

*The Opiate and Other Prescription Drug Abuse Epidemic: A Generation Rx Initiative Webinar Program for Prevention*



*Kenneth Hale, R.Ph., Ph.D. & Nicole Kwiek, Ph.D.  
The Ohio State University College of Pharmacy*

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**At the completion of this program, participants will be able to:**

- Describe the scope, underlying causes, and consequences of the prescription drug abuse problem in the United States
- Discuss the science of prescription drug abuse
- Utilize educational resources to raise awareness about this serious public health problem in our communities, among youth, and on college campuses

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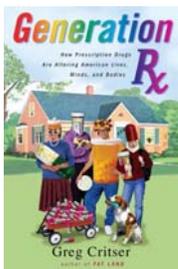
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**Why Generation Rx?**



Pharmaceutical Populism

“culture of self-diagnosis and self-prescription”

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# Results from the 2009 National Survey on Drug Use and Health (NSDUH)

*Substance Abuse and Mental Health  
Services Administration  
(SAMHSA)*

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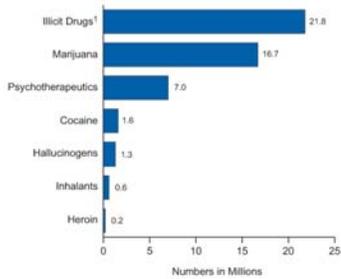
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## Past Month Use of Specific Illicit Drugs among Persons Aged 12 or Older: 2009



National Survey on Drug Use & Health, SAMHSA

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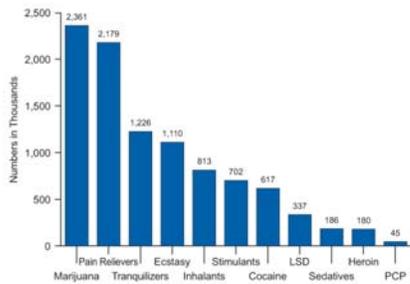
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## Past Year Initiates for Specific Illicit Drugs among Persons Aged 12 or Older: 2009



National Survey on Drug Use & Health, SAMHSA

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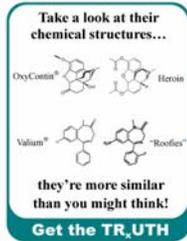
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## Would you consider prescription or non-prescription medications to be a safe alternative to illicit street drugs?

### The Partnership Attitude Tracking Study:

- 40% of teens consider the abuse of prescription drugs to be much safer than illegal drugs
- 29% believe prescription pain relievers are not addictive.




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## Mixing drugs can have fatal outcomes

- **Elvis Presley (1935-1977)**
  - Morphine, Codeine, Demerol (opiates)
  - Valium and Ethchlorvynol (depressants)
- **Heath Ledger (1979-2008)**
  - OxyContin and Vicodin (opiates)
  - Valium, Xanax, Restoril (depressants)
  - Doxylamine (sedating antihistamine)
- **Michael Jackson (1958-2009)**
  - Propofol and Lidocaine (anesthetics)
  - Ativan, Versed, Valium (depressants)
  - Ephedrine (stimulant)




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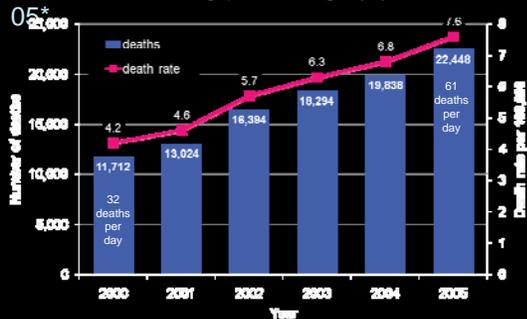
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## US deaths and death rates due to unintentional drug poisoning by year, 2000-2005\*




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Number of U.S. deaths due to unintentional drug overdoses in 2005 exceeds that of one large jet crash every day for 2 months, each killing 350 people




