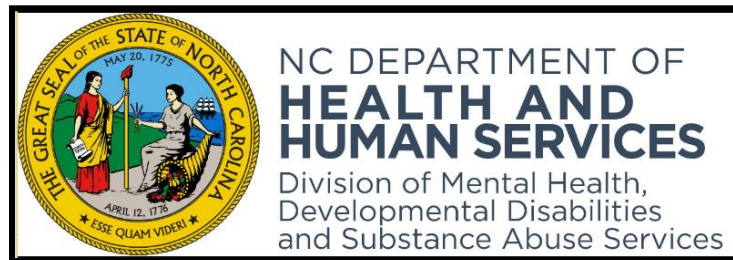


# NC Lock Your Meds Campaign

Opioid Misuse in Older and Vulnerable Adults Symposium 2017



Supported by the N.C. Department of Health and Human Services, Division of Mental Health, Developmental Disabilities and Substance Abuse Services, with funding from the Substance Abuse and Mental Health Services Administration, Opioid STR/Cures (Grant#1H79TI080257) and SPF-RX (Grant # 1U79SP022087).

# Introductions

- Campaign Directors
  - Erin Day
    - Wilson County Substance Prevention Coalition
  - Anna Godwin, MS, LCAS
    - NC Parent Resource Center
- Community Outreach
  - Holly Carter

# Communications Campaign

“Messaging alone is not enough to make an impact in the community. An effective communications campaign is **comprehensive, targeted to your audience, involves diverse partners, based on data and include multiple avenues to spread the message.**”

# Overview of the Campaign

- Why We Have It
  - 67% of people who misuse prescription medications get them from family and friends.
- What's Included In It
  - Education
  - Tangible Promotional Items
    - Rack cards, lock boxes, etc
  - Broadcast/Digital/Print Licenses
    - TV, radio, billboard, etc.

[www.lockyourmeds.org/nc](http://www.lockyourmeds.org/nc)



She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her grandma's purse.

67% of people who abuse prescription drugs get them from family or friends. Prevent your children, friends and relatives from abusing your own medication by securing your meds in places they cannot access.

**BE AWARE. DON'T SHARE.®**  
**LOCK YOUR MEDS.®**

[www.lockyourmeds.org/nc](http://www.lockyourmeds.org/nc)



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Division of Mental Health, Developmental Disabilities and Substance Abuse Services

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He gets his  
music online.

His t-shirts  
at the mall.

And his drugs  
from his friend's  
medicine cabinet.

67% of people who abuse prescription drugs  
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children, friends and relatives from abusing  
your own medication by securing your meds  
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She gets her hair  
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Her eyes from  
her dad.

And her drugs  
from her parents'  
kitchen cabinet.

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children, friends and relatives from abusing  
your own medication by securing your meds  
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[www.lockyourmeds.org/nc](http://www.lockyourmeds.org/nc)



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He gets his  
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And his drugs  
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# Action Steps for Communities & Their Partners

1. Talk with your doctor about your meds
2. Properly secure and monitor your meds
3. Safely and properly dispose of old, expired or unused meds
4. Educate yourself & your family
5. Pass it on

# 1. Talk with your doctor about your meds

- Confirm the dose and quantity of your medication is the lowest safe and effective dose possible.
- Ask about other options to the [most commonly abused medications](#).
- [Ask questions](#) that can help you learn about your medication and treatment alternatives



# Most Commonly Misused Medications

The three most commonly abused classes of medications are opioids, central nervous system depressants, and stimulants. See the chart below for specific medication names, their effects, and their street names.

