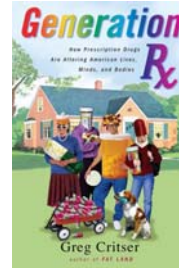


Generation Rx, the Abuse of Medications, and the Ohio Pharmacists Association



Why Generation Rx?



Pharmaceutical
Populism

“culture of
self-diagnosis and
self-prescription”

Roadmap for the Next 90 Minutes

- A National Perspective on the Prescription Drug Abuse Problem – Wm. Ray Bullman*
- Generation Rx and the Culture of Medication Misuse and Abuse – Stuart Beatty*
- Resources for Educating Generation Rx About the Problem – Nicole Kwiek*
- Engaging the Pharmacy Community to Help Reduce the Abuse of Prescription Drugs – Gerald Cable, Kenneth Hale*

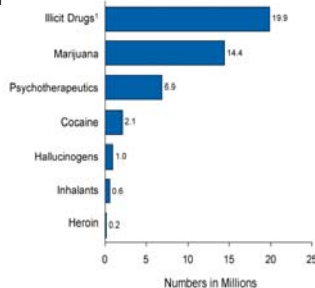


A National Perspective on the Prescription Drug Abuse Problem



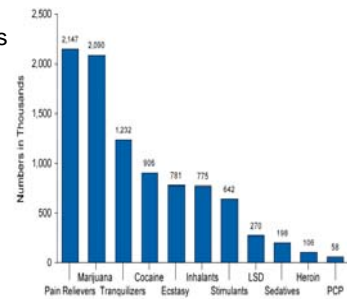
Stats & Trends – New Threat Emerging National Survey on Drug Use and Health

- In 2007, an estimated **20 million** Americans aged 12 or older (around 8% of the population) were current (past month) users of illegal drugs
- Nearly **7 million** of these abused prescription medications



Stats & Trends – New Threat Emerging National Survey on Drug Use and Health

- Tobacco, alcohol and illicit drug use is declining overall
- The abuse of Rx drugs exceeds that for all illicit drugs combined, except marijuana
- New initiates to Rx drug abuse now exceed those for marijuana



Stats & Trends – New Threat Emerging Abuse by Youth

- 1 in 3 teens reports knowing someone who abuses Rx drugs
- Every day, 2,500 youth (12-17) abuse a prescription pain reliever for the very first time
- Between 1992 and 2002, reported abuse by teenagers increased by 542% (Bollinger et al., 2005)



Stats & Trends – New Threat Emerging Abuse & Adverse Drug Events

- Drug treatment admissions for prescription painkillers increased more than 300 percent from 1995 to 2005 (SAMHSA, 2008)
- Accidental poisonings and deaths associated with prescription drug abuse are on the rise
- Nearly one-half (49%) of teens who have abused prescription painkillers also report use of two or more other drugs, most commonly alcohol (81%) and marijuana (58%) (Wu, Pilowsky & Patkar, 2007)



Organizational Scan Same Basic Objectives/Differing Methods

Federal Resources

- **Substance Abuse and Mental Health Services Administration (SAMHSA):** National Survey on Drug Use and Health; has developed 51 new short reports providing key information about the level of substance abuse and mental health problems prevalent in the population (age 12 and older) of each state and DC.



Organizational Scan Same Basic Objectives/Differing Methods

Federal Resources

- **National Institute on Drug Abuse (NIDA):** Research Report, "Prescription Drugs: Abuse and Addiction"
- *"NIDA InfoFacts"* (e.g., Effects of Drug Abuse, Health Effects of Specific Drugs, Prevention and Treatment, Survey Data)
- *"Topics in Brief"* (e.g., Prescription Drug abuse)



Organizational Scan Same Basic Objectives/Differing Methods

Federal Resources

- **Office of National Drug Control Policy (ONDCP):** 2nd pillar of national control strategy, continues to coordinate with drug control agencies to increase availability of early intervention, treatment, and aftercare services throughout the Nation.



Organizational Scan Similar Basic Objectives/Differing Methods

Nonprofit Resources

- **Partnership for a Drug Free America (PDFA):** 2008 Partnership Attitude Tracking Study (PATS) reveals first major increase in the number of teens who reported "learning a lot" about the risks of drugs from their parents; various consumer-directed sites.



Organizational Scan
Similar Basic Objectives/Differing Methods

Nonprofit Resources

- **D.A.R.E. America:** The most recent addition is the D.A.R.E. Rx/OTC drug abuse materials, including lessons for elementary and middle school, high school and community presentations.



