

THE
MEDICINE
ABUSE
PROJECT®



2014 REPORT



The initiation of misuse and abuse of prescription drugs among teens is down 17 percent. The goal of the Medicine Abuse Project is to drive down use, and these numbers show that we're making very good strides.

Since the Project's launch in 2012, the Partnership for Drug-Free Kids and our partner organizations have worked nonstop in our commitment to prevent prescription drug and over-the-counter medicine abuse among teens. To date, we've amassed 17 corporate, eight Federal and 81 strategic partners, ranging from CVS to the National Institute on Drug Abuse to the American Academy of Pediatrics.

AMONG THE 2014 HIGHLIGHTS

We continued to build on the momentum of our teen-made documentary, "Out of Reach," with screenings in multiple markets educating communities about teen medicine abuse. The film was also featured on a special TODAY show segment as part of their series, "The Secret Lives of Teens."

Our "Mind Your Meds" PSA campaign was awarded a Gold Lion, one of the most prestigious awards in advertising, at the first-ever Cannes Lions Health Awards.

Working jointly with our teen-targeted effort, Above the Influence, we launched a new Toolkit to help teens boost confidence and prevent risk-taking behaviors, including drug and alcohol abuse. The centerpiece of the Toolkit, a 10-minute video titled "Not Prescribed," debuted at an event in Washington, D.C. for our Medicine Abuse Project partners.



We released new research examining stress and the abuse of ADHD medications. The research showed that abuse of prescription (Rx) stimulants has become a normalized behavior among current college students and young adults.

We teamed up with gold-level sponsor CVS/Health to create a donation program through which local police departments around the country can apply to receive drug collection units to help their communities safely dispose of unwanted medicine.

Finally, we introduced "Search and Rescue," a new campaign supported by the Food and Drug Administration. It focuses on the role health-care professionals play in prescribing medicine responsibly, communicating the risks of abuse and helping patients who may be misusing or abusing medicine.



SURVEY FINDINGS: ADHD MEDICINE ABUSE

We released a nationally representative survey confirming that the abuse of prescription stimulants has become a normalized behavior among current college students and other young adults. The online study found that young adults often misuse and abuse prescription stimulants as a way to manage the daily demands of academics, work and social pressures.

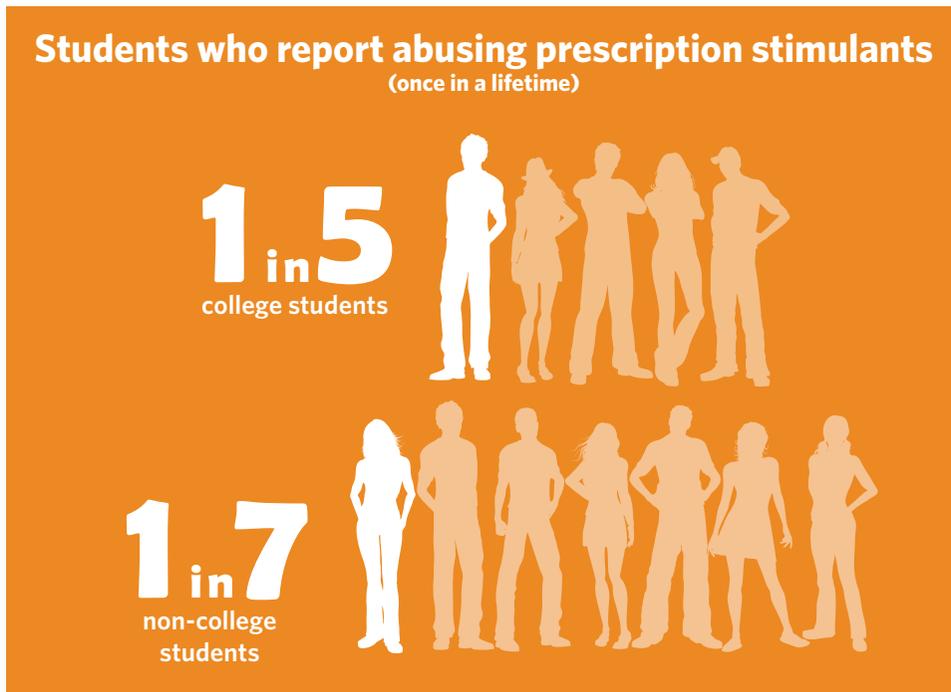
The new research found 1 in 5 college students (20 percent) report abusing prescription stimu-

lants at least once in their lifetime, compared to 1 in 7 non-students (15 percent). Older students are also more prone to engage in these behaviors: the data found that among current students, sophomores, juniors, seniors and graduate students are significantly more likely to abuse Rx stimulants than college freshmen.

