

A Community in Action!

Implementing the Prescription Drug Misuse and Abuse Reduction Initiative



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- Yavapai County Substance Abuse Coalition
 - 501©3 with Board of Directors
 - Structure consists of multiple committees/workgroups with hundreds of active members
 - 2013 Coalition of the Year for CADCA
- 

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- Address all substance abuse issues
 - Conduct strategies in all seven categories for change: Provide Information – Change Policies
 - Base our strategies on data and trends
 - 2011 – Made Rx abuse our #1 priority
- 

What is your personality type?
Do you like to work alone or with others?



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Points to Consider!

Each Community, Organization,
Coalition is Different
Small Steps are Better than *NO* Steps!



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Success in Yavapai County =
Champions with a Common Vision
Willing to Collaborate
Turning Ideas into Action!



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Strategy 1:
Reduce Illicit Acquisition and
Diversion of Rx Drugs

Take Back Events and Drop Box Locations

Over 16,500 pounds of medication to date



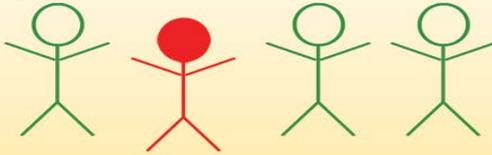
Dump the Drugs Commercial



Proper Storage in the Home

Safeguard Your Medicine

Prescription Drug Abuse is leading cause of accidental death.



1 out of every 4
Yavapai County 10th and 12th grade students
report abusing prescription painkillers,
plus 12% of 8th graders.

(AZ Youth Survey 2010)

**Help Keep Our Kids Safe.
Safely Lock Up Your Medications.**

* Thank you to local merchants for
supporting this important message!

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You Can Help Stop Prescription Drug Abuse

Stay informed: Learn why prescription drug abuse is a national health crisis & how you can help.

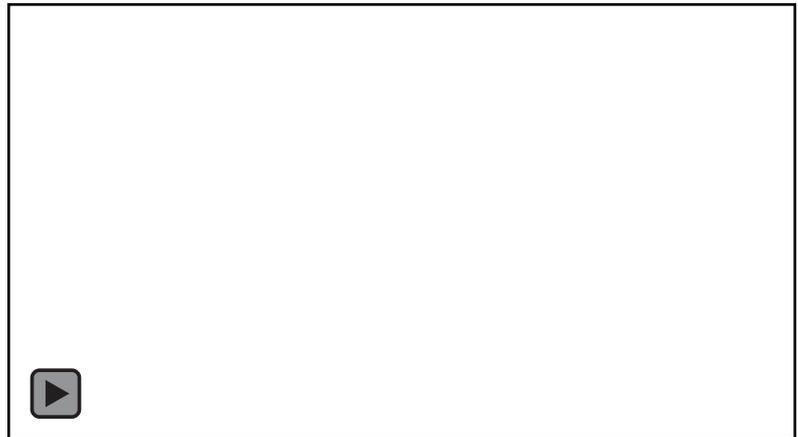
Stay safe: Safeguard medications in your home and properly dispose of unwanted medication.

Save lives: Ask if your doctor & pharmacist are 'signed up to save lives' with the AZ Prescription Monitoring Program.



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Looking Outside the Box!



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Who are my **champions**?

Who do I **collaborate** with?

- Law Enforcement
- Media
- Business Community
- Community Organizations hosting events
- PANT Board (RICO Funds)
- Community Volunteers/Coalition Members
- Pharmacies
- Adult Probation – Surveillance Officers
- Veterinarians, Realtors
- Hospice, Funeral Homes

What are some **first small steps** to take to implement **Strategy 1**?



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Strategy 2: Promote **Responsible Prescribing and Dispensing** Policies and Practices

- Hospital Emergency Department Guidelines
- Physician/Pharmacist Training and Presentations
- Patient Education Video
- Individual Appointments with Pharmacies
- Individual Appointments with Medical Offices
- ***Talk to whoever will listen!***