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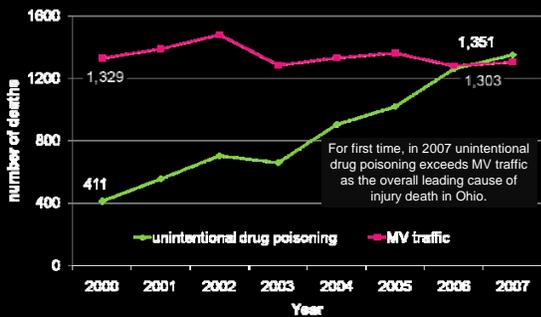
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Number of deaths from MV traffic and unintentional drug poisonings by year, Ohio 2000-2007\*  
\*Source: ODH Office of Vital Statistics




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Ogres are Like Onions: They Have Layers



- Law Enforcement
- Regulatory Changes
- Drug Disposal
- Drug Addiction
- Treatment Services

Counseling and Recovery Services

Prescribing and Dispensing Guidelines

**Educational Prevention Initiatives**

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## The science of prescription drug abuse

How can prescription drugs be just as dangerous as "street" drugs?

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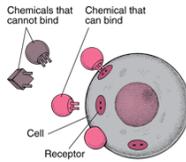
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## Pharmacology 101: How drugs work



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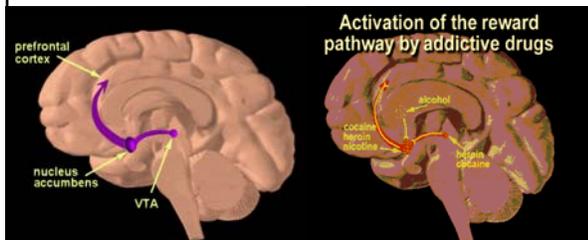
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## Why some drugs are abused while others are not: the brain's reward pathway



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## Let's take a look at 3 street drugs

Heroin



Cocaine



Rohypnol

"roofie"



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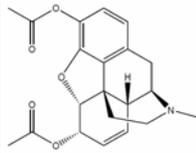
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### Heroin

("smack, H, thunder, junk")

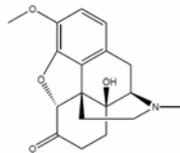


- Member of opioid family
- Binds to receptors in the brain to block pain
- Activates reward pathway



### OxyContin®

("OC's, Oxy 80, Cotton, Hillbilly Heroin")



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### Opioid intoxication effects: Heroin AND OxyContin®

- Drowsiness
- Constipation
- Confusion
- Sedation
- Slowed breathing
- Coma
- Death

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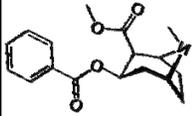
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## Cocaine

("Coke, blow, nose candy")

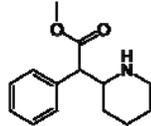


- Stimulant
- Enhances dopamine signaling in the brain
- Activates reward pathway



## Ritalin®

("Vitamin R, Study drugs")



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### Stimulant intoxication effects:

#### Cocaine AND Ritalin®

- Increased heart rate
- Increased blood pressure
- Rapid or irregular heart rate
- Nervousness
- Insomnia
- Heart failure

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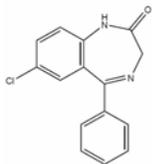
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## Rohypnol

("Roofies")

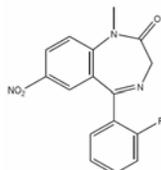


- Depressant
- Act on specific receptors in the brain to produce drowsy or calming effect
- Activates reward pathway



## Valium®

("Downers, nerve pills, V")



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### Depressant intoxication effects:

#### Rohypnol AND Valium®

- Slowed pulse and breathing
- Lowered blood pressure
- Confusion
- Impaired coordination, memory, judgment
- Respiratory arrest
- Death

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### Pharming Parties (aka “trail mixing”)

1. Everyone brings Rx drugs
2. Pills are placed in bowl
3. Participants grab ‘handful’ of pills



Can you predict what can happen?

