NC Lock Your Meds Campaign

Opioid Misuse in Older and Vulnerable Adults Symposium 2017
Introductions

• Campaign Directors
  • Erin Day
    • Wilson County Substance Prevention Coalition
  • Anna Godwin, MS, LCAS
    • NC Parent Resource Center

• Community Outreach
  • Holly Carter

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).
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.”

Supported by the N.C. Department of Health and Human Services, Division of Mental Health, Developmental Disabilities and Subsแตนแยส Abuse Services, with funding from the Substance Abuse and Mental Health Services Administration, Opioid STR/Cures (Grant#1H79T1080257) and SPF-RX (Grant # 1U79SP022087).
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

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).
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 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
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
She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her parents’ kitchen cabinet.

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

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).
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).
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.

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).
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.

<table>
<thead>
<tr>
<th>Most Commonly Abused Medications</th>
<th>Example Medications</th>
<th>Example Physical Health Effects</th>
<th>Example Street Names*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opioids</strong> - used primarily to treat pain; can be found in some cough medicines</td>
<td>Vicodin, OxyContin, Percocet, Percodan, Darvon, Dilaudid, Lomotil, Adian, MS Contin, Oramorph SR, Ultram, Over-the-counter medicines such as Tylenol with Codeine and Robitussin with</td>
<td>Pain relief, Poor coordination, Drowsiness, Nausea, Constipation, Euphoria (feeling high), Confusion, Slowed breathing, Death, Increased risk of HIV, hepatitis and other infectious diseases from injecting these drugs through shared needles</td>
<td>Hillbilly Heroin, Oxy, OC, Oxycotton, Percs, Happy Pills, Vikes, Captain Cody, Cody, Lean, Schoolboy, Sizzurp, Purple drank, China Girl, Apache, Dance Fever, Friend, Goodfella, Jackpot, Murder 8, Tango and Cash</td>
</tr>
</tbody>
</table>

Note: Many people who abuse prescription opioids move on to heroin, which is more available for free.

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).
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.

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).
Medicine Inventory Card

Home Medicine Inventory Card
Keep track of your prescription medication.

<table>
<thead>
<tr>
<th>Prescription Medicine</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Date of Review

Month | Day | Year

Month | Day | Year

Month | Day | Year

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).
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

**Operation Medicine Drop**

<table>
<thead>
<tr>
<th>Do you need to...</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Find a Drop Box to dispose of my medications...</td>
<td></td>
</tr>
<tr>
<td>By county</td>
<td></td>
</tr>
<tr>
<td>By customizing a list of all Drop Boxes statewide</td>
<td></td>
</tr>
<tr>
<td>Find an Event to dispose of my medications...</td>
<td></td>
</tr>
<tr>
<td>By county</td>
<td></td>
</tr>
<tr>
<td>By customizing a list of all Events statewide</td>
<td></td>
</tr>
<tr>
<td>By viewing calendar of Events</td>
<td></td>
</tr>
<tr>
<td>Register with OMD to list Drop Boxes and/or hold Events</td>
<td></td>
</tr>
<tr>
<td>Log in to my account</td>
<td></td>
</tr>
</tbody>
</table>

**Drop Boxes by County**

<table>
<thead>
<tr>
<th>County</th>
<th>Address</th>
<th>County</th>
<th>State</th>
<th>Zip</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake</td>
<td>900 Seventh Ave</td>
<td>Wake</td>
<td>NC</td>
<td>27529</td>
<td>Monday - Friday, 8AM - 5PM</td>
</tr>
<tr>
<td></td>
<td>120 Wilkinson Avenue</td>
<td>Wake</td>
<td>NC</td>
<td>27511</td>
<td>Monday through Friday from 8:00 am to 5:00 pm</td>
</tr>
<tr>
<td></td>
<td>110 West Balentine Street</td>
<td>Wake</td>
<td>NC</td>
<td>27540</td>
<td>24/7</td>
</tr>
<tr>
<td></td>
<td>100 SAS Campus Drive</td>
<td>Wake</td>
<td>NC</td>
<td>27513</td>
<td>Thursday October 24, 2013 8AM - 5PM</td>
</tr>
<tr>
<td></td>
<td>330 S. Salisbury Street</td>
<td>Wake</td>
<td>NC</td>
<td>27602</td>
<td>M - F 8:00 To 5:00</td>
</tr>
<tr>
<td></td>
<td>2300 Law Enforcement Drive</td>
<td>Wake</td>
<td>NC</td>
<td>27810-0000</td>
<td>M - F 8:00 To 5:00</td>
</tr>
<tr>
<td></td>
<td>900 Seventh Ave</td>
<td>Wake</td>
<td>NC</td>
<td>27529</td>
<td>Monday - Friday, 8AM - 5PM</td>
</tr>
<tr>
<td></td>
<td>221 S. Brooks Street</td>
<td>Wake</td>
<td>NC</td>
<td>27587</td>
<td>M - F 8 To 5</td>
</tr>
<tr>
<td></td>
<td>912 Seventh Street</td>
<td>Wake</td>
<td>NC</td>
<td>27529-0000</td>
<td>Monday - Friday, 8AM - 5PM</td>
</tr>
</tbody>
</table>

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).

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

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 #
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.

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).
What’s Happening in NC

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

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).
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

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).
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.

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).
What’s Happening in NC?

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).
What’s Happening in NC?

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).
What’s Happening in NC?

Magnets: 11,400
Rack Cards: 500,000
Posters: 1,125
Lockboxes: 1,500

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).
Television Public Service Announcement

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

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).
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
• Fill out materials interest form

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).
Contact Us

Website:  www.lockyourmeds.org/nc

E-mail Address:  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/

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).