



She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her home medicine cabinet.

BE AWARE. DON'T SHARE.®

LOCK YOUR MEDS.®

For more information, go to www.lockyourmeds.org.

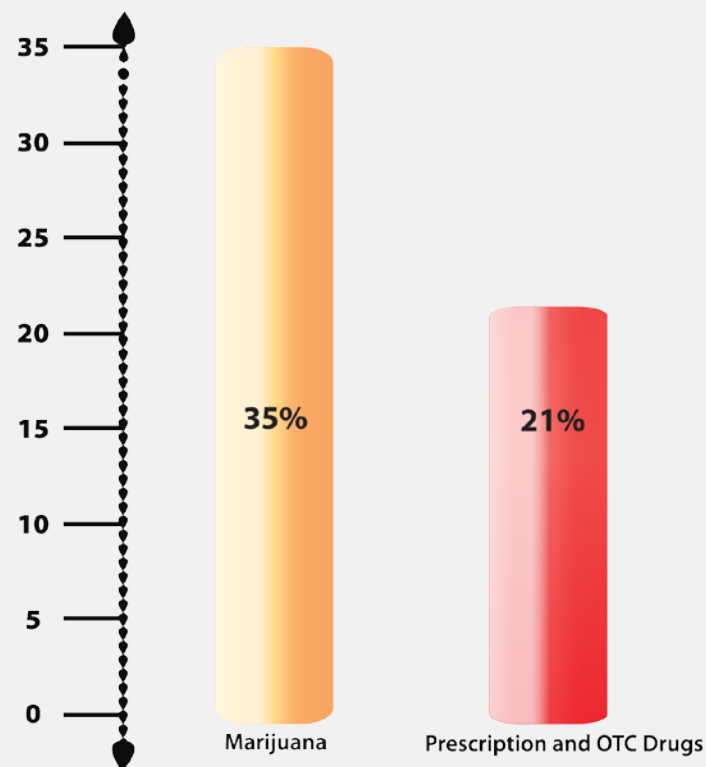


Prescription Drug Abuse

Alarming Trends

- Drug overdose kills more people than guns or car accidents - and over 1/2 are from opioids.
- Exceeds **all other** illicit drugs combined, except marijuana, which it matches.
- **1,700 children/young adults** begin experimenting per day.
- Often leads to heroin abuse.

Drugs Most Frequently Used by 12th Graders



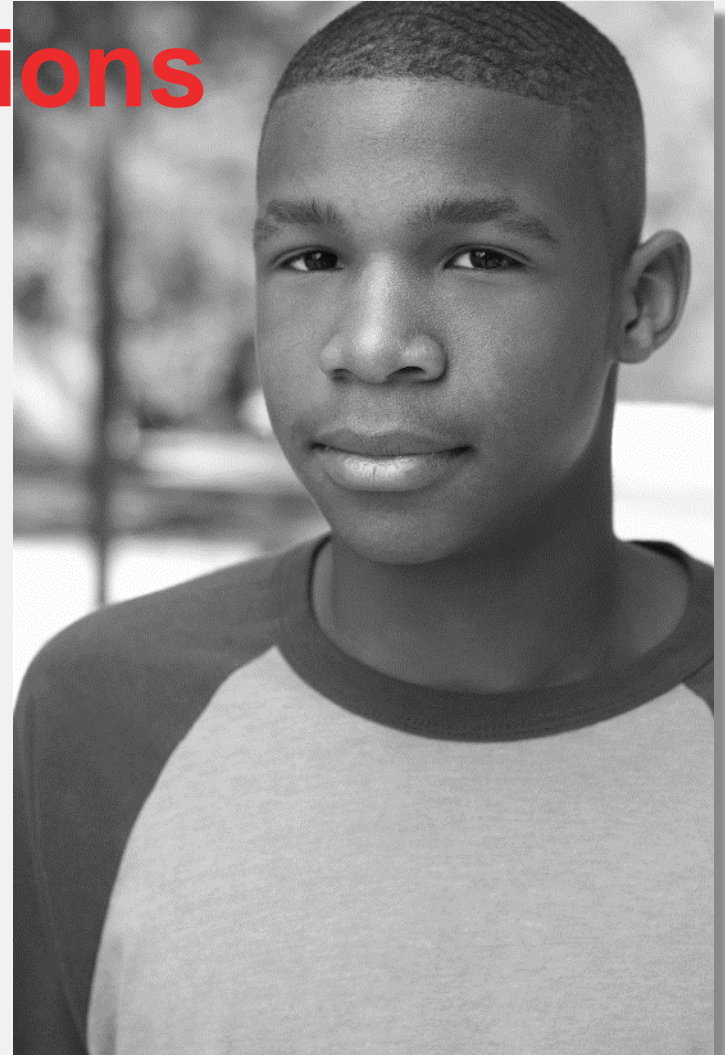
(Source: "Monitoring The Future Study," University of Michigan, 2015)



