



2015 REPORT

 **Partnership**<sup>™</sup>  
for Drug-Free Kids  
Where families find answers

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# INTRODUCTION

In 2015, the transition from prescription painkillers to heroin emerged as startling headlines, and attention to this growing crisis went all the way up to the White House. Partnership for Drug-Free Kids and our partners were important contributors to President Obama's plan to address the country's opioid crisis, joining together to prevent a new generation of users.

One example of our work took place in New Jersey, where we provided and educated families on the critical drug **Naloxone**. It is essentially an [antidote to opioid overdose](#) – whether the opioid is in the form of a prescription painkiller or heroin – and something that all first responders should be trained in and carry with them, as it can literally save a life.

We also continue to change the conversations families have about medicine abuse by exposing them to messages with reminders to [mind their meds](#): counting their medications, locking them up and safely disposing of expired or unused prescriptions.

We continued our work with the Food and Drug Administration, changing the conversations and the office practices when **health care providers** prescribe medicines to patients.

We educated parents and communities that [heroin is back](#). Eighty percent of those who try heroin for the first time have previously abused prescription pain medicine.

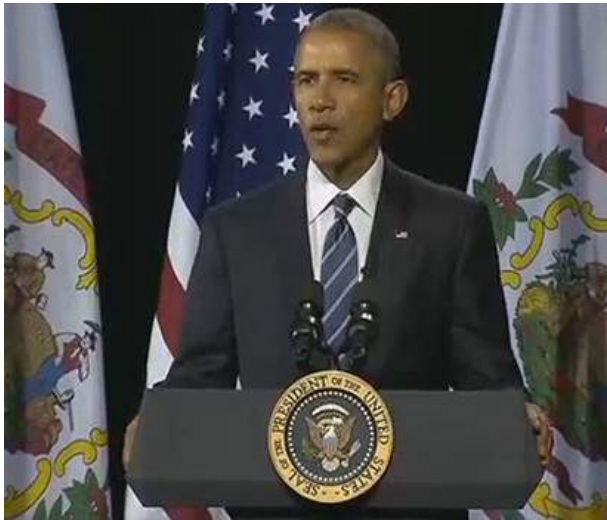
This is just a sampling of how the Partnership works with its funders and partners to help end medicine abuse. In this report, you'll learn more about how we are helping families find answers to their questions on this public health crisis.

**80%** of recent heroin initiates have previously abused prescription pain relievers.





## RESPONSE TO WHITE HOUSE PLAN TO ADDRESS PRESCRIPTION DRUG ABUSE AND HEROIN



Many of the Partnership's longtime media partners committed more than \$20 million in time and space to this national effort. They include ABC-owned TV stations, CBS Television Network, CafeMom, Google, Meredith, *The New York Times* and Turner Broadcasting.

Furthermore, Major League Baseball (MLB) and the National Basketball Association (NBA) both pledged support to educate families on the dangers of prescription drug abuse and heroin, committing to use the Partnership's broadcast assets in the coming year.

President Obama announced in October 2015 a plan to help curb the flow of prescription painkillers and ease the path to treatment for individuals struggling with opioid addiction.

The Partnership was integrally involved in the development of the [White House plan](#), which included the launch of "[Safe Drug Disposal: A Guide for Communities Seeking Solutions.](#)" This resource was created by the Partnership, in collaboration with the Office of Community Oriented Policing Solutions (COPS), Office of National Drug Control Policy (ONDCP) and the Drug Enforcement Administration (DEA), to help communities take steps to safely dispose of medicines, protect their citizens from accidental use while helping prevent intentional abuse and environmental damage.

One of the key elements of the White House plan was harnessing broad-based support from media to bring awareness to this epidemic.

"It's now clear that addiction to opioids - whether prescription pain relievers or heroin - has become a national crisis. We are proud to play a part to address it, and we are particularly pleased that our new 'Safe Drug Disposal' guide can help reduce the amount of leftover, abusable Rx medication in medicine cabinets across the country."