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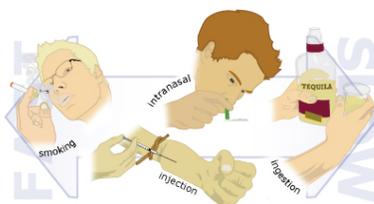
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### Method of administration affects abuse potential



The faster the drug reaches the brain, the higher its addiction potential.

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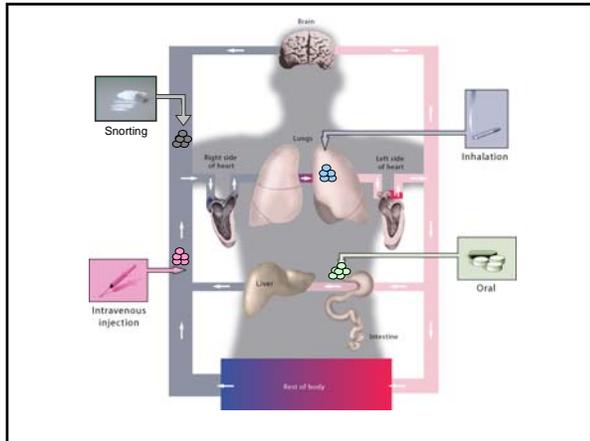
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### Where are they getting their (mis)information?

- An abuser's experience with oxycodone




[www.erowid.org](http://www.erowid.org)

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## Community Resources for Prescription Drug Abuse Prevention

The



Initiative





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**Who knew Grandma kept a stash!**

**DARE** Helping Communities Respond to Rx and OTC Abuse

**NASN**  
National Association of School Nurses

**EDUCATE before YOU MEDICATE**  
The NCPPE Coalition-working together to promote safe medicine use

Introducing New Programs created by experts, for all students and parents. To get started contact your local D.A.R.E. Program *today*.

Abbott, P.R.W.A., CHPR

Use only as directed.

A Utah Department of Health Program

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**NCPPE Initiatives**  
**“Not Worth the Risk – Even If It’s Legal”**

**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

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**“Maximizing Your Role as a Teen Influencer: What You Can Do To Prevent Teen Prescription Drug Abuse”**

**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)

**EDUCATE before YOU MEDICATE**  
The NCPPE Coalition-working together to promote safe medicine use

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Not Worth The Risk  
*Even if it's legal*

The toolkit and materials aim to:

- **Educate** teen influencers about teen prescription drug abuse:
  - Extent of problem
  - Teen motivation
  - Teen access to drugs
  - Warning signs and symptoms of abuse.
- **Dispel popular myths** about prescription drug use and abuse.
- **Reinforce influencers' powerful educational role**
- **Promote** healthy alternatives.
- Provide tips for identifying **teachable moments**.
- **Inspire** action against prescription drug abuse

(November 5, 2009 Contact: Ray Ballman, 301-340-3940 Amanda Crowe, 202-623-6219 Campaign Launched to Sound Alarm about the Misuse of Prescription Drugs Among Teens: New Campaigns Stop Parents, Teachers, Coaches, Health Professionals and Other Teen Influencers and Try to Prevent Teens from Abusing Prescription Drugs)

**Maximizing Your Role as a Teen Influencer:  
What You Can Do To Help Prevent Teen Prescription Drug Abuse**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Treatment  
www.samhsa.gov

**EDUCATE Before YOU MEDICATE**  
Prevention  
Education  
Counseling  
Treatment  
Recovery  
[www.teenmeds.org](http://www.teenmeds.org)

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Not Worth The Risk  
*Even if it's legal*

- Comprehensive online resource:
  - Complete workshop module
  - Credible information
  - Turn-key educational
- Who can present?  
*Parents, grandparents, teachers, coaches, counselors, community and school-based healthcare providers, PTA groups and others*

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EDUCATE Before YOU MEDICATE  
Prevention  
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[www.teenmeds.org](http://www.teenmeds.org)

**Download: Presenter's Guide**

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 U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES  
 SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

Download: Brochures and Handouts




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**Generation Rx**  
 Preventing the Misuse and Abuse  
 of Prescription Medications

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**Presenters**  
 Larry Schieber  
 Jessica Lineberger

July 24, 2010




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Generation Rx – keep your family safe





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**There's a reason for the prescription**

When sharing **isn't** caring.





