

# Generation Rx:

## **A Prescription Drug Abuse Education/Prevention Program**

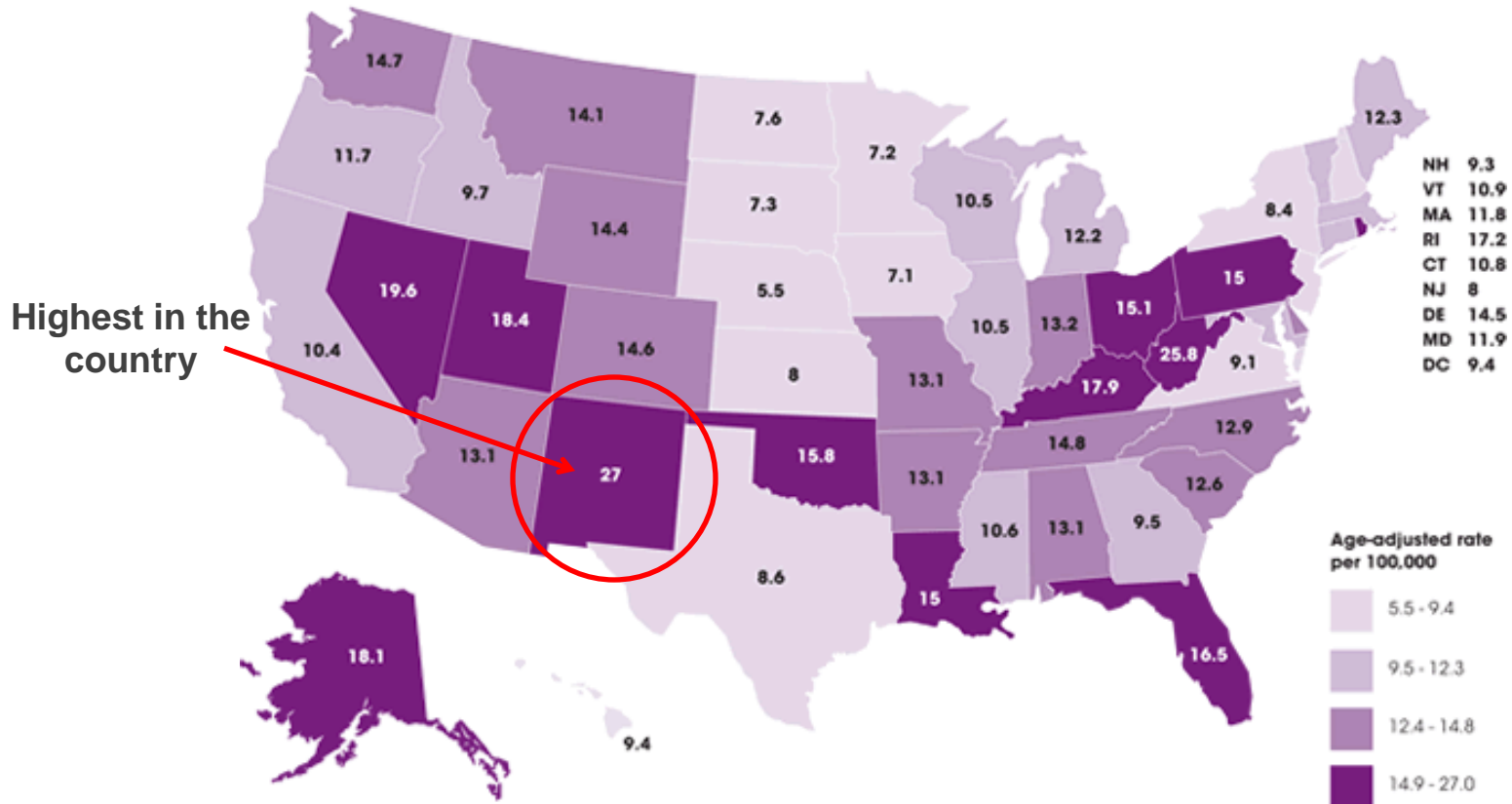
Megan E. Thompson, Pharm.D.

*Director of Experiential Education, Associate  
Professor of Pharmacy Practice*

*UNM College of Pharmacy*

# What is the need?

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

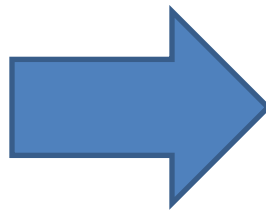


CDC. Vital Signs: Overdoses of Prescription Opioid Pain Relievers—United States, 1999-2008. MMWR 2011; 60: 1-6

