



Taking ACTION to prevent & address PRESCRIPTION DRUG ABUSE



EDUCATE *before*
YOU MEDICATE

The NCPIC
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

Helpful Resources and Tools

The following represents a list of national organizations and federal agencies that offer information and resources on college student life and/or prescription drug abuse prevention. These organizations and the tools they offer can support your efforts to develop an education and prevention campaign to help address prescription drug abuse on your campus.

American College Health Association

www.acha.org

The American College Health Association (ACHA) links college health professionals throughout the nation and provides advocacy, education, communications, products, and services, as well as promoting research and culturally competent practices to advance the health of college students and the campus community. ACHA's drug abuse prevention resources include *Use and Misuses of Stimulants: A Guide for School Health Professionals*, created to increase college health providers' awareness of the prevalence and seriousness of prescription stimulant misuse among U.S. students, strategies to identify and counsel those students engaging in stimulant misuse, and appropriate methods for assessment, diagnosis, and treatment of ADHD. The organization also offers brochures aimed at educating young adults on the risk of drug abuse. ACHA's Alcohol, Tobacco and Other Drug (ATOD) Coalition will be providing a number of resources about prescription drug abuse at its website, www.acha.org/Committees_Coalitions_Task_Forces/atod.cfm

American Student Government Association

www.asgaonline.com

The American Student Government Association provides Student Government leaders and advisors nationwide with networking, research, and information resources to teach them how to become more effective, ethical, and influential leaders on their campuses.



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Community Anti-Drug Coalitions of America

www.cadca.org

Community Anti-Drug Coalitions of America (CADCA) is a non-profit organization that works to strengthen the capacity of community-based anti-drug coalitions' in their effort to create and maintain safe, healthy and drug-free communities. CADCA supports its member coalitions with training and technical assistance, public policy advocacy, media strategies and marketing programs, conferences and special events. Working in collaboration with the Office of National Drug Control Policy's (www.ondcp.gov) National Youth Anti-Drug Media Campaign, CADCA developed Strategizer 52 "*Teen Prescription Drug Abuse: An Emerging Threat*", which provides facts on prescription drug abuse or misuse among youth, strategies that teen influencers can use to address this issue in their communities, and best practices from coalitions across the country. In partnership with the Consumer Healthcare Products Association (CHPA), CADCA created a "*Dose of Prevention*" toolkit to help communities better address cough medicine abuse.

Consumer Healthcare Products Association

www.chpa-info.org

The Consumer Healthcare Products Association (CHPA) is the not-for-profit association representing the makers of over-the-counter (OTC) medicines and nutritional supplements. CHPA has been engaged in raising awareness about teen medicine abuse for seven years, working in partnership with the Community Anti-Drug Coalitions of America, the Partnership for a Drug-Free America, D.A.R.E. America, and others. Initiatives have included public service announcements; a "*Dose of Prevention*" toolkit to engage community members and local media in the prevention of cough medicine abuse; English- and Spanish-language brochures; lesson plans for school children; grassroots, word-of-mouth campaigns to encourage parent-to-parent information sharing; outreach to pediatricians; an educational collaboration with WebMD; and the introduction of a new educational icon being placed on all OTC cough medicines containing the active ingredient dextromethorphan. The one-stop resource for more information is www.StopMedicineAbuse.org

National Association of Chain Drugstores

www.nacds.org

NACDS represents 154 traditional drug stores, supermarkets, and mass merchants with pharmacies—from regional chains with four stores to national companies. NACDS members also include more than 900 pharmacy and front-end suppliers, and over 70 international members from 24 countries. NACDS has collaborated with the White House Office of National Drug Control Policy (ONDCP) to lend their voice in ONDCP's communications, such as open letters printed as advertisements in media publications and direct outreach to NACDS members. They support community-based programs to raise awareness among at-risk teens about the dangers of abusing prescription and over-the-counter drugs.

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NASADAD-National Association of State Alcohol/Drug Abuse Directors

www.nasadad.org

The National Association of State Alcohol and Drug Abuse Directors, Inc. (NASADAD) is a private, not-for-profit educational, scientific, and informational organization whose purpose is to foster and support the development of effective alcohol and other drug abuse prevention and treatment programs throughout every State. Their website features resources related to alcohol/drug abuse treatment, prevention and public policy.

NASPA—Student Affairs in Higher Education

www.naspa.org

NASPA is the leading voice for student affairs administration, policy, and practice. With over 11,000 members at 1,400 campuses, and representing 29 countries, NASPA is the foremost professional association for student affairs administrators, faculty, and graduate and undergraduate students. NASPA members include vice presidents and deans for student life, as well as professionals working within housing and residence life, student unions, student activities, counseling, career development, orientation, enrollment management, racial and ethnic minority support services, and retention and assessment.

