



Rx abuse awareness day

TUTORIAL

Regardless of location, Rx abuse and the tragedies associated with it affects families and communities and impacts the work of schools, government institutions and faith- and community-based organizations. All too often, it takes tragedy—a teenager or young adult dying from an overdose of a prescription medication that was obtained illegally—to jump-start a community into action. Community coalitions effectively meet such challenges because of their ability to bring together the right players.

This skill becomes obvious when coalitions take the lead in creating large-scale events. These activities are capable of bringing a community together because they attract press attention, involve more than one segment of the population and engage key leaders, and by so doing, offer coalitions the possibility of moving communities from awareness to action.

The Rx Abuse Awareness Day Tutorial provides a framework that can be adapted by coalitions as they craft and launch community events. Use this document as you would a planning notebook. Throughout, you'll find that we've left space for you to fill in the blanks, write down notes and organize your thoughts. Full-sized versions of these worksheets are on your **Toolkit** CD. The strategies reflect lessons learned from community coalitions that are actively engaged in implementing Rx abuse awareness events. This **Tutorial's** framework is based on CADCA's Strategizer 49: *Community Briefings: A Prevention Tool for Communities*.

“Adults—Parents and caregivers—really maintain and control the environment in which teens interact with these medicines. We feel it’s very important to educate adults.”

Cindy Schaider

*Executive Director, Casa Grande Alliance
Casa Grande, AZ*

take ACTION

With the goals, objectives and timing in place, the planning team can move forward on selecting a venue, identifying speakers and confirming other details that will make this an engaging, exciting event. The steps that follow will help you mark your progress.

EVENT PLANNING CHECKLIST

- 6 months: Identify partnerships and planning team
- 3 months: Select venue and date
- 2-3 months: Invite panelists, moderator and guests
- 2 months: Order materials and prepare press packets
- 1-2 months: Prepare panelists and media spokespeople
- 2-3 weeks: Promote event
- 2 weeks after: Conduct follow-up

Confirm the Big Picture
Planning for the event begins here

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
SELECT THE VENUE AND DATE Research and compare the event space. Assess the location, accessibility, parking, and other details. Consider the needs of your audience and the needs of your organization.			
IDENTIFY, INVITE AND CONFIRM SPEAKERS Identify potential speakers and invite them to speak. Confirm their availability and the topics they will cover. Consider the needs of your audience and the needs of your organization.			
IDENTIFY A MASTER OF CEREMONIES OR MODERATOR Identify a master of ceremonies or moderator who can facilitate the event and engage the audience. Consider the needs of your audience and the needs of your organization.			

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1 Confirm the Big Picture

Promote the Event

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
WRITE THE MEDIA RELEASE Write a press release that highlights the key messages of the event. Include the date, time, location, and speakers. Consider the needs of your audience and the needs of your organization.			
PROMOTE THE EVENT TO A TARGET AUDIENCE Promote the event to your target audience through social media, email, and other channels. Consider the needs of your audience and the needs of your organization.			
CREATE PRESS KITS Create press kits that include the media release, speaker bios, and other materials. Consider the needs of your audience and the needs of your organization.			

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2 Promote the Event

Launch the Event

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
IF THERE ARE SPEAKERS, SET UP THE BRISTING STAGE AND LITERARY SPACE Set up the stage and literary space for the event. Consider the needs of your audience and the needs of your organization.			
KICK-OFF THE EVENT Kick-off the event with a program of activities. Consider the needs of your audience and the needs of your organization.			
FACILITATE MEDIA INTERVIEWS Facilitate media interviews with speakers and other attendees. Consider the needs of your audience and the needs of your organization.			

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3 Launch the Event

Facilitate Post-Event Activities

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
CONDUCT A DEBRIEFING Conduct a debriefing session with the planning team to discuss the event and identify lessons learned. Consider the needs of your audience and the needs of your organization.			
PREPARE A REPORT AND ACTION PLAN Prepare a report and action plan for the event. Consider the needs of your audience and the needs of your organization.			
IMPLEMENT THE ACTION PLAN Implement the action plan for the event. Consider the needs of your audience and the needs of your organization.			

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4 Facilitate Post-Event Activities

learn more

Check out the following organizations and federal agencies to obtain information that you can adapt for your Rx abuse awareness event. The “*” indicates the availability of downloadable posters and other collateral that you can use right away without modifying them. Be sure to review the PowerPoint presentation in this **Toolkit—Rx Abuse—From Awareness to Action—**for additional collateral ideas.

AWARxE, Get Informed

<http://awarerx.org/main.php>

Community Anti-Drug Coalitions of America, Prescription Drug Abuse Materials (See also CADCA Strategizers 52 and 38).

www.cadca.org/resources/series/Strategizer

***Consumer Healthcare Products Association**

www.stopmedicineabuse.org

***National Council on Patient Information and Education, Not Worth the Risk—Maximizing Your Role as a Teen Influencer—What You Can Do to Help Prevent Teen PDA**

www.talkaboutrx.org/documents/TAP2009_PresentersGuide.pdf

***National Institutes of Health, Prescription and Over-the-Counter Medication**

www.nida.nih.gov/PDF/Infofacts/PainMed09.pdf

National Institute on Drug Abuse, A Research Update from the National Institute on Drug Abuse—March 2008

www.nida.nih.gov/tib/prescription.html

***National School Nurses Association, Smart Moves, Smart Choices**

www.nasn.org/Default.aspx?tabid=509

Office of National Drug Control Policy, Parents. The Anti-Drug

www.theantidrug.com/drug-information/otc-prescription-drug-abuse/prescription-drug-rx-abuse/painkillers.aspx

Partnership for a Drug-Free America, Not in My House

www.drugfree.org/notinmyhouse

***Regional Prevention Center of Comprehend, Inc. w/ Wyoming Drug Enforcement Task Force and Wyoming State Board of Pharmacy, Prescription Drug Abuse Toolkit**

<http://healthcoalition.wikispaces.com/Rx+Toolkit>

U.S. Drug Enforcement Administration, Good Medicine, Bad Behavior: Drug Diversion in America: exhibit with adaptable material

www.goodmedicinebadbehavior.org/index.html



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