



There's NO Excuse: Addressing Prescription Drug Use Among Missouri's College Students

Joan Masters, M.Ed., MACSAPP

Chelsie Covey, CHES

Missouri Partners in Prevention

<http://pip.missouri.edu>

<http://rx.missouri.edu>

Missouri Partners In Prevention

A statewide coalition composed of institutions of higher education in Missouri and relevant state agencies to collaboratively develop strategies for promoting positive, healthy choices among Missouri's college students.



*Housed at the University of Missouri's
Wellness Resource Center in Columbia, Missouri*

2009 CADCA Got Outcomes! Coalition of Excellence Award, Coalition in Focus Award

*2008 National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices
and Policies, National Prevention Network*

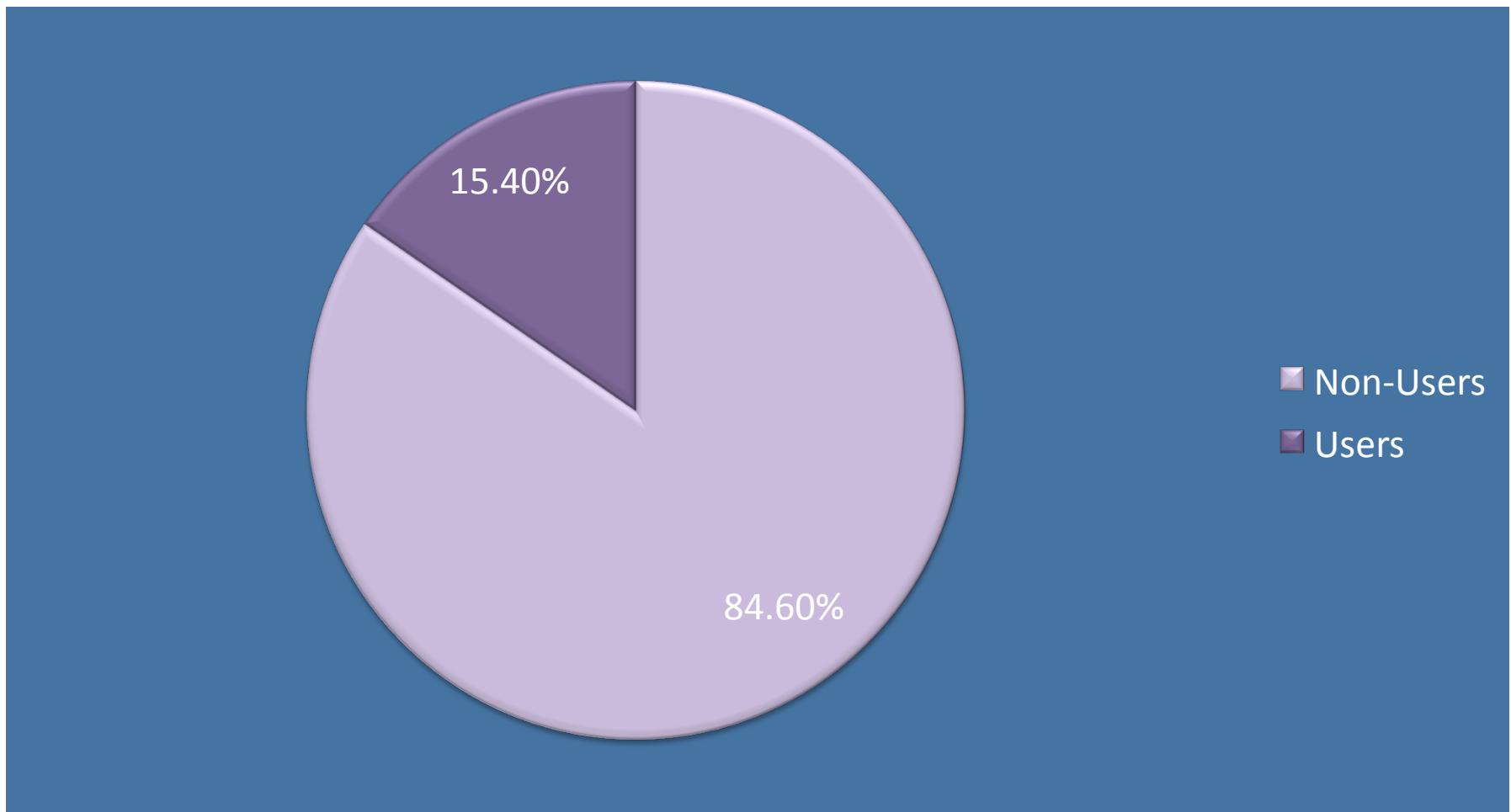
Institutional Involvement

- Lincoln University
- Missouri Southern State University
- Missouri State University
- Missouri Western State University
- Northwest Missouri State University
- Southeast Missouri State University
- Truman State University
- University of Central Missouri
- University of Missouri
- University of Missouri-Kansas City
- Missouri University of Science and Technology
- University of Missouri-St. Louis
- Columbia College
- Drury University
- Evangel University
- Maryville University of St. Louis
- Rockhurst University
- Saint Louis University
- Westminster College
- Linn State Technical College

