PRESCRIPTION DRUG ABUS
PREVENTION ACTIVITIES

Prevention System of Services, Community Youth Engagement

PROVIDING COMMUNITY EDUCATION AND AWARENESS REGARDING THE RISKS AND HARMS OF PRESCRIPTION DRUG (RX) MISUSE.

- To mitigate harms associated with opioid misuse including prescription opioid overdose deaths, LAC formed Safe Med LA Coalition in 2016. The Community Education Action Team (CEAT) is a network of DPH SAPC contracted prevention service providers that implement community-based education and outreach strategies countywide. CEAT members use evidence-based practices and innovative strategies to increase awareness of the risks and harms associated with prescription drugs misuse and abuse, and to promote safe storage and proper disposal practices.

- All SAPC-contracted Prevention Providers conduct **evidence based and locally innovative programs** which include prescription drug misuse prevention curriculum for the communities that they serve.

COMMUNITY MOBILIZATION AIMED AT EMPOWERING COMMUNITY MEMBERS AND DEVELOPING STRATEGIES TO ADDRESS LOCAL RX ISSUES.

- All SPAs are implementing "Let's Make a Difference" initiative across the county to reduce the impact of prescription drug misuse. This program was developed to highlight how access contributes to use, the dangers of Rx misuse, the harms associated with sharing medications and how to communicate 3-core messages/behaviors.

- "Let's Make a Difference" activities include engaging pharmacies (large and small scale) and other strategic partners through the distribution of "safe home pledge cards" and promotion of the overall campaign to their constituents/target communities.

- LAC works with participating providers to encourage the community to bring unused or expired Rx medications to dispose them during DEA's Drug Take Back Days in April and October of each year.

DATA COLLECTION TO ASSESS THE SCOPE OF THE RX ISSUE INCLUDING THE IDENTIFICATION AT-RISK POPULATIONS AND COMMUNITY ATTITUDES, KNOWLEDGE, AND BEHAVIORS.

- All SPAs are implementing a county-wide community needs assessment to assess community knowledge, attitudes, and behaviors towards prescription drug misuse, and how teens access prescription drugs not prescribed to them.

Prescription misuse occurs when using prescribed medications in a different way from how it was prescribed, without a prescription, or taken to cause euphoria. Medications most often misused include **opioids, sedatives, and stimulants.**

Opioids are often prescribed to manage pain following injury, dental or surgical procedures or to help the patient rest.

While opioids can be effective in reducing pain and improving quality of life, they are habit forming and can lead to dependency, addiction, and overdose death. Use of prescription of opioids should be managed carefully by your medical provider.

Just because your painkillers are prescription doesn't mean they're safe.

Sedatives can be used to induce sleep or relieve severe anxiety and can potentially be misused, leading to emergency visits, hospitalizations, or death. These medications are habit forming and should be used under medical supervision.

Prescription Stimulants are often used to treat certain conditions such as narcolepsy and attention deficit, hyperactivity disorder and must be carefully monitored to avoid misuse and abuse.

PRESCRIPTION DRUG ABUSE
PREVENTION ACTIVITIES

FOSTERING PARTNERSHIPS THROUGH COALITION BUILDING BETWEEN STAKEHOLDERS FROM NON-PROFIT, PRIVATE, AND GOVERNMENT SECTORS.

- SAPC-contracted prevention providers work diligently to cultivate relationships with stakeholders, such as local pharmacies, health clinics, and law enforcement, to reduce the availability of and increase awareness of prescription (Rx) and over the counter (OTC) drug misuse and abuse.

- All SPAs work with local pharmacies and medical providers to increase their awareness about safe prescribing, use, and disposal practices to minimize harms associated with prescription drug misuse and promote healthier communities across the county.

LAUNCH OF COUNTYWIDE EFFORT TO PROMOTE RX MISUSE PREVENTION EDUCATION AND AWARENESS.
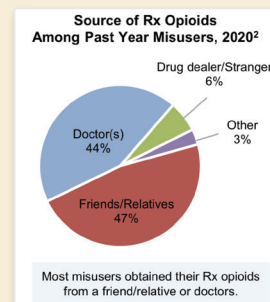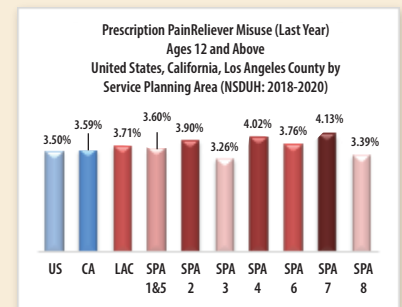
- Through the "Let's Make a Difference" initiative, SAPC-contracted prevention providers are outreaching to pharmacies and communities throughout LA county to reduce the impact of prescription drug misuse.

- SAPC-contracted prevention providers conduct fentanyl awareness presentations and provide educational materials, in response to the countywide crisis regarding fentanyl-contaminated, counterfeit pills.

- In 2019, LAC launched a successful opioid media campaign to raise awareness about opioid use, highlighting prescription opioid contribution to overdose deaths.

OPIOID OVERDOSE IS DEADLY!

Call 911 immediately

if you suspect overdose!

Symptoms include: slow or absent breathing or heartbeat, pale and clammy skin, purple or bluish lips or fingernails, vomiting or making gurgling noises, cannot be awakened Administer Naloxone immediately!

An estimated 400,000 persons or 3.71% of Los Angeles County (LAC) population has admittedly misused prescription pain relievers or opioids.

Over 4.1% of LAC population living in the East Service Planning Are (SPA7), 4.0% of Metro (SPA 4), and 3.9% of San Fernando (SPA 2) residents have reportedly misused or abused prescription pain killers.

Prescription PainReliever Misuse (Last Year)
Ages 12 and Above
United States, California, Los Angeles County by
Service Planning Area (NSDUH: 2018-2020)

US	CA	LAC	SPA 1&5	SPA 2	SPA 3	SPA 4	SPA 6	SPA 7	SPA 8
3.50%	3.59%	3.71%	3.60%	3.90%	3.26%	4.02%	3.76%	4.13%	3.39%

Source of Rx Opioids Among Past Year Misusers, 2020[2]

Drug dealer/Stranger 6%
Other 3%
Doctor(s) 44%
Friends/Relatives 47%

Most misusers obtained their Rx opioids from a friend/relative or doctors.

Do not flush Rx medications down the toilet or put them in the drains!

Dispose medications for free at the Los Angeles County Household Hazardous Waste Collection events and Permanent centers.

DEA Control Substance Public Disposal Locations

Most misusers obtained their RX opioids from a friend/relative or doctors.

Fentanyl is a very high potency opioid that is 50 times more potent than heroin and 100x more potent than morphine, which can rapidly cause an overdose and death.

Real Oxycodone
Fake Oxycodone
REAL
FAKE
Source: Drug Enforcement Agency (DEA)
Source: Drug Enforcement Agency (DEA) and SF Public Health

Left: Counterfeit 30 Milligram Oxycodone Pills Containing Fentanyl; Right: Real vs. Fake Xanax (Alprazolam)

SAPC | Substance Abuse Prevention and Control

COUNTY OF LOS ANGELES Public Health