The Problem

Misconceptions

- They believe:
 - It's legal
 - It's safe
 - It's okay to combine them
 - *"Pharm or rainbow parties"*



The Problem

Close the COMMUNICATION

GAP™

DIRECTIONS: Every generation has their slang, but the lingo today's teenagers use could mean something dangerous if they are abusing prescription or over-the-counter (OTC) drugs. For example, you go "fishing" for salmon or trout, they go "phishing" for pharmaceuticals.

Words that sound innocent to your ears may have another meaning on the street. Read the "hints" and then see if you can guess the drug culture's definition of these common words or expressions.¹¹

Source: White House Drug Policy Street Terms: <http://www.whitehousedrugpolicy.gov/streetterms/>



1. All Star

Best players lose in this sport.

Taking multiple drugs

2. Vikings

Minnesota fans don't cheer these guys.

Woodin

3. Trail Mix

Not the usual combination of fruit and nuts.

Various prescription drugs, usually served in a bag or bowl at phum parties



4. Cotton

Little children use it for bunny tails. Big kids use it for fairy tales.

OxyContin

5. Kibbles & Bits

Excites both dogs and teens.

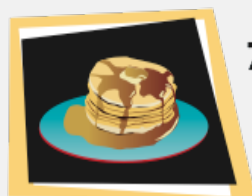
Ritalin



6. Jack

A friend you don't want your teen to know.

A person who steals someone else's drugs



7. Pancakes & Syrup

A sweet way to start your day and end it for them.

Combination of a sedative and codeine cough syrup

8. Babysit

Not a healthy way to earn money.

Guiding a friend through first drug experience



9. "V"

Flashing this Victory sign is a downer.

Valium

10. Legal Speed

Staying within the speed limit is impossible with this fuel.

Over-the-counter asthma drugs



www.lockyourmeds.org

Sponsored by





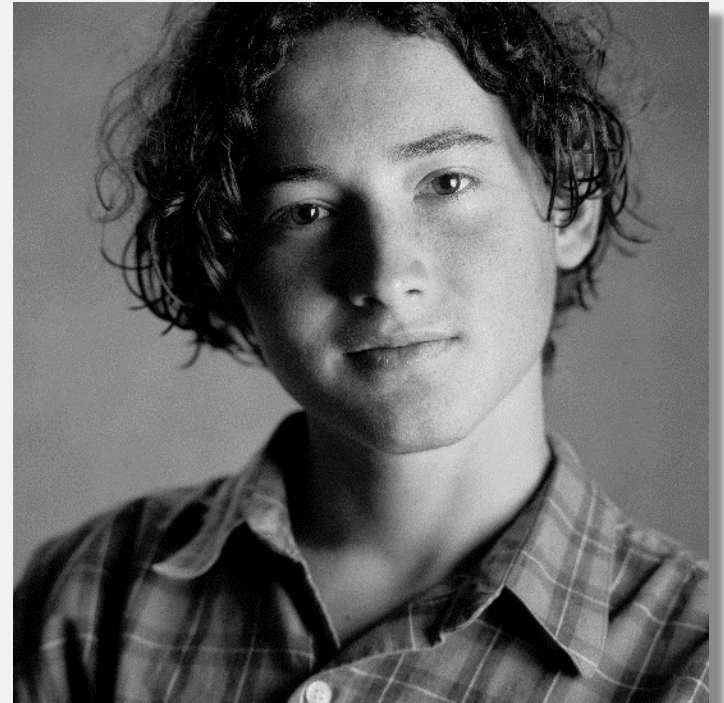
WHY?