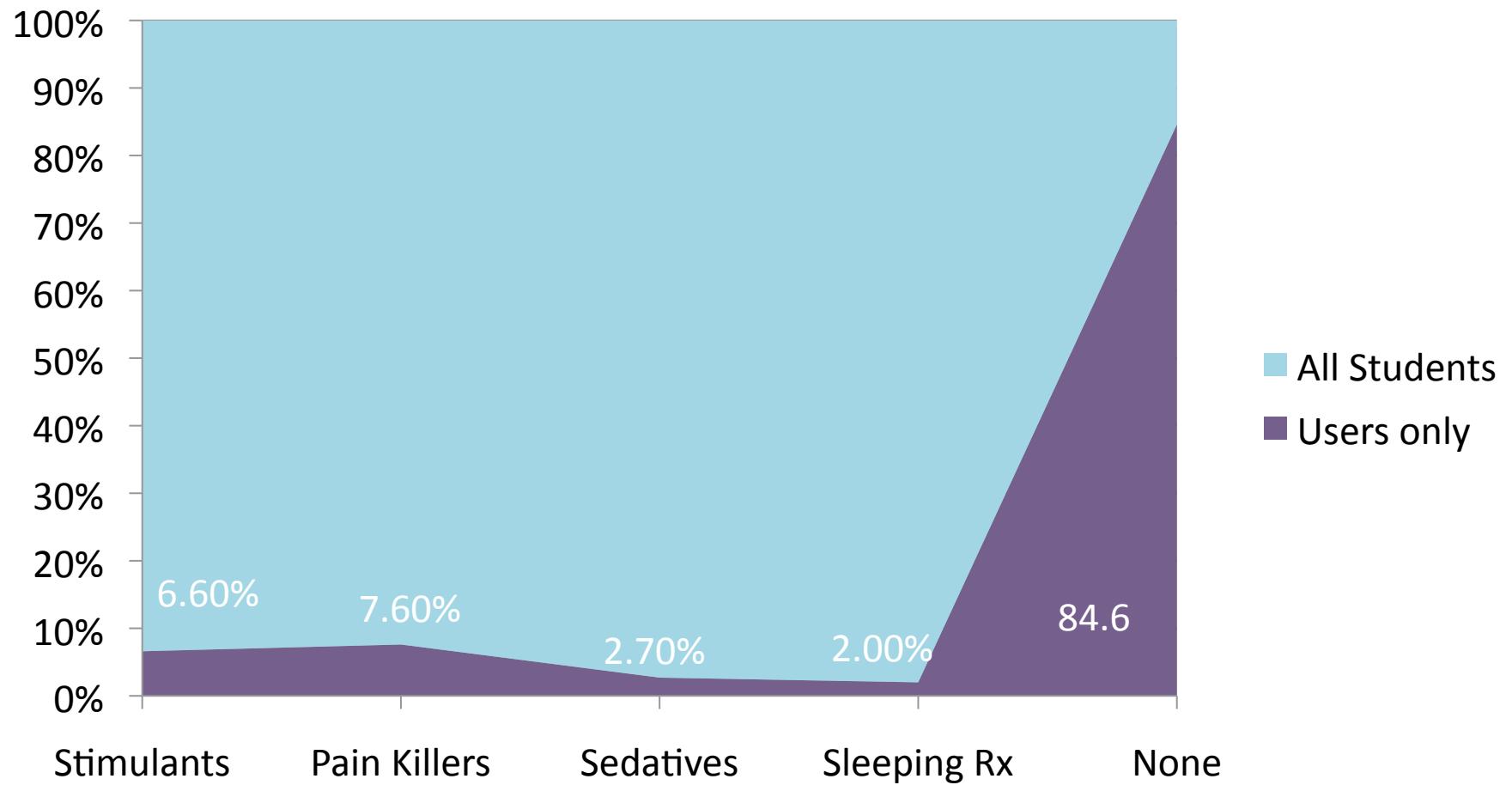
Prescription Drugs on College Campuses: Scope of the Problem

- Rising nationwide epidemic
- In 2012, 21% of Missouri college students used a prescription drug without a prescription.
- Most popular reasons for using without a prescription:
 - Improve academics (45%)
 - Increase energy (41%)
 - Reduce pain (36%)
 - Reduce stress (30%)
 - Enhance mood (26%)

