

Generation Rx:

A Prescription Drug Abuse Education/Prevention Program

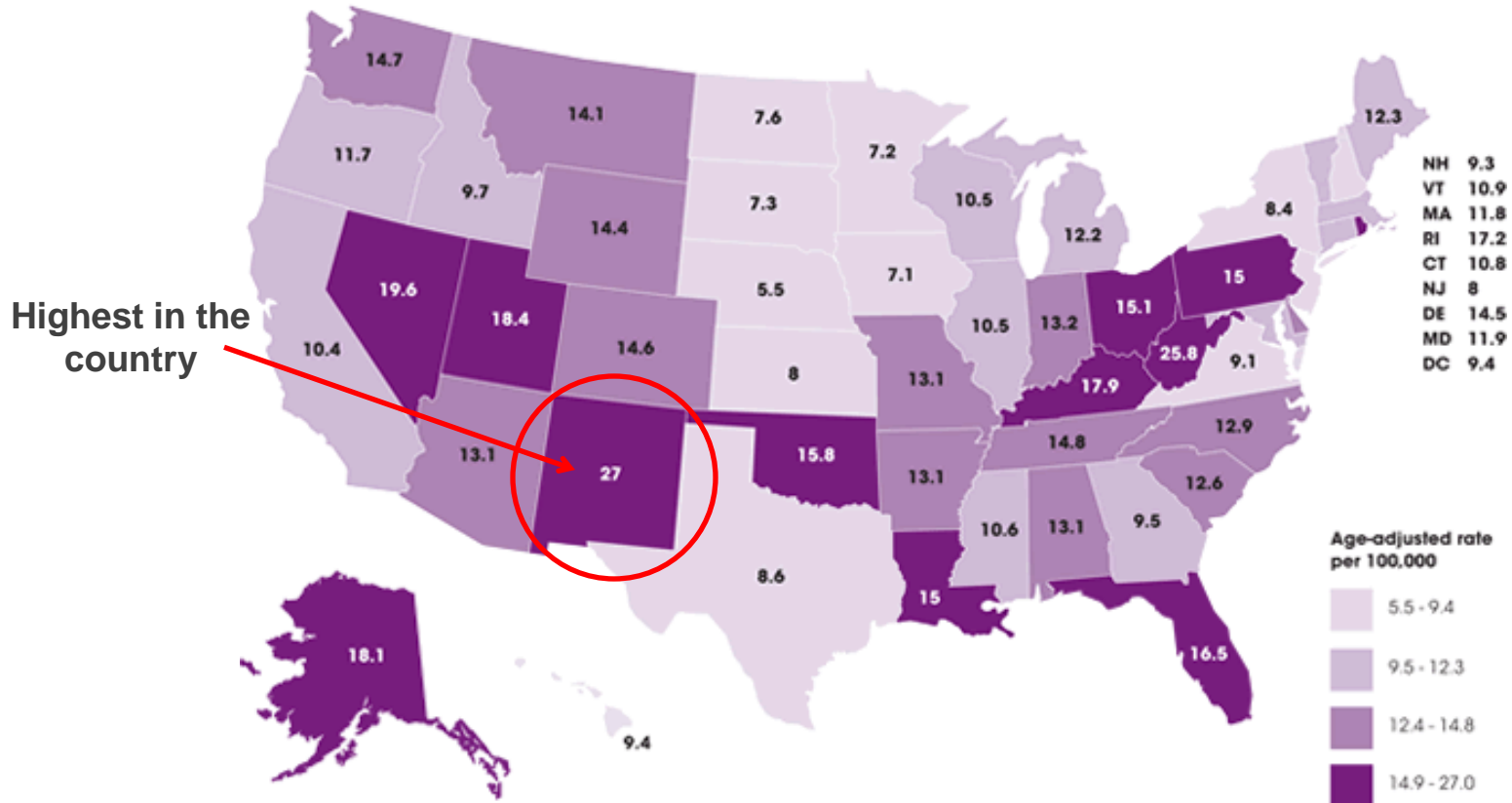
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Professor of Pharmacy Practice*

UNM College of Pharmacy

What is the need?

Overdose Deaths Due to Opioid Pain Relievers (per 100,000)

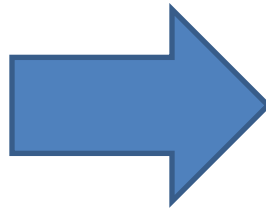


CDC. Vital Signs: Overdoses of Prescription Opioid Pain Relievers—United States, 1999-2008. MMWR 2011; 60: 1-6

