

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

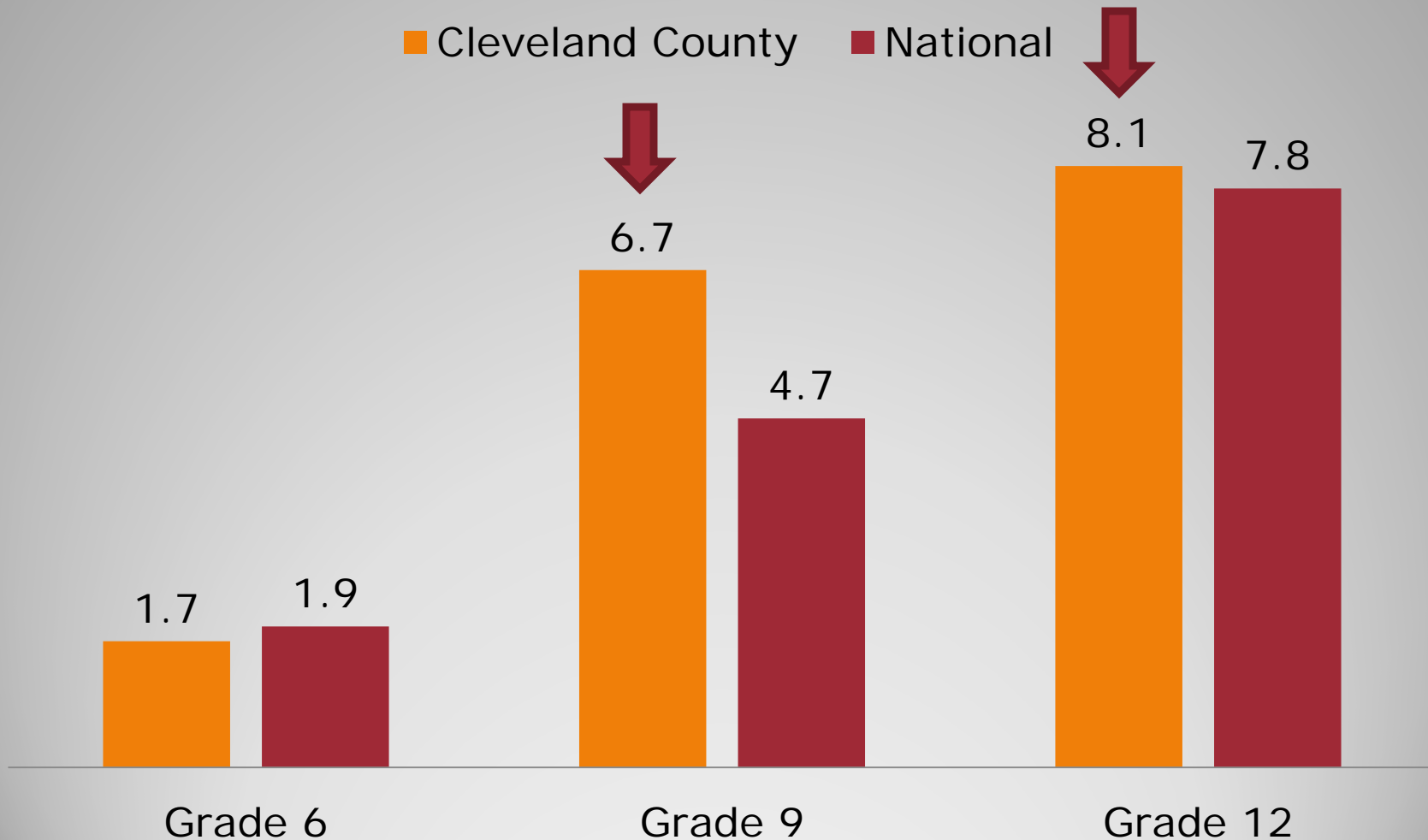


Background

- 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

Membership

Past 30 Day Misuse of Prescription Drugs: Cleveland County vs. National

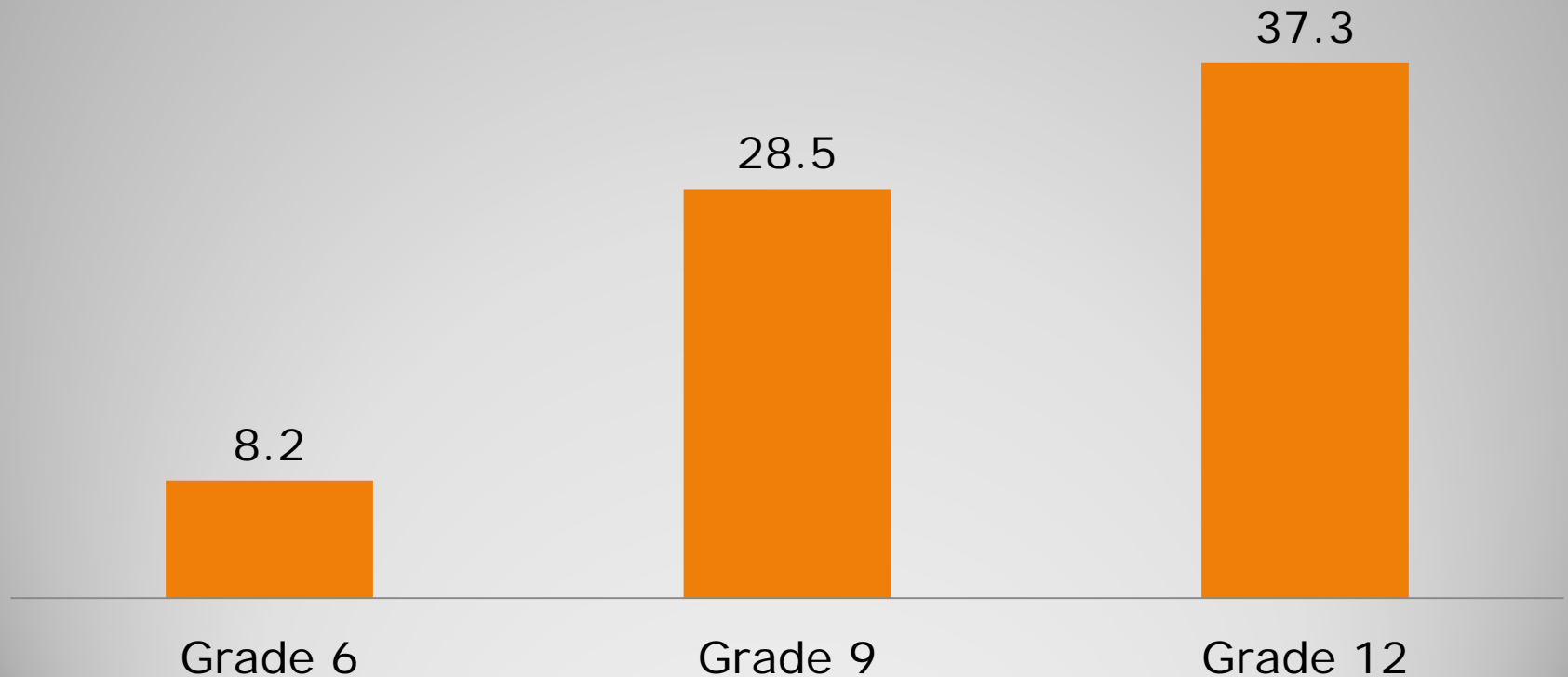


Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12

Root Cause: Easy Access

