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Georgia Prescription Drug Abuse Prevention Initiative

The Georgia Prescription Drug Abuse Prevention Initiative (GPDAPI) of The Council on Alcohol and Drugs (The Council) focuses on five priority areas and eleven objectives in order to prevent and reduce prescription (Rx) drug abuse in Georgia. These areas have been identified in the Office of National Drug Control Policy's (ONDCP's) Prescription Drug Abuse Prevention Plan (EPIDEMIC: RESPONDING TO AMERICA'S PRESCRIPTION DRUG ABUSE CRISIS, ONDCP, 2011).

Funding for the GPDAPI is being provided by the Georgia Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention (DBHDD/OBHP). The Council is working in collaboration with the Medical Association of Georgia Foundation's "Think About It" Campaign which also seeks to prevent Rx drug abuse in Georgia.

Five Priority Areas

- **Education:** A crucial first step in tackling the problem of Rx drug abuse is educating Georgia's parents, youth, the general public, physicians, pharmacists, caretakers and others about the dangers of Rx drug abuse and the appropriate and safe use, proper storage and secure disposal of Rx drugs.
- **Advocacy:** Support policy education as a catalyst for successful implementation of Georgia's Prescription Drug Monitoring Program (PDMP) and all other Rx drug abuse prevention legislation.
- **Safe Storage:** Develop and launch a statewide, multimedia campaign to educate parents, youth, and the general population about the need to "lock up" all Rx and over the counter (OTC) drugs, especially controlled substances like pain pills.
- **Secure Disposal:** Work with the law enforcement, the business and medical communities and others to develop proper and secure Rx and OTC drug disposal procedures and opportunities.
- **Enforcement.** Collaborate with law enforcement in Georgia to help provide it with the tools necessary to eliminate improper prescribing practices, stop "pill mills," "doctor shoppers" and other similar drug-seeking behavior.

For more information about this Initiative please contact John Bringuel at 404-223-2484 or jbringuel@livedrugfree.org or Dr. Gregg Raduka at 404-223-2483/graduka@livedrugfree.org