NASPA's Alcohol and Other Drug Knowledge Community also has useful information. Visit www.naspa.org/kc/aod/default.cfm.

National Council on Patient Information and Education

www.talkaboutrx.org

The National Council on Patient Information and Education (NCPIE) is a nonprofit coalition of diverse consumer, government, patient advocacy and public health organizations. NCPIE is among the nation's leading authorities in informing the general public and healthcare professionals on safe medicine use through better communication. Better medicine communication can lead to better health outcomes and improved quality of life. Working with the Substance Abuse and Mental Health Services Administration (SAMHSA) and a project advisory team made up of leading drug prevention, child advocacy and other leading professional organizations, NCPIE developed the *"Maximizing Your Role as an Influencer: Talking to Teens About Prescription Drug Abuse"* program to educate teen influencers—parents, grandparents, teachers, coaches, community and school-based healthcare professionals and others—about the dangers of prescription drug abuse and inspire them to take action to help combat the problem in their communities or professional settings. NCPIE also developed BeMedWise (www.bemedwise.org), a public education initiative to promote a better understanding that over-the-counter (OTC) drug products are serious medicines and must be taken with care. NCPIE's latest program is a resource kit for talking about and addressing prescription medicine abuse on America's college campuses. See www.talkaboutrx.org.

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National Institute on Drug Abuse

www.nida.nih.gov

The National Institute on Drug Abuse (NIDA), part of the National Institutes of Health, is specifically focused on conducting and supporting research to gain a better understanding of drug abuse and addiction. NIDA offers a wealth of information, including *“Preventing Drug Abuse among Children and Adolescents”*, a research-based guide for parents, educators, and community leaders. NIDA also recently introduced NIDAMED, a comprehensive Physicians’ Outreach Initiative that gives medical professionals tools and resources to screen their patients for tobacco, alcohol, illicit, and nonmedical prescription drug use. The NIDAMED resources include an online screening tool, a companion quick reference guide, and a comprehensive resource guide for clinicians.

Office of National Drug Control Policy

www.ondcp.gov

The White House Office of National Drug Control Policy (ONDCP) establishes policies, priorities, and objectives for the nation’s drug control program to reduce drug abuse and trafficking, drug-related crime and violence, and drug-related health consequences. ONDCP’s National Drug Control Strategy directs the federal government’s anti-drug abuse efforts and establishes a program and guidelines for cooperation among Federal, State, and local organizations. ONDCP’s National Youth Anti-Drug Media Campaign is an integrated communications effort that combines advertising with public communications outreach to deliver anti-drug messages to America’s youth, their parents, and other influential adults. Through the campaign, ONDCP offers a number of informational web sites for teens (www.abovetheinfluence.org), parents (www.theanti-drug.org) to address different types of drug abuse, including misuse of prescription medications.

Ohio State Generation Rx Initiative

<http://pharmacy.osu.edu/outreach/generation-rx/>

This web site 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 web site includes links to various external resources, as well as educational materials developed at the Ohio State University College of Pharmacy.

Partnership for a Drug-Free America

www.drugfree.org

The Partnership is a nonprofit organization that unites parents, scientists and communications professionals to help families raise healthy children. The Partnership offers interactive tools that translate the latest science and research on teen behavior, addiction and treatment into easy to understand resources. The Partnerships Parents

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Resource Center provides information and tools to help parents better understand teen drug abuse and how to talk to their children. The Partnership developed *Not in My House* as an online resource for parents to learn about how to address prescription drug abuse with their children. The Partnership's *Time to Talk* program offers easy-to-use guides and tips to help parents and adults have ongoing conversations with kids to keep them healthy and drug-free. The Partnership launched *Time to Act*, an online resource for parents who suspect or know their teen is drinking or using drugs.

Substance Abuse and Mental Health Services Administration

www.samhsa.gov

The Substance Abuse and Mental Health Services Administration (SAMHSA), part of the U.S. Department of Health and Human Services (HHS), focuses attention, programs and funding on promoting a life in the community with jobs, homes and meaningful relationships with family and friends for people with or at risk for mental or substance use disorders. SAMHSA also offers a toll-free national helpline 1-800-662-HELP (800-662-4357) (English and Spanish), and the Substance Abuse Treatment Facility Locator at www.samhsa.gov/treatment.

Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment

www.csat.samhsa.gov

CSAT works with states and communities to develop comprehensive prevention systems that create healthy communities in which people enjoy a quality life. This includes supportive work and school environments, drug- and crime-free neighborhoods, and positive connections with friends and family.

The U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention

www.higheredcenter.org

Funded by the U.S. Department of Education, the Higher Education Center provides support to all institutions of higher education in their efforts to address the problems of alcohol and other drug abuse and violence. They offer a variety of online resources including publications and model programs aimed at changing campus culture, fostering environments that promote healthy lifestyles, and preventing high risk alcohol and other drug use and violence among students.