

YOUR ORGANIZATION'S LETTERHEAD

Press contact

Name:

Mobile phone:

Email:



For immediate release:

MEDIA ALERT: COMMUNITY TAKES ACTION AGAINST TEEN PERScription DRUG ABUSE

❖ Want to learn more about writing and pitching media alerts? See the Media Tutorial in this pocket and on the Toolkit CD.

Drug Awareness Walk & Dump the Drugs Event on [date] at [where]

WHAT

_____ [organization name] is mobilizing the community against prescription drug abuse by holding its annual Drug Awareness Walk and Dump the Drugs Event in [place your text here such as: memory of _____ who tragically lost his/her life to Rx abuse last year or in honor of the 500 teens in our community who pledged to become Rx Abuse Mythbusters. These teens are spreading the word that abusing prescription medicines is dangerous]. This event brings together over _____ [your projected #s] participants—representing families, parents, educators, healthcare providers, pharmacists, employers and politicians.

- Listen to our teens who have pledged to dispel the myths about Rx drug abuse.
- Help us tie red ribbons along the parade route.
- Participate in the Dump the Drugs activity—which will kick-off the Walk—providing citizens with the opportunity to get rid of expired, unused prescription and over-the-counter medicines. Over _____ [your #s here] pounds of medications were collected and destroyed last year.
- Pledge your support in continuing education efforts after the event.

WHY

Nationwide, 1 in 5 teens have abused prescription drugs, and next to marijuana, Rx medications are the most commonly abused substances. Every day, almost 2,500 teens abuse an Rx medication for the first time. Our community has experienced a significant rise in this form of drug abuse. Last year, we lost _____ [your #s here] teens between the ages of ____ - ____ [your data here] due to Rx drug abuse, and prescription drug abuse-related hospital emergency room admissions have risen to ____ percent since ____ [your data here].

WHEN [date & time]

WHERE [address]

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The following public service announcements (PSAs) and media clips can be pitched to radio and television stations, newspapers, government agencies and non-profit organizations. They can be read, printed or placed on websites. Check out the Seven Strategies for Community Change, Strategy 1: Provide Information in the Community Outreach section of this **Toolkit** for additional ideas on how to integrate this information. Want to learn more about how to place PSAs and media clips? Go to the Media Tutorial in this pocket and on the **Toolkit** CD.

30-SECOND

- Teen prescription drug abuse is more than an emerging problem. One in 5 teens abuse Rx medications each year, and next to marijuana, the most common illegal drugs teens abuse are prescription medicines. Every day, almost 2,500 teens abuse these drugs for the first time. Be part of the solution. Lock up your meds, keep track of your medicines, and properly dispose of them when they're no longer needed. To learn more, contact the [organization name] at [URL].
- Parents say, "We didn't see it coming. There were no warning signs, no clues. Prescription drug abuse wasn't on our radar screen, and now it's too late." Get the facts, talk with your teens and tell them it's not safe to abuse prescription meds. Watch for signs and symptoms of abuse and safeguard your medicine cabinet. To learn more, contact [organization name] at [URL] or call [phone number].
- You know those bottles of medicine in your medicine cabinet that you haven't a clue what to do with—do you throw them away or save them "just in case?" Join the [organization name] at its monthly Drug Take-Back Program held on [date and time] at [location and address]. To learn more contact, the [organization name] at [URL] or call [phone number].

10-SECOND

- Protect teens in your community against prescription drug abuse. What you see as a remedy, they see as a high. For more information, contact the [organization name] at [URL].
- It's a fact—teens are dying from abusing medicines they find in your medicine cabinet. To learn how you can stop teen prescription drug abuse, contact the [organization name] at [URL].
- [Your community's name] will be hosting a drug take-back program on [date and time] at [location]. We'll tell you how bringing unused medicine to the "dump site" will protect future generations. Contact the [organization name] at [URL] or call [phone number] for instructions.

MEDIA CLIPS

Consider pitching insertion of these, and other messages on pharmacy HIPPA machines, websites, billboards, bus placards, slides and other collateral:

- **Rx abuse prevention starts at my counter**
- **Rx abuse prevention starts at my office**
- **Store safely, dispose properly**
- **Save a life. Safeguard your Prescriptions**
- **Store safely, dispose properly**
- **I am a key player**
- **What you see as a remedy... teens see as a high**
- **Keep track**
- **Prevent Rx Medicine Abuse**
- **Sharing is not allowed**
- **Learn the Facts about Teen Rx Abuse**
- **Rx Abuse Prevention Starts with Me**
- **Practice "medicine etiquette"—use meds correctly, store wisely, dispose properly**

Examples of these taglines—placed on 2.25 inch stickers— are in your **Toolkit** CD.