



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

Tips for Promoting Responsible Prescription Medicine Use Online

Between classes, studying, extracurricular activities and dorm life—you're busy. Sometimes the easiest and fastest way to communicate with friends is through the Internet. Through online channels, you can help promote responsible prescription medicine use. Remember, you can make a difference, even by simply posting a Facebook status update about the dangers of prescription drug abuse. Encourage your friends to find positive ways to cope with stress instead of abusing prescription drugs, such as taking a yoga class together or meeting with a professor during office hours to talk through an upcoming test.

Here are some ways you can share the message and bring more attention to your campus' efforts to promote responsible prescription medicine use:

- 1. Tweet about it.** Using your Twitter account, tweet a message to raise awareness of the issue, such as, "Although most college students use prescription drugs properly, about one in four people aged 18 to 20 report using these medications nonmedically at least once in their lives. They are not safer than illicit drugs, and you can become addicted." Or, link to a prescription medicine abuse article from an online news source or resource, such as the National Council on Patient Information and Education's www.talkaboutrx.org website.
- 2. Update your Facebook status.** Post a message about the dangers of prescription medicine abuse during finals, a stressful and sleep-deprived week. For example, "By our sophomore year in college, about half of us will have been offered the opportunity to abuse a prescription drug. Prescription drugs are not safer to use than illicit drugs, so let's use them responsibly." Encourage your friends to repost your status message as their own.
- 3. Create a Facebook event.** If you are participating in an event on campus related to responsible prescription medicine use, such as a health fair, create a corresponding event page to invite others to attend. The event page can include information on your event, relevant websites and photos, and will allow people to easily RSVP and see who else is attending. You also have the option of allowing your invitees to invite other people, which will expand participation in your event.

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4. Create a Campus Facebook page.

If one doesn't already exist, create a Facebook page, see [“How to Create a Facebook Page to Communicate with Students”](#) for your campus or organization that talks about smart, safe, responsible use of prescription medicines. Make sure you update the status regularly and post relevant information so that you are feeding new content to people who “like” the page. If your campus already has a Facebook page, post a question to start a discussion, such as “Why is it dangerous to abuse prescription drugs?”

Have more time for the cause? Check out [“What You Can Do: Tips for Raising Awareness about Prescription Drug Abuse on Campus”](#) and visit www.talkaboutrx.org.

This handout provides ideas for raising awareness of the issue and educating your peers on and offline.

5. Post a video to YouTube. Film your campus activities or get testimonials from interested students that will entice viewers to learn more about the dangers of prescription drug abuse and tips for responsible medicine use. One note of caution: Be careful when using copyrighted materials, including music and images. Many songs, photos and movie clips require gaining the rights to use them. You could face legal action if you use them without permission. When in doubt, stick to original material!

6. Add photos to Flickr. Create a Flickr account to post photos of campus activities, such as a health fair that showcases a booth that offers information regarding responsible prescription medicine use. Link to your Flickr photos from your website, blog and Facebook page. Tweet the link when you upload new photos.

7. Blog about it. Adding the “What could really happen?” section from the [“You’re in Control—Using Prescription Medicine Responsibly” brochure](#) (PDF coming soon) [poster](#) (PDF coming soon) to your blog and linking to the National Council on Patient Information and Education (NCPIE) [“Taking Action to Prevent and Address Prescription Drug Abuse”](#) resource kit for college campuses www.talkaboutrx.org is a great way to add variety to the content you usually share with your readers.

8. Put it on your website. You can easily add portions of the NCPIE college campuses resource kit to your personal website.

9. E-mail it. With the many new technologies available, it's easy to forget that a simple e-mail can be a powerful tool in spreading information. Send a relevant link to [“You’re in Control—Using Prescription Medicine Responsibly” brochure](#) (PDF coming soon) [poster](#) (PDF coming soon) to friends who might be interested in seeing it or distribute to your public health or life sciences class e-mail distribution list.