT?

**The Medicine Abuse Project is a five-year endeavor** and there are numerous activities planned for 2014 to continue to drive down this dangerous behavior among teens.

## RESEARCH

National research indicates that we are beginning to see progress on stemming the initiation of prescription opiate abuse among teens. However, misuse and abuse of prescription stimulants continues to trend in the wrong direction so we will be stepping up efforts to address abuse of ADHD medicine in the coming year.

We plan to conduct a qualitative and quantitative research study of college-aged individuals in order to gain greater insight into the motivations, beliefs and behaviors of young people who misuse or abuse ADHD medication, and understand the implications of these insights for education, prevention and health policy.

We also plan to field an update to our benchmark study conducted at the launch of The Medicine Abuse Project to demonstrate the campaign's progress and areas for additional effort.

## MEDIA

We will continue our outreach to national and top regional media to promote The Medicine Abuse Project's message and drive participation in the DEA's National Prescription Drug Take-Back Day.

We will also continue our heavy emphasis on social media with continued outreach to celebrities, mommy bloggers, policy makers and other influentials who are well positioned to reach the key parent audience.

## COMMUNITY EDUCATION TOOLS

In 2014, we will continue to work with U.S. Attorneys, Governors' spouses, State Attorneys General and local community organizations to use "Out of Reach", our documentary film about the realities of teen substance abuse, to educate communities across the country.

We also plan to release another documentary film intended for teen audiences and will do similar work with partners to use it to create local discussions about this problem for young people.



"Out of Reach" screening



## GOVERNMENT RELATIONS & ADVOCACY

We will continue to work with Medicine Abuse Project federal partners including US Attorneys, the Drug Enforcement Administration, the Centers for Disease Control and Prevention, as well as State Attorneys Generals and Governors.

Together we'll work to raise awareness among the general public about medicine abuse and advance policy objectives to reduce the prevalence and consequences of this deadly behavior. We will also continue to monitor instances where companies glamorize or normalize medicine abuse in order to sell products and will advocate for responsible messaging about the abuse of prescription drugs and over-the-counter cough medicine.

## PRESCRIBER EDUCATION

We are entering the second year of a five-year project with the Food and Drug Administration to inform prescribers about prescription drug abuse through an innovative peer-to-peer education campaign.



## WORKING WITH PARTNERS

We will continue to coordinate with our partner organizations to push out relevant information about medicine abuse through their regular communications with their members as well as their conferences and events. We will also work to spread the word about the good work that our partners are doing in this area with our entire Medicine Abuse Project community.



The success of The Medicine Abuse Project is due in large part to the tremendous efforts of our funders, federal agency partners and strategic partners. Thank you for your continued support and commitment to help end medicine abuse.

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## FEDERAL PARTNERS

Office of National Drug Control Policy  
National Institute on Drug Abuse  
Drug Enforcement Administration  
Bureau of Justice Assistance

Centers for Disease Control and Prevention  
Food and Drug Administration  
United States Attorneys' Offices

## NATIONAL PARTNERS

Alliance for Safe Online Pharmacies  
American Academy of Family Physicians  
American Academy of Pain Management  
American Academy of Pediatrics  
American Association of Oral and Maxillofacial Surgeons  
American Association of Poison Control Centers  
American Association for the Treatment of Opioid Dependence  
American College of Emergency Physicians  
American College of Preventive Medicine  
American Dental Association  
American Medicine Chest Challenge  
American Society of Anesthesiologists  
Association of State Criminal Investigative Agencies  
Caron Treatment Centers  
The National Center on Addiction and Substance Abuse at Columbia University (CASA)  
Center for Safe Internet Pharmacies  
Healthcare Distribution Management Association  
The Herren Project

HYFN  
International Association of Campus Law Enforcement Administrators  
The Mario Do Right Foundation  
National Association of Attorneys General  
National Association of Boards of Pharmacy  
National Association of Drug Court Professionals  
National Association of Drug Diversion Investigators  
National Association of Model State Drug Laws  
National Association of School Nurses  
The National Association of State Alcohol and Drug Abuse Directors  
National Association of State Controlled Substances Abuse Authorities  
National Council on Patient Information and Education  
National Narcotic Officers' Associations' Coalition  
NEA Health Information Networks  
Phoenix House  
SIMmersion  
Treatment Research Institute



## LOCAL / STATE PARTNERS

ACT Missouri  
Alianza Para Un Puerto Rico sin Drogas  
Any Lab Tests Now  
Bay Area Alliance for Youth and Families, Houston  
Behind the Orange Curtain  
California Friday Night Live Partnership  
C.A.R.E. Services  
Colorado Meth Project  
The Committee for Hispanic Children and Families  
The Council on Alcohol and Drug Abuse-Dallas Alliance  
Denver RAP  
DrugFreeAZ.org  
F.A.T.E. (Fighting Addiction Through Education)  
Governor's Prevention Partnership, Connecticut  
HC DrugFree  
Hope2gether.org  
Idaho Meth Project  
Lifeplan Institute  
Kentucky Office of Drug Control Policy  
Major Country Sheriffs  
Montana Meth Project  
Mothers Against Prescription Drug Abuse  
Mt. Airy Police Department  
Northern Surry Hospital  
Ohio State University  
Palm Beach County Substance Awareness Coalition  
P.E.A.C.E. Foundation  
Partnership at DrugFreeIowa.org  
Partnership for a Drug-Free NC  
Partnership for a Drug-Free New Jersey  
Partnership for a Drug-Free Ohio  
Pine State Marketing  
Power of Pain Foundation  
Prevent! Substance Abuse Prevention Coalition of Clark County  
Prevention First  
Project Lazarus  
Recovered4Life  
Save a Star Drug Awareness Foundation  
Schuylkill County Drug and Alcohol Program  
The Skeeterhawk Experiment  
Substance Abuse Free Environment Inc.  
Tackling Youth Substance Abuse Initiative - A Project of the Staten Island Partnership for Community Wellness  
University of Cincinnati  
Wyoming Meth Project

To find out more about The Medicine Abuse Project, visit  
[medicineabuseproject](http://medicineabuseproject)

or please contact:

April Brown  
Director of Corporate Relations  
[april\\_brown@drugfree.org](mailto:april_brown@drugfree.org) or 212.973.3555



**MIND  
YOUR  
MEDS**



 **ARE YOU THE ONLY ONE TAKING YOUR MEDICATION?**

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