

GenerationRx

Safe medication practices for life.

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We are Generation Rx

- Over 4 billion prescription filled in retail U.S. pharmacies last year
- Pharmaceutical populism – “...a growing culture of self-diagnosis and self-prescription”



Generation Rx and the opioid crisis

The US represents ~5% of the world's population...



...but consumes 80% of the world's prescription opioid supply

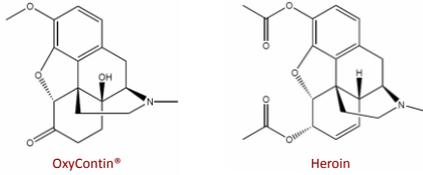


Nearly **HALF**

of all opioid overdose deaths involve a **prescription opioid.**



Generation Rx and the opioid crisis

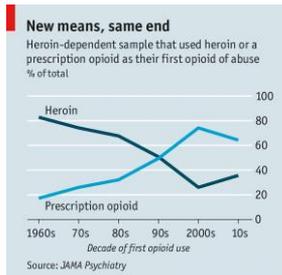


People who are addicted to prescription opioid painkillers are 40x more likely to be addicted to heroin.



Generation Rx and the opioid crisis

The vast majority of heroin users started misusing prescription opioid painkillers first.



About The Generation Rx Initiative

- Started in 2007 at the College of Pharmacy
 - Now a national movement
- Our mission: educate people of all ages about the potential dangers of misusing prescription medications



www.generationrx.org



The Generation Rx resources

- Educational toolkits
- Digital activities





We've got a toolkit for that...



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So you need to talk to the general public...



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Overview: Adult education resources

- Includes:
 - Facilitator guide
 - Introductory letter
 - Q&A session guide
 - PowerPoint presentation with facilitator talking points
 - Take Action handout



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Overview: Adult education resources



So you need to talk to youth...



Overview: "My Generation Rx" Teen education resources

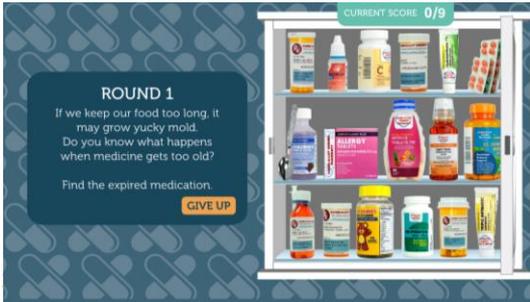
Includes:

- Facilitator guide
- Five stand-alone activities:
 - Interactive presentation
 - Game (Family Feud)
 - Two skit-based activities
 - Set of "minute" activities
- Tips & Advice handout



Digital resources

Medication safety sleuths



Digital resources

Is it candy or medicine?



The Generation Rx resources are...

- Free and ready-to-use
- Brandable
- Research-based

– Wade-Mdivanian et al, *Prevention Researcher*, 2012

After participating in Generation Rx programming:

- **93.9%** of teens agreed that, "I will not use prescription drugs that are not prescribed for me" (n=2557)
- **98.2%** of adults agreed that, "I will only use prescription drugs as directed by a health professional in the future" (n=408)
- **100%** of seniors agree that, "I will store prescription medications in a secure location" (n=69)

[The OSU Community & Youth Collaborative Institute, 2013]



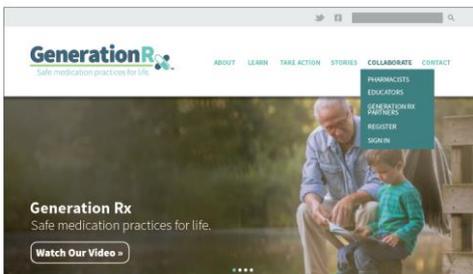
Some new developments...



Coming in May: The Generation Rx Learning Collaborative



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Extension partners pilot project

- Opioid misuse prevention project focused in Southeast Ohio
- Partnership among College of Pharmacy, Extension, Outreach and Engagement, Kroger Pharmacy, Cardinal Health Foundation
- Partnered with Extension partners with connections to K-12 schools in SE Ohio



Questions?

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