

Opioid Abuse Toolkit

Resources for New Jersey Communities 2017



RUTGERS
Ernest Mario School
of Pharmacy



GOALS

Raise awareness of the increasing opioid epidemic in New Jersey communities and provide resources for the prevention and treatment of opioid addiction.

OVERVIEW

Prescription drug and heroin abuse is a major problem affecting millions of people in the United States. Drug overdose has become the leading cause of injury death in the United States, surpassing the number of deaths due to homicides and car accidents.¹ 55,403 lethal drug overdoses were reported nationally in 2015, of which 20,101 were related to overdose due to prescription pain medications, and 12,990 to heroin overdose.² In 2015, 3.8 million (1.4%) people 12 years or older in the United States reported misusing pain medications.² As the number of prescribed opioid medications rises, there are increased concerns about the risks associated with opioid use, including misuse, abuse, addiction, and overdose.

What is an opioid?

Opioids are a class of drug including both prescription pain medications and illicit drugs. They can cause both physical and psychological dependence. Examples of

opioids include prescription pain medications such as morphine, codeine, oxycodone, hydrocodone, methadone, fentanyl, and tramadol, and the non-prescription drug heroin.¹⁶

According to the Centers for Disease Control and Prevention (CDC), people who are addicted to prescription opioids are 40 times more likely to be addicted to heroin.¹⁷ Four in five new heroin users report starting by abusing prescription pain medications, and approximately three out of four new heroin users report having abused prescription opioids in the past.³

As awareness of opioid addiction increases, statistics show more people are seeking out treatment, with admissions to drug treatment programs rising 700% in New Jersey within the last decade.⁵ In 2015, there were 32,529 reported cases of substance abuse treatment admissions related to opioids, of which 27,621 were related to heroin abuse, and 4,908 were related to other opioids.¹⁸ Despite the wide availability of medications and behavioral therapies, the best treatment for opioid addiction is prevention. This toolkit is designed to provide communities with the steps to create and implement initiatives to increase awareness of the opioid abuse epidemic and reduce opioid abuse.

CONTACTS

Saira A. Jan, M.S., Pharm.D.....
Clinical Professor
Ernest Mario School of Pharmacy
Rutgers, The State University of New Jersey
SairaJan@pharmacy.rutgers.edu

Alex J. Wiggall, Pharm.D.....

ACKNOWLEDGEMENTS

Ramy Sedhom, M.D.....
Xinyuan Hu, Pharm.D. Candidate 2017.....
Dana Mikiewicz, Pharm.D. Candidate 2017.....
Wen-Ling Kyon, Pharm.D. Candidate 2017.....
Farnaz Orpee, Pharm.D. Candidate 2017.....
Yujin Jung, Pharm.D. Candidate 2017.....
Alina Jan.....

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Section 1: Event Planning Overview



Use these four general steps to guide your planning process:

Step 1. Establish Causes and Goals

Start by thinking about the purpose of your plan, what you want to accomplish, and what message you want people to walk away with. Before planning an event, it is important to have a clear vision of what population you are targeting, what setting you envision working in, and how to strategize effectively in order to make an impact. Evaluating these factors will help you decide what type of event would be the most suitable.



Step 2. Develop a Plan

Once you have clearly set out your goals, the following factors should be considered when creating a plan:



Step 3. Implement a Program

One week prior to the day of your event, confirm all reservations and designated responsibilities. Carry out your event according to your plan.

Step 4. Evaluate and Follow Up

Consider what tools are needed in order to assess the success of your program and reflect on possible improvements for future events. Gather feedback from participants through methods such as surveys, questionnaires, and discussions.



Section 2: Build Your Team: Volunteer Recruitment

Purpose

Volunteers provide valuable assistance and function as an integral component of many community organizations. Additionally, volunteers often bring many valuable assets that can contribute toward the growth of your organization, such as their passion, insights, and skills. Refer to the following tips to develop a strategy to recruit community members and help carry out your outreach initiatives.

Who Can Be Volunteers

Anyone with the willingness to make the time commitment to serve their community is a good volunteer candidate. Potential populations to reach out to include:

- Middle school and high school students

Many schools require their students to complete a certain amount of community service hours as a part of their curriculum. By involving middle school and high school students, you not only offer them the opportunity to get involved within their community, but also the opportunity for them to learn. School principals, counselors, and advisors for organizations such as Key Club and National Honor Society are good resources to contact.

- University organizations

Universities often have a variety of organizations and fraternities in different professional areas that are looking for opportunities to become involved in the community. Use your resources to contact these organizations and ask for collaboration.

Consider other organizations such as community volunteer groups, parent associations, churches, and community recreation centers or gyms.