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**America's biggest drug problem isn't on the streets...**

...it's in our medicine cabinets.





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**Prescription medication abuse – on the rise**

- Between 6 and 7 million Americans have abused prescription medications **in the past month.**
- **Nearly 7,000 Americans** initiate medication misuse or abuse every day.
- **Everyday**, approximately **2,500 young people** between 12 and 17 years of age abuse a prescription painkiller **for the first time.**
- **Four out of the top five** drugs abused by 12<sup>th</sup> graders are prescription or non-prescription medications.





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**Examples of frequently abused prescription medications**

**Painkillers**  
 OxyContin®, Vicodin® 

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**Sedatives & tranquilizers**  
 Valium®, Xanax® 

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**Stimulants**  
 Adderall®, Ritalin® 

**Generation Rx**

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**MYTH- prescription medications are safer than street drugs**

- Majority of teens report that prescription drugs are **easier to get** than illegal drugs.
- Many believe that abusing prescription drugs is **much safer** than illegal "street" drugs.



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**MYTH- prescription medications are safer than street drugs**

- Majority of teens report that prescription drugs are **easier to get** than illegal drugs.
- Many believe that abusing prescription drugs is **much safer** than illegal "street" drugs.



**TRUTH – this myth is DEAD WRONG!**

- Unintentional drug poisoning is now the **2<sup>nd</sup> leading cause** of accidental death in the U.S.

**Generation Rx**

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## TR<sub>X</sub>UTH and consequences

- Health, legal, social and **personal development** considerations.
- **Thousands of emergency department visits** every year are related to prescription medication misuse or abuse.
- Drug treatment admissions for prescription drug addictions have **increased dramatically** in recent years.



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## What can I do?

- **Store** prescription drugs safely and **dispose** of them properly.
- Participate in a **medication disposal day** in your community.
- **Avoid tendencies** to self-diagnose and self-prescribe.
- Model **safe medication-taking practices** for others.
- **Talk** with your family members, friends and neighbors.



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## Where can I learn more?

National Council on Patient Information and Education ([www.talkaboutrx.org](http://www.talkaboutrx.org))  
National Institute on Drug Abuse ([www.nida.nih.gov](http://www.nida.nih.gov))  
Office of National Drug Control Policy ([www.whitehousedrugpolicy.gov](http://www.whitehousedrugpolicy.gov))  
Parents.The Anti-Drug ([www.theantidrug.com](http://www.theantidrug.com))  
Partnership for a Drug-Free America ([www.drugfree.org](http://www.drugfree.org))  
Stop Medicine Abuse ([www.stopmedicineabuse.org](http://www.stopmedicineabuse.org)) created by the Consumer Healthcare Products Association  
Substance Abuse and Mental Health Services Administration ([www.samhsa.gov](http://www.samhsa.gov))  
The Ohio State University College of Pharmacy Generation Rx Initiative ([www.pharmacy.ohio-state.edu/outreach/generation-rx](http://www.pharmacy.ohio-state.edu/outreach/generation-rx))

Generation Rx

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# GenerationRx

Preventing the Misuse and Abuse of Prescription Medications

The GenerationRx initiative is a trademark of The Ohio State University College of Pharmacy.

Developed by  
The Ohio State University  
College of Pharmacy

This program is made possible with a grant from the  
Cardinal Health  
FOUNDATION






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## GenerationRx

Preventing the Misuse and Abuse of Prescription Medications

**Key Messages** – Use your health wisely

Prescription medications have been beneficial for millions of people. They can help us live longer and healthier lives, but they can also be misused or abused. Misuse or abuse of prescription medications can lead to addiction, overdose, and death.

