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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

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

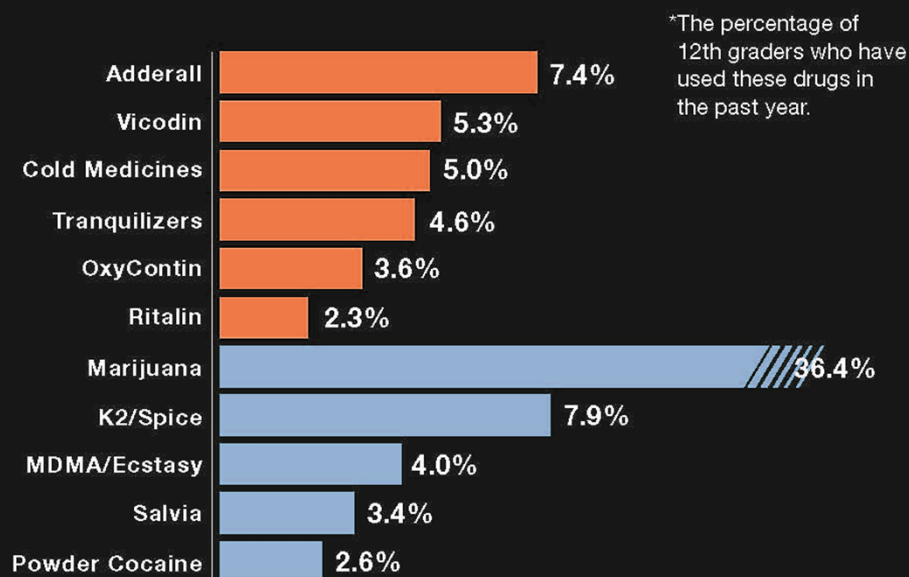
The Problem

- 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

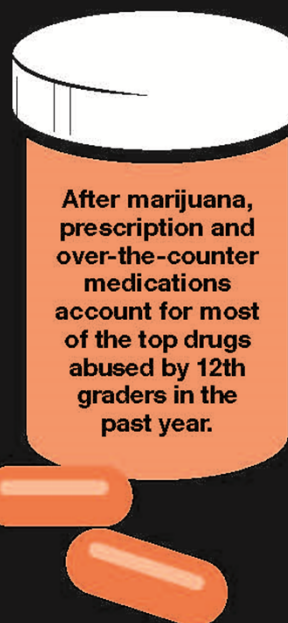
PRESCRIPTION/OVER-THE-COUNTER VS. ILLICIT DRUGS*



PRESCRIPTION



ILLICIT DRUGS



After marijuana, prescription and over-the-counter medications account for most of the top drugs abused by 12th graders in the past year.