Most Commonly Abused Medications	Example Medications	Example Physical Health Effects	Example Street Names*
<p><b>Opioids</b> – used primarily to treat pain; can be found in some cough medicines</p> <p>Opioids pain relievers appeal to people because they can produce quick, intense feeling of pleasure followed by a sense of well-being and a calm drowsiness</p> <p>Note: Many people who abuse prescription opioids move on to heroin, ...</p>	<ul style="list-style-type: none"> <li>• Vicodin</li> <li>• OxyContin</li> <li>• Percocet</li> <li>• Percodan</li> <li>• Duragesic</li> <li>• Demerol</li> <li>• Opana</li> <li>• Darvon</li> <li>• Dilaudid</li> <li>• Lomotil</li> <li>• Adian</li> <li>• MS Contin</li> <li>• Oramorph SR</li> <li>• Ultram</li> <li>• Over-the-counter medicines such as Tylenol with Codeine and Robitussin with</li> </ul>	<ul style="list-style-type: none"> <li>• Pain relief</li> <li>• Poor coordination</li> <li>• Drowsiness</li> <li>• Nausea</li> <li>• Constipation</li> <li>• Euphoria (feeling high)</li> <li>• Confusion</li> <li>• Slowed breathing</li> <li>• Death</li> <li>• Increased risk of HIV, hepatitis and other infectious diseases from injecting these drugs through shared needles</li> </ul> <p>When mixed with</p>	<ul style="list-style-type: none"> <li>• Hillbilly Heroin</li> <li>• Oxy, OC, Oxycotton</li> <li>• Percs</li> <li>• Happy Pills</li> <li>• Vikes</li> <li>• Captain Cody, Cody</li> <li>• Lean, Schoolboy, Sizzurp</li> <li>• Purple drank, China Girl</li> <li>• Apache</li> <li>• Dance Fever</li> <li>• Friend</li> <li>• Goodfella</li> <li>• Jackpot</li> <li>• Murder 8</li> <li>• Tango and Cash</li> </ul>

# Questions to Ask Your Doctor about Medications

1. Why are you recommending this medication?
2. Are there alternatives that might be tried before this medication is used?
3. Does research support the use of the recommended medication for a person my age and with similar needs?
4. How does this medication fit with my overall wellness plan?
5. What are the potential risks and benefits of the medication, and what are the potential side effects?
6. If a medication dose is missed or I stop taking it, are there any unfavorable effects?
7. How will I know when it is time to talk about stopping my medication and what steps need to be taken before the medication is stopped?

## 2. Properly secure and monitor your meds

- Only 5% of children who misuse prescription medications say they get them from a stranger, a drug dealer or the internet.
- Securing medication so they cannot be accessed.
  - medication lockbox
  - locked cabinet
  - locked closet
  - out of reach.
- Monitoring quantities. Regularly check to see if anything is missing.
- Use a home medicine inventory card that can help you keep track of your medications.



# Medicine Inventory Card



## Home Medicine Inventory Card

Keep track of your prescription medication.

Prescription Medicine

Quantity


### Date of Review

Month

Day

Year

Month

Day

Year





### 3. Safely and properly Dispose of old, expired or unused meds

- [Find a drop box](#) in your community.
- National Prescription Drug Take Back Day



# Community Drop Box



Home > Drop Boxes by County

Do you need to...

[Find a Drop Box to dispose of my medications...](#)

- [By county](#)
- [By customizing a list of all Drop Boxes statewide](#)

[Find an Event to dispose of my medications...](#)

- [By county](#)
- [By customizing a list of all Events statewide](#)
- [By viewing calendar of Events](#)

[Register with OMD to list Drop Boxes and/or hold Events](#)

[Log in to my account](#)

Drop Boxes by County

County

Drop Box Locations and Schedule for Wake County. Click icon for more details

Details	City	Location	Address	County	State	Zip	Schedule
	Garner	Garner Police Department	900 Seventh Ave	Wake	NC	27529	Monday - Friday; 8AM - 5PM
	Cary	Cary Police Department	120 Wilkinson Avenue	Wake	NC	27511	Monday through Friday from 8:00 am to 5:00 pm
	Holly Springs	Holly Springs Police Department	110 West Balentine Street	Wake	NC	27540	24/7
	Cary	SAS Company Police	100 SAS Campus Drive	Wake	NC	27513	Thursday October 24, 2013 8AM - 5PM
	Raleigh	Wake County Sheriff's Department (Lobby)	330 S. Salisbury Street	Wake	NC	27602	M - F 8:00 To 5:00
	Raleigh	Wake Co. Law Enforcement Training Center	2300 Law Enforcement Drive	Wake	NC	27610-0000	M - F 8:00 To 5:00
	Garner	Garner Police Department	900 Seventh Ave	Wake	NC	27529	Monday - Friday; 8AM - 5PM
	Wake Forest	Wake Forest Police Substation	221 S. Brooks Street	Wake	NC	27587	M - F 8 To 5
	Garner	Garner Police Department	912 Seventh Ave	Wake	NC	27529-0000	Monday - Friday; 8AM - 5PM