Very or Fairly Easy to Get Without a Prescription

■ % of Students

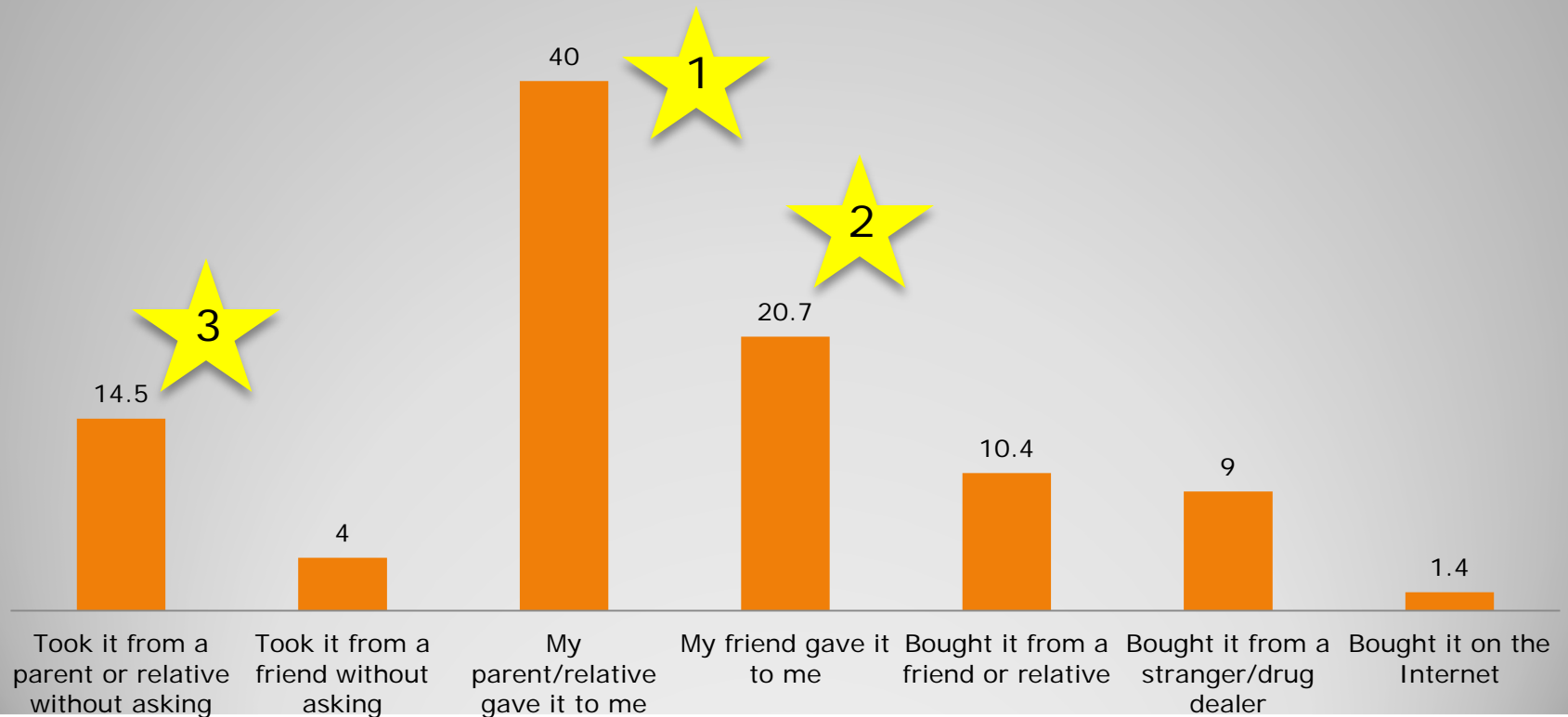


Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12

Local Condition: Sharing & Stealing

If you have ever used a prescription drug not prescribed to you, how did you get it?

■ Percent of Students in Grades 6, 9 & 12 combined



Source: Pride Survey, 2015; Cleveland County Schools; Grades 6, 9 & 12



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

Awareness & Education: Never Share

- **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

- 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

Moving Forward

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www.TalkItOutClevelandCounty.com

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