NCPIE Initiatives
Talking to Parents & Teens Brochures

Goals:

- Educate teens about the dangers of prescription drug abuse
- Educate parents about the dangers of teens misusing prescription drugs, the prevalence and what they can do as parents to prevent it
- Help protect health and welfare of teens



Two brochures
 – Youth
 – Parents

NCPIE Initiatives
Role of Teen Key Influencers – Part of the Solution

What do we mean by “influencer?”

- “Natural,” credible mentors - - (e.g., as in pharmacy practitioners & students)
- Can take advantage of everyday opportunities to interact with teens / peers, opportunities for teachable moments, to incorporate prevention messages where teens are (e.g., schools, sports teams, extracurricular / after school activities)



NCPIE Initiatives
Role of Teen Key Influencers – Part of the Solution

Two brochures

- Prescribers & medical staff
- Pharmacists
- Educators, counselors and coaches



NCPIE Initiatives
Role of Teen Key Influencers – Part of the Solution

Educational Outreach

- Outreach workshops will be given to organizations and groups throughout 2009
- Local presentations (D.C. area in 2009)
- Slide Presentation (25-30 slides with presenter notes)
- Presenter’s Guide (“How to” plan of action for holding and promoting workshops)

You - Making an Ongoing Difference

Pass it On – educate other teen influencers, e.g., other pharmacists, hcp students, teachers, etc.

- Plan a town hall meeting (refer to CADCA coalitions)
- Engage local news media to increase awareness
- Partner with local community & religious groups
- Meet with local PTA to add this to their agenda and priority list

Youth Influencers Project Advisory Team (PAT)

American Academy of Pediatrics (AAP)
 Community Anti-Drug Coalitions of America (CADCA)
 D.A.R.E. America
 National Association of Chain Drug Stores (NACDS)
 National Association of Health Education Centers
 National Association of School Nurses (NASN)
 National Association of School Psychologists (NASP)
 National Association of State Alcohol & Drug Abuse Directors, Inc.
 Nova Southeastern University, Center for Psychological Studies
 The Generation Rx Initiative - Ohio State Univ. College of Pharmacy
 Parent Teacher Association (National PTA)
 Partnership for a Drug-Free America (PDFA)
 Society of Adolescent Medicine
 Students Against Destructive Decisions, Inc. (SADD)
 University of Florida, Department of Health Education and Behavior

Contact Information

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 bullman@ncpie.info - email

www.talkaboutrx.org
www.mustforseniors.org
www.bemedwise.org



Generation Rx and the Culture of Medication Misuse and Abuse



Substance Abuse Definitions

Use – taking substance for diagnosed condition and/or intended purpose

Misuse – taking substance at dose different than prescribed or for reasons other than intended purpose

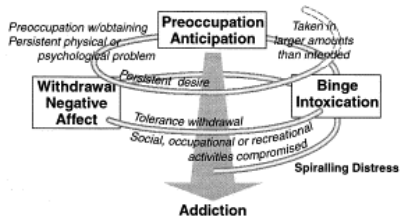
Dependence – removal of substance results in withdrawal symptoms (either physical or psychological)

Abuse – intentional misuse of a substance, most often for the purpose of achieving euphoria

Addiction – uncontrollable, compulsive drug seeking and use, even in the face of negative health and social consequences

Addiction Cascade

Criteria for Substance Dependence (DSM-IV)



Abused Medications

Oxycodone/OxyContin™

– OC's, Oxy 80, Cotton, Hillbilly Heroin, Pill ladies

Morphine

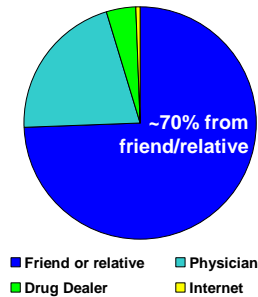
– Morf, Morpho, Mister Blue, First Line, Dreamer, New Jack Swing

Hydrocodone

– Hydros, Vike, Watson-387

www.whitehousedrugpolicy.gov/streetterms/default.asp

Source of Pain Relievers for Non-Medical Use



SAMHSA 2006 National Survey on Drug Use and Health

Common Types of Abuse

- Studying for test
- Athletic competition
- Weight loss
- Enhance alcohol effect
- Pharming party



Pharming Parties

1. Everyone brings Rx or OTC drugs
 2. Pills are placed in bowl
 3. Participants grab 'handful' of pills
- Often takes place when parents out of town
 - May or may not involve alcohol
 - Has led to deaths
 - Also called "trailmixing"



How do they know what to take?

- Google search – 5 minutes
- EndlessSky Oxycodone Testimonial

www.erowid.org/experiences



Resources for Educating Generation Rx About the Problem



I'd like to know more...
I'd like to do something...

But what is out there?



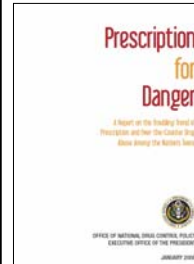
Educational Resources

How might you use these?