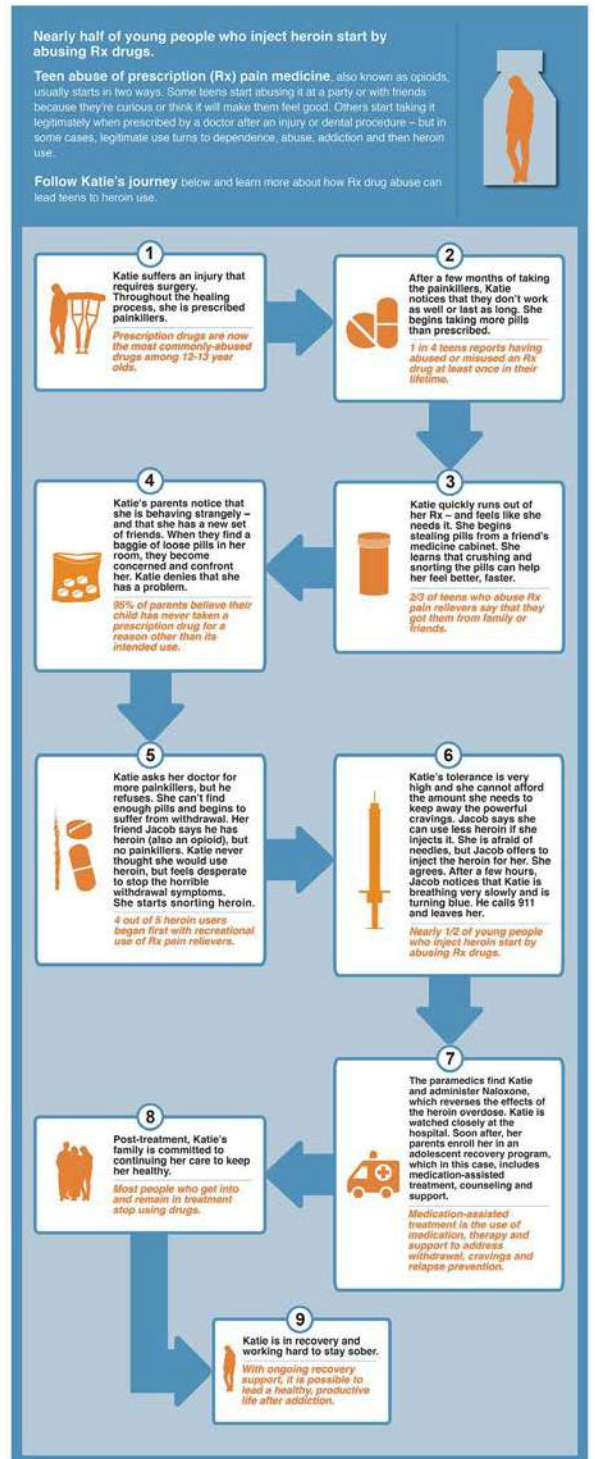
Marcia Lee Taylor,  
President and CEO  
Partnership for Drug-Free Kids



## HEROIN'S BACK. HERE'S WHY.

Communities across the country – regardless of geographic location or economic status – are experiencing an alarming uptick in deaths related to heroin overdose. Many teens are becoming addicted to heroin and are starting by using or abusing prescription pain medicine. In fact, nearly half of young people who inject heroin start by abusing prescription drugs.

To help explain the transition from teen Rx painkiller abuse to heroin use – and what to be aware of to keep one's family and community safe – the Partnership developed an [interactive infographic](#). It follows the journey of Katie, a teen girl, and includes videos, stats and stories from families who have been down this road. In addition, there are tools for parents, health care providers, educators and community members.





