



THE
**MEDICINE
ABUSE**
PROJECT®



Partnership[™]
for Drug-Free Kids
Where families find answers

2016 Report

INTRODUCTION

When the Partnership launched the Medicine Abuse Project in 2012, we created a broad coalition of companies, federal agencies and nonprofits who were committed to working together to drive down the misuse and abuse of medication by teens.

Since that time, with the incredible support of our media partners, we've run more than \$140 million worth of "Mind Your Meds" public service announcements to draw attention to the dangers of medicine abuse and urge people to properly secure and dispose of medication in their homes.

Our two Medicine Abuse Project documentaries – "Out of Reach" and "Breaking Points" – along with community education tools that we created with support from the Drug Enforcement Administration (DEA) and the High Intensity Drug Trafficking Area (HIDTA) program have helped start a dialogue about local responses to this epidemic in communities across the country. To date, our documentaries have been screened by close to 10,000 communities and individuals in all 50 states.

Our "Search and Rescue" prescriber education campaign, supported by the Food and Drug Administration (FDA), is helping prescribers nationwide link to their state Prescription Drug Monitoring Program, and other tools, to help identify and get help for patients at risk of abusing or misusing prescription medications.

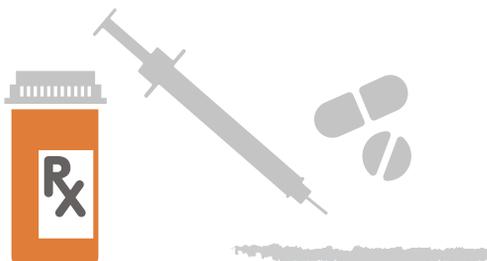
The focus of the Medicine Abuse Project is reducing misuse and abuse of medication among teens, and we are proud that it has already contributed to a 45

percent decrease in prescription pain reliever abuse by high school seniors in the past five years.

Despite the fact that far fewer teens are misusing opioids than in 2012, there is still an enormous amount of work to be done. **There are 144 overdose deaths in the United States every day, 91 of which are directly related to opioids.** A major factor in this unacceptably high number of overdose fatalities is the tragic reality that families are unable to find the support and resources they need to help a loved one struggling with a substance use disorder. The treatment system is incredibly difficult to navigate and, unlike with other diseases, families don't necessarily reach out or receive help from their community.

In response to this, the Partnership intends to dedicate the next chapter of the Medicine Abuse Project to supporting families and letting them know that they are not alone and there is hope for their son or daughter. We will use Partnership tools – including the science-based resources on our website, our toll-free Helpline and national network of parent coaches – to support families impacted by the opioid epidemic and make sure they have the support and guidance to get their child the help they need.

We are grateful for the support of our sponsors, federal and strategic partners for working collaboratively with us over the course of the Project, as well as partnerships with our friends in media to promote awareness and action. We look forward to continuing our life-saving work over the next five years to help families find answers – and hope for recovery.





RESOURCE TO END THE HEROIN EPIDEMIC AND HELP FAMILIES

Heroin and other opioids are ravaging our communities. Too many families are struggling and don't know where to turn. With funding and support from the High Intensity Drug Trafficking Areas (HIDTAs) in the eastern United States, we launched [a comprehensive resource](#) to help families and communities address the country's growing heroin and prescription drug abuse crisis.

[Heroin and Other Opioids: From Understanding to Action](#) provides parents with information and support for their family and treatment resources for their loved one. A short, powerful animated film explains how someone can go from prescription pain medicine abuse to heroin use and the devastation this epidemic has had on our communities.



Screenshot from the animated film "Heroin and Other Opioids: From Understanding to Action."

UPDATED MEDICATION-ASSISTED TREATMENT RESOURCE FOR PARENTS

One way to treat an opioid addiction is with medication-assisted treatment. This approach uses medicine, along with therapy and other support, to help address withdrawal, cravings and relapse prevention.

The Partnership's Medication-Assisted Treatment resource for families features an updated eBook. Families will also find expert videos, including a new [Naltrexone/Vivitrol video](#), offering insights from experts Adam Bisaga, MD, Research Scientist and Professor of Psychiatry; Dr. Alicia Murray, Addiction Psychiatrist; and Mike, a 24-year-old patient committed to recovery, along with his parents.



