Pop positivity, not pills.

Prescription Drug Abuse Is Drug Abuse
About Rx Drug Abuse

• What is prescription (Rx) drug abuse?
  – Prescription drug abuse is when someone takes a medication inappropriately, such as:
    • Without a prescription
    • In a way other than as prescribed
    • For the “high” elicited

PEERx SHARE A DOSE OF REALITY: PRESCRIPTION DRUG ABUSE IS DRUG ABUSE.
The Problem

- Every day in the United States, 2,000 teenagers abuse Rx drugs for the first time.

- Rx drugs are the most abused drug by teens after alcohol, marijuana, and tobacco.
### 2013 Monitoring the Future Survey

#### Prescription/Over-the-Counter Vs. Illicit Drugs

<table>
<thead>
<tr>
<th>Drug</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adderall</td>
<td>7.4%</td>
</tr>
<tr>
<td>Vicodin</td>
<td>5.3%</td>
</tr>
<tr>
<td>Cold Medicines</td>
<td>5.0%</td>
</tr>
<tr>
<td>Tranquilizers</td>
<td>4.6%</td>
</tr>
<tr>
<td>OxyContin</td>
<td>3.6%</td>
</tr>
<tr>
<td>Ritalin</td>
<td>2.3%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>96.4%</td>
</tr>
<tr>
<td>K2/Spice</td>
<td>7.9%</td>
</tr>
<tr>
<td>MDMA/Ecstasy</td>
<td>4.0%</td>
</tr>
<tr>
<td>Salvia</td>
<td>3.4%</td>
</tr>
<tr>
<td>Powder Cocaine</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

*The percentage of 12th graders who have used these drugs in the past year.*

The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world’s research on the health aspects of drug abuse and addiction. Fact sheets on the health effects of drugs of abuse and information on NIDA research and other activities can be found at www.drugabuse.gov.
Past Year Use of Adderall and Perceived Risk of Occasional Use among 12th Graders

Use by Grade

Use vs. Perceived Risk—12th Grade

*Significant increase from 2009
^Significant decrease from previous year

Source: University of Michigan, 2013 Monitoring the Future Study
Commonly Abused Rx Drugs

- **Opioids**—Usually prescribed to treat pain

- **Stimulants**—Most often prescribed to treat ADHD

- **Central nervous system (CNS) depressants**—Prescribed to treat anxiety and sleep disorders

- For more facts, visit PEERx at [http://teens.drugabuse.gov/peerx](http://teens.drugabuse.gov/peerx)
Myth: Prescription drugs are safer to abuse than other drugs because they are prescribed by a doctor.

Myth: Using stimulant medications such as Adderall or Ritalin can help teens do well in school by improving focus and energy.
Why PEERx?

NIDA created the PEERx initiative to discourage abuse of prescription drugs among teens.
About PEERx

• PEERx is an online educational initiative to discourage abuse of prescription drugs among teens. A component of the NIDA for Teens program, PEERx provides science-based information about prescription drug abuse prevention.
  – The initiative focuses on interactive, hands-on activities.
  – Step-by-step instructions make each activity easy to implement.
PEERx Materials

SHARE A DOSE OF REALITY:
PRESCRIPTION DRUG ABUSE IS DRUG ABUSE.

Become the main character in the Choose Your Path video and confront real-life choices. Watch your decisions play out onscreen!

Peer Into Your Path

1. Get Creative!
Now that you’ve mastered the different roles and fully understood the power of prescription drugs, it’s time to take a risk and explore your very own Choose Your Path scenario. You’ll be given the freedom to use your imagination and writing skills. Just use the facts that you see on the Milly interactive site about prescription drug abuse to shape your scenario as you see fit. You’ll have the option to create a personal story about a friend, a relative, or someone you know. This is your chance to show how you think drug abuse can affect people and their families. Your story can be about prescription drug abuse or any other issue that you care about.

Find creative ideas in the PEERx Activity Guide for educating teens about Rx drug abuse in your community.

Use the facts you learned about Rx drug abuse and flex your creativity and writing skills as you Peer Into Your Path.

Pop positivity,
not pills

Share the message with eye-catching PEERx downloadables for t-shirts, stickers, posters, or computer wallpaper.

Bust the myths and misconceptions about Rx drug abuse with the PEERx fact sheets.

Visit www.teens.drugabuse.gov/peerx to learn more!
Interested in a partnership? Contact peerx@iqsolutions.com.
Online and printable fact sheets provide information about commonly abused Rx drugs and their effects.
The Drug Education Council hosted a 1-day Rx Drug Abuse Summit in Mobile, Alabama for leaders and educators.

- Generated statewide interest.
- Governor’s office issued a proclamation and a representative spoke at the event.
- Several community organizations participated, including the County Sheriff's Office, District Attorney’s Office, County Health Office, County Medical Society, and University of South Alabama School of Pharmacy.
- PEERx materials were shared as examples of how educators could raise awareness of teen Rx drug abuse.
The Choose Your Path videos allow teens to assume the role of the main character and make decisions about whether to abuse Rx drugs.
The *Lock It Up Project*’s Train-the-Trainer Program trains college students to serve as educators and mentors on reducing the illicit use of Rx painkillers in Fresno County, California high schools.
The PEERx Activity Guide and colorful Downloads provide ideas and inspiration for empowering teens to learn the facts about Rx drug abuse.
Operation UNITE, Kentucky, held Rx drug abuse prevention activities with anti-drug clubs at two area schools during National Drug Facts Week in January 2013.

Organizers showed students the PEERx Choose Your Path videos and asked them to develop skits using only information from the PEERx Web site.

Students acted out their skits and selected the best one to present to the entire school. Through these efforts, Operation UNITE reached 750 students and teachers.
The **PEERx Partner Toolkit** offers materials to help you raise awareness about the dangers of Rx drug abuse among teens:

- Newsletter blurbs
- Social media language
- Infographics
- Research about prescription drug abuse
- PowerPoint presentation
- Web badges

**Partner Toolkit:** [http://teens.drugabuse.gov/peerx/peerx-partner-toolkit](http://teens.drugabuse.gov/peerx/peerx-partner-toolkit)

**List of Partners:** [http://teens.drugabuse.gov/peerx/peerx-partners](http://teens.drugabuse.gov/peerx/peerx-partners)
BACODA, Texas, spread the word about the dangers of Rx drug abuse in the community.

– Used PEERx resources and other information on the NIDA for Teens Web site to educate coalition members about teen Rx drug abuse.

– Used social media content from the PEERx Partner Toolkit to spread the word about the dangers of Rx drug abuse.
Other Resources

• *Heads Up*: Articles with discussion guide

• Mind Over Matter: Lesson plan

• *Brain Power!*: Lesson plan

• Sara Bellum Blog: Topical articles

• National Drug Facts Week: National health observance
Youth to Youth International in Ohio used PEERx materials in its prevention messaging.

- Used PEERx materials at teen workshops on Rx drug abuse.
- Provided two posts for NIDA’s Sara Bellum Blog about their drug abuse prevention work.
You can make a difference by raising awareness about the dangers of teen prescription drug abuse.
Contact: peerx@iqsolutions.com

Visit PEERx online:
http://teens.drugabuse.gov/peerx