



2012
Report

THE PARTNERSHIP®
AT DRUGFREE.ORG



THE PARTNERSHIP®
AT DRUGFREE.ORG

The Medicine Abuse Project 2012 Report

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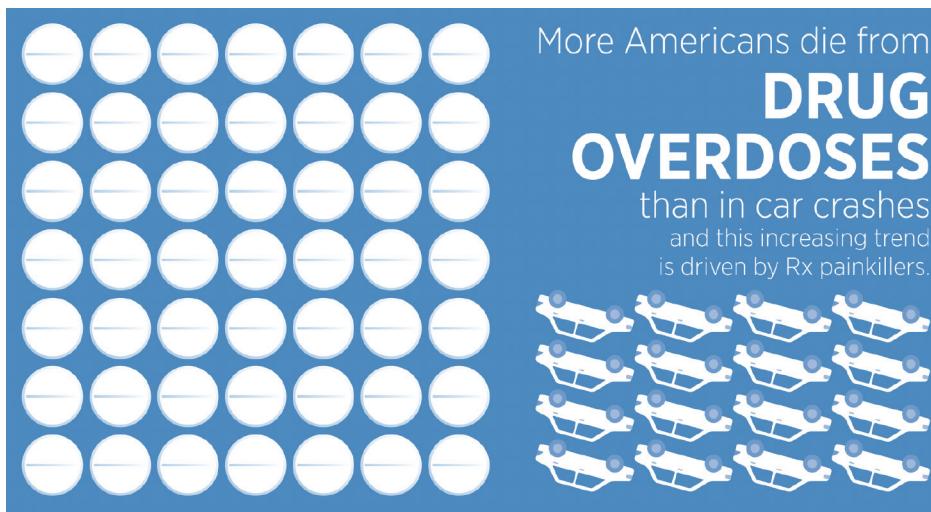
BACKGROUND

THE CONSEQUENCES OF MEDICINE ABUSE, including emergency room episodes, treatment admissions and overdose deaths, have increased dramatically, and it is a behavior that is starting in adolescence.

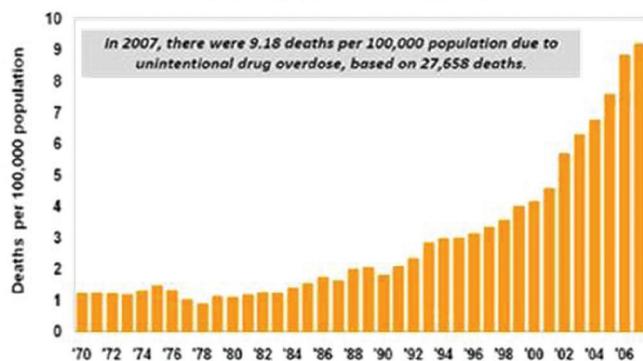
Every day, 2,500 teens use a prescription or over-the-counter medicine to get high or change their mood for the first time, and the death toll from prescription painkillers alone has tripled in the past decade.

Due to these high levels of prescription and over-the-counter (OTC) drug abuse, drug overdoses are now the leading cause of accidental death in the United States, outpacing fatalities from car crashes.

If the human toll were not enough, all of this has an enormous drain on the nation's economy, with the health care costs related to this behavior totaling \$72.5 billion annually.

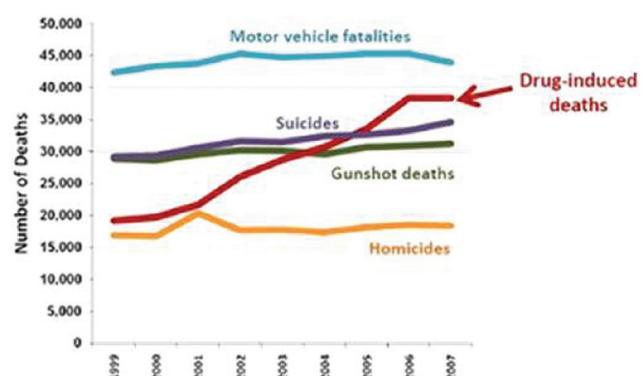


**Unintentional Drug Overdose Deaths
United States, 1970-2007**



Source: Centers for Disease Control and Prevention. *Unintentional Drug Poisoning in the United States* (July 2010).

Drug-Induced Deaths Second Only to Motor Vehicle Fatalities, 1999–2007



Source: National Center for Health Statistics, Centers for Disease Control and Prevention. *National Vital Statistics Reports Deaths: Final Data for the years 1999 to 2007 (2001 to 2010)*.



The need for a serious and sustained national prevention effort related to medicine abuse is well documented, and The White House Office of National Drug Control Policy's (ONDCP) 2011 *Prescription Drug Abuse Prevention Plan* calls for a four-pillar approach.

It includes education of parents, youth, patients and prescribers, monitoring of prescriptions to reduce doctor shopping, proper medication disposal and empowering enforcement to eliminate improper prescribing and dispensing practices.

EPIDEMIC: RESPONDING TO AMERICA'S PRESCRIPTION DRUG ABUSE CRISIS

2011



[THE PARTNERSHIP AT DRUGFREE.ORG](#), in collaboration with a diverse group of committed partners, launched a first-of-its-kind public awareness and mobilization campaign. The Medicine Abuse Project kicked off the week of September 23 to 29, 2012, and aims to curb the abuse of medicine, the most significant drug problem facing the United States today, and one which the Centers for Disease Control and Prevention has classified as an epidemic.

