

THE PARTNERSHIP<sup>®</sup>  
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**2013: Changing Lives**

# The Medicine Abuse Project and “Out of Reach” Documentary



The Partnership continued to team up with doctors, partners, educators, communities and families in the second year of [The Medicine Abuse Project](#), our five-year initiative that aims to prevent half a million teens from abusing medicine by the year 2017.

After a national competition, we worked with teen filmmaker Cyrus Stowe to create "[Out of Reach](#)," a short documentary that captures the issue of prescription drug abuse through a teen's eyes. It premiered at the 18th annual Genart Film Festival in New York City in October. The film was paired with a special toolkit to help plan local screenings and inform discussions about the issue. Requests for the film have come in from hundreds of people and organizations in nearly every state, reaching thousands and encouraging even more meaningful conversations about preventing and responding to teen medicine abuse.

A screenshot of the website for The Medicine Abuse Project. The navigation bar includes links for HOME, THE PROBLEM, WHAT YOU CAN DO, STORIES, DRUG GUIDE, NEWS &amp; EVENTS, and DONATE. The main content area features a large orange banner with a pledge form: "I pledge to safeguard my medicines and to talk with my family about medicine abuse." Below the form are fields for "First Name" and "Email", and buttons for "TAKE THE PLEDGE" and "ABOUT THE PLEDGE". To the right, there is a "Recent News" section with a post from Dec 10, 2013, titled "American College of Physicians issues new policy to curb painkiller abuse". Below the pledge form, there are several smaller sections: "Protect Your Kids" with a lock icon and "3 steps to safeguard your medicines"; a Twitter widget for #endmedicabuse; "MIND YOUR MEDS" with the text "It's MIND YOUR MEDS week. Show your support &gt;"; "HOW MUCH DO YOU KNOW" with a quiz link; and "Medicine Abuse Quiz" with a link to "Learn more &gt;". On the left side, there is a "Resources For:" section with images and links for "Parents &amp; Grandparents" and "Health Care Providers".

# Partnership Attitude Tracking Study & Hispanic Teen Drug Use

This year's national [Partnership Attitude Tracking Study \(PATS\)](#) reported that one in four teens has misused or abused a prescription drug at least once in their lifetime. Coverage of the study garnered more than 100 million impressions, including exposure in *The Washington Post*, NPR and the Associated Press (which generated over 680 media stories).

We later released PATS research showing that [Hispanic teens are using drugs at alarmingly higher levels](#) when compared to teens from other ethnic groups. CNN, *US News & World Report* and *NBC Latino* reported the findings, which confirmed that substance abuse has become a normalized behavior among Latino youth.



## Hispanic Teens More Likely to Abuse Drugs: Survey

Concern is that behavior is increasingly considered 'normal,' expert says



# IMPACT: The Meth Project



[The Meth Project](http://MethProject.org) - one of the world's leading prevention programs with deep roots in states across the nation – became part of The Partnership. The Meth Project's public education initiatives, advertising campaigns, in-school lessons, prevention tools and family of websites, including MethProject.org, are now part of our comprehensive national efforts to reduce substance abuse among teens.



# Partnership Advocacy: A Win for Families as National Retailer Halts Sale of Rx Drug Paraphernalia



In May, we learned that teen-targeted retail store Urban Outfitters was selling merchandise made to look like prescription pill bottles. We and many of our parent partners felt that these products made light of prescription drug misuse and abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. We urged our supporters, online communities, partners and the public at large to [ask Urban Outfitters to remove the products from their stores and website.](#)



After nearly a month and a half of our advocacy efforts, Urban Outfitters made the responsible decision to [pull the prescription pill bottle-themed products from their stores and website.](#)

# Sports World Supports The Partnership

On June 26th, we hosted our second annual [All-Star Tasting](#) — a fundraising event that brought together [fan-favorite professional athletes](#) and [All-Star chefs](#) for an evening of good fun and great food.