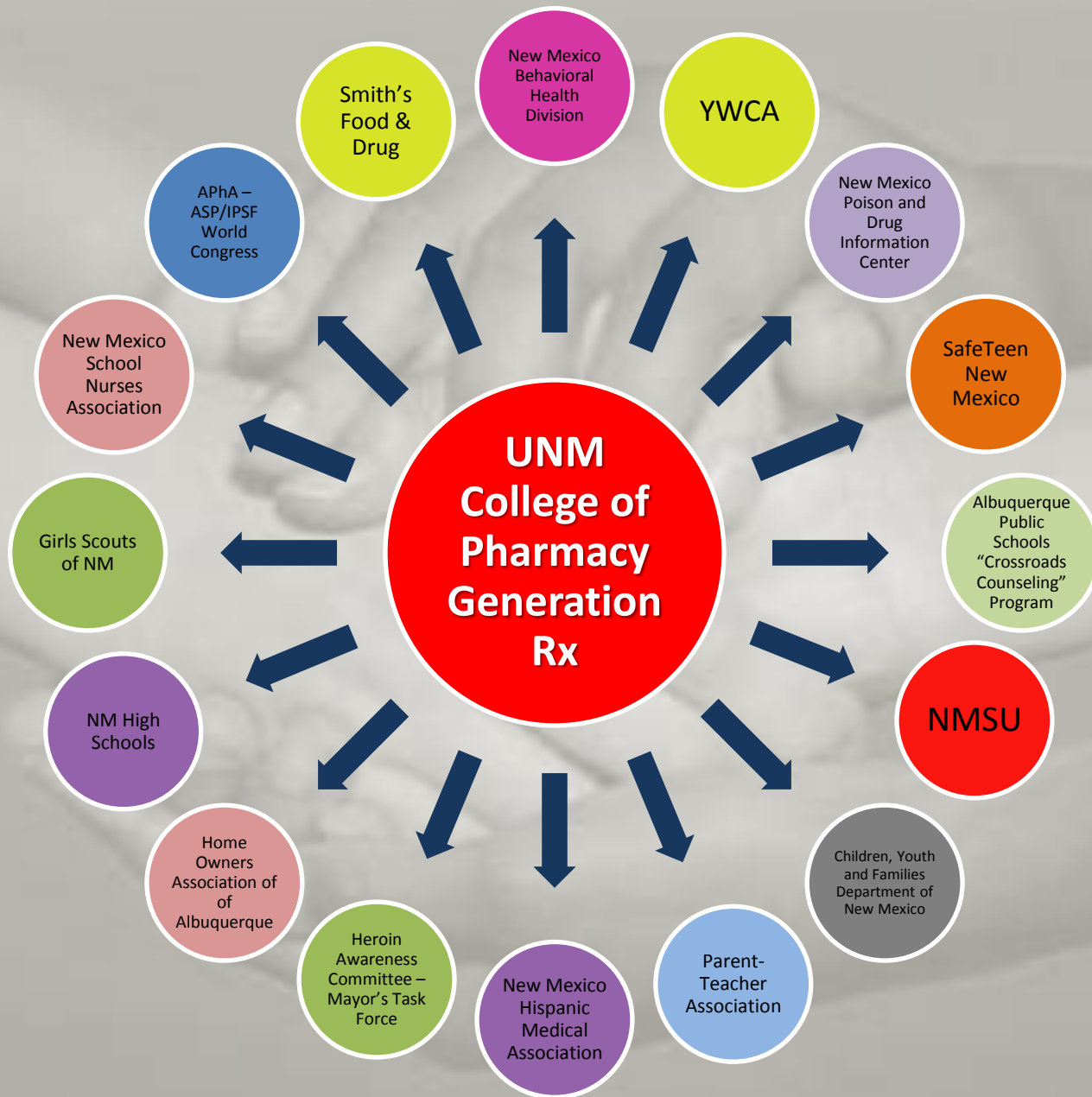
What are we doing about it?

Generation Rx

- Elementary School
(SPIKE, Q & A Competition)
- Middle School
("Pharming" Party)
- High School
("Pharming" Party/Skit)
- College *(Skit)*
- Adults *(tailored Generation Rx Presentation)*
- Elderly *(Poison Prevention)*



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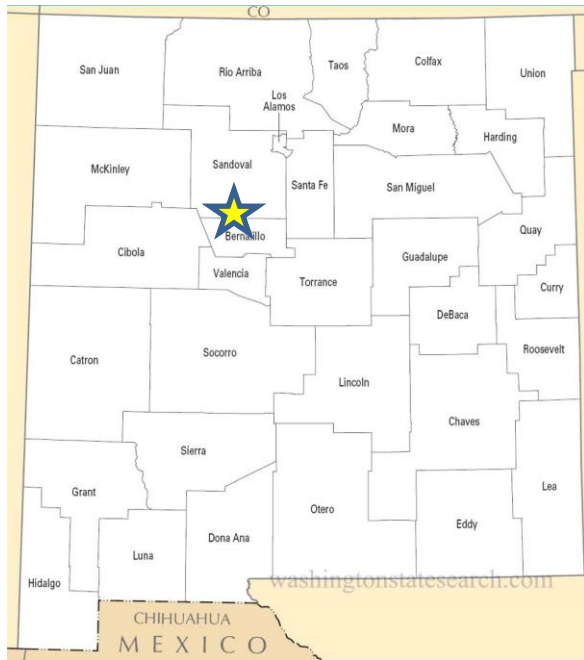


