

Georgia Prescription Drug Abuse Prevention Initiative Objectives

Year 05 (October 1, 2015 – September 30, 2016)

1. Collaborate with DBHDD, Georgia's Drug Free Community Coalitions (DFCC), the medical community, the Medical Association of Georgia Foundation (MAGF), the Medical Association of Georgia (MAG), the Georgia Society of Addiction Medicine (GSAM), the Georgia Pharmacy Association (GPhA), health care management professionals, and other stakeholders, to accomplish Initiative goals.
2. Collaborate with and provide **education** opportunities in the form of trainings, workshops, conference presentations, webinars and technical assistance to all sectors of society primarily youth, young adults, parents and seniors on a statewide basis. Where possible training, workshop, and webinar resources will be posted to the Initiative website www.StopRxAbuseinGA.org as well as other partner and Council websites. Collaborate with the medical community regarding their efforts to train physicians and with the Georgia Pharmacists Association (GPhA) and the UGA College of Pharmacy re: efforts to train pharmacists.
3. Update, augment and continue statewide **Safe Storage** of prescription (Rx) and over the counter (OTC) drug activities. Activities will focus on the need for in-home, permanent, lockable devices which will decrease access to Rx and OTC drugs.
4. Update, augment and continue statewide **Secure Disposal** of Rx and OTC drugs activities. Activities will focus on the need for utilization of the state's 180+ law enforcement-maintained drug drop boxes. Additionally Initiative staff will work with all interested parties to have Georgia pharmacies added to the approved DEA certified collectors list and become active collection sites.
5. Continue to maintain and strengthen the Statewide Georgia Prescription Drug Abuse Prevention Collaborative. Hold one Collaborative meeting each quarter for a total of 4 meetings during Year 05.
6. Continue the Prescription Drug Abuse Prevention Media Campaign – "Prescription Drug Abuse: It's Not What The Doctor Ordered," to include an updated Press Release, Radio Public Service Announcements during prime listenership times, use of Social Media such as YouTube and Facebook, Youth Posters, and Public Information Postcards.
7. As a major component of the Media Campaign provide oversight, maintenance and updating of the www.StopRxAbuseInGA.org website.
8. Provide prevention **advocacy** (policy education - not lobbying) to educate the public about 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.
9. Collaborate with the Georgia Department of Public Health (GDPH) to prevent and reduce overdose deaths due to Rx drugs, especially those containing opioids.

10. Collaborate with Emory University's Maternal Substance Abuse and Child Development (MSACD) Project to raise awareness and prevent Neonatal Abstinence Syndrome due to Rx drug use by expectant mothers.
11. Collaborate with all current partners and other interested stakeholders across the state to prevent heroin use and overdoses which has resulted from the dramatic increase in opioid Rx drug abuse.

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**Georgia Department of Behavioral
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