More than 200 attendees joined us in Manhattan's intimate Astor Center, meeting athletes, sampling food and participating in an auction. Distinguished guests included international soccer star Jozy Altidore, former NBA athlete Darryl "Chocolate Thunder" Dawkins and NHL great Ken Daneyko. Attendees sampled food from eight different tasting stations manned by All-Star chefs like Thiago Silva and Mike Carrino. VIP guests attended a special demonstration lead by Pastry Chef Johnny Iuzzini.



# Marijuana: It's Legal, Now What?

## National Research & Panel

We brought together key influentials in the state of Colorado, where marijuana has become legal for recreational use, to begin a national conversation about the country's changing attitudes and laws regarding marijuana.

*Marijuana: It's Legal, Now What?* consisted of a panel discussion informed by [new research](#) we released on attitudes about various aspects of marijuana legalization. One of the most discussed findings? While 40 percent of adults say they are in favor of legalizing marijuana for recreational purposes, a majority of them oppose any form of legal marijuana for use among kids and teens.

The panel was moderated by Holly Phillips, MD, CBS News Contributor, and panelists included Cheryl Heaton, former President and CEO of the American Legacy Foundation; Thomas McLellan, PhD, CEO and Co-Founder of the Treatment Research Institute; Colorado Attorney General John Suthers; Christian Thurstone, MD, Associate Professor of Psychiatry, Denver Health/University of Colorado; and Brian Vicente, Esq., Founding Partner of Vicente Sederberg and Executive Director of Sensible Colorado.

**Our study showed** that parents who support marijuana legalization expect strict regulations of its availability to kids. In fact, 90 percent of parents in Colorado and Washington believe that “marijuana should be sold only through licensed growers/sellers and not in places like convenience stores, grocery stores or newsstands.”



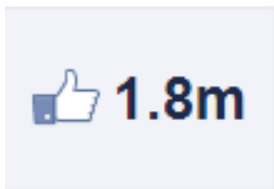
# LEADERSHIP: Above the Influence



The Partnership became the national program on [Above the Influence \(ATI\)](#), a popular, proven-effective, teen-targeted drug and alcohol prevention movement. More than 80 percent of teens are aware of the ATI brand, [and its active Facebook community](#) boasts more than 1.8 million.



We now conduct all national youth outreach, including advertising, social media and campaign websites. In October, we premiered a new ATI television spot, co-created by a teen, as part of a special campaign called “Made By Me.”





# Groundbreaking Program: Parent Support Network

To expand the positive impact of our [Parents Toll-Free Helpline \(1-855-DRUGFREE\)](#), we launched the [Parent Support Network \(PSN\)](#). The PSN is a free, confidential service providing peer-to-peer support by trained Parent Coaches to other families who are struggling with a teen or young adult's substance abuse issues. The Parent Coaches are volunteers trained to use Community Reinforcement Approach and Family Training ([CRAFT](#)), an evidence-based intervention method. Successfully into its pilot phase, a team of Parent Coaches have been trained and are already at work, supporting a diverse array of families.



# MIND YOUR MEDS

The Medicine Abuse Project, our national movement to prevent half a million teens from abusing medicine by the year 2017, collaborated with Boston-based advertising agency Hill Holliday. Designed to drive people to safeguard their medicines, the “MIND YOUR MEDS” campaign includes TV, print, radio, digital and outdoor public service messages. All creative, media and talent was donated to bring this campaign to life.

The TV spots were directed by actor/director Eric Stoltz (“Mask,” “Pulp Fiction”). Stoltz also provided the voiceover for the TV and radio spots.

The two TV spots can be viewed [here](#) and [here](#).



# INNOVATION: Medication-Assisted Treatment E-Book

## MEDICATION-ASSISTED TREATMENT

An e-book for Parents & Caregivers of  
Teens & Young Adults Addicted to Opioids



In December, The Partnership launched a [comprehensive new digital resource](#) that helps parents better understand the potential life-saving benefits of medication-assisted treatment. The advanced online tool is comprised of videos, testimonials and an e-book to help parents make an informed choice when they are looking for treatment options to help a teen or young adult recover from an addiction to prescription pain medications, heroin or other opiates.

The easy-to-understand virtual e-book helps parents understand what medication-assisted treatment is, whether it's the right treatment option for their family member and how it can be accessed.