

# **Teens and Prescription Drugs: Motivating the Public to Act**

(Part 2)

---

CADCA Conference  
February 14, 2008  
Karen Hall – Kentucky

# Toolkit for Pharmacists

---

**PRESCRIPTION  
DRUG  
ABUSE:  
A TOOLKIT  
FOR PHARMACISTS**



Developed by  
The Regional Prevention Center of Comprehend, Inc.  
In affiliation with  
The Kentucky Pharmacists Association's  
Kentucky Pharmacy Education & Research Foundation

Funded through  
The Kentucky Office of Drug Control Policy



# History of the Toolkit

---

Spring 2001    Funding cuts!

July 2001    \$250,000 BJA Earmark  
*Thanks to Senator Mitch McConnell*

January 2002    The “seed” was planted.

August – October 2004

“Prescription, Over the Counter and Other Drug Abuse:  
Identification, Screening and Intervention”

Courses for

Home Health Care, Social Workers, Counselors, Nurses,  
Nurses’ Aides, Doctors, Dentists, and Pharmacists



# History of the Toolkit

---

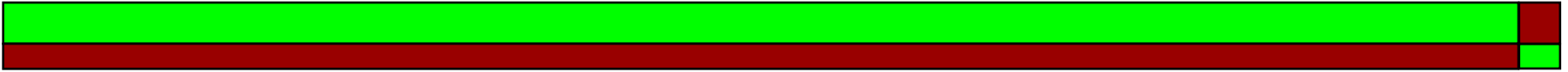
Spring 2005

Toolkit project proposal to the KY Office of Drug Control Policy, in collaboration with the Kentucky Pharmacists Association

June 2006

Prescription Drug Abuse Toolkit for Pharmacists introduced at the KPhA Annual Convention in Bowling Green, KY.

Governor Ernie Fletcher spoke in support of KY pharmacists and Toolkit





# History of the Toolkit

---

June 2006 – Present

*The project that doesn't seem to end!*

- Getting Toolkits distributed to all 1100+ KY pharmacies through the 14 Regional Prevention Centers
- Over 90 requests from 18 states, DC, & Ontario
- Kentucky's Division of Substance Abuse (Federal Block Grant) continues to fund these statewide and nationwide efforts.

SHARING AND BUILDING RELATIONSHIPS...



Why choose PHARMACISTS as a target audience?

---

**Pharmacists are trusted professionals on the “front lines” and can reach a great number of people who have and use prescription medications.**



# Purpose of the Pharmacist Toolkit

---

This Toolkit was developed as a resource for pharmacists to use at the point of sale of prescription drugs and to share information with patients regarding prescription and other drug use and abuse. “Slicks” are enclosed in the binder for quick access to substance abuse information that can be shared with patients.



# Contents of the Pharmacist Toolkit

---

## **Screening and Intervention Information**

(Substance Abuse screenings/questionnaires)

## **Contact and Resource Information**

(KPhA, KY ODCP, Drug Abuse Referral List,  
Web Links, RPCs, Journal Articles, KASPER  
& Info regarding Drugs with Potential for Abuse)



# Contents of the Pharmacist Toolkit

## Specific Information for

### **Elderly**

**A Guide to Aging, Medicine, and Alcohol  
Unintentional Medicine and Alcohol Misuse  
Chart for Medications**

### **Parents**

**How Teens Get Prescription Drugs,  
What Can Parents Do to Prevent Rx/OTC Drug Abuse?  
Keep Children Out of Prescription Medication**

### **Teens**

**Prescription and Over the Counter Drugs**



# BRIEF INTERVENTION MESSAGE

---

**Keep this medication in a safe place,  
where it cannot be stolen.**

**Dispose of or hide any unused  
Portion of this medicine.**



**Prescription  
drug abuse  
is a major  
problem.**



**The medicine cabinet is NOT the place  
to keep your prescription drugs.**

One of the most common ways people get possession of prescription drugs is to take them from the medicine cabinets of family and friends.

**YOU** can help make our community a safer, healthier place by:

- Keeping prescription drugs locked up or hidden in a safe location.
- Knowing what medications you have and how much of each.

**Don't make it easy for anyone to take *your* prescription drugs!**

*For information on drug abuse prevention, ask your pharmacist, or call  
The Regional Prevention Center of Comprehend, Inc. at 606.759.7799.*

If you aren't helping to  
***PREVENT*** the problem...



***You may just BE  
the problem.***

Keep your medications  
locked or hidden  
in a safe place.

For information on drug abuse prevention, ask your pharmacist, or call  
The Regional Prevention Center of Connecticut, Inc. at 1-800-333-3333



## Lessons learned:

---

- ❑ Keep looking for funding options, because most innovative projects take a lot more \$\$ than you anticipate!
- ❑ Collaborating with other agencies always leads to more collaboration and opportunities. Don't miss out on them!
- ❑ Not everyone will be as passionate about sharing dangers of Rx drug misuse/abuse.
- ❑ Enthusiasm can get in the way.



## Watch outs:

---

- ❑ Expect miracles...but don't be surprised nor depressed if your plans don't happen right away. DON'T give up!
- ❑ Deliver materials IN PERSON.
- ❑ Approach professionals with humility and concern for the prescription drug problem. Respect their expertise, and ask for their input.