Pre-Recruitment Planning

Having a well-thought-out plan is critical to the success of the recruitment process. Program leaders should discuss and assign a volunteer coordinator to oversee the entire operation. The responsibilities of the volunteer coordinator should include, but are not limited to:

- Communicate with program leaders to find out how many volunteers to recruit
- Identify the desired age group and background of the volunteers based on the event type



- Educate staff on the roles and responsibilities of volunteers
- Draft volunteer job descriptions and advertise to potential volunteers. This may include creating promotional materials such as flyers.
- Handle the application process and conduct screenings of potential volunteers (if applicable)
- Conduct volunteer orientation and training
- Facilitate routine communication between the organization and the volunteers
- Assist program coordinators with managing volunteers during individual events
- Convey volunteer feedback and ideas back to the organization

Methods for Outreach

Identify the makeup of your local community, and utilize local resources and social media to promote your program and attract volunteers. Be sure to clearly outline the responsibilities, time commitment, and any other logistic issues in your communications.

Examples of contacts include:

- Local schools, community centers, churches, or any other potential volunteer pools
- Personal contacts with current volunteers and staff
- Local newspapers, radios, or television stations to attract the public's attention
- Posting flyers at public places such as schools, libraries, supermarkets, etc.
- Interested individuals at prior outreach events

Volunteer Orientation and Training

Depending on the population and background of your volunteers, they may or may not be familiar with the current opioid epidemic. Therefore, it is important to provide education and training to your volunteers to make sure they are knowledgeable. This is also the opportunity for you to educate the volunteers on your organization's missions and goals. This will help volunteers stay engaged while participating in an event, and allow them to contribute as an active member of your organization.



Orientation and trainings can either be in person, which may require time and resources, or by disseminating orientation materials via electronic methods such as email.

A template of an educational PowerPoint document is provided as a supplement to this toolkit (titled Orientation PowerPoint for Volunteers). Feel free to modify the template to include your non-profit organization's details, and use it to train your volunteers for your program. Please be advised that the facts and figures are updated as of 2017 and may become outdated as time proceeds.



Section 3: Community Outreach Initiatives

Purpose

Community outreach initiatives should be designed to address and raise awareness of the rising opioid epidemic in the community. The purpose of these events is to meet the needs of the community by providing education and resources for community members to participate and act as advocates. Several outreach initiatives are described below with accompanying resources to help you get a jump start for your organization.

Local Health Fairs & Outreaches

Health fairs provide a good opportunity for organizations to reach out to the community about health and wellness topics, and can be tailored to target any population of interest. These events can be held in a variety of locations depending on your target audience; examples include supermarkets, senior centers, churches, and libraries. Utilize your local resources for opportunities to promote your organization and program. You may also utilize awareness dates and months and look for opportunities to collaborate with other local organizations to hold larger scale health fairs.

Important dates to keep in mind:

National Drug and Alcohol Facts Week	Last week of January
National Public Health Week	First full week of April
International Overdose Awareness Day	August 31 st of each year
National Recovery Month	September 1 st -30 th of each year
Pain Awareness Month	September 1 st -30 th of each year
National Medicine Abuse Awareness Month	October 1 st -31 st of each year

Below is an outline of the planning process adapted from the [Wellness and Health Fair Planning Guide](#) by Moda Health Plan, Inc. Please note that this guide is set up to help you organize a large scale health fair which may not be applicable for every occasion. Therefore, some points are summarized below for your reference. It is best to start the process early, as it will give you an ample amount of time to



account for the logistics and any unexpected changes to the event. The length of the planning process varies depending on the size of the event, but in general, starting a few months in advance is ideal.

- Step 1. Assign program coordinator(s), organize a planning committee, and recruit volunteers
 - Refer to Section 1 for information on volunteer recruitment
 - Establish clear-cut deadlines and assign specific responsibilities to the individual committee members to help ensure tasks are done in a timely manner
- Step 2. Establish goals and objectives
 - What is the purpose of this event? Is it to raise awareness about the opioid crisis or to educate the community regarding opioid overdose? This will help you identify what resources you will need for the event (for example types of flyers, brochures, and trifold posters).
- Step 3. Identify your target audience and space required for the event
 - Your target audience will often direct you to a specific type of location for your event
 - Consider the size of your potential audience and the size of the space you will need and are able to acquire to accommodate your audience
 - Assess the needs and interest of your audience to account for any additional resources and accommodations needed (for example, if you are doing an outreach in a middle school, it may be a useful to implement interactive activities and prizes)
- Step 4. Create a budget, and finalize the date, time, and venue of the event
 - By doing this early, it will give you more time to advertise and promote your event (you may want to create promotional material to accompany your efforts)
 - A typical budget would include (but is not limited to) site fees, equipment or table rental, incentives (e.g. prizes), promotion (cost of printing flyers and posters), refreshments for attendees, etc.
- Step 5. Confirm space and volunteer availabilities one week prior to the event
- Step 6. The day of the event
 - At least one committee member should be present to help coordinate the volunteers and the logistics of the event



- Step 7. After the event
 - Collect feedback from audiences and volunteers to help you make changes and improvements to your next event
 - Remember to send thank you notes or emails to your volunteers and hosts immediately after the event

Social Media Campaign

Clever and effective social media campaigns can be a great tool to help raise awareness on the rising issue of opioid abuse. Utilize social media platforms to spread information; all you need is an image with a clear-cut message and an easy-to-remember slogan.