*Increase the Use of the
Prescription Drug Monitoring Program*

Sign Up to Save Lives

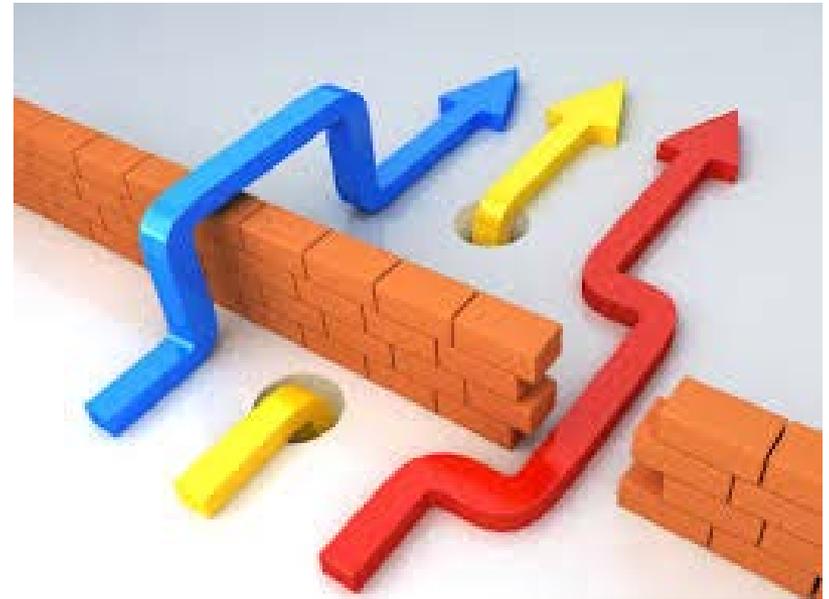
MATFORCE is encouraging physicians
and pharmacists to register for the
Controlled Substances Prescription
Monitoring Program
matforce.org

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Knock Down the Barriers!

- Corporate Pharmacies
- Traveling Notary
- Legislation for assigning a Delegate



Promote the Return on Investment for Implementing Emergency Department Guidelines



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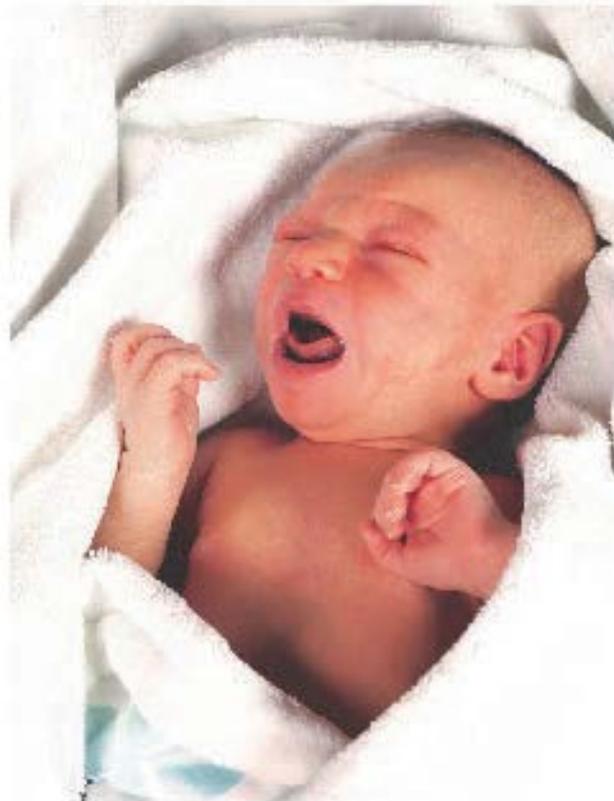
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Pharmacy Team



NAS

Neonatal Abstinence Syndrome



You can prevent NAS

Neonatal Abstinence Syndrome and Substance Exposed Newborns

A white silhouette of a pregnant woman is shown against a black background. The silhouette is positioned on the right side of the block. Overlaid on the lower half of the silhouette is a white map of the United States. To the left of the map, there is text and a red heart icon. In the upper right corner of the black background, there are three small red dots.

Every year thousands of babies are poisoned in homes just like this one...

Please don't drink, smoke, or use drugs during your pregnancy.

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Who were my **champions**?

Who did I **collaborate** with?

- Dr. Cattolico and other Physicians
- Area Hospitals
- Pharmacies
- Individual Pharmacists
- Pharmacy Alliance
- Board of Pharmacy
- AZ Dept. of Health
- Arizona Criminal Justice Commission
- Notaries
- Insurance Companies
- State Legislators
- State Medical Boards
- Community Volunteers
- Media

What are some **first small steps** to take to implement **Strategy 2**?



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Strategy 3: Enhance Rx Drug **Practice and Policies** in Law Enforcement

- Development of a Rx Law Enforcement Task Force
 - Yavapai County Scott Mascher
- Arrest and Prosecution of Physician and Drug Dealers
- Training for Law Enforcement on Rx Crime

Who are my **champions**? Who do I **collaborate** with?

