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

Though only HALF of all opioid overdose deaths involve a prescription opioid
People who are addicted to prescription opioid painkillers are 40x more likely to be addicted to heroin.

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
The Generation Rx resources

- Educational toolkits
- Digital activities

We’ve got a toolkit for that…
We've got a toolkit for that…

Overview: Adult education resources

- Facilitator guide
- Introductory letter
- Q&A session guide
- PowerPoint presentation with facilitator talking points
- Take Action handout
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
Overview: “My Generation Rx”
Teen education resources

Overview: “Medication Safety Patrol”
Elementary education resources
Includes:
• Facilitator guide
• Teaching activities:
  – Activity stations
  – Games
  – Worksheets
• Supportive handouts
  – Letter to parents
  – Visual aids

Overview: “Medication Safety Patrol”
Elementary education resources

Dear Parent or Guardian,

Today your child earned his or her “Medication Safety Patrol” badge! After participating in a variety of educational activities, he or she should now better understand key medicine safety principles including:

- Only take medicine with the permission of a parent or guardian.
- Do not share medication or take someone else's medication.
- Keep medications in their original containers to avoid confusion with candy or other medicines.
- Always store medicines in a safe place, such as a locked cabinet or a high shelf that children can't reach.

The activities in which your child participated are part of an educational toolkit created by The Ohio State University College of Pharmacy and the Cardinal Health Foundation. Because prescription and over-the-counter medicines are typically accessible and visible in our homes, we believe children should understand prescription and over-the-counter medication safety at an early age. We hope that this knowledge will equip them with a solid foundation of how to properly take medicines, particularly before they reach the teenage and adult years.

Research shows that an individual's risk of misusing prescription medications increases as they reach middle and high school. Please keep in mind that there are actions that you can take to help prevent your child from engaging in this dangerous behavior, including:

- Talk to your child about how to safely use, store, and dispose of medication.
- Secure your medicines in a locked medicine cabinet.
- Properly dispose of extra medications, or participate in your local community's drug take-back events.

If you would like to review the free materials and/or extend the learning process at home, we encourage you to visit GenerationRx.org.

Thank you for your help in spreading this important message!

Sincerely,
Digital resources
Medication safety sleuths

The Generation Rx resources are…

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

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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The Generation Rx Learning Collaborative
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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