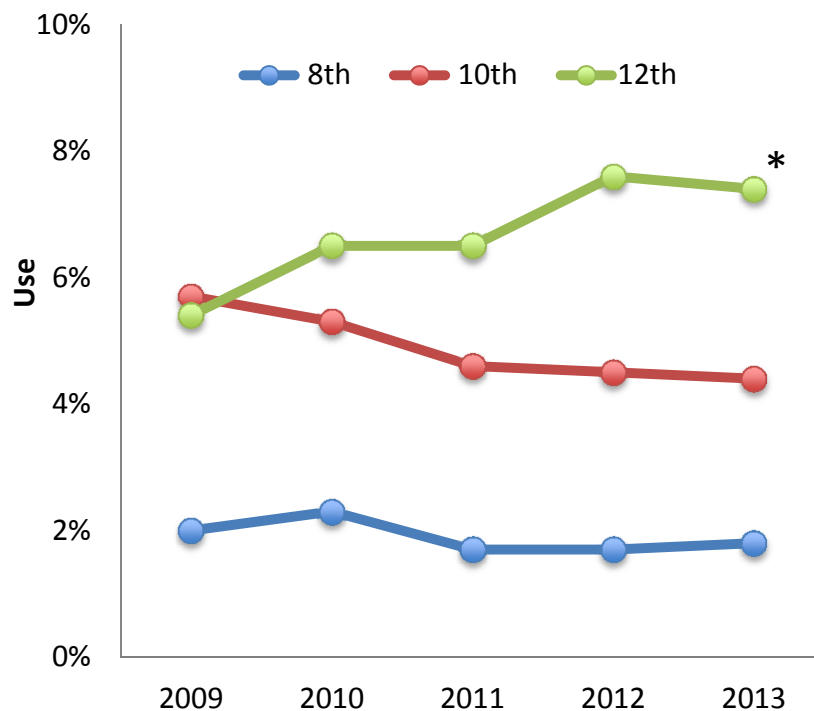


**National Institute
on Drug Abuse**

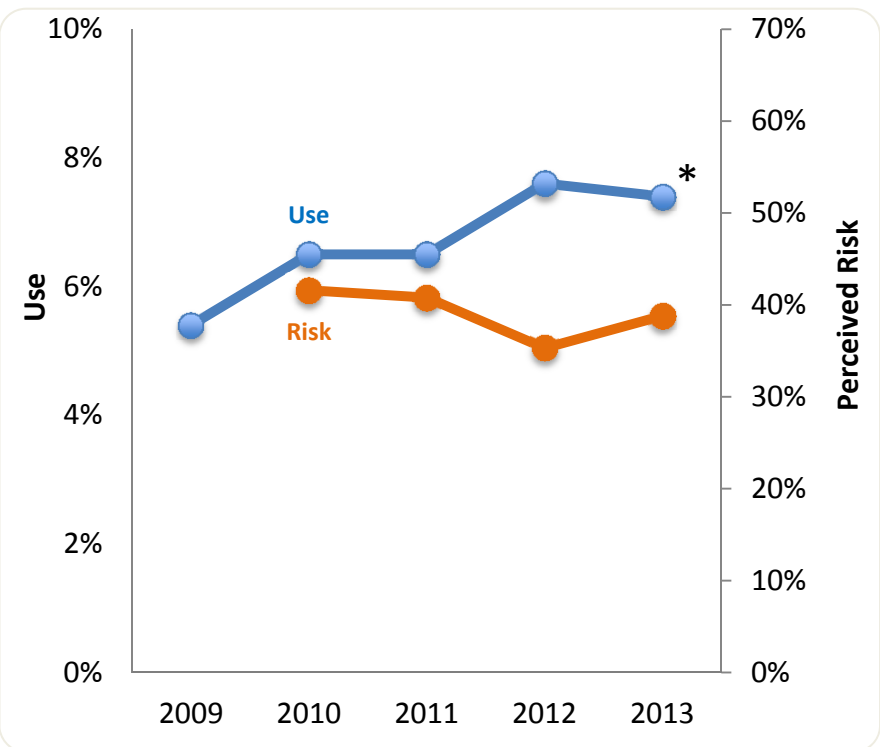
The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world's research on the health aspects of drug abuse and addiction. Fact sheets on the health effects of drugs of abuse and information on 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>

**Do you know what
you're getting into?**



Myths About Rx Drugs

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.

PEERx is an online educational initiative that provides science-based information about teen prescription drug abuse prevention.



About PEERx

Learn about the PEERx initiative to prevent teen prescription drug abuse.



Facts on Rx and Over-the-Counter Drugs

Get scientific information about prescription drugs of abuse.



PEERx Get Involved

Organize a prevention activity in your community using these activity ideas.



Downloads

Spread the word about the dangers of prescription drug abuse with these downloads.



Peer Into Your Path

Create your own story about how prescription drug abuse can affect us.



Choose Your Path

Watch interactive videos about the dangers of prescription drug abuse.



PEERx Partners

Learn more about PEERx partners.



PEERx Partner Toolkit

Help us spread the word about PEERx!



Educators Guide

PEERx Educators Guide

Refer to the guide for a listing of NIDA's teen Rx drug abuse resources.

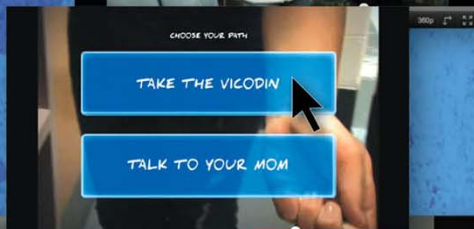
About PEERx

- 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

PEERx 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

Have you explored the Interactive PEERx Choose Your Path adventure yet? [Check it out here!](#)

1. Get Creative!

Now that you've explored the different paths and fully understand the power of decisionmaking, you're ready to create your very own Choose Your Path adventure. This activity is a great opportunity for you to flex your creativity and writing skills. Just use the facts that you see on the PEERx Web site about prescription drug abuse to make your storyline as compelling as possible. You have a lot of options: write about a typical day in the life of a teen and tap into your own experiences for ideas. Or, you can always create a story about someone whose life is totally different from yours or your friends. Make sure you weave in facts about the dangers of prescription drug abuse.



