

## **New Product on Prescription Drug Abuse**

## "Parents Beware: Your Child's Greatest Danger Might Be in Your Own Medicine Cabinet"

The Community Prevention Initiative (CPI) is now offering a customizable publication (two versions available) that empowers parents and communities to prevent teen prescription drug abuse.

Outreaching to parents about the dangers of prescription drug use and the influential role they play is an important part of an overall strategy to reduce this growing problem. Communities across California are in need of new, cost-effective ways to engage parents. These publications for parents offer an opportunity for California counties to have publications developed using their area-specific data, and to list the partners and resources unique to their county.

## These documents are customizable in key areas:

- Descriptive data using your local
  California Healthy Kids Survey (CHKS) data
- Local websites for more information
- Local emergency room data (if available)
- How and where to dispose of drugs in your county



Your county can choose between two layouts:

a tri-fold pamphlet, or a

• two-sided, full page fact sheet.

Shasta County Parents Bewa Re:

High school students in Shasta County are getting high off prescription intrigs. Twenty percent of Shasta 11th graders report ever using prescription pain killers (such as Vicodin<sup>TM</sup> and OxyContin<sup>TM</sup>) without a doctor's note, compared to 17th of 11th graders statewide. Source: 2009-11 Pers to 2455, Main Repoor.



Prescription (Rx) drugs can be just as deadly as illegal drugs and, right now, America is facing an explosive prescription drug abuse problem. The rate of Emergency Department (ED) visits for prescription drugs was 458,3 per 100,000, while cocaine and marijuana were 162,1 and 146,2 visits, respectively. Sources: "Highlights of the 2011 Drug Use Warming Network (DNWN) Findings on Drug-Related Emergency Department Visits", Substance Abuse and Mental Health Services Administration, 2012, "Prescription for Disaster: from Teens Abuse Medicine," Drug Enforcement Agency, August, 2012.

Parents need to be aware that the family medicine cabinet and the Internet have become today's back alley drug dealers." — Michele Leonhart, Drug Enforcement Administration

One in five teens report abusing prescription drugs to get high. Could that one be your child?



These new publications are modeled after a publication entitled "Underage Drinking in (insert county name here)." The Underage Drinking resource has been customized by over 20 counties and localities, with some counties updating multiple times to reflect current data.

Requests for the new prescription drug fact sheet, tri-fold pamphlet, or for the underage drinking publication can be made by completing a CPI application (request for training or technical assistance) at <a href="https://www.ca-cpi.org">www.ca-cpi.org</a> or by calling the CARS office at **707.568.3800** or toll free at **1.877.568.4227**.