The survey was released at a panel discussion we hosted at New York University and titled “Under Pressure: College Students and the Abuse of Rx Stimulants.”



NEW YORK UNIVERSITY





“MIND YOUR MEDS” WINS CANNES GOLD LION

We, along with pro-bono advertising agency Hill Holliday, were honored with a Gold Lion at the first-ever Cannes Lions Health Awards for the public service campaign “Mind Your Meds.”

The “Mind Your Meds” TV spots were directed by actor/director Eric Stoltz and designed to bring attention to the issue of teen medicine abuse. The integrated campaign also included radio, print, out-of-home and digital elements that increased the campaign’s visibility around the country.



ABOVE THE INFLUENCE TOOLKIT & VIDEO

A new Toolkit, developed as part of our teen-targeted Above the Influence program, includes activities that can be used with youth, ages 12-17, across a variety of community settings to boost confidence and prevent risky behaviors, including alcohol and drug abuse.

The centerpiece of the Toolkit is a 10-minute video entitled “Not Prescribed,” which depicts the true stories of four families impacted by medicine abuse. It is paired with an accompanying facilitator guide to help teens have conversations around the issue of prescription drug abuse.





TEEN-TARGETED DIGITAL CAMPAIGN ADDRESSES DANGERS OF DXM ABUSE

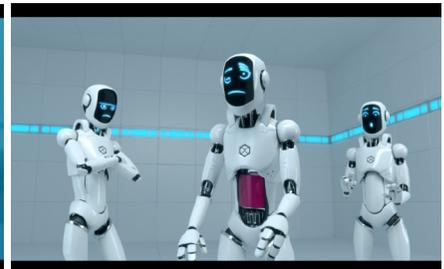
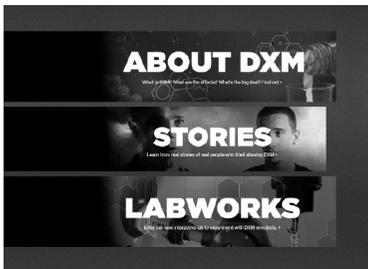


Together with advertising agency partner Tribal Worldwide and in partnership with the Consumer Healthcare Products Association, we developed a digital campaign designed to wake teens up to the dangers of abusing over-the-counter products that contain dextromethorphan (DXM), such as cough medicine.

The campaign centers around a cutting edge video game called “Labworks,” available as a mobile app. Aimed at teens who are at

risk of abusing over-the-counter medications, the game allows users to test the effects of these medicines on a customized robot. Also part of the campaign is a brand new website, **WhatsDXM.com**, where users can learn about DXM, read real stories of people who tried abusing DXM and view the trailer for the “Labworks” game.

The interactive game and campaign was featured in Mashable and other large-scale media outlets. It received the Favorite Website Awards Mobile of the Day Award upon launch.



“SEARCH AND RESCUE” INITIATIVE

Recognizing the key role healthcare professionals play in prescribing responsibly, we worked with health care agency ICC Lowe to introduce a new campaign called “Search and Rescue.” The initiative communicates the risks of abuse and informs prescribers about how to identify and help patients who may already be misusing or abusing medication. “Search and Rescue” was piloted in two states (Maryland and Rhode Island) and is supported by a multi-year grant from the Food and Drug Administration.

Targeted to family physicians and pain specialists, the effort is centered around individual, dedicated websites that are customized for

each state. The sites contain easy-to-use tools that will help prescribers identify prescription drug misuse and addiction in their practices.