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



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



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

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

Visit www.teens.drugabuse.gov/peerx to learn more!
Interested in a partnership? Contact peerx@iqsolutions.com.

U.S. Department of
Health and Human Services

NATIONAL INSTITUTES OF HEALTH

NIDA NATIONAL INSTITUTE
ON DRUG ABUSE

Online Fact Sheets

Online and printable fact sheets provide information about commonly abused Rx drugs and their effects.

The screenshot displays the PEERx website interface. At the top, the logo "PEERx" is accompanied by the tagline "SHARE A DOSE OF REALITY: PRESCRIPTION DRUG ABUSE IS DRUG ABUSE". Social media sharing buttons for Facebook, Twitter, and YouTube are visible. A breadcrumb trail indicates the current location: "HOME / OUR PROJECTS / PEERx - RX DRUG ABUSE".

The main content area features a grid of five fact sheet thumbnails, each with a representative image and a title:

- Facts on Rx and Over the Counter Drugs**: Image of white pills.
- Opioids**: Image of three glass vials.
- CNS Depressants**: Image of green capsules.
- Prescription Stimulants**: Image of glowing light trails.
- Dextromethorphan**: Image of a spoon with a red liquid being poured.

A "Print" button is located above the "CNS Depressants" thumbnail. To the right, a vertical sidebar lists additional resources:

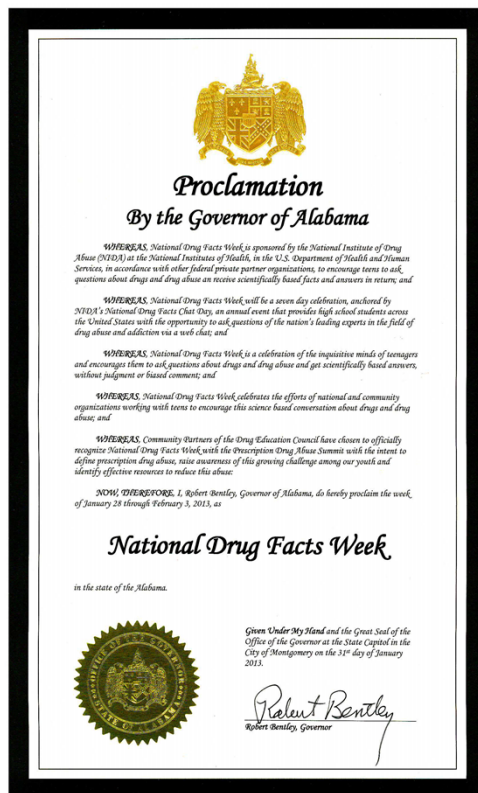
- National Drug Facts Week
- PEERx - Rx Drug Abuse
- About PEERx
- Facts on Rx and Over the Counter Drugs
- Opioids
- CNS Depressants
- Prescription Stimulants
- Dextromethorphan
- PEERx Downloads
- PEERx Get Involved
- Choose Your Path
- PEERx Peer Into Your Path
- PEERx Partners
- PEERx Partner Toolkit
- Suggested Partner Tweets
- Suggested Facebook Posts
- Drugs + HIV > Learn the Link

Partner Success Story



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.