Dr. Alicia Murray, Addiction Psychiatrist



NATIONAL RX & HEROIN SUMMIT

The Partnership played a significant role at the 2016 National Rx Drug Abuse & Heroin Summit, which took place in Atlanta, GA. Our President and CEO Marcia Lee Taylor had the privilege of introducing keynote speaker, U.S. Surgeon General Vice Admiral Dr. Vivek Murthy, who addressed bringing forth solutions to help solve the country's opioid and heroin crisis.

As part of the summit's "heroin track," the Partnership participated in a panel discussion, [HIDTA Heroin Response Strategy](#), and presented a comprehensive resource, "[Heroin and Other Opioids: From Understanding to Action](#)," to help families and communities address the country's growing heroin and prescription drug abuse epidemic.

The National Rx Drug Abuse & Heroin Summit is the largest national collaboration of professionals from local, state and federal agencies, business,

academia, clinicians, treatment providers, counselors, educators, state and national leaders and advocates impacted by Rx drug abuse and heroin use.



Partnership President and CEO Marcia Lee Taylor with U.S. Surgeon General Vice Admiral Dr. Vivek Murthy.

COMMUNITY SUPPORT WITH DEA360

We had the opportunity to work with the Drug Enforcement Administration (DEA) on their DEA360 initiative, which focuses resources on selected communities across the nation. In 2016, the Partnership supported DEA360 efforts in Milwaukee, Pittsburgh, St. Louis and Louisville. In 2017, we are renewing this effort in Manchester (NH), Charleston (WV), Albuquerque and Dayton.

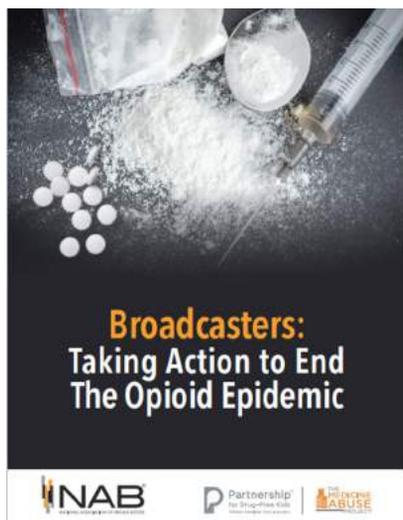
DEA's 360 Strategy responds to the heroin and prescription opioid pill crisis. The 360 Strategy takes an innovative three-pronged approach to combating

heroin/opioid use through coordinated [law enforcement action](#), [diversion control enforcement action](#), and [community outreach](#). Local partnerships empower communities to take back affected neighborhoods after enforcement actions and help prevent the same problems from taking root again.

The Partnership supports this strategy by engaging media partners, training community leaders to deliver community education presentations and, in 2017, by training Parent Coaches in each DEA360 city.



NATIONAL BROADCASTERS COMMIT TO HELP END MEDICINE ABUSE



The National Association of Broadcasters (NAB), along with the Partnership, announced **a multi-faceted effort to help address the nation's opioid epidemic** at a Capitol Hill press conference last fall.

NAB radio and TV stations committed to airing our public service announcements in English and Spanish as a part of the broadcast initiative to help educate communities across the country about the dangers of heroin use and prescription drug abuse. NAB also developed a printed and [online toolkit](#) for broadcast stations nationwide with facts and statistics related to the epidemic, and ideas for prevention, programming and community outreach, among other activities.

Content at the dedicated website <http://www.nab.org/addiction/> and accompanying toolkit was provided by the Partnership and printed materials were provided pro-bono by NAB.

NATIONAL LAUNCH OF “SEARCH AND RESCUE” CAMPAIGN

Last year, the Surgeon General's letter to more than 2 million healthcare providers urged them to help turn the tide of opioid abuse.

Launched nationally in 2016, [“Search and Rescue”](#) is our prescriber education campaign that gives healthcare providers the resources they need to prescribe opioids responsibly and prevent the misuse and abuse of medicine in their practices. The goal of the campaign, developed with support from the Food and Drug Administration (FDA), is to equip prescribers to be pro-active in identifying and helping patients at risk for prescription drug abuse. Working with Razorfish Health, the Partnership applied insights from the pilot phases of the program and created a new website for the national roll-out.



At searchandrescueusa.org, prescribers can view brief educational videos and connect with a range of vital resources, including relevant Continuing Medical Education courses, the Centers for Disease Control and Prevention (CDC) guidelines on prescribing opioid medication for chronic pain and their state's Prescription Drug Monitoring Program (PDMP), which provides information on patients' recent prescription history and helps prevent “doctor shopping.”



