



StopMedicineAbuse.org

Combating Over-the-Counter Medicine and Prescription Drug Abuse In Your Community

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CADCA National Leadership Forum


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Contents

- Understanding medicine abuse
- CADCA's Dose of Prevention community toolkit
- Tips on raising awareness in your community

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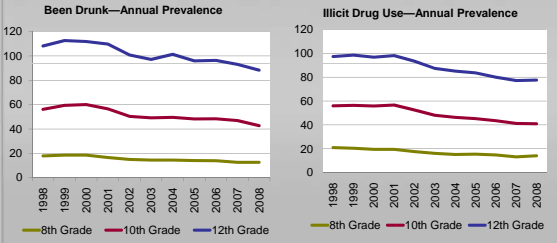
Abuse of Rx and OTC Medicines



Recent studies indicate that the abuse of prescription (Rx) and over-the-counter cough medicines (OTCs) to get high is a concern—particularly among young people between the ages of 12-17.

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The Good News: General Decline in Alcohol and Illicit Drug Abuse



Source: Monitoring the Future Study, 2008

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Overview of the Problem

Alcohol	50%
Marijuana	33%
Inhalants	20%
Prescription Medicine	19% (4.7 million)
Cough Medicine	10% (2.5 million)
Crack/Cocaine	10%
Ecstasy	9%
Meth	7%
LSD	6%
Heroin	4%

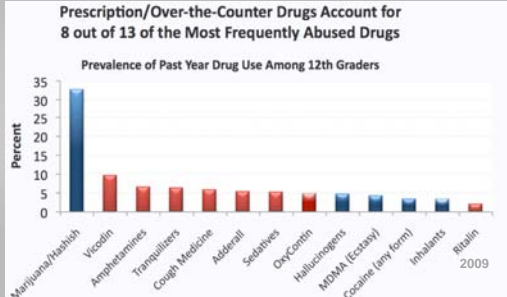
Source: Partnership Attitude Tracking Study (PATS), Teens 2008

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The Bad News "Generation Rx"

Prescription/Over-the-Counter Drugs Account for 8 out of 13 of the Most Frequently Abused Drugs

Prevalence of Past Year Drug Use Among 12th Graders

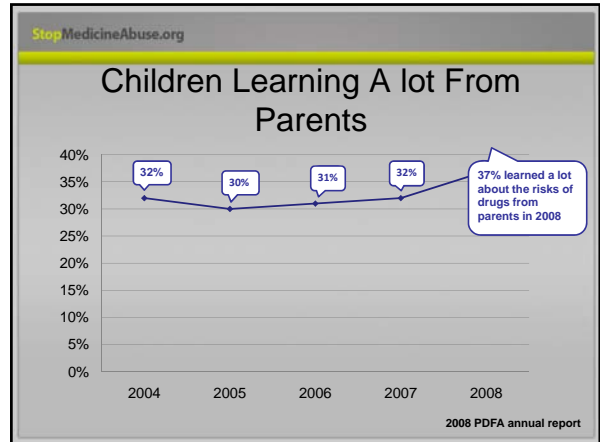


Source: The Monitoring the Future study, University of Michigan

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The Problem

- Partnership Attitude Tracking Survey (2009)
 - One in five teens reports abusing Rx medicines.
 - One in 10 teens reports abusing OTC cough medicines to get high.
 - One in four teens reports knowing someone who abuses OTC cough medicines to get high.
- National Survey of Drug Use and Health (2006)
 - Among 12 to 17 year olds: **12.5 percent** abused a Rx medication (non-medical use) during their lifetime, and **3.3%** in the past month.
 - Among 12 to 17 year olds: **3.7 percent** have used an OTC cough or cold medication during their lifetime for the purpose of getting high.
 - Among 12 to 17 year olds: **1.9 percent** has used an OTC cough or cold medication in the past year for the purpose of getting high.
- Monitoring the Future (2009)
 - Past year Rx narcotic abuse among 10th-graders: 8.1%
 - Past year over-the-counter cough and cold medication abuse to get high:
 - 8th-graders: 3.8%
 - 10th-graders: 6.0%
 - 12th-graders: 5.9%



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Understanding Cough Medicine Abuse

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Dextromethorphan (DXM) is...

- ... a safe and effective ingredient approved by FDA in 1950s and found in well over 100 over-the-counter cough medicines.
- ...the most widely used cough suppressant in the U.S.
- ...also being abused by taking extreme—sometimes as much as 20 to 50 times beyond the recommended dose—amounts of cough medicine to get high.

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Understanding Medicine Abuse

Key Factors Driving Teen Medicine Abuse

- **Misperception** that abusing medicine is not as dangerous as (is safer than) “street drugs”
- **Ease of access** via medicine cabinets at home or friend’s house, other person’s prescriptions, Internet, stores

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More Than 100 Cough & Cold Remedies Contain DXM

Sample of Products with DXM

- Alka-Seltzer Plus Cold & Cough medicine
 - Coricidin HBP Cough and Cold
 - Delsym medicines*
 - Dimetapp DM
 - Mucinex medicines*
 - PediaCare cough medicines
 - Robitussin cough medicines
 - Sudafed cough medicines
 - TheraFlu cough medicines
 - Triaminic cough syrups
 - Tylenol Cough and Cold medicines
 - Vicks 44 Cough Relief medicines
 - Vicks NyQuil and Dayquil medicines*
 - Zicam
 - Generic/store brands
- *certain products*

Stop Medicine Abuse Icon

Leading makers of OTC cough medicine have committed to include this icon on cough medicine packaging in an effort to raise awareness among parents about the dangers of abuse.



