

**This educational module
is provided (in part) by:**



Pontotoc County Drug Free Coalition



Parents360

Prescription/ Over-the-Counter Cough Medicine



THE PARTNERSHIP™
AT DRUGFREE.ORG

Real Danger

Abusing prescription (Rx) drugs and over-the-counter (OTC) cough medicines can be just as dangerous, addictive and even deadly as using “street” drugs.

There is a reason why pharmaceutical companies put all those warning labels on drug bottles. When they’re ignored, the user puts him or herself at great risk.

Rx/OTC Abuse

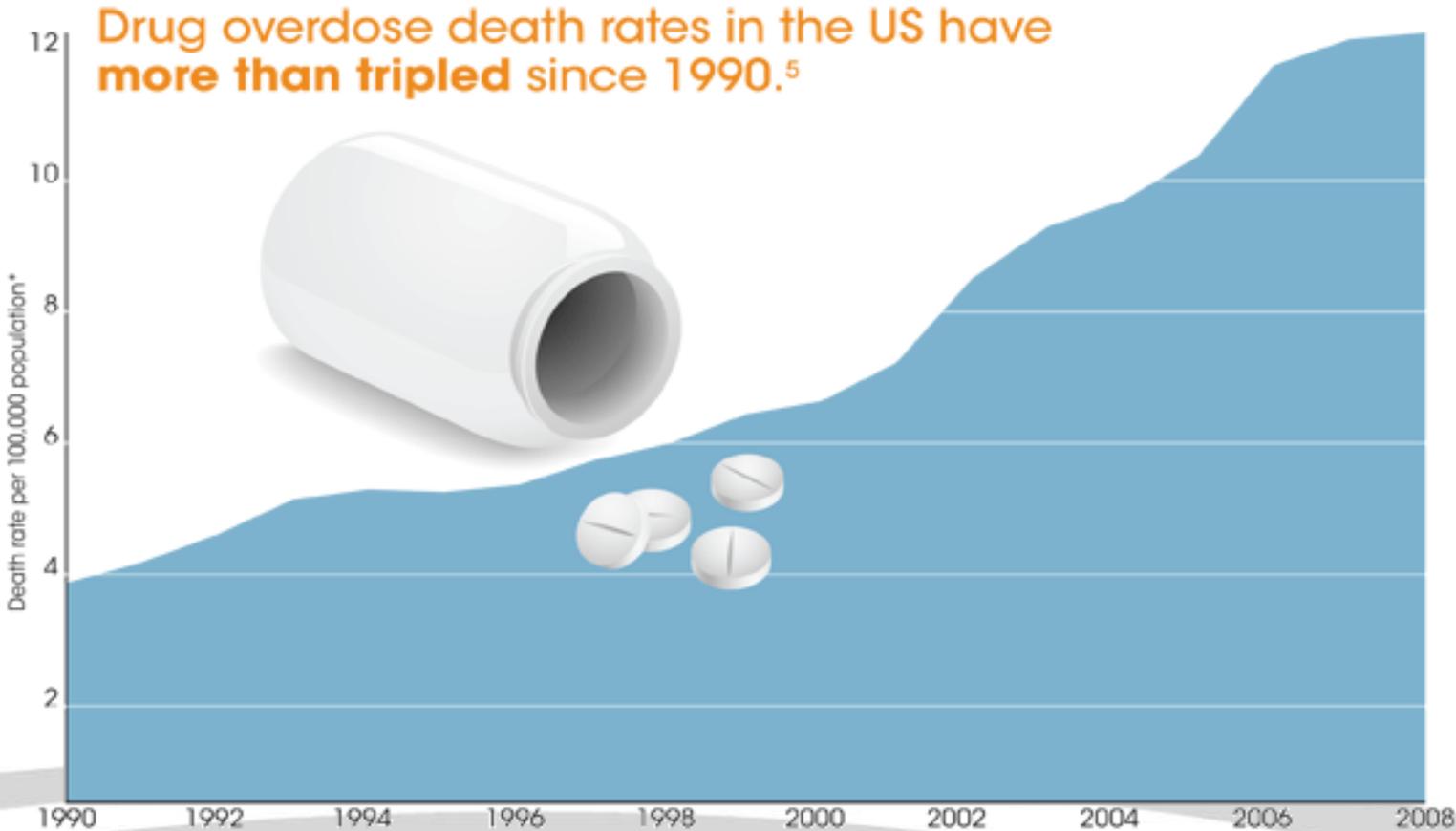
Every day, 2,000 teens abuse a prescription drug for the first time.