Choose Your Path

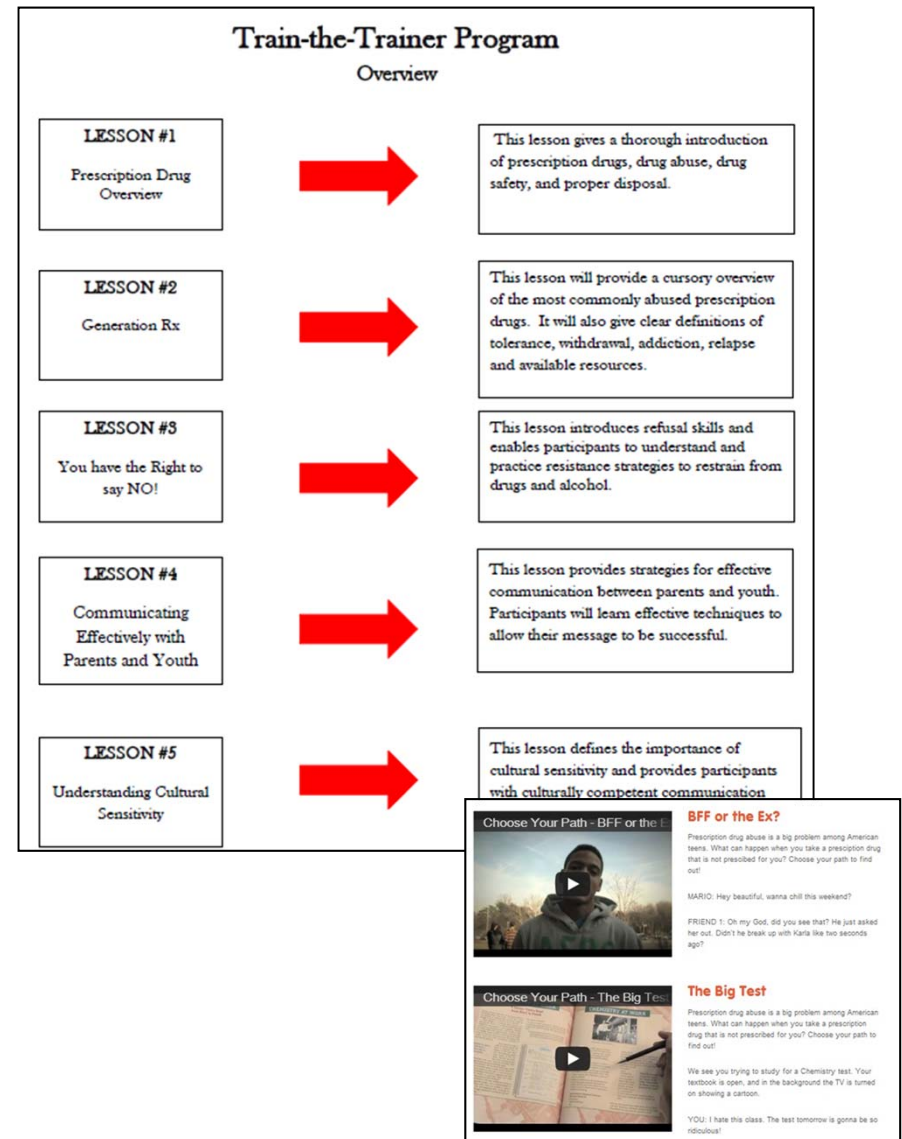
The Choose Your Path videos allow teens to assume the role of the main character and make decisions about whether to abuse Rx drugs.



Partner Success Story



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.



Activities and Downloads

The PEERx Activity Guide and colorful Downloads provide ideas and inspiration for empowering teens to learn the facts about Rx drug abuse.

The screenshot displays the PEERx website interface. At the top, the logo 'PEERx' is accompanied by the tagline 'SHARE A DOSE OF REALITY: PRESCRIPTION DRUG ABUSE IS DRUG ABUSE'. Social media sharing options for Facebook (4 likes), Twitter (2 tweets), and a general share button (2.6K shares) are visible. A breadcrumb trail indicates the current location: 'HOME / OUR PROJECTS / PEERx - RX DRUG ABUSE'. A 'Print' button is located in the top right of the main content area.

The main content area features three activity sections:

- Wear**: Includes a photo of a woman and the sub-header 'Wear the Message'. The description states: 'Have students bring in t-shirts or other clothing items and use NIDA's Downloads Creator to iron on designs. Students also can personalize their own iron-on shirts with their own messages.'
- Assemble**: Includes a photo of a group of people and the sub-header 'Hold a School Assembly'. The description states: 'There's no better way to spread the word throughout your school about the dangers of prescription drug abuse than to hold an assembly that everyone can attend.'
- Predict**: Includes a photo of a paper fortune teller and the sub-header 'Predict the Future'. The description states: 'Make Prescription Drug Abuse Fortune Tellers to show the possible side effects of abusing prescription drugs.'

A right-hand sidebar contains a list of links: 'National Drug Facts Week', 'PEERx - Rx Drug Abuse', 'About PEERx', 'Facts on Rx and Over the Counter Drugs', 'PEERx Downloads', 'PEERx Get Involved', 'Choose Your Path', 'PEERx Peer Into Your Path', 'PEERx Partners', 'PEERx Partner Toolkit', 'Suggested Partner Tweets', 'Suggested Facebook Posts', and 'Drugs + HIV > Learn the Link'. At the bottom of the sidebar is a 'PEERx' logo.