The campaign encourages parents and the public to take action: first, by talking with their kids about the dangers of abusing prescription and over-the-counter medicines, and second, by safeguarding and properly disposing of unused medications.

We have made a five-year commitment to this effort with the goal of preventing at least 500,000 teens and young adults from abusing medicines while advancing intervention, helpline and treatment resources to help those who have already begun to abuse these products.

Further, The Medicine Abuse Project has enlisted key constituents including parents, health care professionals, educators and community leaders, and assembled science-based content targeted to each of these constituencies, enabling them to play a role in ending the epidemic of medicine abuse.

PART 1

LAUNCH WEEK ACTIVITY

National and Local Advertising

THROUGH THE PARTNERSHIP'S LONGSTANDING RELATIONSHIPS with the advertising industry and the media, a key element of The Medicine Abuse Project launch was a concentration of powerful public service advertising focused on the tragic impact of medicine abuse on real families. These messages called parents and all concerned citizens to action, encouraging them to visit The Medicine Abuse Project site to find out how they could help end the epidemic at MedicineAbuseProject.org.

\$10 million in donated television, radio, print and digital advertising time and space supported The Medicine Abuse Project in its initial phase. With the help of partner Horizon Media, our television messages ran on the CBS, Fox and ABC broadcast networks and more than 50 national cable networks including the Turner, A&E and Discovery networks. ►

In addition, banner advertising linking directly to The Medicine Abuse Project site ran in major parent-targeted web destinations from September through November. ▼



The screenshot shows the Yahoo! Health homepage. At the top, there's a search bar and navigation links for "HOME", "HEALTH TOPICS", "HEALTH LIVING", "CHECK YOUR SYMPTOMS", "DRUGS & TREATMENTS", and "FIND A DOCTOR". Below the navigation, there are several health tips: "How Soda Harms You", "Unhealthy Office Habits", "Secrets to Better Sleep", and "Dental Health Tips". In the center, there's a large image of a man at a desk with a computer, looking stressed. To his right is a red rectangular banner for "THE MEDICINE ABUSE PROJECT" with the text "Help end the medicine abuse epidemic." and "PROTECT YOUR KIDS". At the bottom of the page, there's a footer with links to "HOME", "HEALTH TOPICS", "HEALTH LIVING", "CHECK YOUR SYMPTOMS", "DRUGS & TREATMENTS", and "FIND A DOCTOR".

◀ Yahoo! Health donated banner ad space to promote The Medicine Abuse Project.



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

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

44 PERCENT OF TEENS report having at least one friend who abuses prescription drugs. Even more disturbing: our kids are accessing these drugs – absolutely free – right in our own homes. How big a problem is it? Unintentional drug overdoses in the U.S. now outnumber traffic fatalities, and prescription drug abuse is the sad reason why.

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

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

IS YOUR KID MISUSING? By senior year of high school, one in five teens will have abused prescription painkillers. Nine percent will have abused sedatives and tranquilizers;



another ten percent will misuse prescriptions for ADHD. More kids misuse painkillers every year than use cocaine. Many kids think prescription drugs are 'safer' than illegal drugs. And it's so much easier to avoid suspicion with prescription drugs.

IS YOUR HOME SAFE? The short brutal answer? No. Pharmacists keep drugs locked away, but the rest of us certainly don't. One industry group estimates that America's medicine cabinets contain over 200,000,000 pounds of leftover prescriptions.

THE NEW DRUG EPIDEMIC. In the mid-1970s, an international heroin epidemic pushed overdose deaths to 1.5 per 100,000

US population. The cocaine epidemic of 1989-1993 doubled drug deaths to almost 3 in 100,000. Today's Rx drug epidemic is three times deadlier than that: over 10 deaths per 100,000 population in 2009.

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

SAFEGUARD YOUR MEDS NOW. Please remove all prescriptions from 'public' spaces in your home. Clear out your medicine cabinets and closets, especially in bathrooms visitors use. It's hard to change the patterns of a lifetime, but we must start throwing away prescriptions when we're done with them.

TALK WITH YOUR KIDS. When you safeguard your house, tell your kids what you're doing and why. Ask what they see at school, and how it affects friends and classmates. And whenever you give your kids medicine, you have another perfect teaching moment. Be sure to say the single most important thing a parent can say to their child: "I don't want you to do drugs." And be sure to point out that misusing legal drugs can be just as deadly as using illegal drugs. Because it is.



Safeguard your medications. Talk to your kids. Visit drugfree.org to learn more.

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

THIS PROVOCATIVE AND HIGHLY INFORMATIVE FULL page print ad ran in *The New York Times*, *Staten Island Advance*, *Time Magazine* and *New York Magazine*

during launch week, and was made available in poster form to doctors and other health care professionals across the country.

National Public Relations

IN CONCERT WITH THE PUBLIC SERVICE ADVERTISING blitz, The Partnership worked with PR firm CRT/Tanaka to achieve maximum possible visibility for the issue in both national and local media. Significant outreach was anchored around a few key, live events, including a major display and press event in Grand Central Terminal, New York, on Tuesday, September 25th; the NYSE Closing Bell, also on Tuesday, September 25th; a webinar co-hosted by media partner A&E Networks at the Newseum in Washington, D.C., on Thursday, September 27th; and the DEA's National Drug Take-Back Day on Saturday, September 29th.