## ADVOCATING FOR FAMILIES TO PASS CARA

In October, the Partnership joined hundreds of volunteer families to advocate in support of the Comprehensive Addiction and Recovery Act, (CARA, S.524/H.R.953), legislation that would increase addiction prevention, treatment and recovery services.

Included in the legislation are positive steps to train parents and caretakers on opioid misuse; implementation of Naloxone trainings for law enforcement so that more lives can be saved from opioid overdoses; inclusion of evidence-based opioid and heroin treatment and intervention programs; more access to medication-assisted treatment; and adding comprehensive prescription drug monitoring programs (PDMP) to help track the dispensing of opioids. Nearly

5,000 petition signatures we collected supporting CARA were hand-delivered to key members of Congress and we continue to collect signatures as the [bill](#) moves through both the House and Senate.



## USING TECHNOLOGY TO CURB OPIOID ABUSE

The Partnership advocated for legislation aimed at giving patients greater access to prescription medications with abuse-deterrent formulations (ADF) by requiring affordable insurance coverage.

Abuse-deterrent formulations are Rx medications that help patients manage pain, but have properties that make them more difficult to alter, in order to gain an illicit high. Due to the way these medications are manufactured,



they lose their “high” when crushed, injected or manipulated by a potential abuser.

Pharmaceutical companies are applying this new technology to more and more Rx medications, meaning that those who need prescription pain medication will continue to have access to it. This is an important proactive step to reduce the risk of abuse.

While advancements like ADF aren't the only solution to solving the nation's prescription drug abuse problem, it is one common sense approach to potentially help prevent another family from losing a child to addiction.



## BRINGING LIFE-SAVING KITS AND TRAINING TO NEW JERSEY FAMILIES

Together with our parent partners and the Community Coalition for a Safe & Healthy Morris (CCSHM), an initiative of Morris County Prevention is Key (MCPIK), we launched a first-of-its-kind community effort to address the [opioid and heroin crisis](#) in Morris County, New Jersey.

Two of the Partnership's Volunteer Parent Coaches, Pat Aussem and Denise Mariano, provided training and free Naloxone kits. Naloxone is an opioid antagonist, with no potential for abuse, that reverses respiratory failure in overdoses associated with opioid use. The free kits equip family members with the knowledge and materials they need in order to immediately respond to and reverse an overdose, should one occur.

Pat Aussem said of the announcement, "Our intent is to empower families with the necessary information and tools to help get their loved ones who are struggling with opioid use into treatment, and also provide Naloxone to prevent deaths from overdose. This is especially important because those who have experienced an opioid overdose in the past are four to five times more likely to overdose again in the future."



"We want to save lives, and we also want to give families a sense of hope."

Pat Aussem,  
Volunteer Parent Coach

## PARENT WORKSHOPS AND SCREENINGS



The success of the Partnership's 2013 documentary, "[Out Of Reach](#)," continued to provide us an opportunity to speak with parents about the dangers of prescription drug and over-the-counter cough medicine abuse.

We hosted multiple parent events in the New York City area and across the country, including a screening with REACT to FILM which focused on steps families can take to prevent medicine abuse and what to do if you know or suspect your child is abusing medicine.



## PARTNERSHIP AND FDA'S "SEARCH AND RESCUE" ENTERS FOURTH YEAR



Our "Search and Rescue" prescriber education campaign is supported via a grant from the Food and Drug Administration (FDA) and is now in its fourth year.

The genesis of the campaign is the recognition of how critical the prescriber's role is to

the prevention of medicine abuse – specifically, how important it is that family physicians prescribe knowledgeably, consult their state's Prescription Drug Monitoring Program (PDMP) and use data from the PDMP effectively in their practice. The campaign reaches prescribers with targeted digital messages, which in turn drive to an educational microsite.

From the microsite, prescribers are encouraged to register for and use their state's PDMP, and to make use of additional tools that can help in identifying and getting help for patients at risk of prescription drug abuse or addiction. The "Search and Rescue" campaign was piloted in Maryland and Rhode Island in the program's second year, and expanded into six states in its third year; it's now poised for a national rollout.