Funnier

Escape



Relief



Fit in **Prettier**

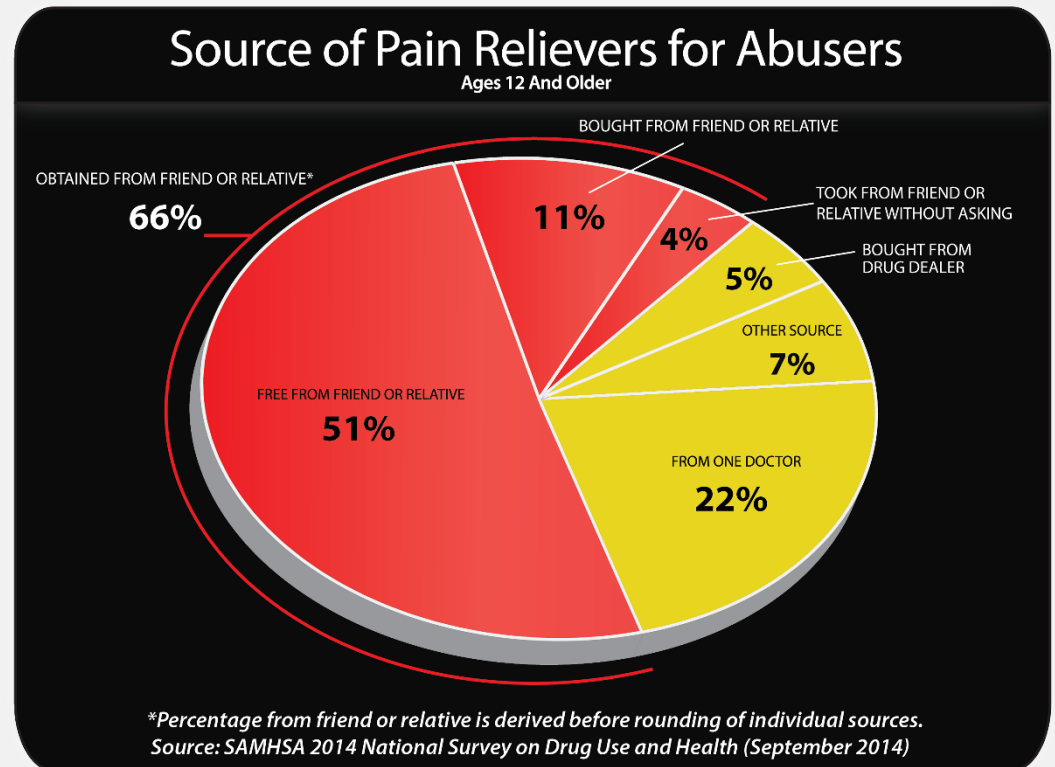


The Suppliers

It's Us

66%

of people over 12
who abuse
prescription drugs
get them from
family or friends.





The Solution

Awareness

*If we make people aware,
they won't share.*

- Michelle Lupinski, Principal
North Shore Recovery High School

*"I think it's very, very important
that we educate people – at every level.
It's nobody's fault. We just have to address it."*





The Solution

Lock Your Meds®

- National campaign created by National Family Partnership (NFP)
 - *Create awareness to “unwitting suppliers”*
- Powerful messages, using traditional and new social marketing venues





The Solution

Lock Your Meds®

A multi-media approach for message delivery

- Radio
- TV
- Print
 - Publication ads
 - Web ads
 - Posters
 - Bus shelter ads
 - Transit ads
- Billboards





Be Aware. Don't Share. Take the Pledge

[Home](#) [Partners](#) [Resources for Parents](#) [Tips](#) [Communication Gap](#) [MEDucation](#) [Spread the Word](#) [Contact Us](#) [NFP eStore](#)



He gets his music online.
His t-shirts at the mall.
And his drugs from his mom's purse.

BE AWARE. DON'T SHARE.®
LOCK YOUR MEDS.®
www.lockyourmeds.org



Lock Your Meds®

Lock Your Meds® is a national multi-media campaign designed to reduce prescription drug abuse by making adults aware that they are the "unwitting suppliers" of prescription medications being used in unintended ways, especially by young people. Produced by National Family Partnership®(NFP), the campaign includes a wide array of high-quality advertisements, posters, educational materials, publicity opportunities, interactive games and slide show presentations, and this website, where visitors can learn more and ask questions.

GET INVOLVED
Join the Lock Your Meds™ campaign.



National Family Partnership® is the organization behind the Lock Your Meds® campaign. [Read More](#)

Take the Lock Your Meds Pledge

See why others have taken the pledge

- I am taking the pledge not only for my family but also for my students. I am a Kindergarten teacher and I want to help the parents who are immigrants to deal with this challenge. I speak their native language which is Haitian Creole. — Michaelle
- I Jennifer R. Thorpe hereby take the pledge to lock my medications. For my family, my neighborhood, my community, and my country. — Jennifer
- I like to dedicate this campaign to Corner Lakes Middle School by hosting a fun rollerskating celebration and maybe having all the kids sign the pledge. — Cathy
- Thank you for your wonderful campaign! — Barbara

Related Events

Upcoming events to prevent prescription drug abuse.