The “High”

- Mild distortions of color and sound
- Strong visual hallucinations
- “Out-of-body” sensations
- Confusion
- Slurred speech
- Loss of motor control

The “Lows”

- Delusions
- Panic attacks
- Memory problems
- Blurred vision
- Stomach pain, nausea, and vomiting
- High blood pressure and rapid heart beat
- Numbness of fingers and toes
- Drowsiness and dizziness
- Fever and headaches
- Rashes and itchy skin
- Loss of consciousness

Side Effects Can Be Worsened if...

- The medicine contains additional ingredients that treat more than just cough;
- Abuse happens with alcohol or illegal drugs;
- DXM is abuse in combination with prescription drugs and/or other medications.

Inside the Cough Medicine Abuse Subculture

Cough medicine abuse “code names”

- Dex or DXM
- Robo
- Triple Cs or CCC
- Skittles
- Syrup or Tussin
- Roboing
- Robo-tripping
- Robo-fizzing
- Skittling

OTC Cough Medicine Abuse and the Internet

The Internet

Many web sites and online communities advocate and promote cough medicine abuse



Postings on Social Networks



- Detailed instructions and conversations about DXM abuse;
- Blogs and videos with postings of how and when kids will take DXM-containing cough medicines;
- Footage of kids while “high.”

“Teens looking to the web for a cheap way to get high,”
CBS Evening News, March 21, 2008



StopMedicineAbuse.org Online resource on cough medicine abuse

- The StopMedicineAbuse.org effort continues to grow. Our partners include:
- CADCA
 - Partnership for a Drug-Free America
 - D.A.R.E. America
 - WebMD



What The Community Can Do to Curb Rx and OTC Medicine Abuse

Video - Stopping Cough Medicine Abuse in Your Community



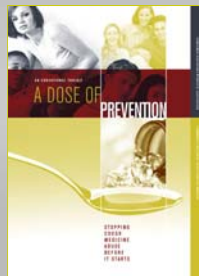
Our Objective:

Educate communities about cough medicine abuse

A Dose of Prevention Online Toolkit:

- Downloadable materials to localize and replicate
- Offers strategies to integrate and implement.

Visit StopMedicineAbuse.org.



Get a Conversation Started in Your Community

- **Visit the Stop Medicine Abuse Toolkit.** We have outlined the steps needed to plan your event at <http://www.stopmedicineabuse.org/take-action/dose-of-prevention-toolkit/>. This page includes a sample PowerPoint presentation, materials to promote the event, and materials to share at your event.
- **Watch and share the community video.** Play the video *Stopping Cough Medicine Abuse in Your Community*, done in collaboration with CADCA, at your town hall. The video provides information on teen cough medicine abuse and is designed to help coalition leaders educate their community about the issue. <http://stopmedicineabuse.org/media-center/>
- **Order free brochures.** We offer free brochures on Cough Medicine Abuse that you can order and pass out at your event. <http://otcsafety.org/Publications/Default.aspx>
- **Promote your event.** When you have a date and time for your town hall, we will promote your event to our Stop Medicine Abuse Facebook page and through our Twitter page. <http://www.facebook.com/stopmedicineabuse> www.twitter.stopmedabuse

Parents Take Action

- *Educate yourself.*
- *Safeguard your medicine cabinet.*
- *Talk to your child about OTC and Rx medicine abuse.*
- *Monitor Internet use.*
- *Know the parents of your child's friends.*
- *Be on the lookout for signs that your child is abusing OTC or Rx medicines.*

Educators Take Action

- *Be watchful for signs of OTC cough medicine and Rx abuse among students.*
- *Include over-the-counter medicine abuse in your drug abuse prevention unit.*
- *Involve parent-teacher organizations in awareness campaigns.*
- *Train staff about Rx and OTC medicine abuse.*

Healthcare Providers Take Action

- *Be aware of symptoms of Rx and OTC medicine abuse.*
- *Educate parents, young people and other caregivers, about taking medications as directed.*
- *Ask patients direct questions about any OTC medicine use or abuse.*
- *Provide your medical expertise as part of a local anti-drug coalition.*

Retailers Take Action

- *Be a diligent observer in your store.*
- *Educate your employees and customers.*
- *Work with loss prevention experts to identify in-store problems and address them.*
- *Partner with a local coalition.*

Law Enforcement Takes Action

- *Add cough medicine abuse or overdose to your radar screen.*
- *Serve as the community's educator on the dangers of Rx and OTC medicine abuse.*
- *Look out for "pharming" parties.*
- *Get involved in local community-wide prevention efforts.*

"Education is the most effective tool we have to fight substance abuse—including cough medicine abuse—at the community level."

General Arthur T. Dean
CADCA Chairman and CEO

Combating Over-the-Counter and Prescription Drug Abuse in Your Community

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