Significant New York City-based news coverage on the 25th included: WPIX-TV New York (Interview with The Partnership at Drugfree.org President & CEO Steve Pasierb), WCBS-Radio and WCBS-TV New York ("Live From the Couch").

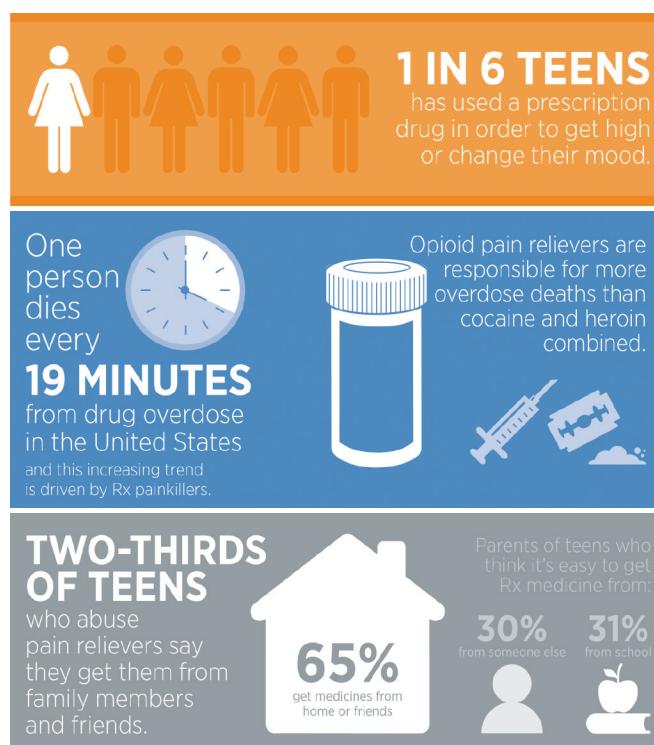
The speaking event at Grand Central Terminal featured New York City Health Commissioner Dr. Thomas Farley and actress and The Partnership spokesperson Melissa Gilbert, along with Steve Pasierb and National Parent Network member Phil Bauer.



From L to R: New York City Health Commissioner Dr. Thomas Farley; The Partnership at Drugfree.org President and CEO Steve Pasierb; and actor/advocate Melissa Gilbert at Grand Central Terminal on September 25, 2012.

All those passing through Vanderbilt Hall in Grand Central Terminal were offered an informational card promoting our webinar with A&E later the same week, and were invited to visit The Medicine Abuse Project site at one of four iPad stations and take the Pledge to help end the epidemic of medicine abuse. Nearly 5,000 cards were distributed and approximately 700 Pledges were signed by end of day.

Later the same day, at the CVS Drugstore at 42nd Street, there was another awareness event which included a display featuring an [infographic](#) illustrating the extent and severity of the medicine abuse epidemic. CVS and The Partnership employees distributed leaflets promoting the webinar and provided an opportunity for shoppers to sign the Pledge. [The infographic is also featured on MedicineAbuseProject.org](#).



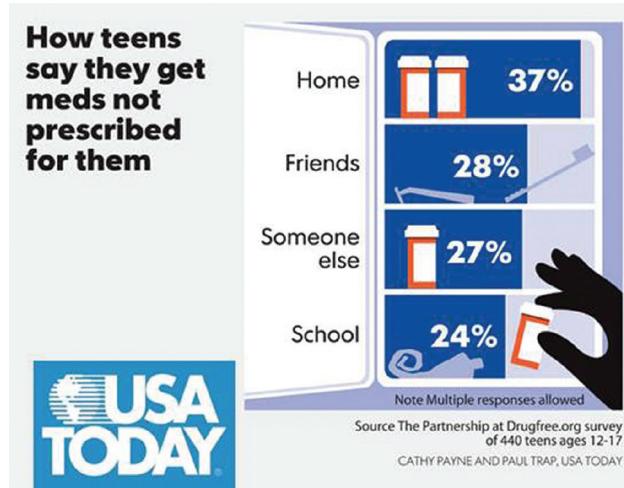


REPRESENTATIVES FROM THE MEDICINE ABUSE PROJECT, led by Melissa Gilbert and The Partnership at Drugfree President & CEO Steve Pasierb, rang the closing bell on September 25, 2012 at the [New York Stock Exchange](#) and the video of the closing received hundreds of views on the web, showing that large, public events are effective in gaining attention for the campaign.

Among The Medicine Abuse Project representatives at this event were Phil Bauer and Avi and Julie Israel, who lost their sons Mark Bauer and Michael Israel to prescription drug overdoses. The closing bell that day was dedicated to the memory of Mark and Michael and the goal of preventing other families from experiencing their pain at the loss of a child.

Top regional stories included:

WCBS-TV (New York)
WNBC-TV (New York)
WPIX-TV (New York)
KTLA-TV (Los Angeles)
KGO (San Francisco)
Chicago Parent
WFTS-TV (Tampa/St. Petersburg)
Dallas Morning News
Kansas City Star
Miami Herald
Honolulu Star-Advertiser
Tampa Tribune
The News and Observer
Roanoke Times
Charleston Gazette
Evansville Courier and Press
The Cincinnati Enquirer
Des Moines Register
Louisville Courier-Journal
Staten Island Advance





“HOPE FOR RECOVERY,” our webinar with A+E Networks, was promoted extensively by The Medicine Abuse Project’s strategic partners to their networks, and reached about 16,000 students, teachers and concerned citizens. The webinar also featured a question from the actor Matthew Perry about the role of drug courts in promoting recovery. ►



The Partnership at Drugfree.org President & CEO Steve Pasierb (center) moderated a panel made up of (left to right) Gil Kerlikowske, White House Office of National Drug Control Policy Director; Sofia, a young woman in recovery; Jeff van Vonderen, interventionist on A+E's show “Intervention”; and Dr. Bertha Madras of Harvard Medical School.