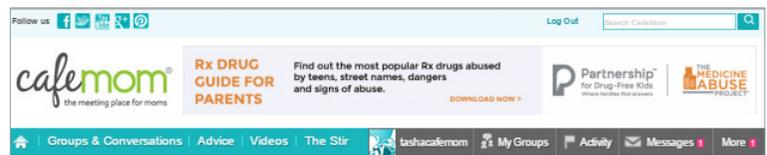
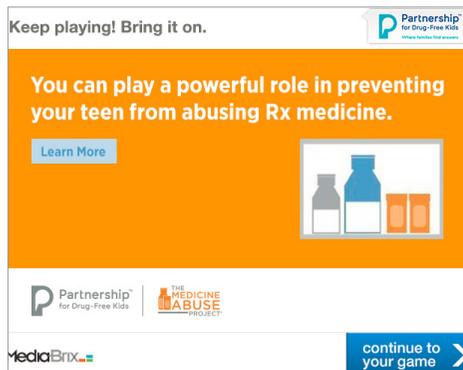


The Partnership's Medicine Abuse Project media partners generated more than **\$45 million** in donated media in 2014.

Thanks to our extensive list of generous media partners, our critical messaging about medicine abuse has made its way to parents around the country through virtually every form of media communication – including television, radio, out-of-home and online opportunities.

Our public service announcements (PSAs) aired on national television networks, on over

50 leading cable networks and on hundreds of local television stations in nearly every media market across the country. Our Medicine Abuse Project PSAs have also run in national magazines, and in other large-scale print publications like *The Wall Street Journal* and *The New York Times*, on national and local radio stations, billboards, banner display ads, desktop gaming promotions, and video advertising.





Special thanks to our generous media partners:

Print



Broadcast



Digital



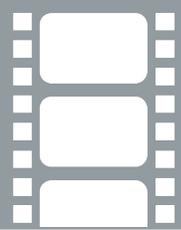


**THE MEDICINE ABUSE PROJECT:
IN THE NEWS**

In 2014, the Medicine Abuse Project received significant media attention, largely attributed to the release of our survey confirming the normalization of prescription stimulant abuse among college students and other young adults. The findings were covered in a comprehensive HealthDay piece, which subsequently generated more than 150 web hits. This included coverage by WebMD, *US News & World Report*, *Newsday*, *Huffington Post*, ABC, NBC and more. The survey and Project were also covered in an original piece in *Sports Illustrated*.

**Our survey confirmed
the normalization of
prescription stimulant abuse
among college students and
other young adults.**





“OUT OF REACH”



Activity and momentum continued around our teen-made documentary on medicine abuse, “Out of Reach,” with more than 600 individuals from across the country requesting the film and its accompanying toolkit to help educate their communities about this issue.

The Partnership worked to host special screenings of the film paired with robust panel discussions featuring experts as well as teens in recovery from medicine abuse. These events took place in select schools in the New York City area, as well as in California, Colorado, Georgia, Idaho, North Carolina, Montana and Ohio.

Special thanks to: U.S. Attorney for the Southern District of California Laura Duffy; Idaho First Lady Lori Otter; Montana First Lady Lisa Bullock; North Carolina Attorney General Roy Cooper; and Ohio First Lady Karen Kasich for their participation in and championing of our local screenings in 2014.

A TODAY Show segment hosted by NBC special anchor Maria Shriver also featured the film. The piece was part of a series entitled “The Secret Lives of Teens”. This installment educated viewers about the prevalence of teen prescription drug abuse.

CVS/HEALTH AND THE PARTNERSHIP TEAM UP FOR SAFE DISPOSAL

One of the most important things the public can do to prevent medicine abuse is to safely dispose of their unused, unwanted and expired medicine. To increase access to disposal options for people around the country, we teamed up with CVS/Health, a gold-level sponsor of The Medicine Abuse Project. To-

gether, we created an innovative community donation program through which local police departments can apply to receive a drug collection unit to help their communities safely dispose of unwanted medicine. We will equip police departments around the country with up to 1,000 receptacles.



WHAT'S NEXT?

THE MEDICINE ABUSE PROJECT HAS MADE GREAT STRIDES toward our goal of preventing 500,000 teens from initiating this behavior, but much work remains. This will be another busy year for the Partnership and our Medicine Abuse Project partners.