## T-SHIRTS AND TOTE BAGS REMIND YOU TO "MIND YOUR MEDS"

We collaborated with Prinkshop to launch new, bold graphic designed T-shirts and tote bags reminding people to "Mind Your Meds." The T-shirts and totes are available on [Prinkshop's online store](#), and are produced in a nonprofit, socially responsible factory in New York City.

Prinkshop is a cause-centric community that creates advocacy campaigns for today's most pressing social issues and uses silkscreen to illustrate the campaigns onto T-shirts, notebooks and totes featuring text-based products that help spark conversation about different issues. Prinkshop is donating 30 percent of the profits to help the Partnership's mission.







## TARGETED ADVERTISING TO PREVENT TEEN ABUSE OF OVER-THE-COUNTER COUGH MEDICINE

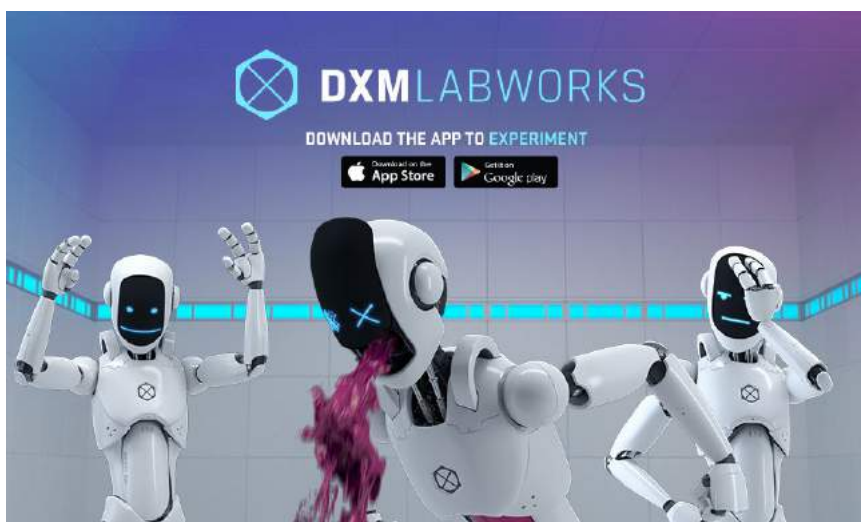
In collaboration with the Consumer Healthcare Products Association (CHPA), the Partnership and agency Tribal/DDB developed an innovative prevention initiative, targeting potential teen abusers of over-the-counter (OTC) cough medicine with persuasive digital messaging and content. The initiative was named the **2016 NY Festivals Global Award Winner: Educational Awareness.**

The actual incidence of OTC cough medicine abuse is low, well under 10 percent of the teen population, so the challenge for a prevention effort of this kind is to zero in on the at-risk population while screening out the remainder of teens who might actually be “educated” by the campaign and intrigued enough to try abusing cough medicine.

Using search and targeted online advertising, this prevention campaign reaches at-risk

teens with impactful messaging, teens’ personal stories and – most recently – a highly engaging “Labworks” game that allow teens to vicariously experience the negative consequences of cough medicine abuse by witnessing its effects (like purple vomit) on laboratory robots. To date, there have been 6.3MM teen engagements and interactions with anti-abuse messaging.

Extensively researched and evaluated, this campaign is associated with strengthened anti-drug beliefs and reduced intent to abuse OTC cough medicine. Over the period the campaign has been active, **actual reported abuse of OTC cough medicine by high school seniors has declined from 5.6 percent to 4.1 percent\***.



\* University of Michigan, Monitoring the Future



## NEW RESEARCH ON FIRST-YEAR COLLEGE STUDENTS FINDS EMOTIONAL PREPAREDNESS IS KEY




Along with The JED Foundation and The Jordan Porco Foundation, we [released the results](#) of a national “First-Year College Experience” survey, exploring the challenges associated with young adults’ transition from high school to college.