(left to right) Steve Pasierb, President and CEO of The Partnership at Drufree.org; Dr. Libby O'Connell, Chief Historian and Senior Vice President, A+E Networks; Jeff Von Vonderen, interventionist on A+E's “Intervention”; Harvard Medical School's Dr. Bertha Madras; Sofia, a young woman in recovery; DEA Administrator Michelle Leonhart; Gil Kerlikowkse, Director of the Office of National Drug Control Policy

Overall, via an extensive outreach to both national and local media, The Medicine Abuse Project launch generated more than 45,000,000 media impressions, including the following major features:



The Hope for Recovery webinar was preceded by a reception where The Partnership recognized the funders and strategic partners who made The Medicine Abuse Project possible. The reception was attended by representatives from many of our federal partner agencies. ▲



Audience Engagement

THE “CALL TO ACTION” in all the advertising and public relations activity was to go to MedicineAbuseProject.org, take the Pledge to help end the medicine abuse epidemic and find out what you can do—whether you’re a parent, a health care professional, an educator, a community leader or a concerned citizen—to help reduce by 500,000 the number of American teenagers

starting to abuse medicine over the next five years. In the coming year, The Partnership and its strategic partners will continue to promote the site and encourage visitors to take action and the following pages include some key metrics that capture the extent of The Project’s success in its first months.

Resources For: [Parents & Grandparents](#) » [Health Care Providers](#) » [Communities & Law Enforcement](#) » [Educators](#) »

THE MEDICINE ABUSE PROJECT

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

[Home](#) | [THE PROBLEM](#) | [WHAT YOU CAN DO](#) | [STORIES](#) | [NEWS & EVENTS](#) | [DRUG GUIDE](#) | [DONATE](#)

Prescription pain relievers have contributed to more overdose deaths than “street drugs” such as cocaine and heroin

Take the Pledge
As a **Citizen**, I pledge to learn about teen medicine abuse, to safeguard my medicines and to talk to the teens I know about this issue.
 First Name Email Address
[TAKE THE PLEDGE](#)

5 8 9 7 people have signed the pledge

Take Action Against Rx
Download the easy-to-use Rx Toolkit >

Protect Your Kids
3 Steps to Safeguard Your Medicines >

Quiz
One person dies every ____ from drug overdoses in the U.S.

[Take the Quiz >](#)

Ronnie's Story
He had huge dreams and aspirations.

[Watch the Video >](#)

Recent News
CNN: Dump Those (Prescription) Drugs
[Find Out More >](#)

Parents360 Rx Toolkit
The Parents360 Rx Action Toolkit is an easy-to-use tool you can use to share information about the dangers of medicine abuse.

[Learn More >](#)



SITE TRAFFIC & SOCIAL MEDIA

MedicineAbuseProject.org received 86,076 visits, 68,910 of these unique and 22,984 from mobile phones and tablets from September through December 2012. Over the same period, about 1,600 people took The Medicine Abuse Project quiz to find out how much they know about the issue of medicine abuse. Also during this time, nearly 6,350 people visited The Partnership's Facebook page to receive more information about The Medicine Abuse Project.

THE PLEDGE

From September through December, more than 5,000 people took the Pledge to end medicine abuse and gave us their email address so that they can be an active part of the Project moving forward. ►

 **Colin Boyle**
@BoyleColin [Follow](#)

I took the pledge to #endmedicineabuse today. pic.twitter.com/rRZcJE81

[Reply](#) [Retweet](#) [Favorite](#)



7:44 AM - 29 Sep 12 · Embed this Tweet [Flag media](#)

 **UMKCatMU_ASP**
@UMKCatMU_ASP [Follow](#)

Students were kept busy with 9 full boxes at one location! Way to go @APhAASP members! #UMKCSOP #endmedicineabuse pic.twitter.com/g3id5D4c

[Reply](#) [Retweet](#) [Favorite](#)



12:23 PM - 29 Sep 12 · Embed this Tweet [Flag media](#)

DEA TAKE-BACK DAY

One of our major objectives and engagement opportunities was participation in the Drug Enforcement Administration's National Take-Back Day on Saturday, September 29th. Thanks to DEA's activation of its nearly 5,300 take-back locations nationwide and extensive promotion of the September 29th Take-Back Day, over 488,395 pounds (244 tons) of prescription medications were collected from members of the public.

To encourage additional participation in the Take-Back, The Partnership ran a contest asking people to Tweet a picture of themselves dropping off medication at their local Take-Back location in order to be submitted in a raffle to win one of two iPads. Picture of winners at left. ◀



The image shows three distinct promotional items for The Medicine Abuse Project:

- Left Panel:** A white and orange prescription bottle-shaped card. It features the "THE MEDICINE ABUSE PROJECT" logo, "THE PARTNERSHIP AT DRUGFREE.ORG", and the text "Learn more at MedicineAbuseProject.org".
- Middle Panel:** A white card with a pink border. It contains the text "Did you know that 70% of teens that abuse prescription drugs get them from family and friends?" followed by logos for Rite Aid Pharmacy, Smith's Pharmacy, Fred Meyer Pharmacy, King Pharmacy, and Kroger Pharmacy.
- Right Panel:** An orange card featuring the "THE MEDICINE ABUSE PROJECT" logo. Below it is a section titled "DID YOU KNOW?" with the text "Prescription medicines are now the most commonly abused drugs among 12-13 year olds." Another section titled "HELP END THIS EPIDEMIC" encourages safeguarding medicine and talking to teens about its dangers. At the bottom, it says "Learn more at MedicineAbuseProject.org" and "THE PARTNERSHIP AT DRUGFREE.ORG".