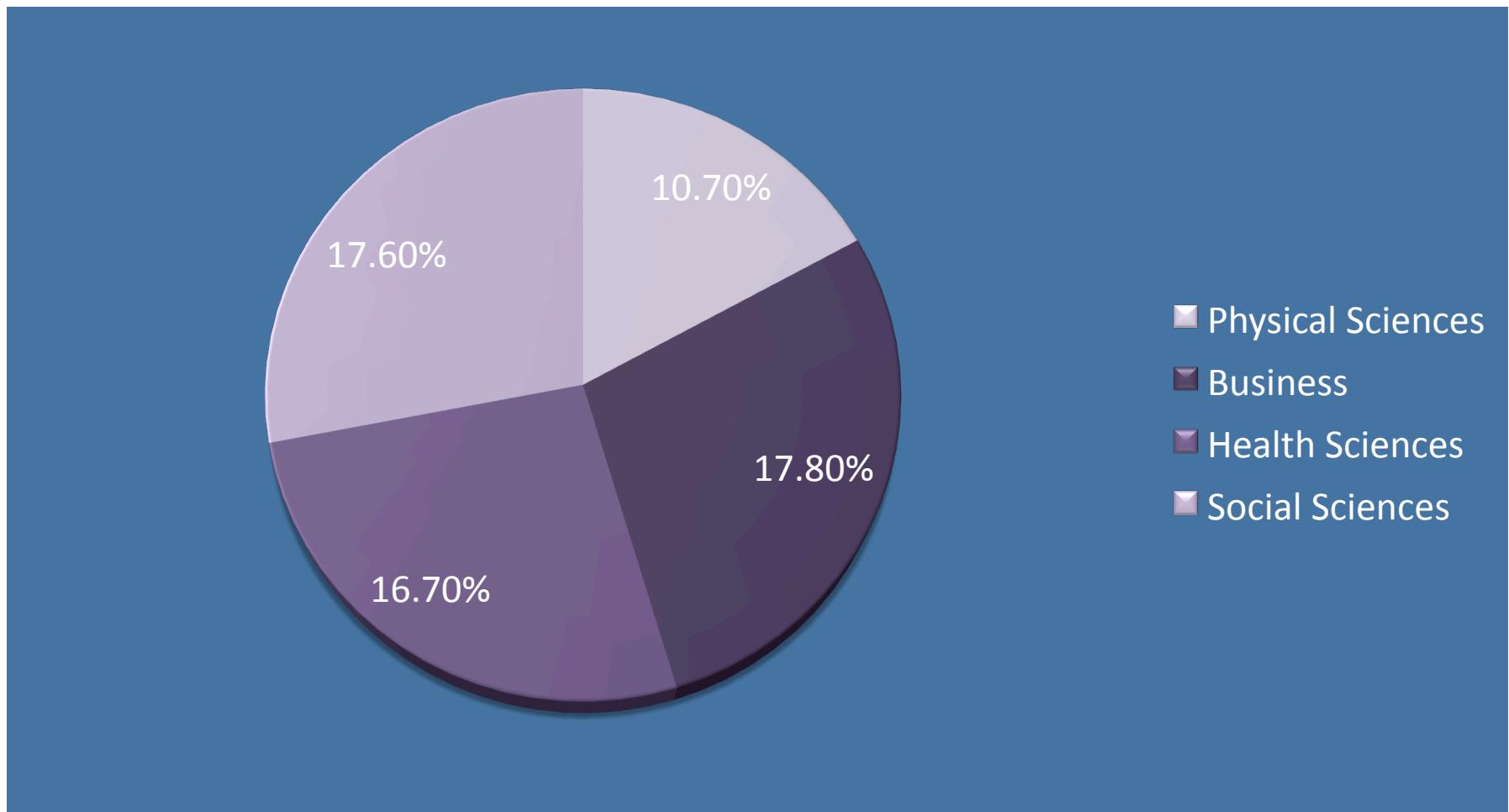
Rx Use Among Students in 2013



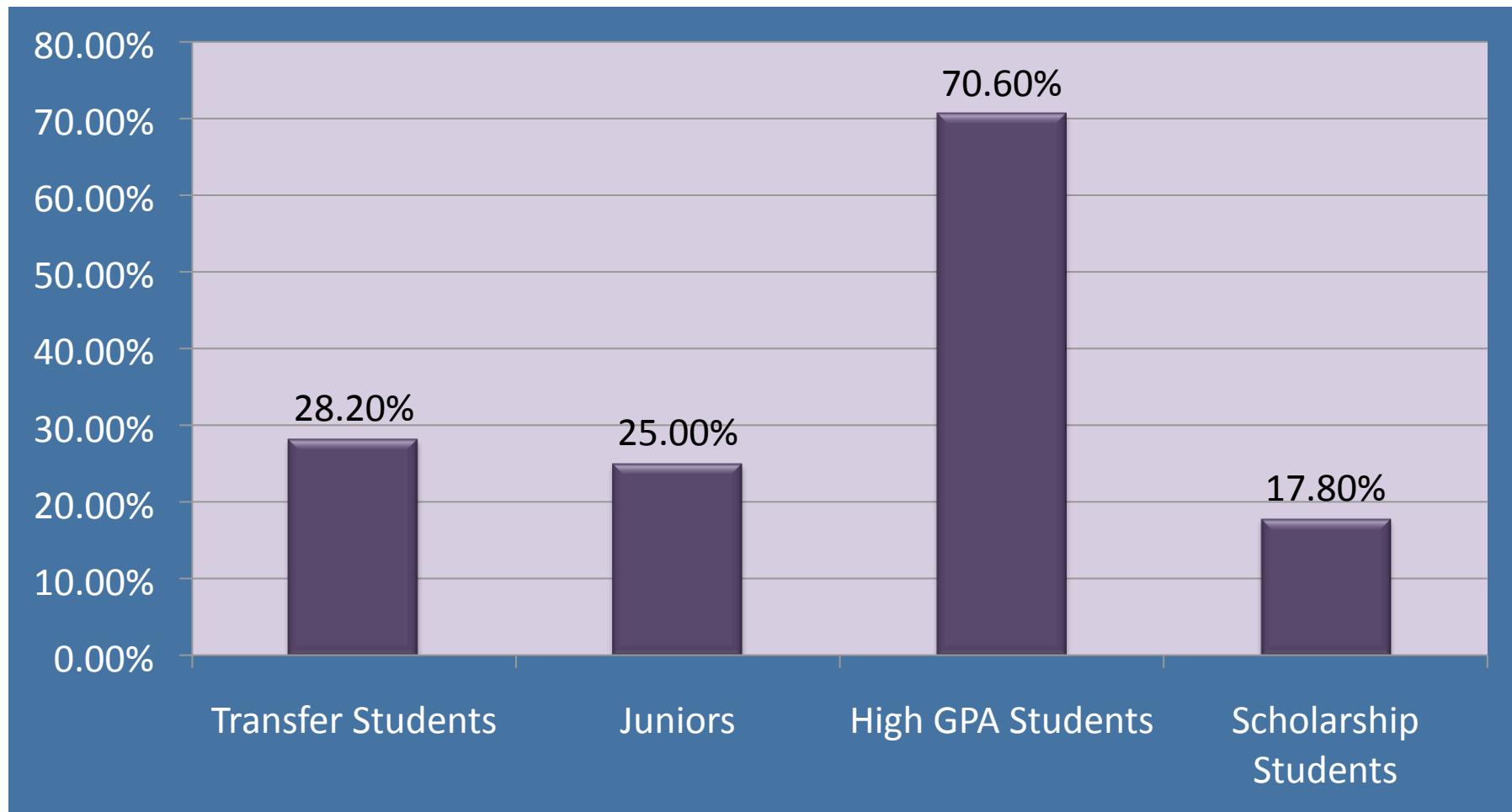