The Harris Poll of approximately 1,500 U.S. first-year college students uncovered that emotional preparedness – defined as the ability to take care of oneself, adapt to new environments, control negative emotions or behavior and build positive relationships – is a major factor to students’ success during their first year of college.

The survey also found that a majority of students reported they wish they had received more help with emotional preparation for college. Specifically, students who said they felt “less emotionally prepared for college than their peers” were more likely to have a lower grade point average (on average, 3.1 vs 3.4) and rate their overall college experience as “terrible/poor.”

The survey was covered in The Chronicle of Higher Education and Akron Beacon Journal among others.



- A majority of students wish they had received **more help with emotional preparation for college.**

Overall College Experience

- Excellent
- Good
- Terrible / Poor



## UNCOVERING DISCONNECT IN COMMUNICATIONS BETWEEN PRESCRIBERS OF PAIN MEDICATIONS AND PATIENTS

We released [research](#) in the spring that confirmed several “disconnects” in the pain-related communication between health care prescribers of prescription opioids and their patients. These disconnects can have the potential to make patients more vulnerable to misuse and abuse Rx drugs, which in turn may lead to dependence or addiction to prescribed or illegal opioids.

Roughly 1 in 10 pain patients reported misusing their opioid Rx medicines, and more than 1 in 10 (13 percent of chronic pain patients and 15 percent of acute pain patients) have taken someone else’s opioid prescription.

The data did show that a majority of prescribers said they discussed the potential of dependence or addiction with their pain patients. Two-thirds of primary care physicians and half of pain management specialists said they “always” give information regarding the potential for addiction and dependency. When asked who, if anyone, had explained to them the potential for becoming dependent on or addicted to Rx painkillers, 19 percent of chronic pain



patients and 40 percent of acute pain patients said “no one.”

The survey was fielded by the Partnership, in collaboration with the American Cancer Society, the American Academy of Pain Management and Mallinckrodt Pharmaceuticals to gain a better understanding of the interactions between opioid-prescribing health care providers and patients.

The new research was covered in the [Boston Globe](#), and Rhode Island Pharmacists Association, among other publications.



By: [The Partnership for Drug-Free Kids](#) via [PR Newswire](#)

April 29, 2015 at 11:59 AM EDT

### New Research Uncovers Disconnect In Pain-Related Communications Between Prescribers of Pain Medications and Patients

NEW YORK, April, 29 2015 /PRNewswire-USNewswire/ -- New research released today by the [Partnership for Drug-Free Kids](#) confirms several “disconnects” in the pain-related communication between healthcare prescribers of prescription opiates (Rx painkillers) and their patients. The new data was fielded by the Partnership for Drug-Free Kids, in collaboration with the [American Cancer Society](#), the [American Academy of Pain Management](#) and [Mallinckrodt Pharmaceuticals](#) to gain a better understanding of the interactions between opiate-prescribing healthcare providers and patients.



## OUR SUPPORTERS DONATE OVER \$13 MILLION IN PRO-BONO MEDIA

Thanks to the continued generosity of the Partnership's media supporters, our important messaging about medicine abuse continues to be exposed to parents throughout the U.S. on television, radio, magazines, newspapers and

out-of-home media. Additionally, our medicine abuse-specific public service announcements are receiving exposure in highly targeted digital online and mobile media. Special thanks to our generous media partners:

