Session Objectives

- Conduct an interactive exploration of the teen, parent, and societal aspects of prescription drug abuse

- Provide the knowledge and practical resources to move forward and address issues created by the abuse of prescription drugs
GOOD MORNING, TEACHER
Schools: the Hub of the Community

- **What makes a school?**
  - Students and their families
  - Teachers
  - SISP – Specialized Instructional Support Personnel
  - Administrators
  - School staff

- **Schools are significant community influencers**
  - School culture/climate
  - SISP – lead users of prevention resources
  - Health teachers educate and conduct health promotion
  - School nurses address health needs of students and staff
The Crisis

- Drug overdoses now the leading cause of accidental death in the US – exceeding deaths from automobile accidents
- More than 47,000 overdose deaths in 2014
- More than six out of 10 drug overdose deaths in 2014 involved opioids, including opioid pain relievers and heroin ... that is 81 deaths a day
An epidemic is on our hands

“The opioid epidemic is devastating American families and communities. To curb these trends and save lives, we must help prevent addiction and provide support and treatment to those who suffer from opioid use disorders.”

Dr. Tom Frieden, Director, Centers for Disease Control and Prevention December 18, 2015
“Because of our unique position within the schools, students trust and confide in school nurses. We need to be prepared to respond accordingly when we hear about the misuse of prescription drugs, including drugs being mixed with alcohol or stimulant drinks. It is important to keep abreast of current trends, as students have access to so much information on the internet that can be potentially lethal. ”

Paula Apa-Hall
Past President, Oregon School Nurses Association
Former NASN Board Member
1 in 4 teens has abused a prescription (Rx) drug.

Take Action Today
41% of kids mistakenly believe abusing Rx medicine is safer than abusing illegal street drugs like cocaine or heroin.
78% of School Nurses say that prescription drug abuse is a problem in their community.
Most teens get their hands on prescription drugs from the homes of friends and relatives (medicine cabinets, cupboards, drawers, etc.)
Every 13 minutes, a person in the U.S. dies of a drug-induced death

Almost 4,000 young people (15-24) died of drug overdose in 2014
Why Do Kids Abuse Prescription Medicines?

- Easy access
- Perceive them to be safer
- To get high
- To help them study
- To relieve stress and anxiety
- To experiment
- To fit in
Commonly Abused Rx Drugs

- **Opioids** (for pain)
- **Benzodiazepines/CNS Depressants** (for anxiety and sleep disorders)
- **Stimulants** (ADHD medicines)
You May Know Them As...

**Opioids**
- Vicodin
- Percoset
- Oxycontin
- Demerol

**Benzodiazepines**
- Xanax
- Valium
- Nembutal

**Stimulants**
- Ritalin
- Concerta/Adderall
- Dexadrine
## Adolescents’ Rationales for Sharing Prescription Drugs

<table>
<thead>
<tr>
<th>Rationale</th>
<th>Respondents (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Got it from a family member</td>
<td>66.2</td>
</tr>
<tr>
<td>Have a prescription but ran out</td>
<td>64.8</td>
</tr>
<tr>
<td>Have the same problem as the person who gave me the medicine</td>
<td>60.5</td>
</tr>
<tr>
<td>Want something strong for pain or headache</td>
<td>43.3</td>
</tr>
<tr>
<td>Have an emergency</td>
<td>39.0</td>
</tr>
<tr>
<td>Got it from someone who knows about medicine</td>
<td>28.1</td>
</tr>
<tr>
<td>Need help sleeping</td>
<td>21.9</td>
</tr>
<tr>
<td>Want something strong for pimples or oily skin</td>
<td>19.0</td>
</tr>
<tr>
<td>Need the medicine but can’t afford to buy it</td>
<td>18.1</td>
</tr>
<tr>
<td>Have leftover medicine that would be wasted</td>
<td>13.8</td>
</tr>
<tr>
<td>Want to relax or feel good</td>
<td>12.9</td>
</tr>
<tr>
<td>Have heard a lot about this medicine from ads or commercials</td>
<td>4.3</td>
</tr>
</tbody>
</table>

*Multiple reasons were accepted; therefore, total may exceed 100%.
Source: Pediatrics
“The scariest thing I ever hear a parent say about drug abuse is ‘Not My Kid.’”
— Dr. Drew Pinsky

“They never think that it’s going to be them. Parents sometimes think their kids may get into trouble with drugs... but kids never think that they are going to be the one who becomes an addict.”
— M. Embrey
Teen Drug Abuse: Popular Trends

- Mixing prescription drugs with other substances
Teen Drug Abuse: Popular Trends

- Use/abuse of designer synthetic drugs (bath salts, Molly)
Who Are the Most Significant Teen Influencers?