Rx Drug Use



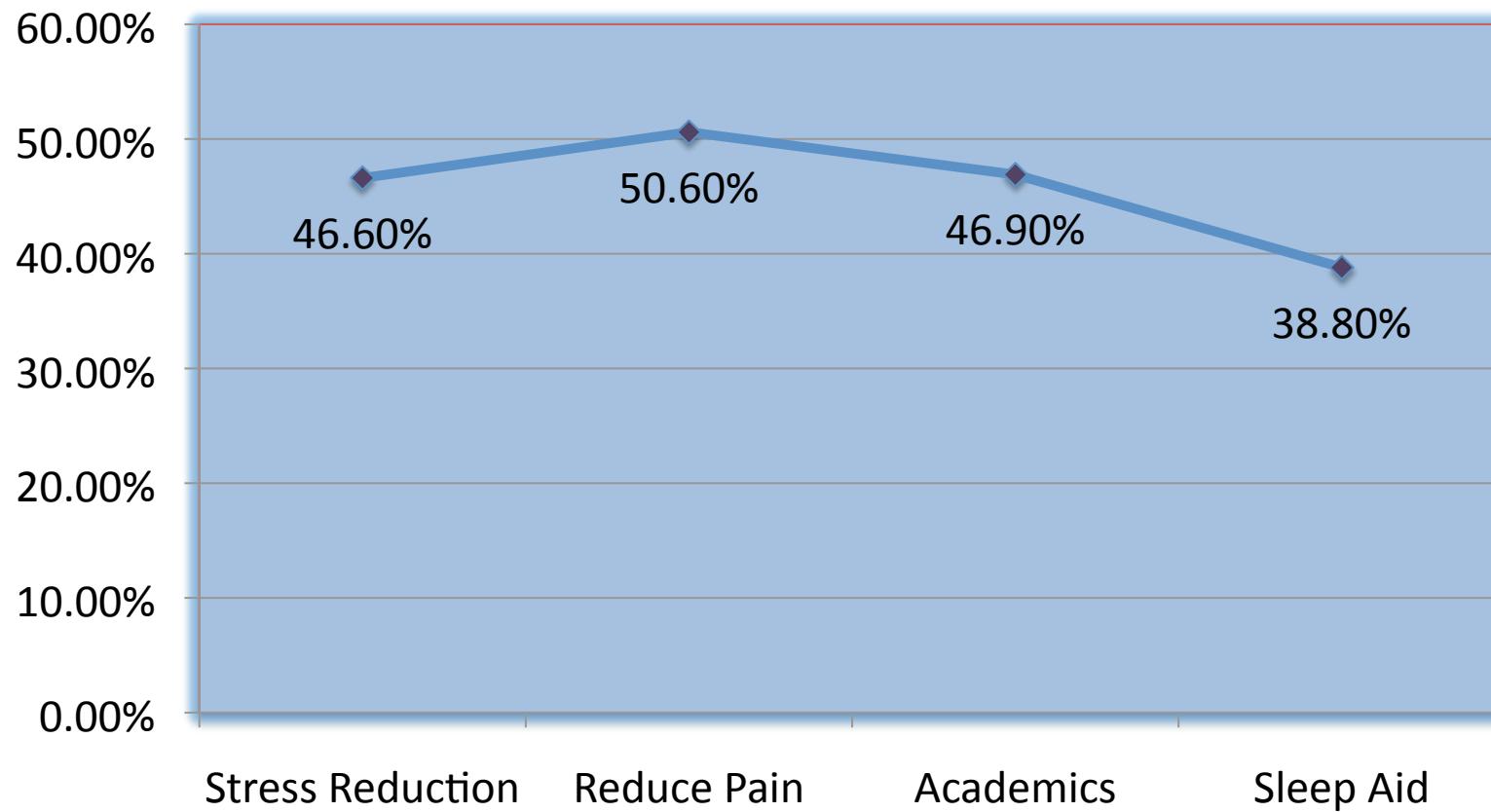
Common Populations Among Users (By Major)