Additionally, The Medicine Abuse Project secured 24,000 pharmacy bags distributed in eight states with The Partnership at Drugfree.org as the exclusive advertiser, a value of \$13,700.



New York Magazine also issued an e-blast to more than 50,000 subscribers promoting one of our premiere launch week activities.



NEW YORK
nymag.com

THE MEDICINE ABUSE PROJECT™

THE MEDICINE ABUSE PROJECT LIVE

TUESDAY, SEPTEMBER 25
8 A.M. – 9 P.M.
GRAND CENTRAL TERMINAL
VANDERBILT HALL

DID YOU KNOW...

- Prescription medicines are now the most commonly abused drugs among 12 to 13 year olds
- One person dies every 19 minutes from a drug overdose in the United States
- More Americans die from drug overdoses than in car crashes

Join us to prevent half a million teens from abusing medicine within the next five years, and ultimately save lives.

Visit The Medicine Abuse Project LIVE: Grand Central Exhibit, New York City to learn more about the issue of teen medicine abuse, view and share stories and take the Pledge to help #endmedicineabuse.

THE PARTNERSHIP AT DRUGFREE.ORG



OVER THE COURSE OF THE LAUNCH WEEK, leaders in the substance abuse field blogged or provided features for The Partnership at Drugfree.org's [Join Together newsletter](#), which provides news about the substance abuse field, and reaches more than 50,000 professionals in health care, education and public policy. Contributing experts included some of the most preeminent individuals in our field, including Dr. Thomas McLellan of the Treatment Research Institute; Gil Kerlikowske, Director of the Office of National Drug Control Policy (ONDCP); and Dr. Thomas Frieden, Director of Centers for Disease Control and Prevention (CDC) pictured below.

[Join Together](#)

Commentary: Defining The Epidemic of Prescription Painkiller Abuse

By Thomas R. Frieden, MD, MPH | September 28, 2012 | [Leave a comment](#) | Filed in [Addiction](#), [Prescription Drugs](#) & [Research](#)



The Centers for Disease Control and Prevention has described the country's sharp rise in overdoses over the last decade from prescription painkillers, or opioids, as an epidemic. But it can be

There were more than 4,000 social media mentions and a total of 41,265,758 social media impressions (Twitter, Facebook, blogs and videos) through the course of the launch period. This, in part, was driven by influentials who showed social media support for the campaign, including Dr. Oz, Larry King, Maria Shriver, To Write Love on Her Arms, LIVESTRONG, Andrew Zimmern and the organization's own celebrity spokesperson, Melissa Gilbert.

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[SUBSCRIBE](#)

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

Follow Us:



JOIN TOGETHER

Expansive Social Media and Online Dialogue



The Partnership at Drugfree.org
Welcome to "The Medicine Abuse Project LIVE: Meet The Parents Hour." For the next hour we invite you to chat with Dr. Drew Pinsky and Amber Smith as we discuss medicine abuse and recovery. PLEASE NOTE: Questions that are off topic will not be answered.

Like · Comment · Share · Edit · September 27

59 people like this.

14 shares

The Partnership at Drugfree.org Welcome Amber and Dr. Drew. Let's begin... Amber, can you please introduce yourself and then Dr. Drew...

September 27 at 4:00pm · Like

Amber Smith Hello! It's Amber Smith here...

September 27 at 4:00pm · Like · 0

The Partnership at Drugfree.org Great to see you Amber Smith! Dr. Drew, are you in yet?

September 27 at 4:01pm · Like

The Partnership at Drugfree.org Let's give Dr. Drew a few minutes to join. In the meantime, here is a pre-submitted question for Amber from our online community. Craig asks "Amber, I think it's great you realized you were addicted and got help! Can you talk about whether others - friends, family, etc. - enable how that happened and perhaps, could you have pulled it off if you weren't enabled? If you would, please discuss another can recognize it and therefore helped you sooner to keep up the great work on this important issue."

September 27 at 4:02pm · Like

Amber Smith I believe DENIAL is very convenient.. they have to deal with the problem if they don't see it!

September 27 at 4:02pm · Like

Barbara Jenkins Basey how do you help a child (adult) get off meth

September 27 at 4:02pm · Like

DrDrew Pinsky Parental denial is a very powerful mechanism. It is literally too painful to acknowledge that your child has a dangerous condition

September 27 at 4:02pm · Like · 0



Cassie Lynne Dr. Drew, what are some of the biggest challenges you've seen in your patients when it comes to maintaining recovery and sobriety?