- **Use your health wisely** – Use your health wisely. Use your health wisely. Use your health wisely.
- **Prescription medications have been beneficial for millions of people.** They can help us live longer and healthier lives, but they can also be misused or abused. Misuse or abuse of prescription medications can lead to addiction, overdose, and death.
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**What can I do?**

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**GenerationRx**  
Preventing the Misuse and Abuse of Prescription Medications

**Frequently Asked Questions**

**What are the signs of prescription medication misuse or abuse?**

Signs of prescription medication misuse or abuse include: taking more than prescribed, taking someone else's medication, taking medication for a longer period than prescribed, taking medication for a different condition than prescribed, taking medication for a longer period than prescribed, taking medication for a different condition than prescribed, taking medication for a longer period than prescribed, taking medication for a different condition than prescribed.

**Why would the government regulate prescription medications, and why would doctors prescribe them if they are so addictive?**

The government regulates prescription medications to protect public health and safety. Doctors prescribe medications because they are necessary for the treatment of many conditions. However, doctors should be vigilant in monitoring for signs of misuse or abuse and should provide appropriate counseling and education to their patients.

**Why shouldn't we continue with prescription medications if they have the same potential for addiction as other drugs?**

Prescription medications are necessary for the treatment of many conditions. However, doctors should be vigilant in monitoring for signs of misuse or abuse and should provide appropriate counseling and education to their patients. The potential for addiction is a concern, but it is not the only factor in determining whether a medication should be prescribed.

**Are there prescription medications of concern?**

Yes, there are several prescription medications that are of concern, including opioids, benzodiazepines, and stimulants. These medications have a high potential for misuse or abuse and should be prescribed with caution and monitoring.







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## FIGHTING PRESCRIPTION DRUG ABUSE in Your Community




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## Youth Education Tools




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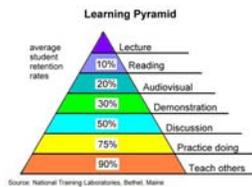
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## Youth: not your average audience

- Inherent interest in drug topics
- Need for creative delivery
  - Attention span
  - Retention




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## A toolkit for youth education

- A collection of resources including:
  - Presentation files
  - Activities including games and skits
  - Visual aids
  - Advice
- Designed for youth audiences (aged 12-17)
- Available on the Generation Rx website




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## Print visuals: Bulletin boards

In the U.S., the abuse of prescription drugs now exceeds the abuse of methamphetamine, cocaine, heroin, and ecstasy combined.



**STOP**

Young people in particular often feel pressure to abuse these drugs.

Get the TR<sub>x</sub>UTH

**MYTH:**  
Since they are prescribed by a doctor, prescription drugs can only be helpful.



**CAUTION**  
MEDICATION SAFETY WARNING

**FACT:**  
Any drug has the potential to cause harm, especially when used without medical supervision.

Get the TR<sub>x</sub>UTH

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## Print visuals: Take-home handouts

**GenerationRx**  
Preventing the Misuse and Abuse of Prescription Medications

**Prescription Drug Lingo**

The names you haven't heard ...

Brand Name	Generic Name	Manufacturer	Indication	Formulation	Strength	Controlled Substance	Notes
Abuse	Albuterol	Abbott	Asthma	Inhaler	200 mcg	II	Commonly abused
Albuterol	Albuterol	Abbott	Asthma	Inhaler	200 mcg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused
Alprazolam	Alprazolam	Abbott	Anxiety	Tablet	0.5 mg	II	Commonly abused

Prescription drug abuse is the second leading cause of accidental death in the U.S. Help us change.

Reduce the abuse of prescription drugs.



[www.generationrx.org](http://www.generationrx.org) | [www.fda.gov](http://www.fda.gov) | [www.samhsa.gov](http://www.samhsa.gov)





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## Keep in mind...

