Cleveland County
Strategic Prevention Framework-Partnerships for Success Grant

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- Cleveland County Substance Abuse Prevention Coalition – founded in 2007
- Cleveland County Overdose Prevention Taskforce – founded in 2013 – Project Lazarus
- Host Fiscal Agency: Cleveland County Health Department
Membership

- School Administration
- Parents
- Healthcare Providers
- Pharmacists
- Local Colleges and Universities
- Social Services
- Public Health
- Substance Abuse Treatment
- Local Businesses
- Faith-Based Organizations
- Law Enforcement
- Youth Serving Organizations
- Youth
Past 30 Day Misuse of Prescription Drugs: Cleveland County vs. National

<table>
<thead>
<tr>
<th>Grade</th>
<th>Cleveland County</th>
<th>National</th>
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<tbody>
<tr>
<td>Grade 6</td>
<td>1.7</td>
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<tr>
<td>Grade 9</td>
<td>6.7</td>
<td>4.7</td>
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<tr>
<td>Grade 12</td>
<td>8.1</td>
<td>7.8</td>
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Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12
Root Cause: Easy Access

Very or Fairly Easy to Get Without a Prescription

% of Students

- Grade 6: 8.2%
- Grade 9: 28.5%
- Grade 12: 37.3%

Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12
If you have ever used a prescription drug not prescribed to you, how did you get it?

- Took it from a parent or relative without asking: 14.5%
- Took it from a friend without asking: 4%
- My parent/relative gave it to me: 40%
- My friend gave it to me: 20.7%
- Bought it from a friend or relative: 10.4%
- Bought it from a stranger/drug dealer: 9%
- Bought it on the Internet: 1.4%

Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12
Awareness & Education: Never Share

Ad developed by Students Leading A Change (SLAC) Youth Council:

• Newspaper Ads
• Billboard
• Truck Ads – Turning Trucking Company and Solid Waste
• Rack Cards
• All Stars curriculum in all 7th grade Health classes
• Pills Can Kill Ultimate to Toolkit for College Students
12 Permanent Drop Box Locations in Cleveland County
- 3- Law Enforcement Agencies
- 1- Senior Center
- 8- Local Pharmacies

Promotion via website, social media, brochures and billboard

4 Operation Medicine Drop Events Annually

Distribution of locking cap prescription bottles to high risk families

Distribution of Element MDS Disposal Kits to Hospice

- 1,601,732 Dosage Units collected in 2015
- Estimated street value of $3,203,464

Store and Dispose Properly
Moving Forward

- Lock Your Meds Media Campaign
  - Posters
  - Newspaper Ads
  - Billboard
  - Rack Cards
  - Screen Vision Ad at Movie Theaters

- Working with pharmacists to develop plan for broader distribution of locking cap prescription bottles/personal lock boxes

- Begin targeting issue of overprescribing
  - Training for prescribers and law enforcement: working together to address Rx abuse
  - Increase registration and utilization of CSRS
  - Further assessment needed: prescribing policies for local providers