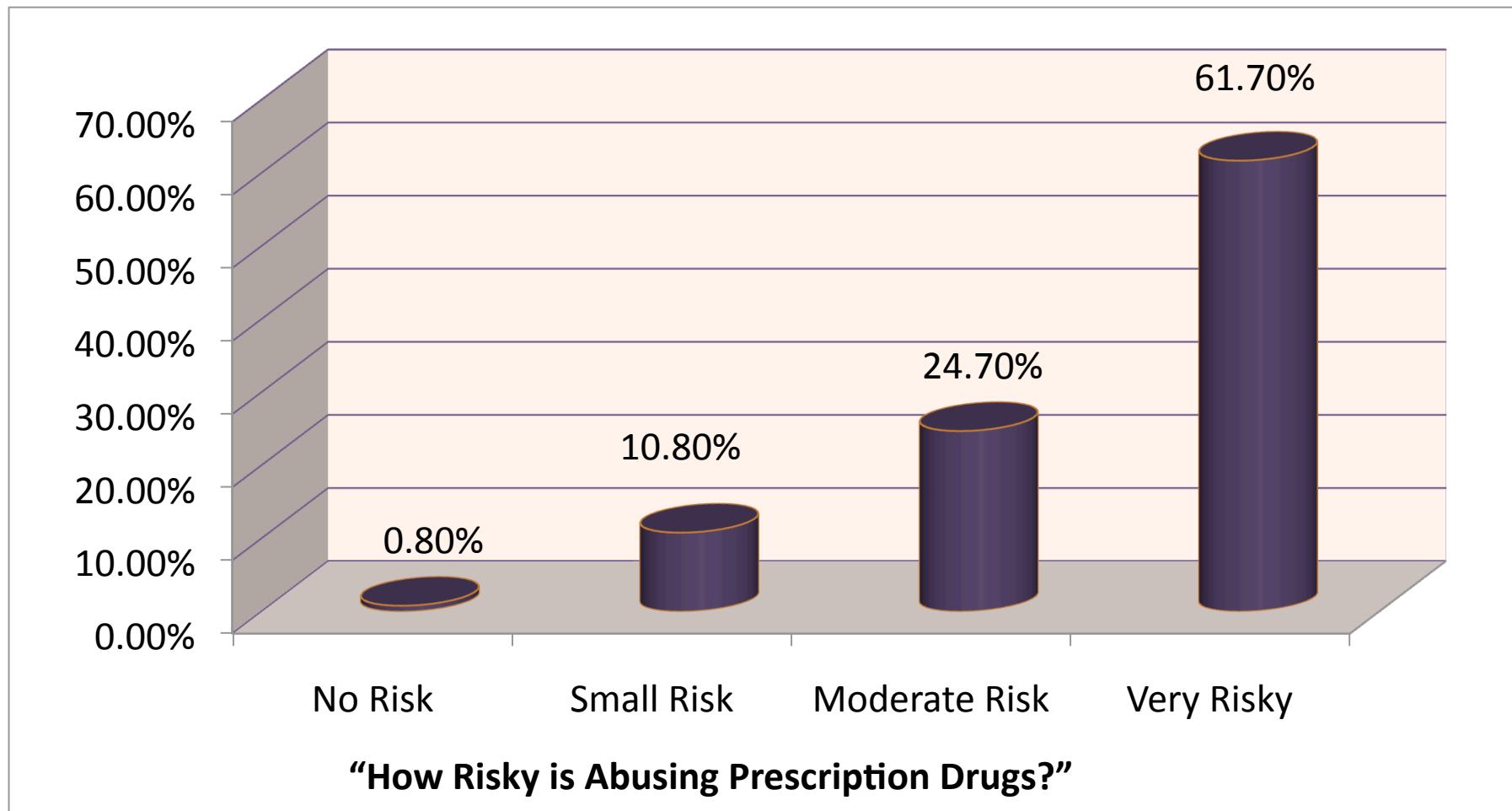
Common Populations (Other)



