



Georgia Rx Drug Abuse Prevention Initiative

focuses on four priority areas, education, advocacy, safe storage and secure disposal to prevent and reduce prescription drug abuse in Georgia. The success of the Initiative depends on collaborating with over 210 private and public sector partners around the state in all four areas. The Georgia Prescription Drug Abuse Prevention Collaborative (GPDAPC) is the major vehicle for such collaboration.

Georgia Rx Drug Abuse Prevention Collaborative is a partnership of private and public agencies, employers, and individuals engaging in best practices and policies regarding prescription drug abuse prevention.

Goal of the Collaborative

Prevent and Reduce Prescription Drug Abuse in GEORGIA among ALL Age Groups.

This is accomplished through:

- Educating Georgians about the dangers of misusing and abusing prescription drugs.
- Promotion of safe in-home storage and secure disposal of unwanted or out of date medicines
- Policy education including educating legislators
- Providing the www.StopRxAbuseInGA.org website
- Creation of webinars and training seminars

A Call to Action: JOIN THE MOVEMENT

Contact

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<https://business.facebook.com/StopRxAbuse>



<https://www.youtube.com/user/PrescriptionDisposal>



DBHDD

This program is funded by the Georgia
Department of Behavioral Health and
Developmental Disabilities/Office of Behavioral
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Let Your Voice Be Heard



Social Norms Consumer Demand Overprescribing Join The Movement



www.StopRxAbuseInGa.org

Social Norms

Opioid abuse is an epidemic. The U.S. Centers for Disease Control and Prevention reports that opioids are killing over 140 people day and ensnaring millions more in a pattern of abuse and addiction.

As a result of our society's **social norms** pain killers like opioids are killing more people than traffic accidents.

“**Social norms**” are unwritten rules by which our society functions which, in this case lead to prescription drug abuse, addiction or worsedeath!

1. If “**IT’S LEGAL**” it must be “**SAFE**”. The three big killers in the alcohol and drug world are all legal.

They are tobacco, alcohol and PRESCRIPTION DRUGS.

2. Don't deal with your **SUFFERING** or **PAIN** directly, because it will **OVERWHELM** you.

Learning coping skills is crucial for avoiding abuse and dependence. Seeing a counselor or therapist is OK.

3. **PILLS** are the **SOLUTION** to human **SUFFERING** and **CONFUSION**.

Prescription drugs are useful in improving many conditions when used exactly as directed by a physician. Do not stop taking any prescription medication without first consulting with your physician.



Consumer Demand



We Are the Problem and the Solution

Georgia is one of the top 5 states with the highest average prevalence of opioid use.

Source: Express Scripts “America's Pain Points,” 2014

The Stats

1,307

Overdose deaths in GA 2015

Source: GA DBHDD OHIP

88%

Of the 1,307 overdose deaths, 88% were due to opioids.

Source: GA DBHDD OHIP

56%

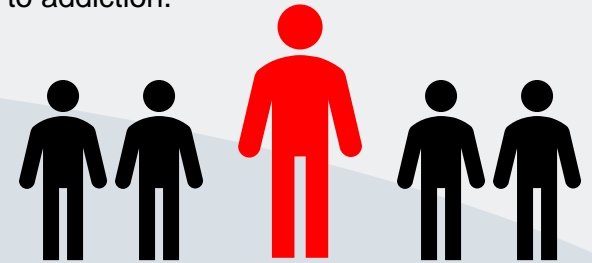
Of teens believe Rx drugs are easier to get than illicit drugs.

Source: DEA

Overprescribing



Every medical practice strives “to do NO HARM”. However, in today's America some physicians, when treating mental or physical suffering, have inadvertently put their patients in harm's way and on a course to addiction.



In a study conducted between June 2006 and September 2015 on nearly 1.3 million patients, Dr. Bradley Martin, a professor of Pharmaceutical Evaluation and Policy at the University of Arkansas for Medical Sciences, concluded that an initial 10-day opioid prescription results in **one in five** patients becoming a long-term opioid user. Long term opioid use can lead to physical, mental, and social illness and disease.

Source: Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report (MMWR), 2015