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Image: <http://www.109aw.ang.af.mil/News/Article-Display/Article/867608/counterdrug-unveils-prescription-medication-drop-box-on-stratton/>



# National Prescription Drug Take Back Day

- April & October yearly
- April 2017
  - 60 Collection sites in NC
  - 26,420 pounds of medications collected in NC

[www.deadiversion.usdoj.gov/drug\\_disposal/takeback/index.html](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/index.html)

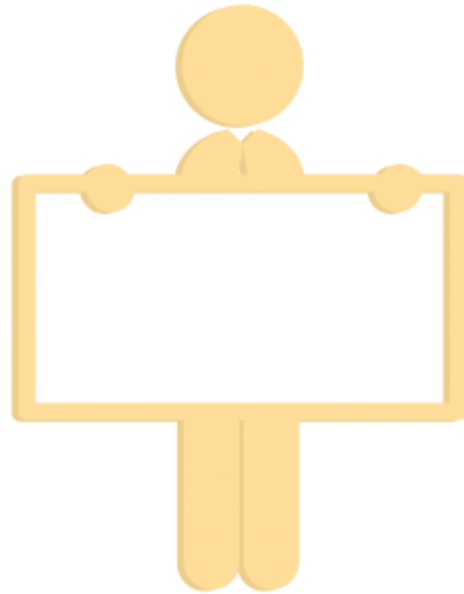
## 4. Educate yourself & your family

- Learn about the most [commonly misused](#) types of prescription medications and their associated signs and symptoms.
- Communicate the dangers to your child, friends or loved ones regularly; once is not enough.
- Make time to talk and create an environment where your child, friend or loved one feels safe to talk to you about questions and/or concerns they have about Rx drug misuse.
- Be observant of their actions, behaviors, and mood.



## 5. Pass it on

- Share your knowledge and support with friends, family and others.
- Together, you can create a tipping point for change.



# What's Happening in NC

- Approximately 55 counties are implementing LYM campaign
- Various organizations
  - Substance prevention coalitions
  - Prevention provider
  - MCO

# What's Happening in NC?

## Community Partners

- Hospices
- Local Pharmacies
- Health Department
- Health Care System
- Senior Resource Center
- Coalitions
- Funeral Homes
- Faith Community
- Community Health Council
- Board of County Commissioners
- County Sheriff's Office
- County Library
- County Schools
- County Department of Social Services
- County Transit
- University

# What's Happening in NC?

- Community forums
- Discharge patients with lock box
- Government Office/TV channels
- Movie theater preview
- Incorporated into Mental Health First Aid – SUD section
- Medication Drop Off event
- Newspaper
- Billboard
- Distribution of tangible materials at community fairs, parent events, etc.

# What's Happening in NC?



The Facebook post is from the "Western Youth Network" and is dated "October 20 at 2:06pm". The caption reads: "Lock your meds! #nclym #prevention #wynsworld". The main image is a close-up, black and white photograph of a young woman's face, looking directly at the camera with a neutral expression. Overlaid on the image is the text: "She gets her hair from her mom. Her eyes from her dad. And her drugs from her grandma's purse." At the bottom of the image, a smaller line of text states: "67% of people who abuse prescription drugs get them from family or friends. Prevent your children, friends and relatives from abusing your own medication by securing your meds in places they cannot access."