PUBLIC SERVICE ANNOUNCEMENTS



We will continue to build on the success of the “Mind Your Meds” tagline in 2015 with a new cross-platform campaign being developed pro bono by Vitro in San Diego, CA. The campaign will run across a variety of media channels and will continue to drive home the “Mind Your Meds” message.

EDUCATION TOOLS

In 2015 we will continue to work with schools, parent associations, elected officials and community groups across the country to educate families about the realities of teen medicine abuse. We will build on our existing community education resources and create a film looking at the ways teens abuse substances, particularly prescription medication, to cope with stress and anxiety. As always, we will pair this film with a toolkit so that communities can use the film to create conversations. We will also continue to produce infographics and other engaging content that can be shared in social media to educate new cohorts of parents about the dangers of medicine abuse and the link between prescription opiate abuse and heroin use.

PRESCRIBER EDUCATION



We are entering the third 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.



AN FCB HEALTH COMPANY

Our successful “Search and Rescue” peer-to-peer prescriber education campaign, created together with ICC Lowe, will expand from Rhode Island and Maryland to several other states.

Mallinckrodt We will also be releasing the findings from a study funded by Mallinckrodt examining how health care providers and patients talk about proper use, storage and disposal of pain medications, including opioids.



GOVERNMENT RELATIONS & ADVOCACY MEDIA

Working with our Medicine Abuse Project federal partners, as well as State Attorneys General and Governors, we will continue to raise awareness among the general public about medicine abuse and advance policy objectives to reduce the prevalence and consequences of this deadly behavior.

Some of our key messages will include the importance of robust prevention programs, access to treatment, life-saving initiatives such as Good Samaritan laws and widespread access to Naloxone, encouraging development and use of medications with abuse-deterrent properties. Others will include working to increase prescribers use of tools like Prescription Drug Monitoring Programs and Screening Brief Interventions and Referral to Treatment.

We will also continue to monitor instances where companies glamorize or normalize medicine abuse in order to sell products and will advocate for responsible messaging about the abuse of prescription drugs and over-the-counter cough medication.

Another goal for 2015 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 their medication. We will continue our heavy emphasis on social media with continued outreach to celebrities, mommy bloggers, policy makers and other influencers who are well positioned to reach the key parent audiences.



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

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FEDERAL PARTNERS

Bureau of Justice Assistance	National Institute on Drug Abuse
Centers for Disease Control and Prevention	Substance Abuse and Mental Health Services Administration
Drug Enforcement Administration	United States Attorneys' Offices
Food and Drug Administration	
Office of National Drug Control Policy	

NATIONAL PARTNERS

Alliance for Safe Online Pharmacies	HYFN
American Academy of Family Physicians	International Association of Campus Law Enforcement Administrators
American Academy of Pain Management	The Mario Do Right Foundation
American Academy of Pediatrics	National Association of Attorneys General
American Association of Oral and Maxillofacial Surgeons	National Association of Boards of Pharmacy
American Association of Poison Control Centers	National Association of Drug Court Professionals
American Association for the Treatment of Opioid Dependence	National Association of Drug Diversion Investigators
American College of Emergency Physicians	National Association of Model State Drug Laws
American College of Preventive Medicine	National Association of School Nurses
American Dental Association	The National Association of State Alcohol and Drug Abuse Directors
American Medicine Chest Challenge	National Association of State Controlled Substances Abuse Authorities
American Society of Anesthesiologists	National Council on Patient Information and Education
Association of State Criminal Investigative Agencies	National Narcotic Officers' Associations' Coalition
Caron Treatment Centers	NEA Health Information Networks
The National Center on Addiction and Substance Abuse at Columbia University (CASA)	Phoenix House
Center for Safe Internet Pharmacies	SIMmersion
Healthcare Distribution Management Association	Treatment Research Institute
The Herren Project	



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
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

or please contact:

April Brown
Director of Corporate Relations
april_brown@drugfree.org or 212.973.3555



MIND YOUR MEDS



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



Your prescriptions are yours alone. For tips on safeguarding your medicine, and your family, visit drugfree.org/medicineabuseproject



**Partnership[™]
for Drug-Free Kids**

Where families find answers