

ANTI-DRUG UPDATE - October 21, 2009

PARENTS RX FOR PREVENTION

Advice from Dr. Drew, Downloadable Videos, and Discussion Guide Now Available

October is National Medicine Abuse Awareness Month and presents a timely opportunity to promote community involvement in efforts to educate parents about the dangers of medicine abuse among teens. When parents in your community think about safeguarding their teens from drugs, they usually think of illicit street drugs such as marijuana, cocaine, and heroin. But today's teens are abusing prescription drugs more than any illicit drug except marijuana.¹

To help increase parental awareness about this threat, ONDCP Director R. Gil Kerlikowske hosted a live chat with Dr. Drew Pinsky, host of VH-1's *Celebrity Rehab*, to answer questions from reporters and bloggers. Topics ranged from what kinds of prescription drugs teens most often abuse, to how parents can keep tabs on their teens' Facebook activity, to suggestions for when and how to talk to kids about drug abuse. The Director and Dr. Drew also advised parents to get involved in their communities and their schools to get a better handle on the growing threat from the medicine cabinet. See <http://www.theantidrug.com/advice/expert-advice/general-parenting/dr-drew-chat.aspx>.

In another effort to help your organization reach out to parents and teens on the issue of teen prescription drug abuse, the National Youth Anti-Drug Media Campaign has developed a video discussion guide (http://www.theantidrug.com/pdfs/RxVideoDiscussionGuide_081409.pdf) as a companion piece for the "Teens in Treatment" video already available on TheAntiDrug.com at http://www.theantidrug.com/drug_info/prescription_more_resources.asp. The discussion guide can be used as an instructional tool and centerpiece for dialogue in large- or small-group settings, including back-to-school nights with parents and families or community gatherings. The new guide includes tips for hosting and staging a discussion, guidelines for participation, and specific steps parents can take to help prevent teen prescription drug abuse.

There are a number of other resources on this topic available in the Teen Prescription Drug Abuse Toolkit available on TheAntiDrug.com at <http://www.theantidrug.com/resources/teen-rx.aspx>:

- **Download or Order.** The prescription drug abuse brochure is a succinct outline of the growing prescription drug problem and prevention tips for parents. http://www.theantidrug.com/pdfs/resources/teen-rx/Prescription_Abuse_brochure.pdf
Call 1-800-788-2800 to order unlimited quantities.

- **Download and Distribute the "Rx Wallet Card."** Follow the simple steps to add your organization's logo or print as is. Post on your Web site for individual use, print copies for members, or send the PDF to a local printer and distribute within your community.
<http://www.theantidrug.com/pdfs/TAD-Rx-Wallet-Card.pdf>
- **Spread the Word.** More than a dozen Open Letter print ads are available for your organization to customize and distribute to your local media, your members, stakeholders, and partners.
<http://www.theantidrug.com/openletter/#prescription>
- **Download or Order.** The "Prescription Drug Strategizer," developed in collaboration with CADCA, shows how to create effective strategies to fight prescription and over-the-counter drug abuse in your community and highlights relevant case studies and resources.
http://www.theantidrug.com/pdfs/resources/teen-rx/CADCA_Strategizer52.pdf
- **Sign Up.** Encourage parents in your community to sign up for TheAntiDrug.com's Parenting Tips e-Newsletter, a regular e-mail notification with advice and strategies to help keep teenagers healthy and drug-free.
<http://www.TheAntiDrug.com/Newsletter.asp>.

¹2008 National Survey on Drug Use and Health, SAMHSA, 2009.