In 2008, the rate of unintentional drug overdose deaths was 50 percent higher for opioid prescription drugs than for cocaine and heroin combined.

13
Average
age of first
use

Growth in Drug Overdose Deaths

Drug overdose death rates in the US have **more than tripled** since 1990.⁵



The statistics previously stated go hand-in-hand with a startling increase in the rate of drug overdose deaths.

*Deaths are those for which poisoning by drugs (illicit, prescription, and over-the-counter) was the underlying cause.

Rx New Step in Drug Ladder

heroin,
meth, crack



cocaine



shrooms,
Ecstasy



Prescription/over-the-counter medicine
(Rx/OTC)



liquor,
marijuana



cigarettes,
beer/wine



Kids normally start on the path to drug use with cigarettes, alcohol and marijuana. Before prescription drug abuse became prevalent, it was a huge jump to go from using those substances to using “harder” drugs like cocaine and heroin. Now, the Rx experience facilitates an easier transition in the progression.

How teens obtain Rx medicines

- **Two-thirds of teens get Rx drugs from family & friends (including for free, without their knowledge, or for purchase)**
- **While it seems that kids are online all the time – and online pharmacies do exist -less than 1 percent buy Rx drugs online**
- **According to the 2014 Pontotoc County Profile Report 61.1% of 10th graders who used RX drugs in order to get high said they got RX drugs from friends.**
- **According to the 2014 Pontotoc County Drug Free Coalition Community Assessment, 52% of parents in Pontotoc County do not secure prescription medications in their home and 24% do not monitor them.**

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Rx/OTC Medicines Being Abused

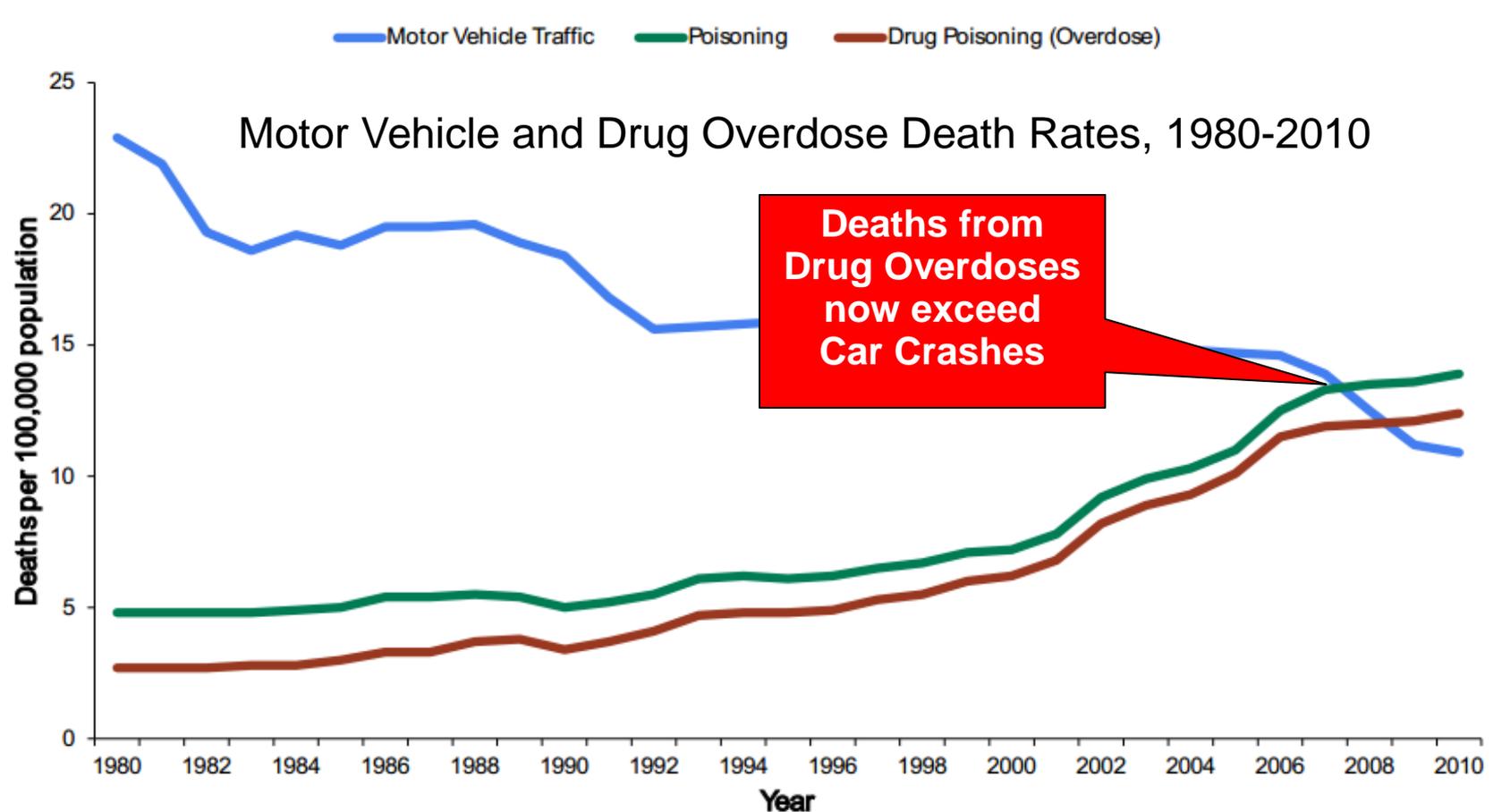
- **Rx pain relievers (Vicodin, OxyContin)**
 - Street Names: Vike, Oxy, O/C, Orange Crush
- **Rx stimulants (Adderall, Ritalin)**
 - Street Names: Addies, A Train, R-Ball, Skippy, Vitamin R
- **Rx tranquilizers/sedatives (Xanax, Valium)**
 - Street Names: Sticks, Footballs, Bars, French Fries
- **OTC cough/cold with 'DXM' (Robitussin, Coricidin)**
 - Street Names: Triple C's, Red Devils, Skittles, Robo, Robo Trippin