### Broadcast



### Print



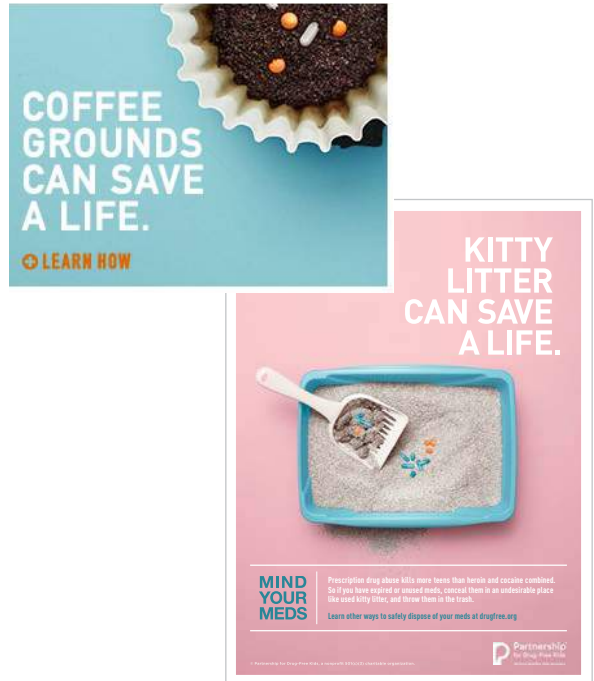
### Digital



## NEW CREATIVE CONTINUES “MIND YOUR MEDS” MESSAGE

Working entirely pro-bono, ad agency Vitro in San Diego, CA produced print and banner advertising titled “Coffee Grounds,” “Kitty Litter” and “Diaper” for the Partnership.

Using a provocative title (“Coffee Grounds Can Save a Life”), the campaign alerts parents to the dangers of prescription drug abuse and empowers them to do something about it. The print ad’s call-to-action leads viewers to the Medicine Abuse Project website, where they learn the [best ways to safeguard and dispose of their medicine](#). Currently, TV and radio spots, which continue to build on the success of the “Mind Your Meds” campaign, are also in production.



## iHEARTMEDIA’S “YOUTH AND DRUGS: WHAT YOU NEED TO KNOW ABOUT MEDICINE ABUSE”



We collaborated with iHeartMedia to create a special long-form show addressing the impact of teen medicine abuse on the health and well-being of both teens and their families.

in the field including our President and CEO, Marcia Lee Taylor; Dr. Meredith Grossman, a clinical psychologist practicing in New York City; Eli, a high school student in recovery; and Trish Glowacki, a mother who shared a personal testimonial about losing her son to drug addiction.

Hosted by iHeartMedia Denver’s Roger Kee-ler, the commercial-free show featured experts

# WHAT'S NEXT?

**The Medicine Abuse Project has made great strides toward our goal** of reducing the number of teens initiating this behavior, particularly with regard to the abuse of opioid medications. That said, much work remains. While we will continue our national leadership on the opioid crisis, in 2016 we will also be doing important work to prevent teen abuse of prescription stimulants and tranquilizers.

## BREAKING POINTS

The centerpiece of our effort to address teen abuse of prescription stimulants and tranquilizers is a new film, to be released in April 2016. **BREAKING POINTS** is a short documentary that explores the stress and pressures our teens face every day, as well as the unhealthy ways that many of them cope, including abusing prescription stimulants. The film includes candid perspectives from high school and college students, as well as nationally recognized experts, challenging the misperceived “safety” and effectiveness of using Rx stimulants without a doctor’s prescription. It serves as a catalyst to inform discussions about what parents and communities can do to support teens struggling to manage stress.

## PUBLIC SERVICE ANNOUNCEMENTS

In 2016, we will continue to build on the success of the “Mind Your Meds” tagline with new print, banner and broadcast spots focusing on raising awareness of the dangers of abusing medicine and the importance of safe disposal.

## PRESCRIBER EDUCATION



We are entering the fourth year of a five-year project with the Food and Drug Administration to inform prescribers about tools they can use to reduce prescription drug abuse in their practice. Our successful “Search and Rescue” peer-to-peer prescriber education campaign will expand from its initial eight states to run nationally.