DXM LABWORKS AWARDED EFFIES FOR EFFECTIVENESS IN MARKETING



The Partnership's award-winning mobile application **DXM Labworks earned two distinguished Effie Awards**, considered the highest honor in advertising because they are awarded for effectiveness in marketing. Along with campaign collaborators, the Consumer Healthcare Products Association (CHPA) and Tribal Worldwide who created DXM Labworks, we accepted the awards at the 2016 North American Effie Awards Gala in New York City.

DXM Labworks is an interactive gaming app developed to engage at-risk teens by allowing them to test-drive DXM abuse on a robot, so they can ex-

perience the negative effects of DXM abuse without actually trying it themselves. Dextromethorphan, or DXM, is the active ingredient in most over-the-counter (OTC) cough medicine.

To leverage the success of the app and continue to drive downloads, the team produced a :30 on-line video designed to create intrigue around the robots inside the lab. The group also developed a new website whatisdxm.com, which provides information about cough medicine abuse in a visually engaging and teen-targeted environment.

Since the inception of the integrated DXM abuse campaign in 2010, rates of abuse of OTC over-the-counter cough medicine have decreased 35 percent to the current low of 3.1 percent among 8th graders in 2015.

CAN YOU HANDLE WHAT GOES ON INSIDE?





“BREAKING POINTS” DOCUMENTARY FILM RAISES AWARENESS ABOUT STUDENT STRESS



We created a short documentary film, [BREAKING POINTS](#), raising awareness about the level of stress that high school and college students experience and the unhealthy ways that many of them cope. The film explores behavior that is becoming normalized among students – abusing prescription medicines not prescribed to them, including Rx stimulants for Attention Deficit Hyperactivity Disorder (ADHD).

BREAKING POINTS includes candid perspectives from high school and college students and nationally recognized experts, challenging the misperceived “safety” and effectiveness of abusing prescription stimulants without a doctor’s prescription.

The film rolled out through a series of screenings at Google’s offices in California, New York, and Texas, as well as events in other communities and schools across the country. The screenings provided key opportunities for parents, educators and community leaders to explore what steps they can take to help young people manage stress better and, in turn, help curb teen Rx medicine abuse.

A dedicated [BREAKING POINTS website](#) provides access to the film, discussion guides and downloadable action sheets for schools and community organizations to host a screening and panel discussion around the film. The website also features extended interviews with experts from the movie and shareable [infographics](#) (above right) with statistics on teen Rx medicine abuse, stress and anxiety.



NEW PARENT BLOG SERIES ON SCHOOL STRESS

We launched a [13-part series for parents called “School Stress.”](#) The weekly series offered a back-to-school toolkit on how parents can best navigate their teen’s stress and anxiety – explored in [BREAKING POINTS](#).

Some of our most popular posts included:

- [5 Myths About Stimulant Abuse](#)
- [Healthy Stress vs. “Red Flag” Stress](#)
- [10 Ways Parents Can Help Kids Manage Stress](#)
- [Modeling Healthy Behavior for Your Teen.](#)



LIVE FACEBOOK CHATS WITH EXPERTS ON STIMULANT ABUSE & STRESS



Alan Schwarz

Timed around school finals and later for the back-to-school season, we hosted Facebook chats with two experts featured in the BREAKING POINTS film: [Alan Schwarz](#), former national correspondent for *The New York Times* and author of the book “A.D.H.D. Nation,” and [Dr. Denise Pope](#), co-founder of Challenge Success at Stanford University and author of “Overloaded and Underprepared: Strategies for Stronger Schools and Healthy, Successful Kids.”

These live chats helped the Partnership engage with our growing parent community, expanding on the topics brought to life in the film, including the prevalence and normalization of teens abusing Rx medications used



Dr. Denise Pope

to treat Attention Deficit Hyperactivity Disorder (ADHD) without a prescription; ways that parents can help their kids manage their time better; and healthier approaches to help teens stay focused and [handle stress](#) in today’s hectic academic environment.