Troubling Signs of Medicine Abuse

- Emergency room visits related to Rx/OTC are roughly equal to ER visits due to all “street drugs”
- Rx medicines and marijuana are now the most commonly abused drugs among 12- to 13-year-olds
- Non-medical use of prescription painkillers costs up to \$72.5 billion annually

Troubling Signs of Medicine Abuse

In 2010, for the first time, deaths from drug overdoses exceed car crashes.



Medicine Abuse “Normalized” in Teen Culture

As we saw earlier, when social disapproval of the use of a drug is low, use goes up. We are concerned that medicine use has become “normalized” – in other words, “no big deal” – among American teens. Studies by The Partnership at Drugfree.org show that:

- More than one out of four teens report having a close friend who abuses Rx medicine not prescribed for them
- One in six report abusing an Rx medicine to get high or change their mood

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Average age of first use

Key Factors Driving Teen Medicine Abuse

- 27% of teens believe abusing Rx drugs is safer than illegal drugs.
- 56% of teens say its easy to access Rx drugs from parents' medicine cabinets.
- 42% of teens who have abused an Rx drug, have done so by accessing them from their parents' medicine cabinet.

Teen perceptions of safety



Sanitized

Created in a medical laboratory for healing purposes



Sanctioned

Accepted by society as a “positive”



Safe

Because it is certified by FDA

What about parents' perceptions?

- Street drugs are generally considered more dangerous
- Parents are less familiar with “pills” – they often have no frame of reference since these types of drugs of abuse didn't exist in their youth
- There's a lack of urgency around Rx/OTC
- *Teens are 60% more likely to abuse Rx drugs if they think their parents care less about Rx drugs than illicit drugs.*
- According to the 2014 Pontotoc County Drug Free Coalition Community Assessment 14% of parents reported it would not be “wrong at all” or only “a little bit wrong” for their child to take prescription drugs at a later date than prescribed.

Parent/Kid Conversation

You've heard the stat: Research shows that teens who learn about the risks of drug from their parents are significantly less likely to use drugs.

- Most teens (62 percent) report that their parents have talked to them about drugs and alcohol in the past year.
- But only 14 percent of teens say their parents have talked to them about prescription drug abuse.
- According to the 2014 Pontotoc County Drug Free Coalition Community Assessment only 36% of local parents reported they had discussed ways to “say no” in unsafe situations related to alcohol and other drugs and 16% admitted “no strategies” had been discussed with their child.