- Don't lecture.
- Do not glamorize prescription drug abuse.
- Do not suggest that everyone (or even a majority) of youth is abusing drugs.
- Use unbiased sources of information.

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## Youth: Audience, Partner, or Both?



Do you know who is feeding  
your child's addiction?

**YOU ARE**

**RxDRUGS**  
Not yours. Not safe.

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## The **Generation Rx** Initiative

### **Collegiate Prescription Drug Abuse Prevention Resources**

*Kenneth M. Hale, R.Ph., Ph.D.*




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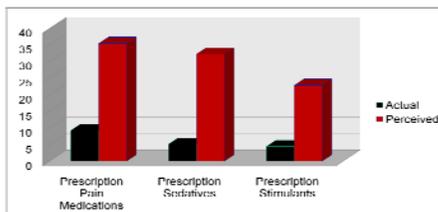
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### **Social Norms, Pharmaceutical Populism, and the Abuse of Prescription Drugs by Students at the Ohio State University**

Laura K. Whinnery  
Advisors: Kenneth M. Hale & Xueli Wang

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




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**Do you know that most OSU students choose to study safely?**



**90%**  
of OSU students surveyed\* have **NEVER** abused stimulants (Adderall/Ritalin)  
\*Based on the results of the 2008 pilot study



**How can you get help?**  
For prescription drug abuse help, visit:  
<http://www.prescription-drug-abuse.org>  
or call: (888)-484-1043

Counseling and Consultation Services also offers help at the Youngkin Success Center.  
Visit: <http://www.osu.edu>  
or call: (614) 292-5766




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**Reasons for Using Medications w/o Prescription (OSU Student Survey 2008-2009)**

prescription pain medication	prescription sedatives	prescription stimulants
To relieve pain	To get to sleep	To improve concentration
To feel better	To relieve anxiety	To do better in school
To get high	To get high	To increase alertness
To relieve anxiety	To feel better	To see what it was like
To get to sleep	To see what it was like	To get high

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



**First-Year Success Series:**  
Generation Rx and the Abuse of Medications in a Drug-Taking Society

- First-Year Success Series
- Peer-Directed (Student Society of Health-System Pharmacists)
- Discussion-Based

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## Pharming to Get By? The Truth About Abusing Prescription Stimulants



- First-Year Success Series
- Peer-Directed (*Student National Pharmaceutical Association*)
- Skit- and Discussion-Based

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## Prescription Drug Abuse Prevention Bulletin Board Materials

<p>Medications are helpful when used under medical supervision...</p> <p>but when used without the guidance of a health professional, it's a prescription for disaster.</p> <p><b>Get the TR_UTH</b></p>	<p>Take a look at their chemical structures...</p> <p>they're more similar than you might think!</p> <p><b>Get the TR_UTH</b></p>	<p>Prescriptions are not suggestions!</p> <p>The government requires a prescription for many medications in order to reduce the potential for harm — Don't use someone else's prescription medications.</p> <p><b>Get the TR_UTH</b></p>
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Dr. Nicole Kwiek, Ohio State University

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InterACT Director, Robin Post – Student Director, Liam Cronin

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## InterACT & Generation Rx: Using Theatre to Promote Awareness About the Abuse of Prescription Drugs

- InterACT video
- Act 1-5 discussion questions, take-home messages & facilitator's notes  
*(developed by Dr. Molly Brown, Ohio State University)*




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### Generation Rx @ Ohio University

- POWER and the Pre-Pharmacy club worked on the skits through February.
- Incorporated OU prescription drug use data into the program.
- The skit covers:
 

	<p><b>Stimulants-</b> (Adderall and Ritalin) 16% of OU Students had taken without a prescription</p> <p><b>Depressants-</b> (Xanax and Valium) 14% of OU Students had taken without a prescription</p> <p><b>Opioids-</b> (Vicodin and OxyContin) 22% of OU Students had taken without a prescription</p> <p style="font-size: small;">Data from the 2009 Alcohol and Other Drug Survey</p>
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Ohio Pharmacists Association Slide prepared by Patricia Roberts & Jacob Venoy

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**Collegiate Prescription Drug Abuse Prevention Resources**

**Generation Rx and the Abuse of Medications in a Drug-Taking Society**  
 A booklet and facilitator's notes designed to lead college students through a discussion relating to causes and consequences of the rising abuse of prescription and over-the-counter medications. The workshop concludes with a general focus on medication safety guidelines.