The screenshot shows the Facebook page for "Alliance Behavioral Healthcare". The page header includes the organization's name and logo. The main content area features a post from "Alliance Behavioral Healthcare" published on October 25 at 9:53am. The post text reads: "Did You Know? 67% of people who abuse prescription medications get them from family and friends. They think these medications are safe. But in the wrong hands, they're not. Join Alliance and the statewide Lock Your Meds campaign to help stop this epidemic." Below the text is a graphic with the text "his music online. rts at the mall. drugs from his uncle's e cabinet." and "RE. DON'T SHARE. YOUR MEDS. ckyourmeds.org/nc". The bottom of the post says "Lock Your Meds NC - Home" and "LOCKYOURMEDS.ORG". The right sidebar shows engagement statistics: "98 were here +3 this week", "2,066 post reach this week", and "6 video views this week".

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# What's Happening in NC?



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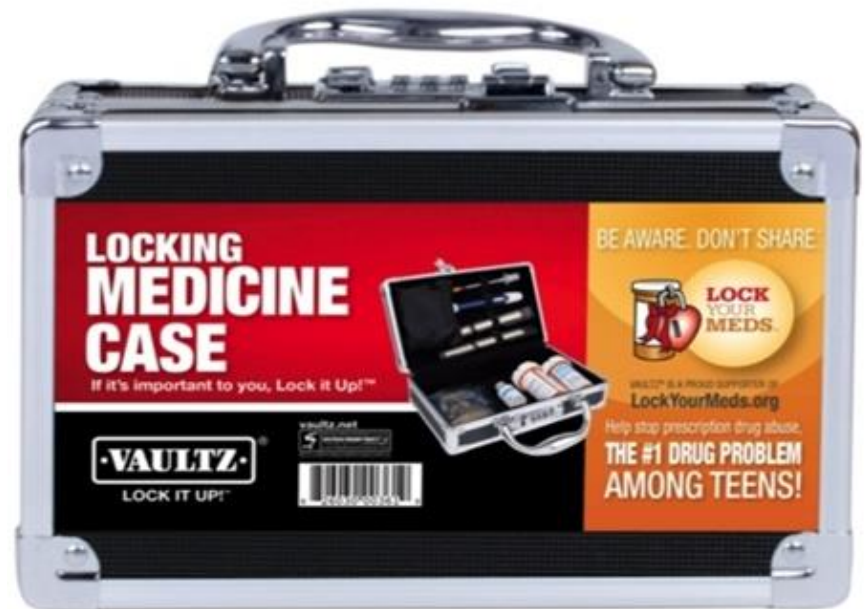
# What's Happening in NC?