- Your own background knowledge
- In the clinic
- Community/school presentations



Background Resources



www.theantidrug.com/pdfs/prescription_report.pdf

Drug Name	Class	Potential for Abuse
Alprazolam	Benzodiazepine	High
Clonidine	Alpha-2 agonist	High
Hydrocodone	Opioid	High
Levamisole	Antiparasitic	High
Propofol	Anesthetic	High
Valproic acid	Anticonvulsant	High
Xanax	Benzodiazepine	High
Zolpidem	Sedative-hypnotic	High
Zyban	Antidepressant	High

http://www.nida.nih.gov/DrugPages/Prescription_DrugsChart.html

Background Resources

- <http://www.nida.nih.gov/drugpages/prescription.html>
- http://www.whitehousedrugpolicy.gov/drugfact/prescr_drg_abuse.html
- http://www.theantidrug.com/drug_info/prescription_drugs.asp
- <http://www.stopmedicineabuse.org/>



Print Resources



Handouts



Brochures

Print Resources



Prescription cards



Posters

Order Free Print Materials

- <http://ncadi.samhsa.gov/>
- <http://www.theantidrug.com/resources/teen-rx.aspx>
- <http://drugpubs.drugabuse.gov/>

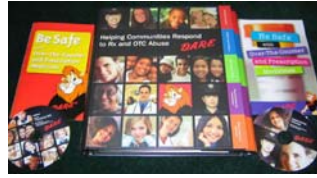


Presentation Resources



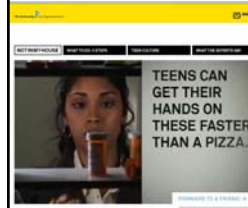
Welcome to Medicines in My Home
Today, we are going to talk about over-the-counter (or OTC) medicines and how to use OTC medicine labels. To use OTC medicines safely and correctly, you need to read the label and use the information on the label.

<http://www.fda.gov/medsinmyhome/>



<http://www.dare.com/home/default.asp>

Presentation Resources



<http://www.drugfree.org/notinmyhouse/>



http://www.theantidrug.com/drug_info/prescription_dangerZones.asp

Presentation Resources

- <http://www.bemedwise.org/>
- http://www.painfullyobvious.com/download_1.asp
- <http://www.learnaboutrxsafety.org/>
- http://www.theantidrug.com/drug_info/prescription_ads.asp
- http://www.theantidrug.com/drug_info/prescription_dangerZones.asp
- http://www.pharmacist.com/Content/NavigationMenu3/Newsroom/PublicRelationsResources/Use_Medicines_Safely.htm
- http://www.aef.com/exhibits/social_responsibility/pdfa/7001/pf_printable

The Generation Rx Initiative Web Site



<http://pharmacy.osu.edu/outreach/generation-rx/>

Generation Rx Initiative Projects

“It’s Drug Abuse”



Alli Hall

Generation Rx Initiative Projects

“Generation Rx and the Abuse of Medications in a Drug-Taking Society”



Lindsay Skomrock

Generation Rx Initiative Projects

“Pharming to Get By? The Truth About Abusing Prescription Stimulants”



Christy Dittgen

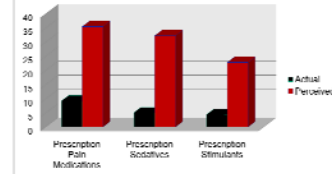
How would you feel if you were Jean in this situation?
What should Jean do to prepare for these predicaments?

- Get the facts
- Keep your medication to yourself
- Keep your medication for yourself
- Call in reinforcements

Generation Rx Initiative Projects

Social Norms, Pharmaceutical Populism, and the Abuse of Prescription Drugs by Students at the Ohio State University

% Perceived Abuse vs. % Actual Abuse
At Least Once Per Year



Laura Whinnery

Engaging the Pharmacy Community to Help Reduce the Abuse of Prescription Drugs



A Toolbox for Pharmacists and Pharmacy Students



- External Resources
- “Reduce the Abuse” Web Site
- Presentation Materials
- Downloadables



Training and Support



- Live Training Workshops
- Videoconferencing Options



Public Service Marketing

- Newspaper advertisements, articles, op-ed pieces
- TV or radio spots
- Handout materials



Pilot Programs

- Larry Schieber – Circleville
- Denise Conway – Mt. Vernon
- Doug Cornelius – Columbus



What Ideas or Questions Do You Have?

- "Action Plan"
- Discussion
- Forms for Submitting Your Ideas & Interest



Wrap-Up & Evaluations

*Community Engagement to
Reduce the Abuse
of Prescription and Non-
Prescription Drugs*