Partner Success Story



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.

Partner Materials

- 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>
- **List of Partners:**
<http://teens.drugabuse.gov/peerx/peerx-partners>

Partner Success Story



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.

Community Coalition of BACODA to address prescription drug abuse in Brazoria County

Posted: Friday, February 22, 2013 4:00 am

Brazoria County Community (BACODA) is forming a Prevention Coalition to address the growing problem of prescription drug abuse at BACODA at 744 Henders



NIDAnews @NIDAnews

14 Sep

Teens need to know: Rx abuse IS drug abuse. RT to spread the word & learn more about prescription drug abuse here:

1.usa.gov/cjP6ZN

Retweeted by BACODA

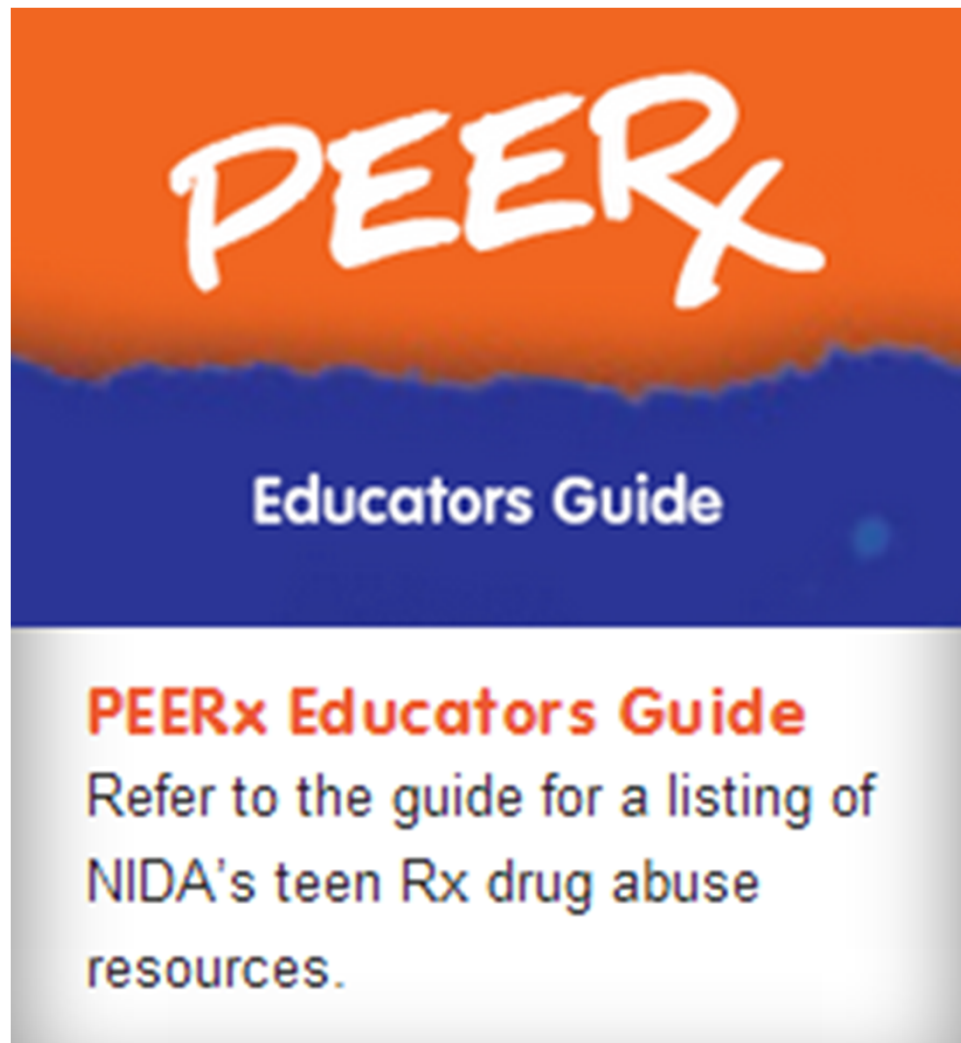
Collapse Reply Retweet Favorite More

30
RETWEETS

2
FAVORITES



Educators Guide



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



DO YOU KNOW WHAT
YOU'RE GETTING INTO?

Partner Success Story



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>

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