Alan Schwarz’s Facebook chat is archived [here](http://www.drugfree.org/newsroom/icymi-facebook-chat-featuring-d-h-d-nation-author-alan-schwarz/): <http://www.drugfree.org/newsroom/icymi-facebook-chat-featuring-d-h-d-nation-author-alan-schwarz/>

Dr. Pope’s Facebook chat is archived [here](http://www.drugfree.org/newsroom/facebook-chat-featuring-dr-denise-pope-challenge-success-recap/): <http://www.drugfree.org/newsroom/facebook-chat-featuring-dr-denise-pope-challenge-success-recap/>

TODAY SHOW HIGHLIGHTS MEDICINE ABUSE, FEATURES PARTNERSHIP

In October, [The TODAY Show](#) featured the Partnership for Drug-Free Kids and interviewed our President and CEO, Marcia Lee Taylor, as part of their special segment, “Campus Undercovered: Academic Doping On the Rise.” The piece focused on medicine abuse among students and highlighted the Partnership’s [research](#) on the concerning number of students who report abusing Rx medicines for ADHD that were not prescribed to them.

NBC correspondent Ronan Farrow explored the issue, which is a growing problem on campuses nationwide, and interviewed teens from Boston University who said they have engaged in the behavior.





CARA FAMILY DAY 2016

The Partnership, along with many of the families we serve, went to Capitol Hill to advocate for addiction reform – including speedy passage of the Comprehensive Addiction and Recovery Act (CARA) legislation and the necessary funding for prevention, treatment and recovery services. We were inspired by these parents and families, many of whom have lost children to substance use disorders or have children in recovery, as they made their voices heard in Washington, D.C.

Because of several of these advocacy efforts, CARA passed both the Senate and the House of Representatives and President Obama signed the Act into law in July. While it authorizes over \$181 million each year in new funding to fight the opioid epidemic, monies must be appropriated every year, through the regular appropriations process, in order for it to be distributed in accordance with the law.¹ We will continue to support efforts to obtain the necessary appropriations for CARA every year moving forward, so that we obtain the vital resources needed to fight this ongoing epidemic.



Partnership Parent Partner, Sharon LeGore (left in tan) shares her story in front of Capitol Hill.

MOSCHINO "CAPSULE" COLLECTION OUTRAGE

The “Capsule” collection designed by Moschino and distributed at retail and on-line stores not only **glamorized the current prescription drug abuse** and heroin crisis, but also made light of this health epidemic. Impacting millions of Americans struggling with a substance use disorder and the countless families that have lost a child to an accidental overdose, it's no laughing or trivial matter.



With support from our constituents and targeted parent outreach, we utilized a letter-writing campaign expressing our outrage at Moschino, Saks Fifth Avenue and Nordstrom for seeking financial profit from the current opioid epidemic. The Partnership demanded that these retailers remove the collection from their stores and within a day, Nordstrom announced they were pulling the Moschino products from their retail and online properties.

INTERNATIONAL OVERDOSE AWARENESS DAY OBSERVED

Every day, 144 people die of an accidental drug overdose, yet drug overdose is preventable. We invited our on-line communities



to help us increase awareness and decrease the stigma around addiction on International Overdose Awareness Day, August 31.

Participants were asked to share special #OverdoseAware2016 messages on social media, light a candle for someone lost to addiction, add a story, online memorial, learn the signs of an overdose, how to administer the life-saving drug Naloxone and more. The single-day effort resulted in nearly 40,000 total reach and engagement actions making great progress in helping change the conversation around addiction.

¹ <http://www.cadca.org/comprehensive-addiction-and-recovery-act-cara>



MEDIA PARTNERS HELP AMPLIFY PARTNERSHIP MESSAGE

Thanks to the continued generosity of the Medicine Abuse Project's vast network of media supporters who donate media time to air our PSAs, the Partnership's messages continue to reach parents across multiple disciplines and media channels. The following reflects some of the highlights in the past year:

In broadcast television, Partnership PSAs ran throughout the year on over 40 national television networks including: CNN, CBS, Fox Sports, A&E, Discovery and Fox News. In addition, the PSAs air locally on over 500 TV stations in more than 200 local markets. (See stills of the PSAs on page 11.)