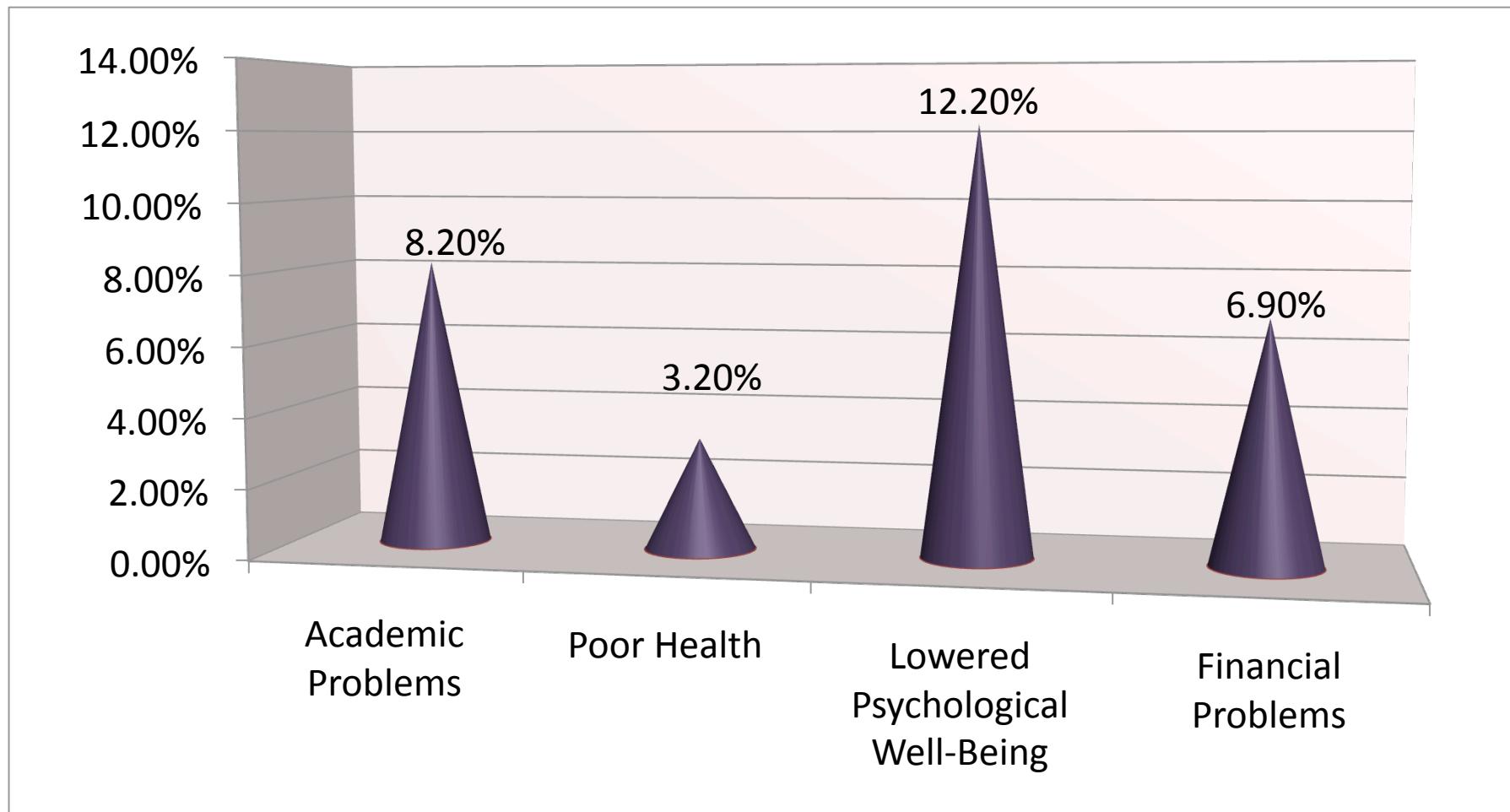
Importance of Intended Use



Perceptions of Risk



Common Consequences



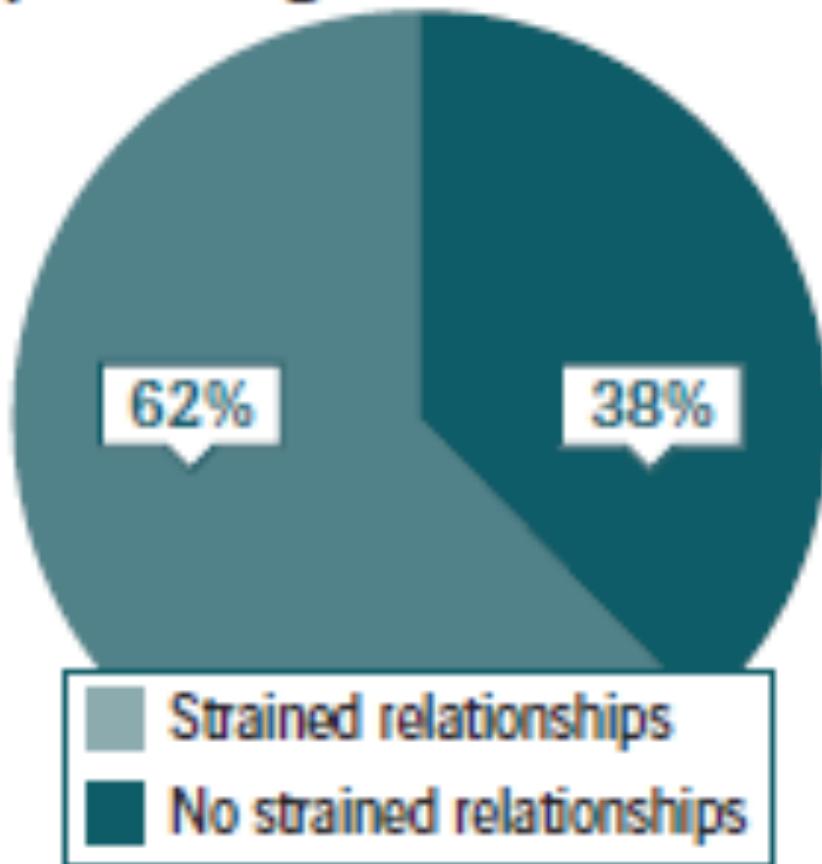
Students who reported misusing prescription drugs for “mood enhancement”



Students who reported misusing prescription drugs for “stress reduction”



Students who reported misusing prescription drugs to “fit in with friends”



How does PD use compare to other health behaviors?

Prescription Drug Use without a doctor prescription

	2011	2012	2013
Have not used any	78%	79%	85%
Pain Medication*	7%	5%	8%
Stimulants*	6%	5%	7%
Sedatives/Anxiety*	3%	2%	3%
Sleeping Medicine*	2%	1%	2%

Alcohol Consumption

	2011	2012	2013
Alcohol in the Past Year	78%	79%	77%
5+ Drinks in a 2 Hour Period	31%	27%	26%
5+ Drinks in One Sitting	33%	29%	27%

Marijuana Use

	2011	2012	2013
Did not use	70%	79%	76%
1-6 times per year	10%	12%	13%
1-2 times per month	3%	3%	3%
1-2 times per week	2%	2%	2%
3 or more times per week	4%	4%	4%
Every day	-	-	3%

24% used in the past year, 6% use on a weekly basis

Other Drug Use 2013

Drug	Reported any use, past year..
Marijuana	24.0%
Bath Salts	2.6%
K2	3.4%
Cocaine	3.9%
Amphetamines	4.9%
Inhalants	2.6%
Club Drugs	4.5%
Heroin	2.3%

Partnership for Success Plan Overview

- Focus
 - Reducing access to prescription drugs
 - Through prescription drug take back events
 - Increasing education on the issues associated with prescription drug abuse
 - Through social norming media campaigns
 - Through peer education
- Sustainability
 - Training individuals on each campus
 - Existing materials may be reused
 - New 2014 MCHBS prescription drug questions
- Cultural Responsiveness
 - Many campus cultures within PIP
 - Ability to target subpopulations
- Anticipated Outcomes
 - Reduction in prescription drug misuse on PIP campuses
 - Through reduced access
 - Through increased education
 - Increased knowledge on prescription drug misuse at Missouri colleges
 - Through evaluation data
 - Through additional MCHBS questions

MCHBS= Missouri College Health Behavior Survey

PFS Selected Strategies

- **Generation Rx Peer Education Programming**
- Prescription Drug Take Back Events
- Social Norming Media Campaign

Generation Rx Peer Education

- Strategy selected to address lack of education about prescription drug misuse
- PIP provides:
 - Prescription drug training
 - Certified Peer Education training (Bacchus)
 - Generation Rx materials
 - Give-away incentives to increase student participation
 - Assistance identifying potential high risk sub-populations
- Suggestions for campuses:
 - Does not need to be a formal peer educator group
 - Partner with disability services office
 - Hold workshops or skits prior to high stress times such as finals

History of Generation Rx

- Created in 2007 by Ohio State University College of Pharmacy
- Funded by Cardinal Health Foundation
- 5 toolkits geared at specific audiences
- College toolkit includes 5 programs
 - The Other Freshman 15
 - Every 15 Minutes
 - The Adderall Dilemma
 - It's Drug Abuse
 - Prescription for Disaster

