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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</thead>
<tbody>
<tr>
<td>Grade 6</td>
<td>1.7</td>
<td>1.9</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  Grade 9  Grade 12
8.2      28.5   37.3

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?

- 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
• 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
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