The Generation Rx Initiative and Partnerships for Prescription Drug Abuse Prevention

The Generation Rx Initiative

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Past Month Use of Specific Illicit Drugs among Persons Aged 12 or Older: 2011

- Illicit Drugs: 22.5
- Marijuana: 18.1
- Psychotherapeutics: 6.1
- Cocaine: 1.4
- Hallucinogens: 1.0
- Inhalants: 0.6
- Heroin: 0.3

National Survey on Drug Use & Health, SAMHSA
Past Year Initiates for Specific Illicit Drugs among Persons Aged 12 or Older: 2011

Total Rx Initiates = 3,921,000

National Survey on Drug Use & Health, SAMHSA
Figure 1. Number of deaths and death rate per 100,000 from unintentional drug overdose by year, Ohio residents, 1999-2011

440% increase from 1999 to 2011

Source: Ohio Department of Health; Office of Vital Statistics, Analysis Conducted by Injury Prevention Program
Unintentional Drug Overdose Death Rates for Ohio Residents by County

2007-2011

Average, age-adjusted unintentional drug overdose death rate per 100,000, by county, Ohio residents, 2007-2011

Ohio Average Age-Adjusted Rate 2007-11:
13.2 per 100,000

Death rates per 100,000
- <8.0
- 8.1 - 11.0
- 11.1 - 13.2
- 13.3 - 18.5
- 18.6 - 30.4

Source: ODH Office of Vital Statistics

Generation Rx Partnerships (Ohio)

- Cardinal Health Foundation
- OSU Student Wellness Center, College of Social Work, Extension, Counseling & Consultation Services, Department of Theatre, WOSU
- Drug-Free Action Alliance
- Departments of Health & Alcohol and Drug Addiction Services
- Ohio Pharmacists Association
Generation Rx Partnerships (National)

- Cardinal Health Foundation
- American Pharmacists Association
- National Council on Patient Information and Education
- The BACCHUS Network
- Children’s Safety Network
- Community Anti-Drug Coalitions of America
- Other Colleges & Universities
An Industry/Organizational/Academic Partnership for Community-Based Approaches to the Epidemic

APhA-ASP
Cardinal Health Foundation
OSU College of Pharmacy

International GenerationRx Initiative

The GenerationRx Laboratory
Twelve PowerPoint® Slides with Talking Points
“Key Messages” Handout and FAQ’s
A Toolkit for Teens:

- Discussion-Based Presentation Resources
- Games, Skits & Print Visuals

MYTH:
Since they are prescribed by a doctor, prescription drugs can only be helpful.

FACT:
Any drug has the potential to cause harm, especially when used without medical supervision.

Get the TRxUTH
Getting the Best Results from your Medications:
- Presentation Resources
- Interactive Activities
- Websites
- Adherence Resources
- Caregiver Resources
Medication Safety Patrol:

- Grades K-2 & 3-5
- Six Stations
- Activities, Games
- Bulletin Board Panels
- Teacher’s Guide

How do we take medicine correctly?

You decide!

Red Light

OR

Green Light
Generation Rx University

(Prescription Drug Abuse Prevention Resources Created by College Students for College Students)
Focusing on collegiate prevention and recovery

August 7-8, 2013

www.go.osu.edu/rxabuseconference
The Workforce
“Utilizing Business, University, and Community Resources to Target Adolescent Prescription Drug Abuse”

- 81% more aware of the dangers of PDA
- 87% less likely to share prescription drugs
- 89% less likely to use prescription drugs not prescribed for them
- 90% understand that using someone else’s prescription drugs could be harmful

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