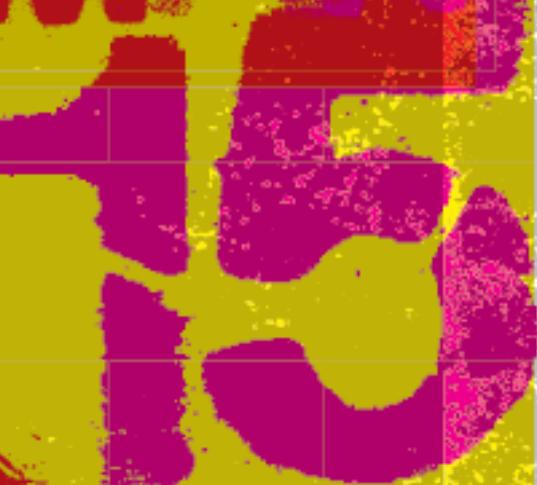


Generation Rx

Preventing the Misuse and Abuse
of Prescription Medications

THE OTHER FRESHMAN

*Fifteen facts about
prescription drug abuse
that could save your life!*



FACT OR FICTION???

America's biggest drug problem is the use of illicit “street” drugs.

America's biggest drug
problem is the use of
illicit "street" drugs.

FICTION!

Prescription medications
are among the most
abused substances in
the United States!

What **types** of prescription drugs are most commonly abused?



What **types** of prescription drugs
are most commonly abused?

Painkillers (e.g., OxyContin®, Vicodin®)

Sedatives (e.g., Xanax®, Ativan®)

Stimulants (e.g., Adderall®, Ritalin®)

FACT OR FICTION???

College students are often at high risk for prescription drug abuse.

College students are often
at high risk for prescription
drug abuse.

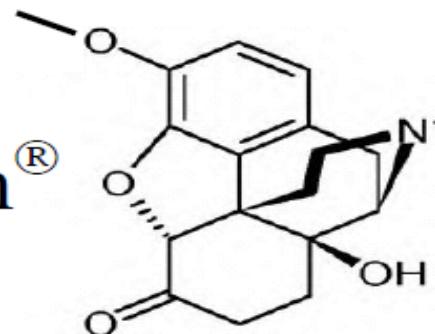
FACT

The average age when
prescription drug abuse
starts is **around 21**.

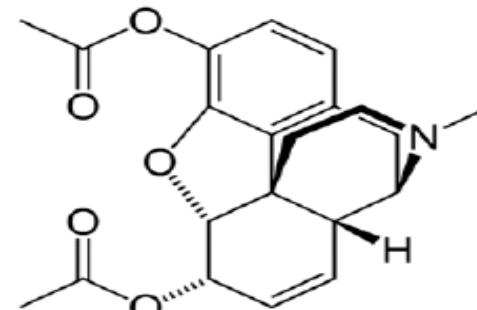
Why do some people view
the abuse of prescription
medications and drugs like
cocaine
or heroin differently?

Why do some people view the abuse of prescription medications and drugs like cocaine or heroin differently?

OxyContin®



Heroin



They are more similar than you might think!

FACT OR FICTION???

More people die in the U.S.
from **unintentional drug
overdoses** than from
motor vehicle accidents.

More people die in the U.S. from
unintentional drug overdoses than
from motor vehicle accidents.

FACT

On average, about
100 people die every day
from drug overdoses.

FACT OR FICTION???

Most people who abuse prescription medications get them from a drug dealer.

Most people who abuse prescription medications get them from a drug dealer.



More than 70% of those who abuse prescription medications get them from **family members or friends**.

What can
we do
to **prevent**
others from
abusing our
prescription
medications?



FINAL FACT

Prescription drugs can help us live longer and healthier lives – but only if they are used properly under medical supervision.





For more information:
go.osu.edu/generationrx
cardinalhealth.com/generationrx

Health Consequences of Misuse

	Health Risks	Other Consequences
Stimulants Adderall, Ritalin, Vyvanse, Concerta	High fever, convulsions, anxiety, hostility, nervousness, seizures, increased heart rate, respiration rate and blood pressure	Stimulants put excessive strain on the heart which can lead to heart failure and death
Pain Relievers Vicodin, Percocet, Oxycotin	Liver damage, intoxication, decreased mental alertness and concentration, nausea, vomiting, confusion, decreased concentration and decreased pain threshold	Regular or long term misuse can lead to physical dependence and in some cases addiction
Sleep Medications Ambien, Sonata, Lunesta, Rozerem	Lowered blood pressure, increased risk of respiratory distress and death when combined with alcohol	Combining sleep medications with alcohol is especially dangerous and can lead to death
Sedatives Valium, Xanax, Ambien	Loss of coordination, slowed reflexes, respiratory depression, aggressive behavior, hallucinations, inability to form memories while taking	Sudden withdrawal can cause convulsions and delirium

Legal Consequences of Misuse

- Federal
 - “It is prohibited under federal law to manufacture, distribute, dispense, or possess controlled substances without a bona fide prescription.”
- State
 - Typically charged with a Class C Felony
 - 7 years prison sentence
 - \$5,000 fine
 - Stigma of being a convicted felon
- College/University
 - Against Code of Conduct
 - Could result in disciplinary action such as suspension or dismissal

Peer Approach

- Emphasizing healthy alternatives
 - Stress reduction tips
 - Mind
 - Body
 - Time management
 - Sleep prioritization
 - Pain management resources
 - Student health center contact information
 - Public health clinic contact information
 - Homeopathic techniques

PFS Selected Strategies

- Generation Rx Peer Education Programming
- **Prescription Drug Take Back Events**
- Social Norming Media Campaign

Prescription Drug Take Back Events

- Strategy geared to address access of prescription drugs
- PIP provides:
 - Event planning assistance
 - Advertising materials
 - Supplementary educational materials
 - Give-away incentives/funds for food incentives
 - Funds to compensate law enforcement officers
 - Funds to have pills disposed of if event does not coincide with DEA take back days
- Suggestions to our campuses
 - Peer educators present if applicable
 - Inform students of nearest permanent drop box location at the event
 - Host take back events 2x per year (preferably in October and April to align with DEA)
 - Partner with campus entities such as sustainability, wellness, or health centers