In Pontotoc County...

Substance:	Average age of first use:
Alcohol	13
Tobacco	13
Marijuana	14
Prescription Drug Misuse	13

In Pontotoc County...

% of youth using... in the past 30 days:	6 th grade	8 th grade	10 th grade	12 th grade
Alcohol	6%	18.7%*	28%	26.7%
Cigarettes	1.4%	12.5%*	14.8%*	17%*
Marijuana	2.5%*	9.8%*	18.8%*	13%
Prescription Drug Misuse	2.2%	4.9%	8.6%	6.0%

***Higher than state average for this grade in Oklahoma**

In Pontotoc County...

- Top places for 6th graders to get Rx drugs to misuse or abuse:
 - **Friends**
 - **Parties**
- Top places for 8th graders to get Rx drugs to misuse or abuse:
 - **Friends**
 - **Parties**
 - **Home medicine cabinet**



In Pontotoc County...

- Top places for 10th graders to get Rx drugs to misuse or abuse:

- Friends
- Parties
- Family/relatives



- Top places for 12th graders to get Rx drugs to misuse or abuse:

- Friends
- Doctor/pharmacy
- Home medicine cabinet, family/relatives, and parties equally reported



What do Pontotoc County youth have to say?

Direct quotes from Pontotoc County youth...

- Youth are using Rx drugs in large quantities “like tic tacs”
- Youth get it from “parents’ medicine cabinet”
- Youth see Rx drug abuse as helpful not harmful.
 - “You don’t really see anything negative” about pills.
 - “They do better in school.”

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Take Action!

Learn!

- Learn about medications kids are abusing. Participating in this training is a great start, but there's more to learn at Drugfree.org.
- Encourage your child to become an active member of Pontotoc County youth coalition, STAND (Students Taking A New Direction). Visit www.pcdfc.org for more information.
- Attend Pontotoc County Drug Free Coalition meetings, held on the first Tuesday of the month at 11:30 a.m. Get a **free lunch!** Visit www.pcdfc.org for more information.
- Learn your child's school policy on drug abuse. You can look it up in your child's handbook or on the school's website.

Take Action!

Talk to your kids!

- Talk with your kids or any kids in your life about the risks. When kids learn about these risks from you – their parent or caring adult – it does **make a difference**.
- Be especially aware if your child has oral surgery or a sports injury and is prescribed pain medication. Your child may also hear about kids at school using medications as “**study drugs**”. It is important to have a serious discussion with your child about the risks of using any medicine, and the importance of not sharing medications with anyone. Let your child know that you can work together to keep them safe and healthy.

Take Action!

Safeguard Medications

- If there is a substance that can be abused in your home, you need to **keep it in a place where kids can't access it easily**. Even if you think that your kids would never abuse them, you need to think about all the kids who come into your home.
- You also want to **talk with your friends, and parents of your kids' friends**, and ask them to do the same.
- **Keep track of your medications**. If you find that you are having to refill your prescriptions more frequently than expected, that is something to be concerned about
- **Lock up your medications** in a prescription drug lock box. Lock boxes can be purchased in a variety of drug stores and online.



Take Action!

Dispose of Medications Properly

- Some – but not all – pharmacies have “take-back” programs. Pontotoc County has numerous take-back boxes around the county.
- Unbelievable though it may seem, teenagers will retrieve discarded prescription drugs from the trash. To help prevent this from happening, crush your medication, mix it with an undesirable substance, such as used coffee grounds or kitty litter, and put the mixture into an empty can or bag and discard.
- The next page contains a list of Pontotoc County drop box locations.



Pontotoc County Prescription Drug Drop Box Locations

*None of these locations accept liquids, inhalers, or syringes.

Pontotoc County Justice Center

1814 N. Broadway, Ada

Ada Police Department

231 S. Townsend, Ada

Chickasaw Nation Lighthouse Police Department Headquarters

1130 W. Main, Ada

Chickasaw Nation Ada Senior Care Center

1005 Chamber Loop, Ada

Chickasaw Nation Medical Center Pharmacy

1921 Stonecipher Blvd, Ada

Chickasaw Nation ReUse Center

2205 N. Broadway, Ada

Allen Police Department

109 N. Memphis Street, Allen

Roff Police Department

110 E. Main, Roff

Chickasaw Nation Kullihoma Senior Center

12 miles east of Ada on Hwy 1, then 5 miles south on Kullihoma Road

For more information on safe storage and disposal,
visit www.takeasprescribed.org and www.pcdfc.org.