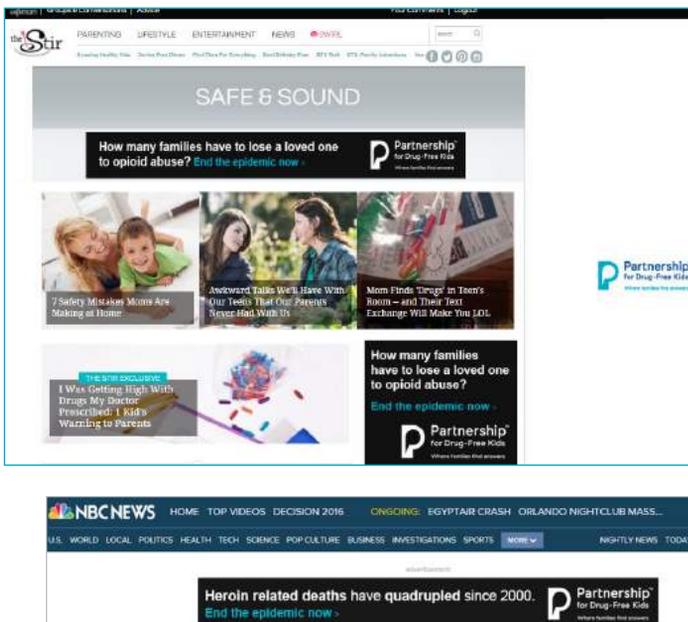
Throughout the year, full-page ads appeared nationally in *The New York Times*, *The Wall Street Journal*, *USA Today* and *New York Post*. Ads also appeared in 18 magazines including *Parents*, *Better Homes and Gardens*, *Bloomberg Businessweek* and *National Enquirer*. "Embrace" is featured on the back cover of this report.

In digital, Partnership PSAs ran throughout the year on multiple sites and networks. For example, [Café Mom's](#) blog "The Stir", featured the Part-

nership as the exclusive sponsor of the "Safe & Sound" channel, which highlights themes like "Keeping your Kids Safe." This collaboration included both editorial content and roadblock digital advertising, maximizing visibility for our work and resources.

[ChoiceStream](#) helped us expand our audience through its numerous digital platforms including online inventory on Parents.com, Family-Circle.com and Accuweather.com, to name a select few.

Finally, [Conversant Media](#) played a critically important role in helping us connect with a parent audience. Through their immense network, more parents have been able access to valuable tools and resources about the risks of medicine abuse.



SURPASSING GOALS OF WHITE HOUSE INITIATIVE

One of the key elements of the 2015 White House Initiative to address prescription drug abuse and heroin was harnessing the broad-based support from media to bring awareness to this epidemic. Many of our media partners committed more than \$20 million in time and space to this national effort, including ABC-owned TV stations, CBS Tele-

vision Network, CafeMom, Google, Meredith, *The New York Times* and Turner Broadcasting. We are pleased to report that our Medicine Abuse Project PSAs, running from November 2015 to October 2016, nearly doubled on the commitment first announced by President Obama, with **more than \$39 million in pro-bono media support.**

CAMPAIGN OFFERS “REAL HELP” FOR PARENTS AND FAMILIES

We collaborated with volunteer advertising agency DDB San Francisco on an integrated creative campaign, “Real Help,” developed for parents of teens and young adults who have been impacted by substance use or addiction.

The “Real Help” campaign is composed of three TV spots (“Awkward Silence,” “Just a Phase,” “Embrace”), two print ads (“Awkward Silence,” “Embrace”) and one radio spot (“Awkward Silence”). The TV spots were directed by two-time Oscar®-winner Angus Wall, who edited blockbuster films like “The Girl with the Dragon Tattoo,” “The Social Network” and “The Curious Case of Benjamin Button.” All work was produced pro-bono.

The unifying theme of the creative work is the search for answers and compassion by parents who are faced with their child’s substance use, particularly prescription drug abuse. Friends want to be supportive, but many don’t know what to say and just aren’t equipped to offer real help.

The messages stress that parents and families can find the help, resources and support they need from the Partnership for Drug-Free Kids. The spots close with: “Most people don’t know what to say about drugs. But we do. Visit us at drugfree.org.”