Spread the Word

Resources you can use to become a Lock Your Meds® messenger.

News

Read and see the latest news releases and video clips from campaign coverage.

President's Message

By Peggy Sapp, The National Family Partnership® provides the perfect partner for this campaign.

[Go to the NFP Store](#)

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from her mom.
Her eyes from her dad.
And her drugs
from her grandma's
medicine cabinet.

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PARENTS GUIDE
To Prescription Drug Abuse

Everyone Can Help

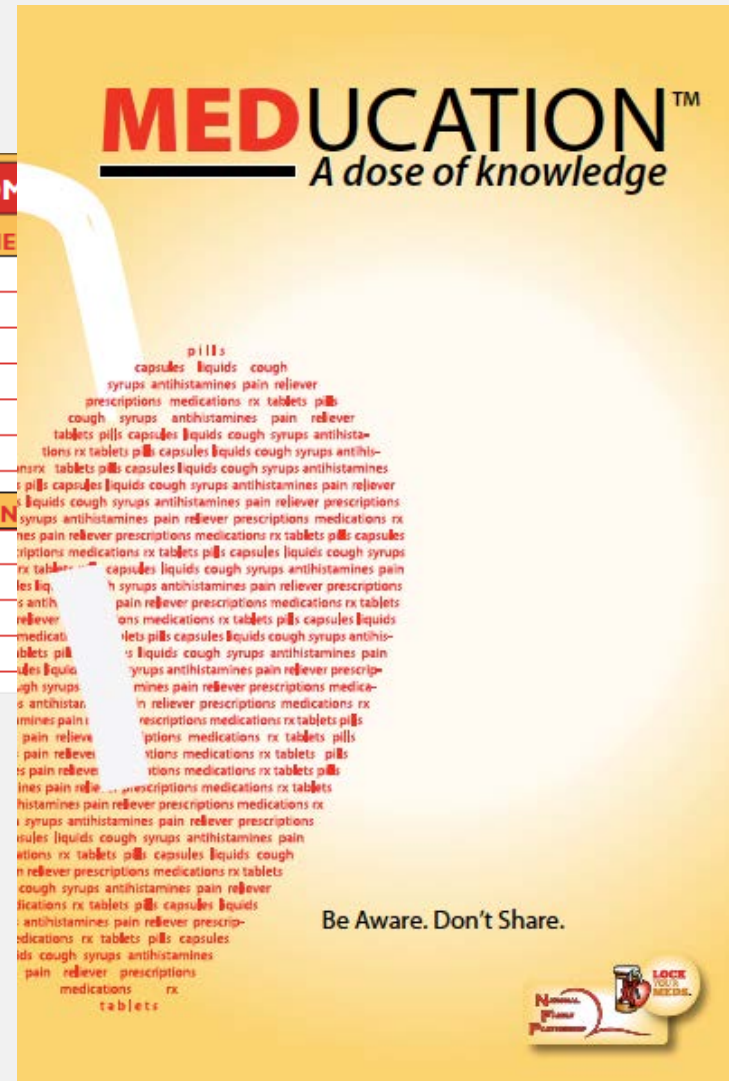
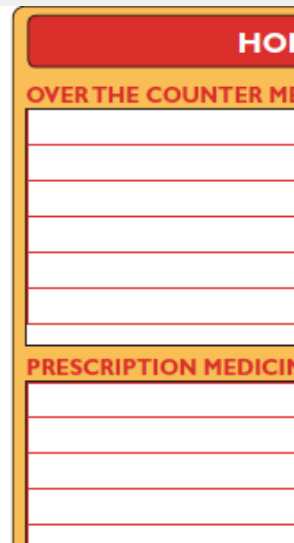
What To Do

- Lock Your Meds
- Take Inventory
- Educate Yourself
 - MEDucation
- Talk to your children
 - Set clear rules
- Properly dispose



"Be aware and don't share your medications."

-- Peggy Sapp, NFP President





Everyone Can Help

Take the Pledge

- Pledge to protect your children and grandchildren and help us spread the word.

Lockyourmeds.org

NATIONAL FAMILY PARTNERSHIP PLEDGE

I pledge to set guidelines to help children grow up safe from prescription drug abuse.

Name:

Address:

City: State: Zip:

Phone: () - Fax: () -

C ☐ H ☐ W ☐

Email: •

School your child attends:

Signature: _____

Retain the top portion of this pledge and place it in a visible location in your home.
Mail the bottom portion to the National Family Partnership.



Join Our Campaign



(305) 856-4886

info@nfp.org