**Pharmias to Get By?: The Truth About Abusing Prescription Stimulants**  
 A skill-based workshop with three short scenes and discussion points. A script, discussion materials, and associated PowerPoint slides are provided.

**Bulletin Board Materials – Get the Truth!**  
 Designed to teach college students about the dangers of prescription drug abuse, the materials can be adapted to whatever space is available and customized to fit the needs of the institution using them.

**The InterACT Theatre Project for Social Change**  
 This program relating to prescription drug abuse was prepared and presented by the OSU Department of Theatre. It includes a short dramatization, followed by an interaction between the actors (in character) and the audience. Activities for using the video of this production in student workshops are also provided.

**PEERx to PEERx Program**  
 Partnerships for collegiate prescription drug abuse prevention are encouraged via presentation materials and programming resources for student services personnel.

Partnerships for Collegiate Prescription Drug Abuse Prevention

[go.osu.edu/generationrx](http://go.osu.edu/generationrx)

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[go.osu.edu/generationrx](http://go.osu.edu/generationrx)

This website provides medication safety and prescription drug abuse prevention resources for schools, colleges and communities. The goal of the Generation Rx Initiative is to enhance the public's understanding of medication safety issues in general, and those relating to prescription drug abuse in particular. The materials to follow include links to various external resources, as well as materials developed at the Ohio State University College of Pharmacy. Others are encouraged to use any of these materials that may be helpful. We are also interested in partnering with other groups to enhance medication safety and prescription drug abuse prevention.

Generation Rx Initiative News	Generation Rx Toolkits	Other Prescription Drug Abuse Prevention and Medication Safety Resources
<p>Cardinal Health Foundation: The Ohio State University College of Pharmacy Partner to Educate Youth About Prescription Drug Abuse</p> <p>Generation Rx Initiative Named in the Fall 2010 Issue of The Street</p> <p>Cardinal Health Joins the Generation Rx Initiative at the 2010 Retail Business Conference in Denver</p> <p>Dr. Frank Brown and Mike are joined by OSU's Health and Physical Education students to present prescription drug abuse prevention awareness</p> <p>OSU Pharm-C students rock with Dr. Mike to present to Generation Rx national</p> <p>OSU's first-year Pharm-C students present an OTC medication safety workshop for approximately 700 first-graders in Prentiss County</p> <p>Excellence Award for Prescription Drug Abuse Outreach to the Community (COP)</p> <p>Cardinal Health Foundation: The Ohio State University College of Pharmacy Joins Drug Free Youth to Promote Prescription Community Safety for Abuse (CPA)</p>	<p>Generation Rx: Preventing the Misuse and Abuse of Prescription Stimulants – Community Presentation Toolkit</p> <p>Generation Rx: Preventing the Misuse and Abuse of Prescription Stimulants – A Toolkit for Schools</p> <p>Generation Rx: Collegiate Prescription Drug Abuse Prevention Toolkit</p> <p>Contact Us: <a href="mailto:generationrx@osu.edu">generationrx@osu.edu</a></p>	<p>Resources for Elementary Schools</p> <p>Resources for Middle School Students</p> <p>Resources for High School Students</p> <p>Resources for College Students</p> <p>Resources for Communities</p> <p>Resources for Pharmacies</p> <p>Prescription Drug Disposal Resources</p> <p>Other Links and Prescription Drug Abuse Resources</p> <p>Other Medication Safety Links and Resources</p>

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