An Oklahoma SPF SIG Project
Funding provided by SAMHSA (Substance Abuse and Mental Health Services Administration),
CSAP (Center for Substance Abuse Prevention), and the
Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS).

Almost 70% of
Pontotoc County
parents report they do
not use prescription
drug take back boxes,
even though over 60%
are aware of their
existence (2014 Pontotoc
County Risk Assessment).



How to spot alcohol & drug use:

Here are five changes to watch for...

- Declining school work and grades
- Abrupt changes in friends, groups or behavior
- Sleeping habits and abnormal health issues
- Deteriorating relationships with family
- Less openness and honesty

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How to spot alcohol & drug use:

Be aware of special vulnerabilities, such as:

- Family history – predisposition to drug or alcohol problems
- Close friends who use drugs or alcohol
- Early first use
- Diagnosed or undiagnosed depression/ other mental health disorders
- Problems in school/learning disabilities

How to spot Rx abuse specifically:

Recognize the signs of prescription drug abuse:

- ✓ Fatigue, red or glazed eyes, and repeated health complaints
- ✓ Sudden mood changes, including irritability, negative attitude, personality changes, and general lack of interest in hobbies/activities
- ✓ Secretiveness and withdrawing from family
- ✓ Decreased or obsessive interest in school work
- ✓ Missing prescription medicines from your medicine cabinet
- ✓ Additional filled prescriptions on your pharmacy record that you did not order



How to spot Rx abuse symptoms:

Pain Reliever Abuse	Depressant Abuse (Anti-anxiety medication and sedatives)	Stimulant Abuse (ADHD Medication)
<ul style="list-style-type: none">• Depression• Low blood pressure• Decreased breathing rate• Confusion• Sweating• Constricted pupils	<ul style="list-style-type: none">• Drowsiness• Confusion• Poor judgment• Dizziness• Slurred speech• Respiratory depression	<ul style="list-style-type: none">• Weight loss• Agitation,• Irritability• Insomnia• High blood pressure• Irregular heartbeat• Anxiety• Impulsive behavior

What To Do When You Spot Alcohol And Drug Use.

1. Focus, you can do this.

- Act right away.

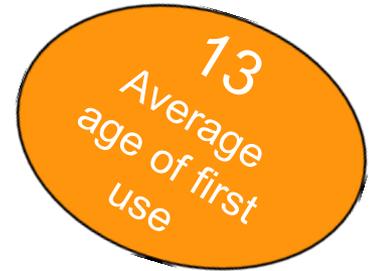
2. Start talking:

- Let your child know you are concerned.
- Communicate your disapproval.

3. Set limits, rules and consequences.

4. Monitor – look for evidence, make lists, keep track.

5. Get outside/professional help – you don't have to do this alone.



When to talk to someone:

Talk to your doctor or a counselor if you think you or someone you know may have a problem with prescription drug use. You may feel embarrassed to talk to your doctor about it — but remember that medical professionals are trained to help you, not judge you. Identifying prescription drug abuse as soon as possible is important. It's easier to tackle the problem early before it becomes an addiction and leads to more serious problems.



Pontotoc County

Resources

- Visit www.pcdfc.org for more information about Pontotoc County Drug Free Coalition, STAND Youth Coalition, prescription drop box locations, and more local resources.

Treatment

- Addiction & Behavioral Health Center, Inc.:
Location: 124 S. Broadway Ste. 200,
Ada, OK
Phone: (580) 332-3001
Fax: (580) 332-8774
Email: vorsburn@addictionbhc.org

- STAND (Students Taking A New Direction) Youth Coalition contact information:

DFC Coordinator

AshLee Griffin

Phone: (580)559-5990

Email: jesagri@ecok.edu

- Brandon Whitten Institute for Addiction & Recovery at ECU:

Office: (580) 559-5720

Director: (580) 559-5815

Email: bwainstitute@ecok.edu

- [Pontotoc County Resource & Referral Manual](#)