“Awkward Silence”



“Embrace”



“Just a Phase”

COMMUNICATIONS ACTIVITY continued



Special thanks to all of our media partners for donating over **\$39 Million** in pro-bono media:

Broadcast



Radio



Print



Digital



MANY THANKS TO OUR 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



SILVER SPONSORS



BRONZE SPONSORS



CHAMPION SPONSOR



SPECIAL THANKS TO CVS HEALTH FOR HELPING TO #endmedicineabuse

We are especially grateful to CVS Health, a high-level sponsor for five consecutive years, beginning with our launch events at Grand Central Terminal and at the CVS Flagship store in New York City in September 2012. In addition, CVS Health created in-store radio spots around medicine abuse; developed content on their website for consumer education on safe storage and disposal; worked with their pharmacists to drive awareness and action around medicine abuse in communities nationwide and much, much more. We are especially proud of our combined work on the Medication Disposal for Safer Communities Pro-



gram, which gives communities nationwide a safe and environmentally friendly way to dispose of unwanted medication at CVS stores and has already collected more than 28 metric tons of prescription drugs across the U.S.

Our work simply isn't possible without corporate citizens like CVSHealth.

MANY THANKS TO OUR FEDERAL, NATIONAL AND LOCAL PARTNERS



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
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

To find out more about the Medicine Abuse Project,
please visit drugfree.org/medicineabuseproject
or contact: fundraising@drugfree.org

WHAT'S NEXT?

With 144 overdose deaths in the United States every day, 91 of which are directly related to opioids, the work of the Medicine Abuse Project has never been more important. We're committed to continuing our national leadership on this issue, centering our efforts on the most important audiences who can affect change: healthcare providers, communities and most importantly, parents and families impacted by addiction.

BREAKING POINTS

Screenings of the documentary will extend throughout 2017. With support from Google, we will also offer additional, limited community screening packages for the film, including corresponding discussion guides and action sheets, to qualifying schools and communities across the country.

DEA360

The Partnership is now in its second year of participation in the Drug Enforcement Administration's "DEA360" program. This initiative concentrates efforts on drug interdiction, diversion, and community engagement in one metropolitan area each quarter. The Partnership's involvement in DEA360 has led to increased media support, and scores of professionals have been trained to deliver presentations about opioid abuse, overdose and prevention. In 2017, the Partnership's role increased to include training to deliver a presentation on effective family communication. A parent coach training will also take place in each DEA360 city.

HELP FOR FAMILIES

In addition to our Parent Helpline and parent coaching program, the tools at the new drugfree.org help parents better understand medicine abuse and learn skills to effectively address this issue in their own families. Particularly helpful resources include a section on medication-assisted treatment, as well as information on naloxone, which can reverse an [opioid overdose](#), potentially saving a child's life.

MEDIA

We continue to pursue earned media opportunities and are especially fortunate to be working with Hearst Television on *State of Addiction*, a year-long series of stories focusing on the opioid epidemic.

PREVENTING OTC COUGH MEDICINE ABUSE

In 2017, the Partnership continues its strong and long-standing relationship with the Consumer Healthcare Products Association (CHPA), focusing primarily on prevention of over-the-counter (OTC) cough medicine abuse by teens. In addition to working on this campaign, which has contributed to steady declines in teen abuse of OTC cough medicine over the past five years, the Partnership consults with CHPA and helps to educate our mutual stakeholders on a variety of issues relating to medicine abuse, including safe storage and disposal of medications and age-limited access to OTC medication at retail.

GOVERNMENT AFFAIRS & ADVOCACY

The Partnership will continue to advocate for families by ensuring those with substance use disorder get the resources they need and deserve. In particular, the Partnership will promote the enforcement of the Mental Health Parity and Addiction Equity Act of 2008, which is vital to ensuring that substance use disorder treatment is accessible and covered by insurance. We will also continue to support full funding of the Comprehensive Addiction and Recovery Act (CARA) that passed in 2016 and authorizes crucial resources for families in fighting the current opioid epidemic.

PRESCRIBER EDUCATION

The role of prescribers in reducing misuse and abuse of prescription medication, especially pain relievers, has taken on new urgency with the continuing rise in overdose deaths involving opioids. In 2016-2017, the Partnership's "Search and Rescue" prescriber education campaign, supported by a grant from the Food and Drug Administration (FDA), is running nationally, connecting family physicians with the tools and resources they need to prescribe responsibly, and to identify and help patients at risk for substance use disorders related to prescription opioids.



YOU TOLD YOUR
BEST FRIEND YOUR
SON IS HOOKED ON
PAINKILLERS
AND SHE
OFFERED YOU
A HUG.

Most people don't know what to say about drugs. But we do. Visit us at [drugfree.org](https://www.drugfree.org)



Partnership[™]
for Drug-Free Kids

Where families find answers

The Partnership is a nonprofit, 501(c)(3) charitable organization.

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