Dr. Drew Pinsky Cassie the biggest challenge today I am sorry to say is the medical system. Today when my patients die it is virtually always because of pills given to my patients by my peers

WORKING WITH ITS NETWORK OF ENGAGED PARENT advisors and ambassadors, experts in the field of medicine abuse and addiction treatment and well-known individuals who have been touched by addiction, The Partnership made extensive use of social media led by Facebook and Twitter to promote The Medicine Abuse Project. On Monday, September 24, parents, teens and concerned citizens participated in an iVillage chat

focusing on medicine abuse and featuring The Partnership President and CEO Steve Pasierb, along with parent specialist Jerry Otero and Assistant Director of Public Affairs Candice Besson. On Thursday, September 27, nearly 1,600 members of [The Partnership's Facebook community](#) were engaged in an hour-long conversation with Dr. Drew Pinsky and Amber Smith of "Celebrity Rehab."

PART 2

SURVEY

THE PARTNERSHIP AT DRUGFREE.ORG conducted a survey of key target audience segments. Our objectives were to uncover newsworthy aspects of the medicine abuse epidemic that could help to attract attention from the news media, and obtain benchmark measures as we begin The Medicine Abuse Project's five-year effort to cut in half the number of teens who initiate the dangerous abuse of prescription and over-the-counter medications.

The audience segments surveyed included adults (18 years old and above) in the general population, parents of teens aged 12-17, parents of college students and teens 12-17. Additionally, physicians and dentists were surveyed.

Survey questionnaires asked adults about their awareness and perceptions of the medicine abuse problem, and their practices with regard to storage and disposal of medications at home. In addition to these areas of questioning, parents were asked about their commu-

nication with their children with regard to medicine abuse, their own misuse or abuse of medicine, and their provision of medication to their children. Teens answered questions about their perceptions of their peers' misuse and abuse of medicine, the ease or difficulty of obtaining medicine for nonmedical use, and the extent to which they had talked with their parents or others about medicine abuse.

Physicians and dentists answered questions about their awareness and perceptions of the medicine abuse problem, their prescribing practices, and familiarity with tools to prevent patient abuse of medications, including Screening, Brief Intervention and Referral to Treatment (SBIRT), prescriber/patient agreements and prescription drug monitoring programs.

Results were folded into an [e-Book](#) and distributed to top-tier media and available on the Project's website. Sample pages from the book illustrated, in graphic form, the survey findings:

THE DISCONNECT

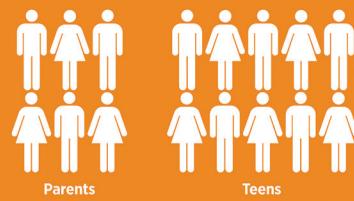
The issue of teen medicine abuse is more widespread than parents think. Still, 22 percent of adults and 19 percent of teens say they know someone who has died due to medicine abuse. So, where is the disconnect? This issue is simply not on their radar. Parents rank medicine abuse 13th among their greatest concerns for

teens, below both alcohol abuse and drug abuse.

While 25 percent of parents of teens believe it is easy to access prescription medicines at home, 37 percent of teens believe the same. Parents may not always be aware of how accessible their medications are to their kids, and how

easy they could be making it for them to find these medicines and potentially abuse them. Since 79 percent of teens know where their parents store their prescription medicines, the easiest place for kids to get drugs is often right in their own home.

Only **6 percent of parents** say they have a child who abused medicine, however **10 percent of teens** admit to misusing/abusing medicines in the past 6 months.