Other Helpful Websites & Resources

- Educate yourself – Visit drugfree.org
- www.drugfree.org/pact360 -- Resource for The Partnership at drugfree.org and community education programs
- MedicineAbuseProject.org – This Project aims to prevent half a million teens from abusing Rx drugs in the next five years. Visit the campaign online for important tools and tips, and to sign a Pledge to help end medicine abuse.
- Get help. If you think your child has a problem with Rx medicine abuse, please visit drugfree.org/timetogethelp or call the Parents Toll-Free Helpline to speak to a parent specialist at 1-855-DRUGFREE (1-855-378-4373)
- www.theparenttoolkit.org and www.hablacontushijos.org are the English and Spanish versions of The Parent Toolkit, which offer bilingual (Spanish and English) videos and articles on how to talk with your kids at any age.
- 855-DRUGFREE (855-378-4373) is a bilingual (English/Spanish), toll-free telephone helpline, dedicated to helping parents and families. Learn more at imetogethelp.drugfree.org/learn/helpline
- Visit www.takeasprescribed.org for more information about prescription drug safety.

Video:

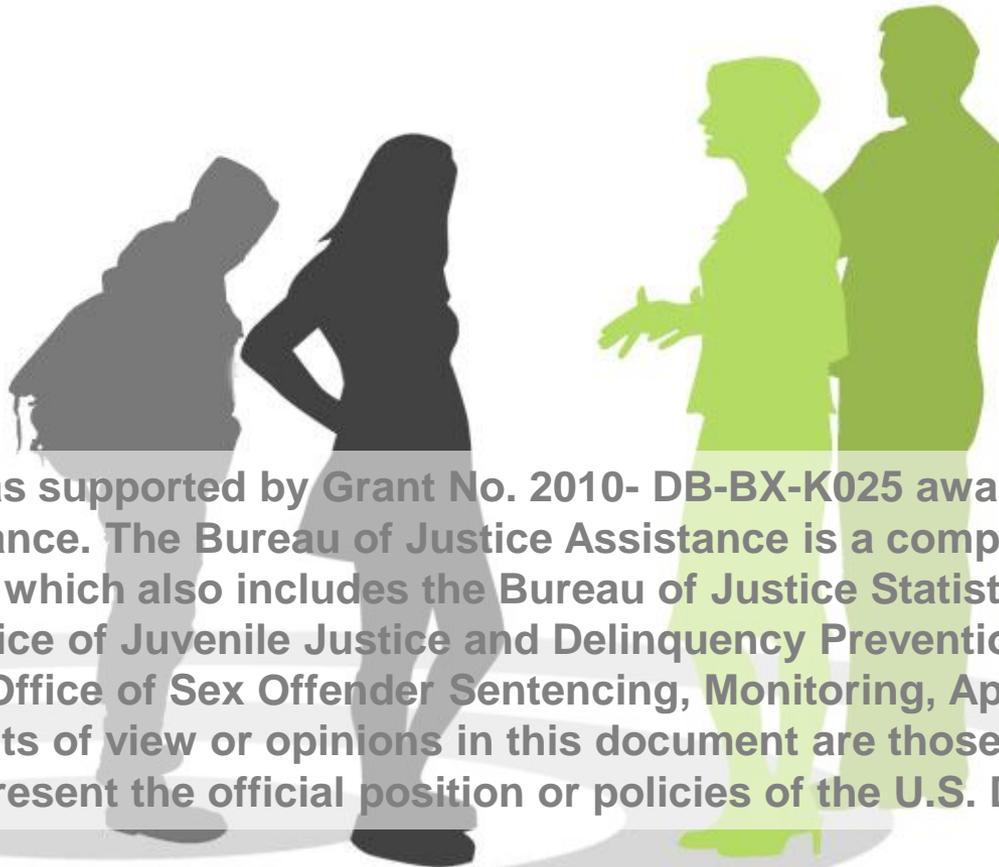
**[Click here to view the
Parents 360 RX Video](#)**

How Do I Get My Completion Certificate?

[Please click here to take a brief assessment through Survey Monkey to receive a certificate.](#)

- This assessment is confidential and your name will not be tied to any results or shared with any other entities. However, you will be asked to provide your name and email at the end of the assessment if you would like to receive a certificate of completion for this module or if you wish to be added to PCDFC's contact list. Alternately, you can email holrwit@ecok.edu with a copy of the assessment completion page to receive a certificate if you do not wish to leave your name at the end of the assessment. You can also send an email request to be added to PCDFC contact lists
- Certificates are **emailed within 7-10 business days** of completing the module (if not sooner).

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