- PARENTS & other caring adults

Teens who learn about the risks of drugs from their parents are up to 50% less likely to try drugs.
How to Reach Teens

- Knowledge is power
- Learn the signs of abuse
- Establish a “family belief system”
- Create safeguards and safe practices
- Communicate within the family
- Communicate with outside influencers
National Overdose Deaths

Number of Deaths from Prescription Drugs

Source: National Center for Health Statistics, CDC Wonder
At least **HALF** of all opioid overdose deaths involve a *prescription opioid.*
Chart 1. Number of Drug Induced Deaths Compared to the Number of Motor Vehicle and Firearm Deaths, 2004 - 2013

Source: Centers for Disease Control and Prevention
RECAP

- Data is of significant concern
- Variety of users and variety of drugs being used
Show me the resources.....

See what you’ve been missing!
High Quality &
Free of Charge!

Smart Moves
Smart Choices
Smart Moves Smart Choices Web Site

1 in 4 teens has abused a prescription (Rx) drug.

Take Action Today

Elementary Schools
Educate children about safe use of medicines to help protect them today.

Middle and High School Tool Kit
Educate teens and parents in your community about prescription drug abuse.
Educational Videos and Classroom Curricula

**Segment 1**
**Myth Busting**
The truth behind teens’ common beliefs about prescription drugs and abuse

**Segment 2**
**Science of Addiction**
Information on the physical consequences of prescription drug abuse on the developing brain

**Segment 3**
**Changes for Life**
First-hand accounts from teens on how prescription drug abuse impacts relationships with family and affects social lives, participation in sports and academics

**Segment 4**
**Media Literacy**
Analyzing messages in the media about abuse of prescription drugs by popular figures

**Segment 5**
**What Parents Should Know**
Information for parents about prescription drug abuse, communicating with teens, recognizing signs of abuse and resources
Smart Moves Smart Choices School Toolkit

1 in 4 teens has abused a prescription (Rx) medication

Don’t let your teen become a statistic.
- Keep all prescription drugs in a secure location
- Talk to your teens
- Notice signs of prescription drug abuse
- Access resources and support from your school

Be Aware. Get Smart.
for more information visit SmartMovesSmartChoices.org

small things can be deadly

When you take prescription (Rx) medications to get high, you put yourself in danger

Don’t get bitten.
Find out about the serious risks of teen Rx drug abuse at SmartMovesSmartChoices.org
New Addition

About the Smart Start Tools

The tools include:

- Infographics
- Posters
- Parent Fact and Tip Sheets
- Student Workbooks (K-2 and 3-5)
- Program Overview (for school professionals)

“Choices” An Animated Story about Teen Rx Drug Abuse

Watch Now!
Government Resources

- **CDC** - Centers for Disease Control and Prevention
- **DEA** – Drug Enforcement Agency
- **NIDA** – National Institute on Drug Abuse
- **ONDCP** – Office of National Drug Control Policy
- **SAMHSA** – Substance Abuse and Mental Health Services Administration
Private Sector Resources

❖ CADCA

❖ Drug Free America
Heroin use is part of a larger substance abuse problem.

Nearly all people who used heroin also used at least 1 other drug.

Most used at least 3 other drugs.

Heroin is a highly addictive opioid drug with a high risk of overdose and death for users.

People who are addicted to...

- Alcohol are 2x more likely to be addicted to heroin.
- Marijuana are 3x more likely to be addicted to heroin.
- Cocaine are 15x more likely to be addicted to heroin.
- Rx Opioid Painkillers are 40x more likely to be addicted to heroin.

USE DRUGS – GET TREATMENT: Is it that simple?

- Cost of Treatment??
  - Inpatient and outpatient
  - Who pays for it
  - Insurance and employment concerns

- One and Done??
  - Co-morbidity often involved
  - 13 percent of 12 years and older had been in treatment five or more times previously
Road to Recovery
Addiction Resources in the Northern Shenandoah Valley

ABOUT US

What is the Coalition?
The Northern Shenandoah Valley Substance Abuse Coalition (NSVSAC) is a coalition of law enforcement, health care, substance abuse treatment and youth advocacy organizations and families impacted by substance abuse and addiction in the Winchester region. The group formed in May 2014 following a community heroin summit in Winchester convened by the Northwest Virginia Regional Drug Task Force.

The stigma of addiction prevents many from reaching out for help. This website is one of a variety of awareness and education initiatives to inform...
Think About It ...

- If not us, then who?
- If not now, then when?
Summary and Q & A

PREVENTION WORKS!

Mary Louise Embrey - MLE Consulting, LLC
mary.louise.embrey@gmail.com