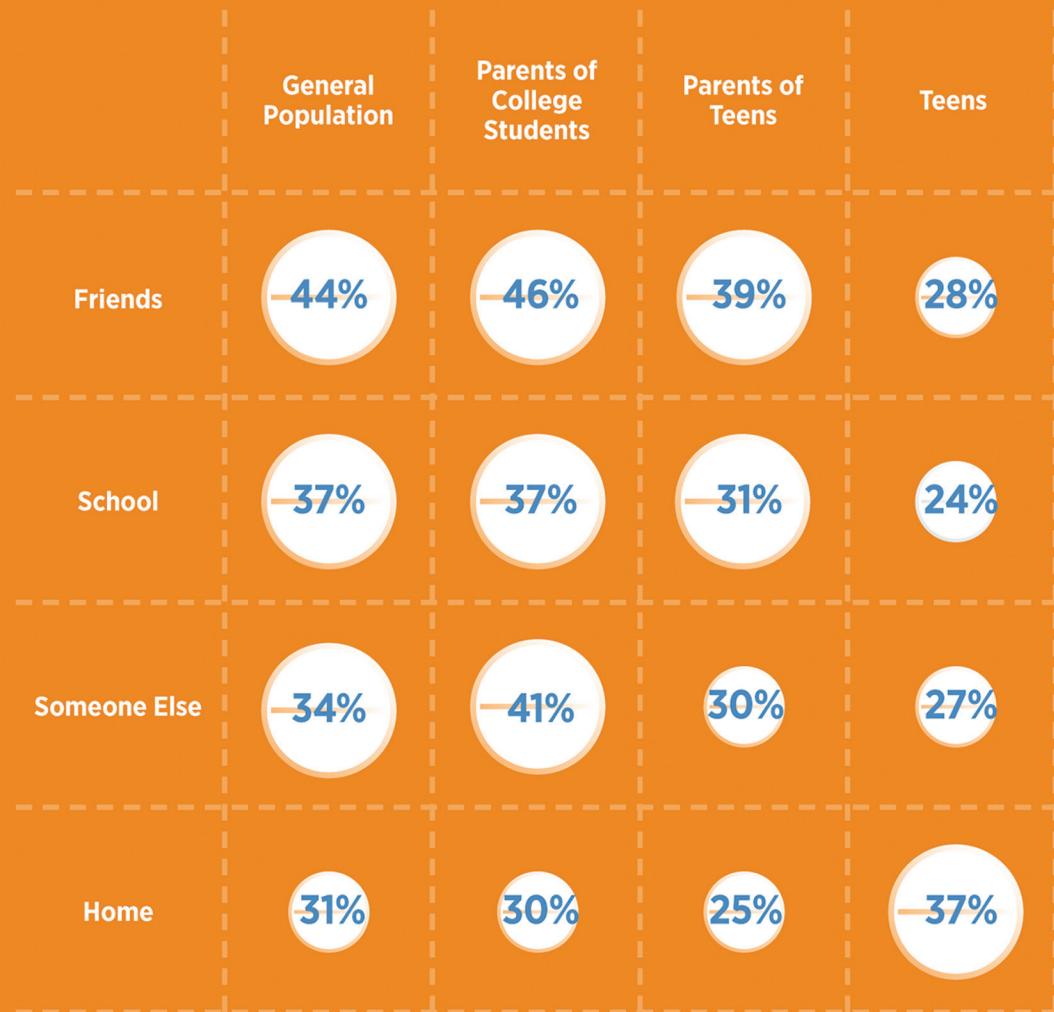




Teen Accessibility of Prescription Medicine

Adults in the general population and parents of college students believe it's relatively easy for teens to obtain prescription medications from friends, school or other people they know.

If teens wanted to take prescription drugs, they think the easiest place to find them would be at home.





It's Difficult to Identify At-Risk Kids

Doctors and dentists think it is relatively easy to identify at-risk adult and teen patients, but much more difficult to spot kids who may be at risk for addiction.



3 in 10
believe it is difficult
to spot at-risk teens



Close to half
find it difficult
to identify at-risk kids

Doctors and dentists see themselves as influential, but not primarily responsible, when it comes to their patients potentially developing addictions to prescription medicine. In their opinion, they play a smaller, secondary role when it comes to educating patients about the potential for misuse and abuse of medication – their role in combating this issue lies in:

- Limiting access to addictive medicine and prescribing smaller quantities
- Screening for and counseling at-risk patients
- The fact that a relatively small percentage of the prescriptions they write are for potentially addictive medications (although it is a higher percentage among dentists)



DIFFERING STORIES

The research shows that only 3 percent of parents admit to giving their child/children medication not prescribed for them. Yet, 22 percent (one in five) of teens say they were given a prescription medicine not meant for them by their parents.

Two out of five adults (42 percent) say they have leftover medicine from a past prescription and nearly two-thirds (63 percent) of these adults report keeping their medicine in case they or someone else needs it in the future.

It's no wonder that teens underestimate the danger of taking a medication not prescribed for them.

Only 3 percent of parents of teens admit giving their child medication not prescribed for them.



Yet, 22 percent of teens say they were given a prescription medicine not meant for them by their parents.





THE CONVERSATION ISN'T HAPPENING

Parents are considered the most influential force for combating prescription medicine abuse. Of those surveyed, 91 percent of parents believe that it is their responsibility to teach their children about proper medication use; 69 percent of parents also agree that conversations with their children are effective at combating medicine abuse. But, many parents are failing to act as the first line of defense. While, 75 percent of parents of teens say they have discussed medicine abuse with their children, conversations about over-the-counter and prescription medicine abuse have taken place in the past six months with 31 percent and 34 percent of teens, respectively. Teens often do not understand the severity of the possible consequences associated with abusing medication. Most teens recognize that there is some risk of abuse when taking prescription medication, but only 36 percent feel it poses a great risk. Therefore, it is crucial that parents and loved ones talk to the teens in their lives about the dangers of abusing medications. They may seem less dangerous than illicit drugs like heroin and cocaine, but the consequences can be just as devastating. We talk about alcohol, smoking, drinking and driving and sex with our kids — why not medicine abuse?



75% of parents of teens

say they have discussed medicine abuse
with their children



31% of teens

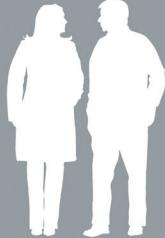
have had someone talk to them
about OTC medicine abuse

34% of teens

have had someone talk to them
about prescription medicine abuse



THE GREAT DIVIDE



6 percent of parents of teens
say they have a child who
abused medicine...



however **10 percent of teens**
admit misusing/abusing
medicines in the past six months

25 percent of parents of teens
believe it is easy to access
prescription medicines at home...

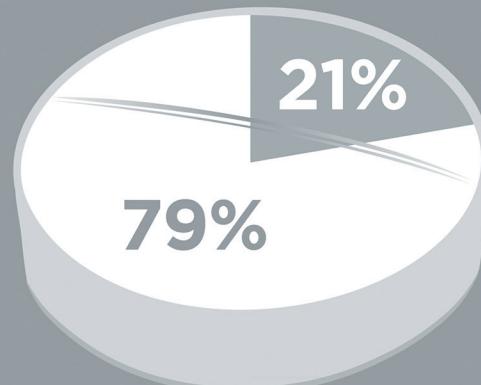
37 percent of teens
believe the same

3 percent of parents of teens
admit giving their child/children
medication not prescribed
for them...

but **22 percent of teens**
say their parent gave them
a medicine not prescribed
to them

Teen Awareness of Prescription Medication Storage

Most teens (79%)
know where
their parents
keep their
prescription
medications;
21% do not
know.