- All Law Enforcement Agencies in Yavapai County
- Rich Rosky, HIDTA
- Media

What are some **first small steps** to take to implement **Strategy 3**?



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Strategy 4: Increase **Public Awareness** and **Patient Education** about Rx Drug Misuse

- Patient Education Brochure
- Patient Education Video
- Individual Appointments with Pharmacies
- Individual Appointments with Medical Offices
- **Senior Kits**

Patient Education

Pain Management
A Guide for Patients



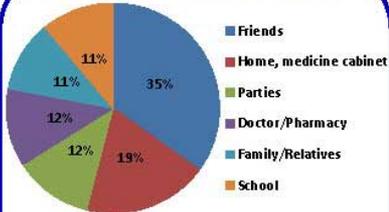
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Public Awareness and Student Education

- Rx 360 for Youth
 - Over 10,000 Middle School and High School students to date
- Rx 360 for Parents
- Presentations
- Community Events
- Press Releases, Newspaper Articles
- Parenting Education - MVP
- TV, Radio, Billboards, Social Media

Where Youth Obtain Prescription Pills



"Trail mix" or pharm parties. Kids bring pills to a party. Each kid grabs some of the pills to take, many times also drinking alcohol.

CAN WE COUNT ON YOU?

- Take medications only as prescribed.
- Monitor all medications in your home, including cough medicine and other over the counter medicines.
- Safely lock medications in a lock box or cabinet.
- Safely dispose of unwanted medications at local law enforcement drop boxes and at MATFORCE Dump the Drugs.
- Talk to your kids about the risks of abuse.



Safe guard cough syrup and other medicines too!

- Ask your doctor or pharmacist if they are signed up to save lives with the state's Prescription Drug Monitoring Program (PDMP).

Parent Helpline
(855) DrugFree (855-378-4373)

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Summer 2014. Sources: AZ Youth Survey 2012, Centers for Disease Control (CDC), National Institute on Drug Abuse (NIDA).

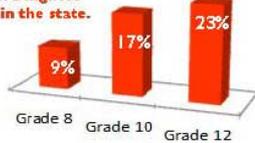
Prescription Drug Abuse

It's an epidemic

Stay Informed & Save Lives

Our youth are abusing pills at alarming rates, the 3rd highest rate in the state.

Percent of Youth Abusing Prescription Drugs in Yavapai County



#1 Cause of Accidental Death

According to the Centers for Disease Control, poisoning is now the #1 cause of accidental death in the U.S.

Pain killers are the leading cause.

Prescription pain killers result in more accidental drug overdoses than cocaine & heroin combined. 2 X more drug deaths than cocaine. 6 X more than heroin.

DID YOU KNOW abusing prescription drugs can be just as dangerous, addictive and even deadly as using 'street' drugs?



Trends, Research, Resources: Drug and Alcohol Abuse Spring, 2013

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Alert

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#1 Cause

ACCORDING TO THE CENTERS FOR DISEASE CONTROL (CDC), POISONING IS NOW THE #1 CAUSE OF ACCIDENTAL DEATH IN THE U.S.

AND PAIN KILLERS ARE THE LEADING CAUSE.

CDC calls prescription drug abuse an EPIDEMIC

Overdose deaths have skyrocketed in the past decade, largely because of prescription painkillers.

The stories are tragic: A father whose addiction to prescription painkillers ended in a fatal overdose. A teen who died after taking prescription painkillers stolen from a friend's grandmother. Nine members of one small community who overdosed on painkillers they got from pain clinics.

Locally in Yavapai County, 8 young adults died in recent years from accidental overdose.

Overdoses of prescription painkillers (also called opioid or narcotic pain relievers) have more than tripled in the past 20 years,

killing more than 15,500 people in the United States in 2009.

It is estimated that 40 deaths per day are due to prescription drugs.

NATIONWIDE Prescription pain killers result in more accidental drug overdoses than cocaine & heroin combined. 2 X more drug deaths than cocaine. 6 X more than heroin.

Can we count on you to help!

Take medications only as prescribed.

Monitor medications in your home.

Safely lock medications in a lock box or cabinet.

Safely dispose of unwanted medications at local law enforcement or MATFORCE Dump the Drugs events.

Talk to your kids about the risks of abuse.

Ask your doctor or pharmacist if they are signed up to save lives with the state's Prescription Drug Monitoring Program (PDMP).