## HEROIN RESPONSE STRATEGY

The Medicine Abuse Project will play a key part in the Heroin Response Strategy, an unprecedented partnership among the High Intensity Drug Trafficking Areas (HIDTAs) spanning 15 states from Maine to Kentucky. This is an effort which brings together the criminal justice sector as well as the public health infrastructure in these states to address the prescription opioid and heroin epidemic. The Partnership will provide the prevention messaging for this effort and ensure that our resources are made available to families in these states to help loved ones struggling with addiction.





## DEA360

The Partnership will play a critical role in the Drug Enforcement Administration’s new “DEA360” program in a series of key cities throughout the Midwest. The initiative will include law enforcement efforts to dismantle drug gangs trafficking in heroin and prescription narcotics, engaging health care professionals to prevent diversion and community outreach to empower individuals to address the epidemic. The Partnership will be making our PSAs available to these communities, as well as training local professionals to educate community leaders and residents about opioid abuse, overdose and prevention.



## MEDICATION-ASSISTED TREATMENT eBook

In 2016, we will release an updated version of our [Medication-Assisted Treatment eBook](#) for families of young adults addicted to opioids. The eBook will help families and caregivers learn more about medication-assisted treatment – what it is, how it’s used, where to find it and how they can best support their child through treatment. Together with counseling and support from family and friends, medication-assisted treatment can be an important part of the journey toward recovery for many struggling with opioid addiction.

## GOVERNMENT RELATIONS AND ADVOCACY

Working with our Medicine Abuse Project partners, we will continue to raise awareness among the public and policymakers alike about the dangers of medicine abuse and advance policy objectives to reduce the prevalence and the consequences of this deadly behavior.

Our key messages will continue to include the importance of robust prevention programs, access to quality treatment, life-saving initiatives such as Good Samaritan laws and widespread access to Naloxone, encouraging use and development of medications with abuse deterrent properties and increasing prescribers’ use of Prescription Drug Monitoring Programs and Screening Brief Intervention and Referral to Treatment.

We will also continue to galvanize Partnership supporters to advocate on behalf of important legislation such as the Comprehensive Addiction and Recovery Act.

## MEDIA

Another 2016 goal is to sustain our outreach to national and top regional media to promote the Medicine Abuse Project’s message and motivate people to talk with their children and secure and dispose of medication in their home. We will continue our heavy emphasis on social media with ongoing outreach to opinion leaders who are well positioned to amplify our message to key parent audiences.

# THANKS TO OUR FUNDERS, FEDERAL AND STRATEGIC PARTNERS



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.

## GOLD SPONSORS



Mallinckrodt



## SILVER SPONSORS



## BRONZE SPONSORS

abbvie



Pharmaceuticals

## CHAMPION SPONSORS



PHARMACEUTICAL COMPANIES  
OF Johnson & Johnson





## FEDERAL PARTNERS

Bureau of Justice Assistance  
Centers for Disease Control and Prevention  
Drug Enforcement Administration  
Food and Drug Administration  
Office of National Drug Control Policy  
National Institute on Drug Abuse  
Substance Abuse and Mental Health Services 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  
Safe Homes Coalition  
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  
Drug Overdose Prevention Education (D.O.P.E)  
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  
Mark Wahlberg Youth Foundation  
Massachusetts Medical Society  
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



## Talk To Your Teen Safeguard Your Meds

**#endmedicineabuse**

To find out more about the Medicine Abuse Project, visit  
[drugfree.org/medicineabuseproject](http://drugfree.org/medicineabuseproject)

or please contact:  
[fundraising@drugfree.org](mailto:fundraising@drugfree.org)



# COFFEE GROUNDS CAN SAVE A LIFE.



## MIND YOUR MEDS

Prescription drug abuse kills more teens than heroin and cocaine combined. So if you have expired or unused meds, conceal them in an undesirable place like used coffee grounds, and throw them in the trash.

Learn other ways to safely dispose of your meds at [drugfree.org](http://drugfree.org)