Remember that

---

*LOCAL data*  
personalizes  
the problem.



# Buffalo Trace Region

## Drug & Alcohol Survey Stats

---

Counties of Bracken, Fleming, Lewis, Mason, & Robertson

- 12% of 10<sup>th</sup> and 16% of 12<sup>th</sup> graders report having taken drugs that require a doctor's prescription, without a doctor's orders.
- 16% of 10<sup>th</sup> graders and 12% of 12<sup>th</sup> graders report having used OTC drugs to get high.
- 44% of 10<sup>th</sup> and 54% of 12<sup>th</sup> graders report that they believe it is very easy to obtain prescription drugs.



# Buffalo Trace Champions Coalition

---

**PRESCRIPTION**

**DRUG ABUSE**

**AWARENESS PROJECTS**



# REALTORS

---

Dear Real Estate Agent:

Prescription drug abuse is a major problem in Kentucky and throughout the country. One way people get possession of drugs is by raiding the medicine cabinets of other people. This can happen when visitors are in the home, while remodeling is taking place or even when a home is being viewed by a prospective buyer.

Champions would like to suggest that real estate agents make sellers aware of the potential problem. It's a good idea to make sure that prescription drugs are not located where they could easily be stolen. We ask that you consider reproducing and distributing the enclosed flyer in information packets that you provide to your clients. If you would like to have the flyer copied and delivered to you for your convenience, we would be happy to do so. Simply contact Karen Hall, Champions coalition liaison from Comprehend Regional Prevention Center.

We appreciate your consideration of this request. Thank you for your concern and cooperation in helping to make our community a healthier, safer place by reducing opportunities to abuse prescription drugs!



## Kids Count Data and Local xxx Data

---

- Kids Count 2006 Data shows that a high percentage of children in the Buffalo Trace Region live in poverty (and therefore seek assistance from CBS): Bracken County 17% poverty; Fleming County 25% poverty; Lewis County 35% poverty; Mason County 23% poverty; and Robertson County 24% poverty.
- Case managers in the Buffalo Trace Region who work with these children and their families through Community Based Services say that an issue that needs to be addressed among a large percentage of the adult/parent clients is the misuse and abuse of prescription drugs. They state that these clients believe that prescription drugs are “safe” to use and share because they were originally prescribed by a physician.



## Video for Community Based Services Offices - *Objective*

---

To increase awareness among Buffalo Trace Region **Community Based Service recipients** regarding the dangers of misuse, abuse, and sharing of prescription drugs.

*(Note: Since these regional CBS offices are small, they are all co-housed with **Protection and Permanency**, which would expose those clients to the prescription drug awareness messages as well).*



# Video for Community Based Services Offices - *Activities*

---

- 1) Buffalo Trace Champions members and high school Champions Club members will **develop and videotape “infomercials” regarding dangers of misuse, abuse, and sharing or selling of prescription drugs.** The information and awareness videos on dangers of abuse and misuse of prescription drugs will come from the many perspectives of the Buffalo Trace Champions members: law enforcement; school; CBS; youth; business; clergy; parent who lost a child to Rx drug abuse; and prevention specialists. These videos will include phone numbers of where to get help for prescription drug abuse problems as well as dates/times/locations of local Al Anon and AA meetings.
- 2) BT Champions will purchase five televisions and five DVD players for the waiting areas of all five Community Based Services, and the information videos will be “looped” to replay while clients are waiting to see case managers.



**FIGHTING PRESCRIPTION**

---

**DRUG ABUSE**

**IS**

**EVERYONE'S**

**RESPONSIBILITY!!!**



EDUCATE ADULTS

---

AND ESPECIALLY  
**PARENTS FIRST!**

*They need to understand the Rx  
problem before they can  
effectively talk to kids about it.*



# What EVERY adult can do:

---

**Keep inventory of all Rx and OTC drugs, and dispose of or HIDE any unused Rx drugs.**

**DO NOT PUT PRESCRIPTION DRUGS IN THE MEDICINE CABINET WHERE THEY CAN BE EASILY TAKEN!!! Keep them in a SAFE location.**

*Many youth and adults alike steal prescription drugs from homes of family and friends.*



# What EVERY adult can do:

---

**Talk, especially to kids, about dangers of mis-using and abusing prescription and over the counter drugs.**

*But limit what kids are told. Don't give them more information than needed.*



# What EVERY parent can do:

---

## **Monitor your kids' internet use.**

*Over 800,000 web sites sell prescription drugs on the Internet and will ship them to households, C.O.D., no questions asked.*

*There are also web sites that encourage people to share their experiences of abusing Rx and OTC drugs.*



**So look for opportunities...**

---

**Share with other adults/parents  
how they can be part of the  
change in your community  
regarding prescription drugs!**



Karen G. Hall, BA, CPP  
Substance Abuse Prevention Director

---

**Regional Prevention Center of  
Comprehend, Inc.**

731 Kenton Station Road  
Maysville, Kentucky 41056

606.759.7799

**karen @ u-need-2-know. com**

[www. u-need-2-know. com](http://www.u-need-2-know.com)