Stolen pills: Kids grab from a pile of pills many times also drinking alcohol.

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What is a MATFORCE VALUABLE PARENT?

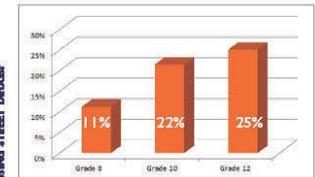
Concerned parents and caregivers can enroll to receive a brief monthly email or letter to keep informed on the latest youth substance abuse trends and solutions.

Enroll online at matforce.org or call 928-708-0100.



AND YOU KNOW ABUSING PRESCRIPTION DRUGS CAN BE JUST AS DANGEROUS, ADDICTIVE AND EVEN DEADLY AS USING STREET DRUGS

PERCENT OF YOUTH ABUSING PRESCRIPTION DRUGS IN YAVAPAI COUNTY



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Who are my **champions**?

Who do I **collaborate** with?

- Medical Community
- Schools
- Media
- Senior Centers
- Community Events
- Health Educators
- Speaker Bureau Members

What are some **first small steps** to take to implement **Strategy 4**?



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Strategy 5: Enhance **Assessment and Referral** to Treatment

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Have Questions? Need Help?

As a parent, friend, and community member, the things you say and do have a tremendous influence on the decisions children make.

Kids who learn about the risks of drugs from their parents are up to **50% less likely to use**. Help your kids make good choices and live safer, healthier lives.

There comes a time when you might want help talking about these tough issues.

Visit the Parent Page at matforce.org for guides to:

Prevention
TimeToTalk provides easy-to-use guides and tips to help you have ongoing conversations with your kids to keep them healthy and drug-free.

Intervention
What to do if your child is drinking or using drugs.

Treatment
How to find the right help for your child with an alcohol or drug problem.

Where Youth Obtain Prescription Pills

Source	Percentage
Friends	35%
Home, medicine cabinet	19%
Parties	11%
Doctor/Pharmacy	12%
Family/Relatives	11%
School	11%

"Trail mix" or pharm parties. Kids bring pills to a party. Each kid grabs some of the pills to take, many times also drinking alcohol.

CAN WE COUNT ON YOU?

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Summer 2014. Source: AZ Youth Survey 2012, Centers for Disease Control (CDC), National Institute on Drug Abuse (NIDA).

Strategy 5: Enhance **Assessment and Referral** to Treatment

Heroin Community Change Action Team

Community Education Events

Educating the Public on Treatment Resource

A Community of *Hope*

Treatment and Recovery in Yavapai County



March 27, 2015
8:30 am to 12:00 pm

Step One Coffee House
~ Large Conference Room ~
6719 E. 2nd St.