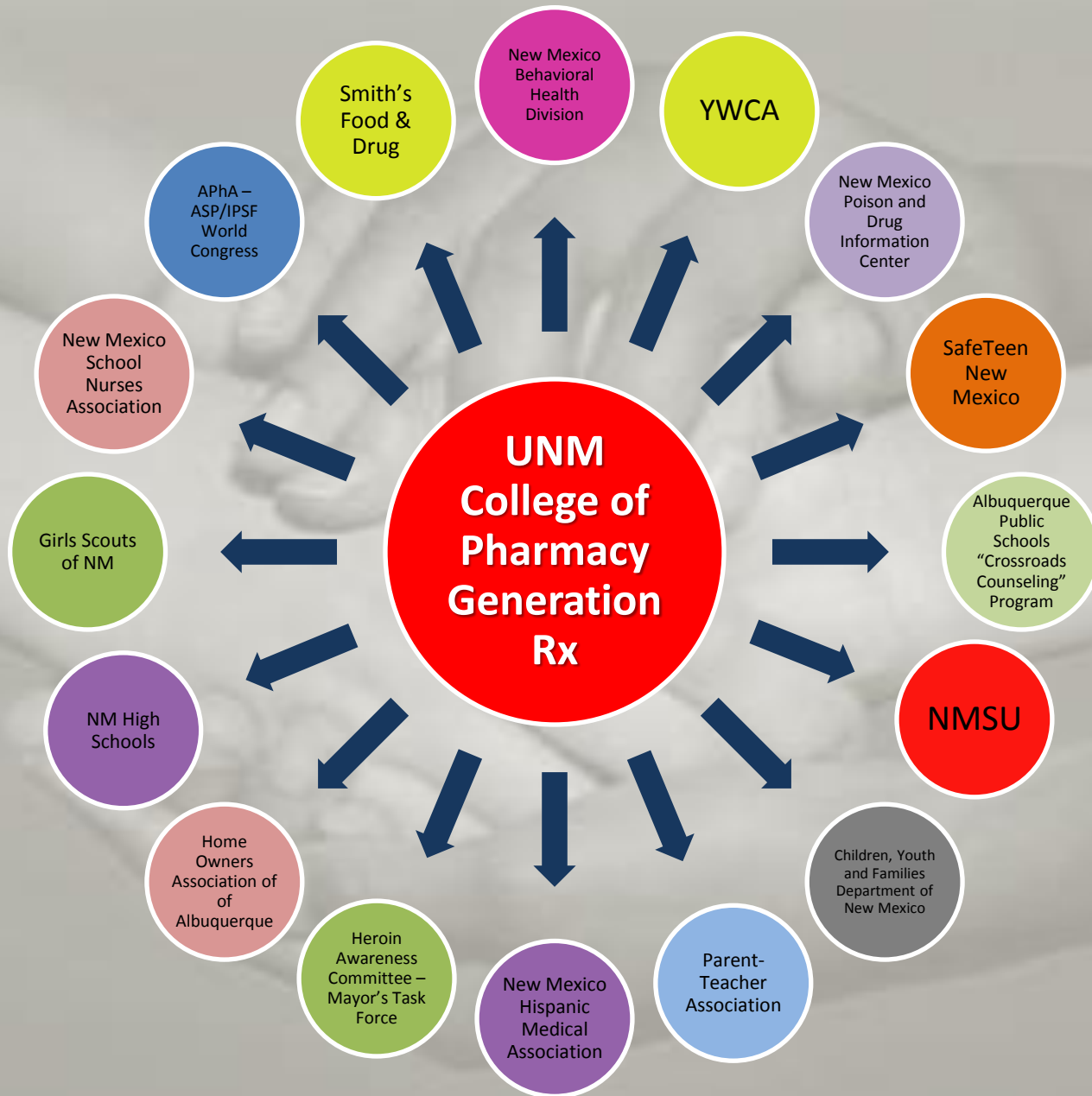
# What are we doing about it?

## 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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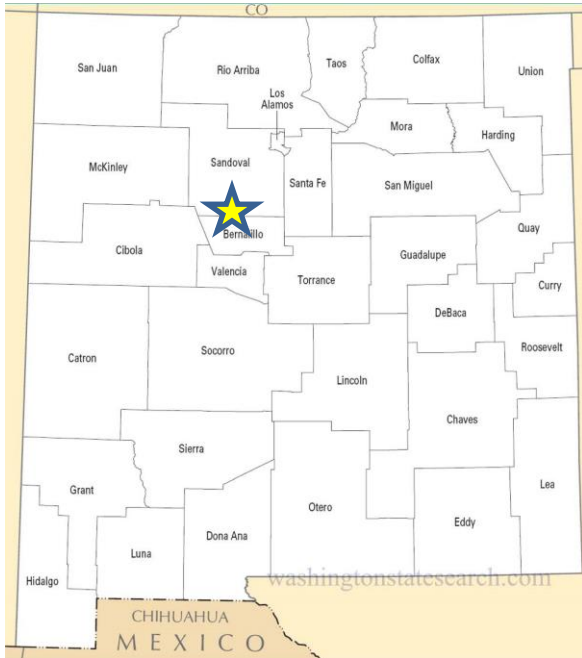


# Facing Challenges

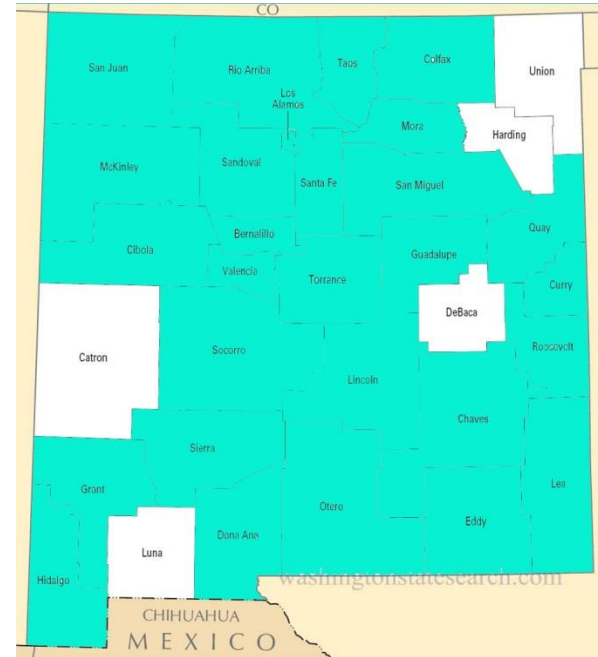
- “No time” – school curricula already built for, core standards, etc.
- Scheduling complications
- Diversity of audience (occasionally a pharmacist expertise necessary)
- Measuring program outcomes
- Funding



# 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 brightly lit area with shelves of medicine.

*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.