



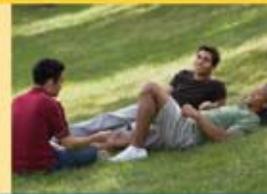
Taking ACTION to prevent & address PRESCRIPTION DRUG ABUSE



EDUCATE *before*
YOU MEDICATE

The NCPiE
Coalition-working
together to promote
safe medicine use

National Council on Patient Information and Education
www.talkaboutrx.org



A Resource Kit for America's College Campuses

Sample Public Service Announcements

Public service announcements (PSAs) can help educate students about the dangers of prescription drug misuse and abuse, and where to seek treatment for a substance abuse problem. So hit the airwaves. Secure a public service and/or sponsorship announcement on the campus radio station and/or during college athletics (for example during half-time events or time outs). Better yet, bring the campus radio station on as campaign media partner to give your message more play.

HERE ARE SOME SAMPLE PSAs THAT YOU CAN USE:

30-second PSA

Planning an all-nighter to cram for an exam or write that term paper you've been putting off? If you're thinking about taking a prescription stimulant like Adderall or Ritalin that hasn't been prescribed for you by your doctor, you may end up falling further behind in a big way.

Using stimulants to "get in the zone" and focus is not only dangerous, experts say doing so won't improve your grades over time. But you will put your future at risk. Your best bet for getting good grades? Don't procrastinate or skip sleep. For more information about the danger of prescription drug abuse, visit www.talkaboutrx.org.

How to place a PSA

- ✓ Call your campus radio station and get the name of the person who handles PSA placement.
- ✓ Ask how to submit or record a PSA (you may have better luck if you offer to go to the station and record it).
- ✓ Most stations will read PSAs from a script (see samples provided in this resource kit).
- ✓ Find out when and how often it will run.
- ✓ If possible, create an online PSA and link to it from your Facebook page.

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30-second PSA

Have you ever used a friend's prescription painkiller like Percocet to get rid of a headache? Or taken a prescription stimulant like Adderall or Ritalin to help you study the night before an exam? What about experimenting with someone else's prescription medication to get high?

If so, you've misused or abused prescription drugs, maybe without even knowing it. Mixing these medications with alcohol or other drugs can increase your risk of addiction, overdose and even death. Don't screw up your life. Think twice before you take someone else's prescription meds and don't share your medication with others. For more information about the dangers of prescription drug abuse, visit www.talkaboutrx.org.

30-second sponsorship spot for athletic event

Planning on cutting loose during [homecoming week/March Madness/this week's big game]? Don't add prescription drug abuse to your party plans. More and more students are turning to these medications to get high or feel good. But taking these medications without a prescription or medical supervision—even once—can lead to serious problems, such as overdose and even death, especially if they are mixed with alcohol, marijuana and other drugs.

This message is brought to you by the National Council on Patient Information and Education. For more information, visit www.talkaboutrx.org.