PART 3

WHAT'S NEXT

THE MEDICINE ABUSE PROJECT IS A FIVE-YEAR ENDEAVOR, and there are numerous activities planned for 2013. We are executing The Medicine Abuse Project with a 360° point of view by highlighting each of the key stakeholder audiences and the unique issues it faces at select points throughout the campaign year. Tactics include:

NATIONAL AND REGIONAL MEDIA



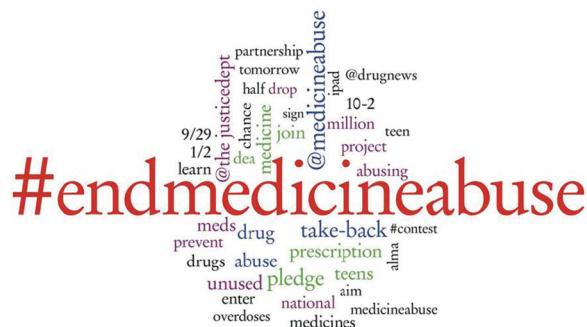
In the coming year, we will continue our outreach to national and top regional media, focusing on key news hooks to promote The Medicine Abuse Project's message, including significant press pushes in April (the release of the Partnership Attitude Tracking Study and the next DEA Take-Back Day) and also in September.

We plan to work with a variety of spokespeople, beginning with former NBA star Chris Mullin (below), a father in recovery. Our goal is to assemble a number of individuals who can speak to the issue from a range of perspectives, including: helping teens manage stress; the risk of medicine abuse following sports injuries; personal stories about medicine abuse from both the parent and teen perspective; medicine abuse among returning veterans; as well as the role of health care providers in identifying medicine abuse in teens.



SOCIAL MEDIA

We will continue our heavy emphasis on social media with continued outreach to public figures who can help raise awareness as well as a targeted effort to engage “mommy bloggers” who are uniquely positioned to reach the key parent audience.

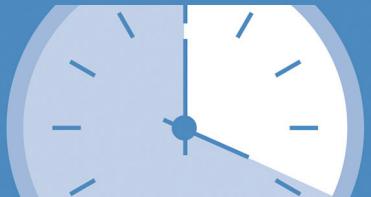


MOM BLOGGER TOUR

We'll engage with a leading mom blogger network to engage top mom bloggers to participate in a blog tour to discuss the issue of teen medicine abuse. Anywhere from 30-60 mom bloggers will participate in the tour, complemented with a parent toolkit including key messages we want them to address and to take action and empower their readers around the issue.

“PLEDGE TO END IT” T-SHIRTS

We also plan a “Pledge to End It” campaign which will allow celebrities and other influentials to upload photos of themselves wearing a Medicine Abuse Project T-shirt that can be shared through social media, similar to the Stand Up to Cancer campaign.



PUBLIC SERVICE ANNOUNCEMENTS

In September 2012, we distributed our PSAs to our national media partners. In the spring of 2013, those PSAs will be distributed to our local partners in the top 20 media markets so that we can have a second burst of exposure. In addition, we are creating new PSAs— both for television and print media—that will run from September 2013 through year-end.

MEDICINE ABUSE DOCUMENTARY



We are partnering with GenArt, an arts and entertainment organization that showcases emerging fashion designers, filmmakers, musicians and visual artists, bringing added cache and awareness to our Project. GenArt will work with us to create a documentary that will premiere at a film festival in New York City in late summer. Giving voice to the teen experience with medicine abuse, it will be a valuable tool to engage the press as well as educate parents, health care providers, teachers, community leaders and policy makers about the problem and can be the centerpiece of local events in communities across the country.



WORKING WITH PARTNERS

We will coordinate with our partner organizations to continue to push out to their members the content on MedicineAbuseProject.org through their regular communications as well as at their conferences and events.

We also plan to create an enhanced grassroots kit for 2013 that will feature more customized materials for different audiences.

ADVOCACY

In 2013, The Medicine Abuse Project will also expand its footprint and incorporate advocacy as a program goal. Our ongoing communication with individuals who have signed the Pledge will begin to include opportunities to weigh in with policymakers on issues related to medicine abuse. We will also have social media opportunities for people to show their support for advocacy actions.



PART 4

FUNDERS AND SPONSORS

THE SUCCESS OF THE MEDICINE ABUSE PROJECT launch is due in large part to the tremendous efforts of our funders, federal agency partners and strategic partners who promoted the Project, driving awareness and action. From the corporate CEOs who sent out company-wide letters urging employees to participate in the effort to the community groups that persuaded local pharmacies to hand out information about medicine abuse to their customers, our partners were dogged in spreading the

word. We thank them for their blast emails, Tweets, press releases and Facebook posts. We also are grateful for their insights and educational content that helped populate MedicineAbuseProject.org. We look forward to continuing to work with all of them as we move toward our common goal of reducing half a million teens from abusing medicine in the next five years.

GOLD SPONSORS



Mallinckrodt



SILVER SPONSORS



BRONZE SPONSORS



CHAMPION SPONSORS





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

NATIONAL PARTNERS

Alliance for Safe Online Pharmacies

American Academy of Family Physicians

American Academy of Pain Management

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

International Association of Campus Law Enforcement Administrators

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 School Nurses

National Association of State Controlled Substances Authorities

National Coalition Against Prescription Drug Abuse

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



To find out more about The Medicine Abuse Project,
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