Facing Challenges

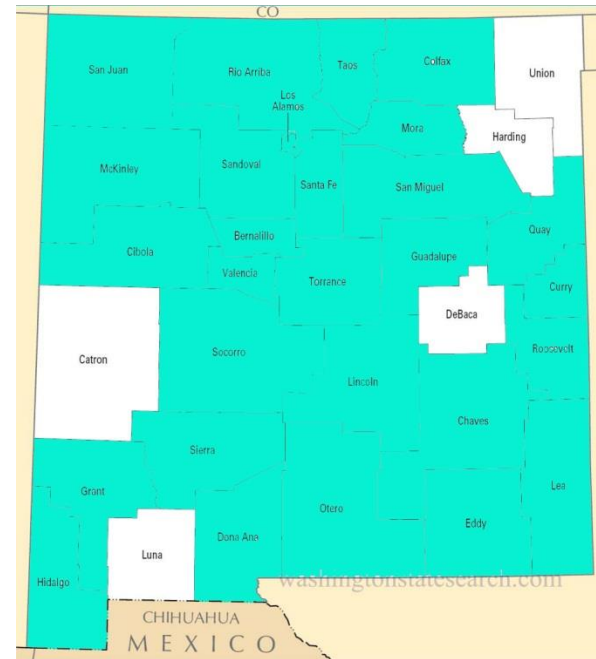
- “No time” – school curricula already built for, core standards, etc.
- Scheduling complications
- Diversity of audience (occasionally a pharmacist expertise necessary)
- Measuring program outcomes
- Funding



Successes



2010



2013

Over 20, 000 New Mexico's Youth educated

Program Expansion



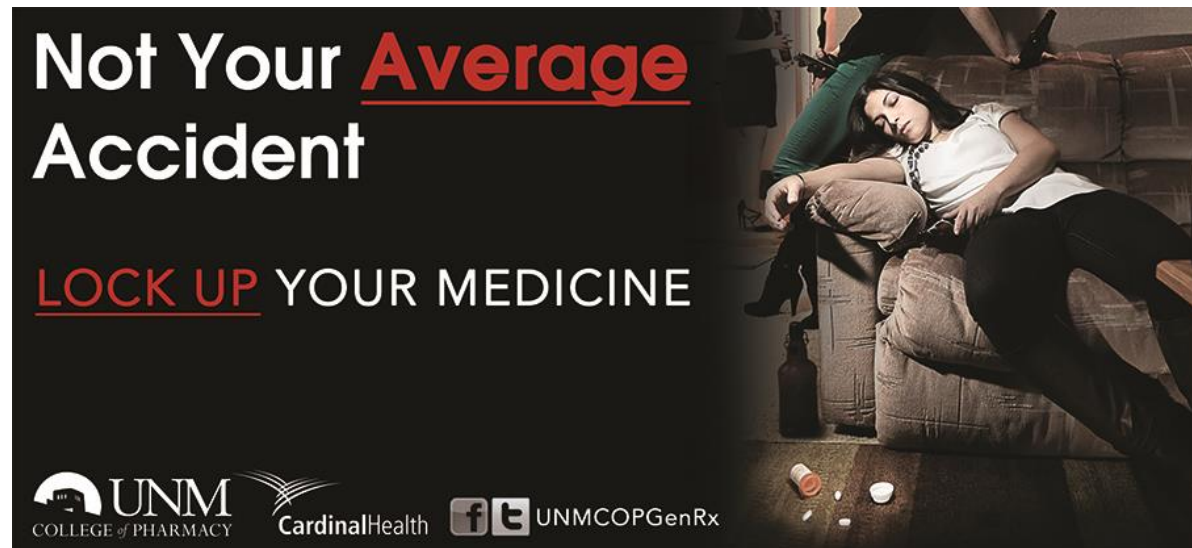
Not Your Average Drug Dealer

LOCK UP YOUR MEDICINE

UNM COLLEGE of PHARMACY CardinalHealth UNMCOPGenRx

A young boy in a white shirt is looking towards the camera while holding a pill bottle. He is standing in a room with a doorway open behind him, revealing a shelf with various bottles.

*Billboard campaign =
650,000 weekly impressions*



Not Your Average Accident

LOCK UP YOUR MEDICINE

UNM COLLEGE of PHARMACY CardinalHealth UNMCOPGenRx

A woman is sleeping on a couch, leaning against a green pillow. She is wearing a white top and dark pants. On the floor in front of her are several pills and a bottle. The scene is dimly lit, suggesting a living room at night.