Magnets: 11,400

Rack Cards: 500,000

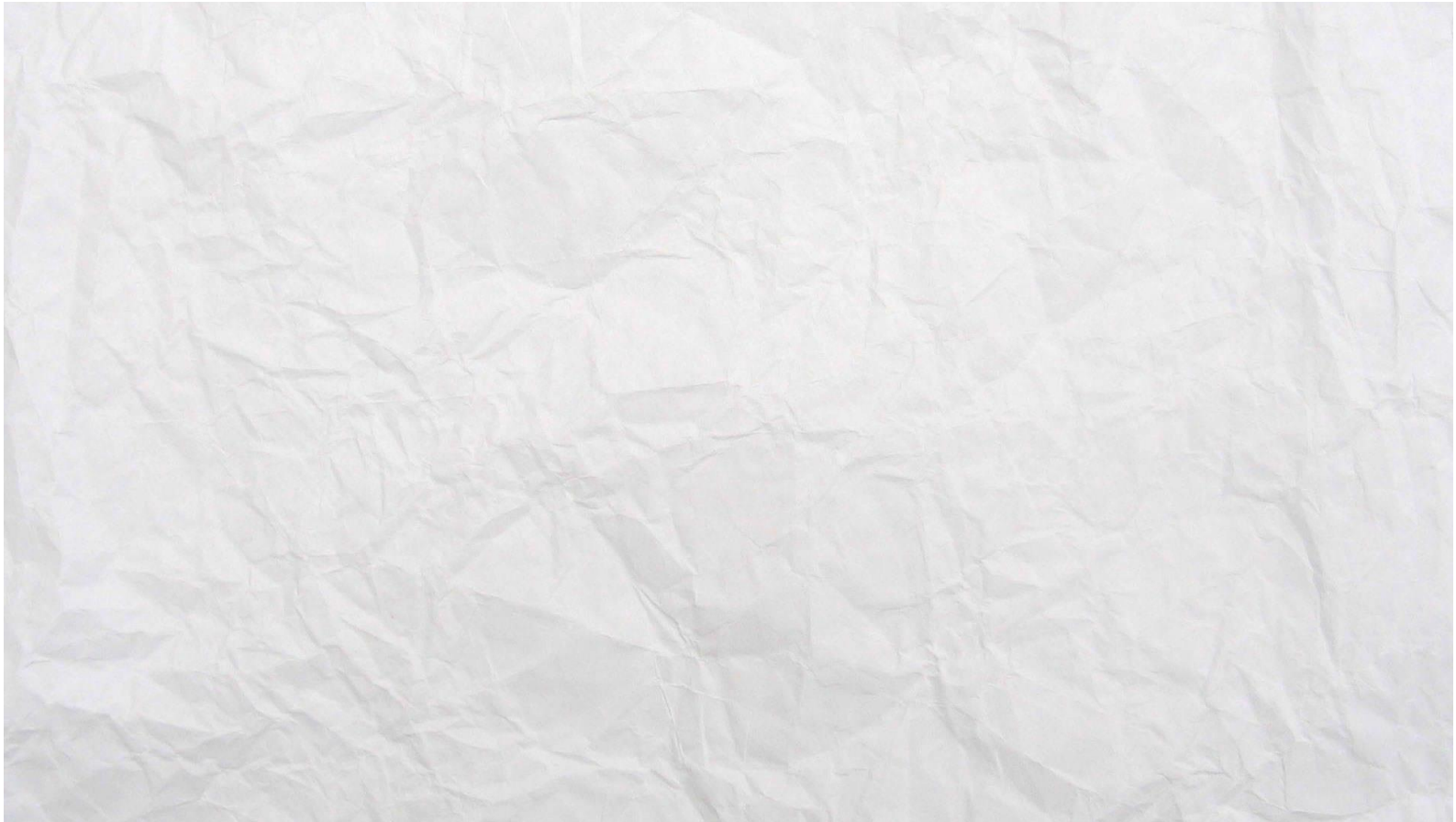
Posters: 1,125

Lockboxes: 1,500



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# Television Public Service Announcement



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# What's Happening in NC?

- **Commercials**

- ABC, WRAL, WECT, News 14, A&E, ESPN, Lifetime, BET, Discovery, Food, HGTV, TBS, TNT, USA, History, VH1, and FX.
- Will also air on streaming/on demand ABC product for their prime programming and eve news
- NC PTA- Memberhub.com (e-mails to parents)

- **Digital Ads**

- USA Today, Real Simple, CBS Sports, MSN, Fox Sports, Good Housekeeping, Country Living
- Local websites (i.e. wral.com, News & Observer, etc.)

- **REACH- 6,295,000 impressions**

# I'm Interested in Utilizing the Campaign!

- Rack cards, posters, magnets, lock boxes, etc.
- Access to digital ads
- Resources (Commonly Misused Drugs, Medicine Inventory Card, etc.)
- Visit [www.lockyourmeds.org/nc](http://www.lockyourmeds.org/nc)
- Fill out materials interest form

# Contact Us

Website: [www.lockyourmeds.org/nc](http://www.lockyourmeds.org/nc)

E-mail Address: [lockyourmeds@ncrxprevention.com](mailto:lockyourmeds@ncrxprevention.com)

Phone: 252-237-1242



# Sources

- ✓ National Family Partnership
- ✓ <https://apps.ncdoi.net/f?p=102:24:::NO:::>
- ✓ [https://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/](https://www.deadiversion.usdoj.gov/drug_disposal/takeback/)
- ✓ Image: <http://www.109aw.ang.af.mil/News/Article-Display/Article/867608/counterdrug-unveils-prescription-medication-drop-box-on-stratton>