Hooked: Tracking **Heroin's** Hold on **Arizona**

January 13, 2015
6:00 pm

Prescott: Heights Church
2121 E. Larry Caldwell Drive

Cottonwood: Public Safety Building
199 S. Sixth Street

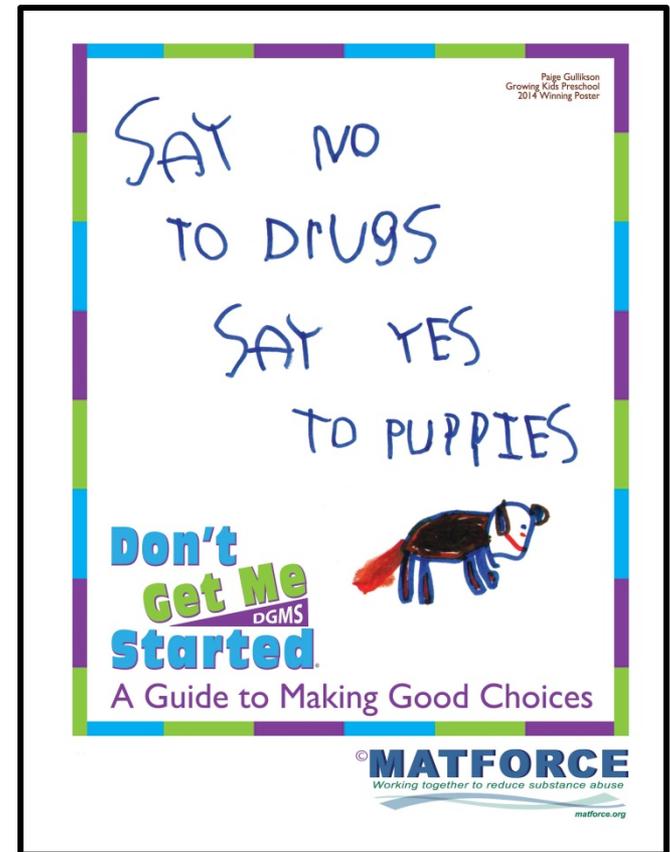


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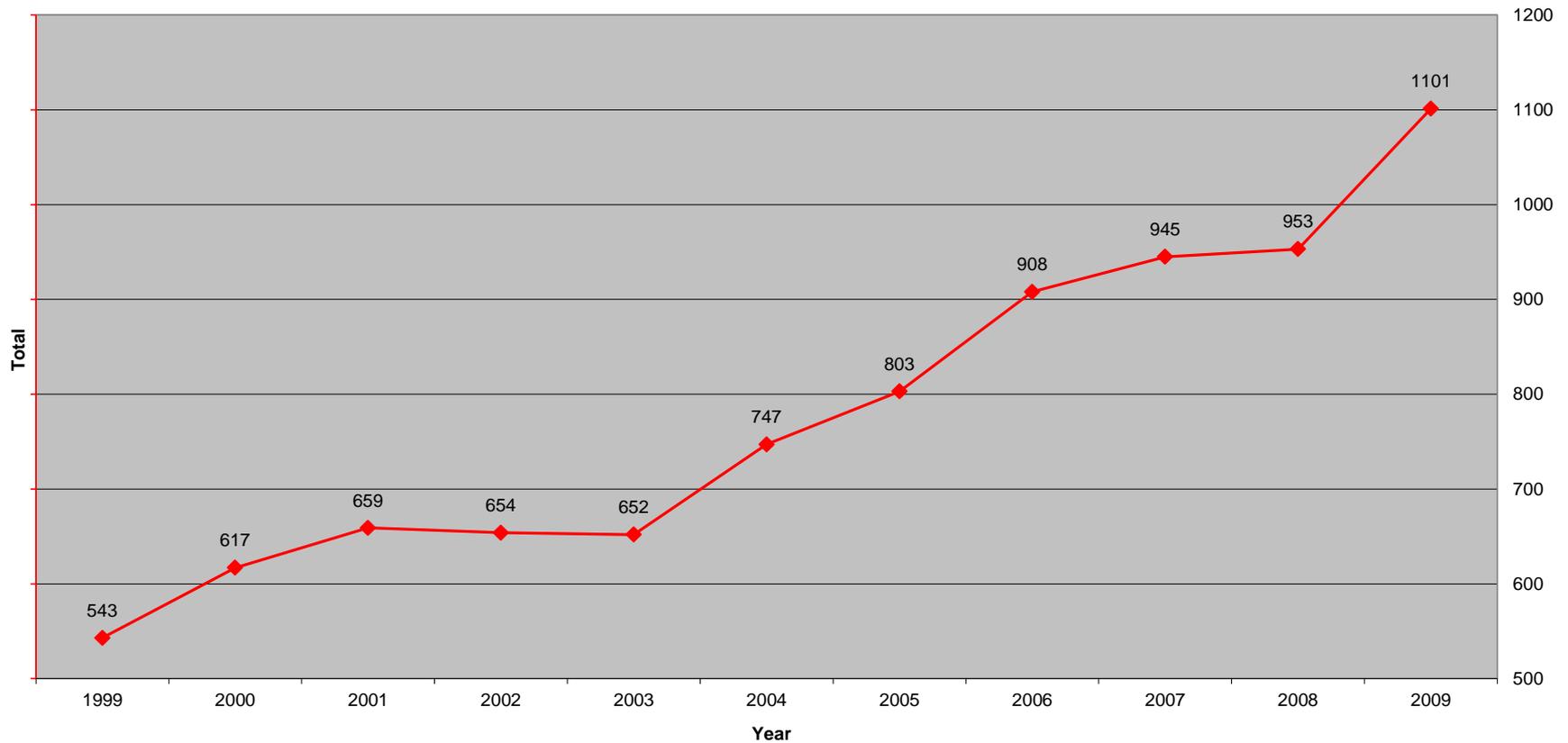
What's Next for Yavapai County?

- Kids at Hope
- NAS Team
- Don't Get Me Started®
- PAX Good Behavior Game®
- School Resources for Dealing with Stress



Why Should We Care?

Drug-Related Mortality for Arizona Residents by Year





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