PFS Selected Strategies

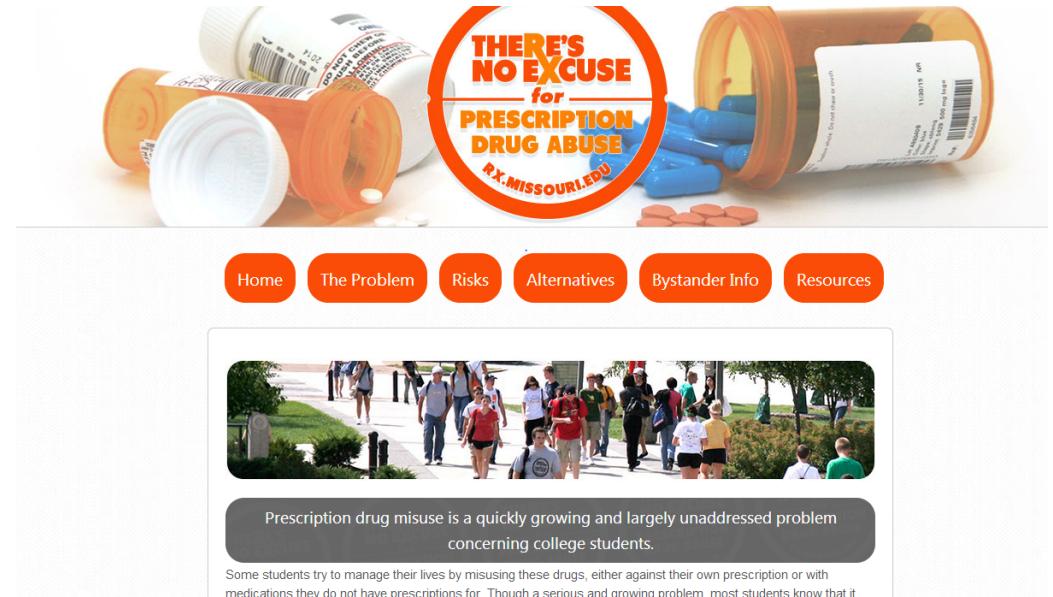
- Generation Rx Peer Education Programming
- Prescription Drug Take Back Events
- **Social Norming Media Campaign**

Social Norming Media Campaign

- Strategy selected to address lack of education about prescription drug misuse
- PIP provides:
 - Several forms of media (ex. posters, flyers, postcards)
 - Assistance forming campus specific messages
 - Promotional items containing campaign slogan
- Suggestions for campuses:
 - Place media in library near finals time
 - Place messages in disability services office
 - Set a date to remove media

Social Media Components

- Twitter: @MoSafeRx
- Facebook: MoSafeRx
- <http://rx.missouri.edu>





PRESCRIPTION DRUG MISUSE

THE HEALTH RISKS OF MISUSING PRESCRIPTION DRUGS ARE VERY SERIOUS YET WIDELY MISUNDERSTOOD.

Many believe prescription drugs are a safe alternative to illicit street drugs, when in fact ER visits due to prescription drug abuse now exceed those due to illicit "street" drugs (SAMHSA). Each of these categories of substances present dangerous health risks, but education on the dangers of misusing these drugs can help keep students safe.

THE POSSESSION OF ANY OF THESE MEDICATIONS WITHOUT A PRESCRIPTION COULD RESULT IN LEGAL CONSEQUENCES AND CAN NEGATIVELY EFFECT YOUR ACADEMIC AND PROFESSIONAL CAREER.

Medication Category	Health Risks	Other Consequences
Stimulants	High fever, constipation, anxiety, hostility, nervousness, racing heart, increased heart rate, irregular heart rate, and blood pressure	Students put excessive strain on the heart which can lead to heart failure and death
Pain Relievers	User damage, intoxication, decreased mental abilities and concentrations, nausea, vomiting, diarrhea, decreased constipation, and decreased pain threshold	Regular or long term misuse can lead to physical dependence and in some cases addiction
Sleep Medications	Lowered blood pressure, increased risk of respiratory distress and death when combined with alcohol	Combining these medications with alcohol is especially dangerous and can lead to death
Sedatives	Loss of coordination, slowed reflexes, respiratory depression, aggression, behavior, hallucinations, difficulty to form memories while taking	Sudden withdrawal can cause convulsions and delirium

LEARN MORE @ RX.MISSOURI.EDU

SIDE EFFECTS OF PRESCRIPTION DRUG MISUSE CAN BE DANGEROUS.

WHY LEAVE IT UP TO CHANCE?

LEARN MORE @ RX.MISSOURI.EDU

SOMETIMES...

Dear Prescription drugs,
I took you from my family
In a medicine cabinet spree
I should let the doctor play matchmaker
We were never meant to be

86.7% of UMSL students indicated their families would disapprove of them using prescription drug medications without a doctor's prescription

...BREAKING UP IS GOOD.

LEARN MORE @ RX.MISSOURI.EDU

SOME THINGS DON'T MIX

UNDERWEAR AND SAND

VOLLEYBALLS AND FACES

ALCOHOL AND PRESCRIPTION DRUGS

85% OF MISSOURI COLLEGE STUDENTS DO NOT MISUSE PRESCRIPTION DRUGS

While you're having fun in the sun, remember that mixing prescription drugs and alcohol can be very dangerous

LEARN MORE @ RX.MISSOURI.EDU

For More Information

- Joan Masters
 - mastersj@missouri.edu
- Chelsie Covey
 - cmc764@mail.missouri.edu