A sample image that can be used is available in the supplemental section for this document. You may also utilize other methods such as creating videos and polls to fulfill the needs of your initiative.

Secure Prescription Medication Storage

Drug diversion through open house visits continues to be a problem that contributes toward the opioid epidemic due to the easy access of medications. Home owners often do not consider their prescription medications as valuable items, which present the opportunity for these medications to get into the wrong hands. People can easily search through cabinets during an open house, and steal medications with street value including opioids/pain medications, ADHD medications, antianxiety medications, and many others.

Interventions can be made with the help of realtors, to educate the home owners on the importance of securing their medications by implementing methods such as medication lock boxes and medication deactivation systems. Involve realtors by providing realtor education and resources (such as flyers) for them to distribute to home owners.

Sample educational material for realtors is available as a supplement to this toolkit (titled Securing Prescription Medications), and can be presented to realtors during their routine training sessions. A sample brochure for realtors to hand out to homeowners has also been created and is available as a supplement (you may customize the brochure to include local drug disposal locations).



Senior Facility Outreach

Seniors often have a variety of health conditions and may take many medications that could be of street value. There is the potential risk for these medications to get into the wrong hands; therefore, outreach can be done to educate the seniors and the staff regarding the safekeeping of their medications. Storage methods such as medication lock boxes are great tools to implement (for details, see the previous section on Medication Lock Boxes).

Another useful tool is a guide named [The Power of Grandparents](#) created by Drug-Free Kids. This guide is geared toward grandparents and what role they can play to help combat the issue of drug and alcohol abuse in teenagers. A link to the guide is available in the additional resources section.

Additional Resources

Wellness and Health Fair Planning Guide

Moda Health Plan, Inc.

https://www.modahealth.com/pdfs/wellness/health_fair_planning_guide.pdf.

The Power of Grandparents

Drug-Free Kids

http://www.drugfree.org/wp-content/uploads/pdfs/partnership_grandparents_guide_2014.pdf

National Substance Abuse Treatment Referral Services

Substance Abuse and Mental Health Services Administration

<https://findtreatment.samhsa.gov/>

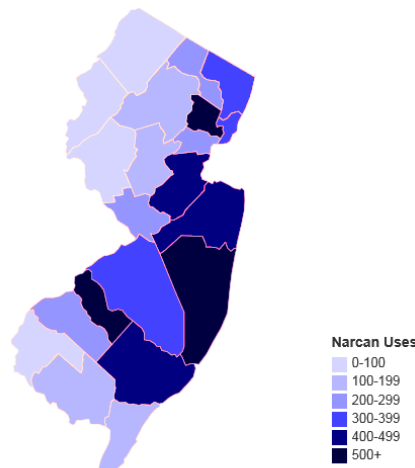


Section 4: Drug Overdose Prevention & Resources for Dealing with Addiction

Purpose

Although primary prevention of opioid abuse is a main initiative, it is also vital to provide resources for those already struggling with addiction. According to data from the New Jersey Medical Examiner’s office, there were at least 128,000 people in New Jersey addicted to heroin or prescription opioids in 2015, a number that has been steadily increasing. In the last decade in NJ, opioids have caused the death of at least 5,000 people.⁵ These deaths are increasingly more preventable as naloxone, an opioid reversal agent, becomes more widely available. In October of 2016, it was published that naloxone nasal spray has been used more than 18,000 times by New Jersey emergency officials since its widespread implementation in 2014.⁵ The graphic below illustrates exactly where each of these overdose situations had occurred. It is clear from the graph that the opioid epidemic is more prevalent in certain areas of New Jersey such as Ocean and Monmouth County.

Today, naloxone is also available for purchase without a prescription in many pharmacies throughout the state, including all CVS Pharmacy and Walgreens locations. With this resource now available on a widespread basis, community members should be educated on how to recognize an opioid overdose as well as how to react in an overdose situation. Under the Overdose Prevention Act (N.J.S.A. 2C:35-30) in New Jersey passed in May of 2013, people cannot be charged for drug use or drug possession when being treated for overdose or seeking overdose treatment for someone else.⁶ It is imperative that people are aware that treatment is not something to be feared, but can save countless lives. It is also vital that those struggling with addiction have access to other resources available in New Jersey such as addiction hotlines, support groups, and treatment centers included in this toolkit and supplementary materials.



Source: NJ Department of Law and Public Safety



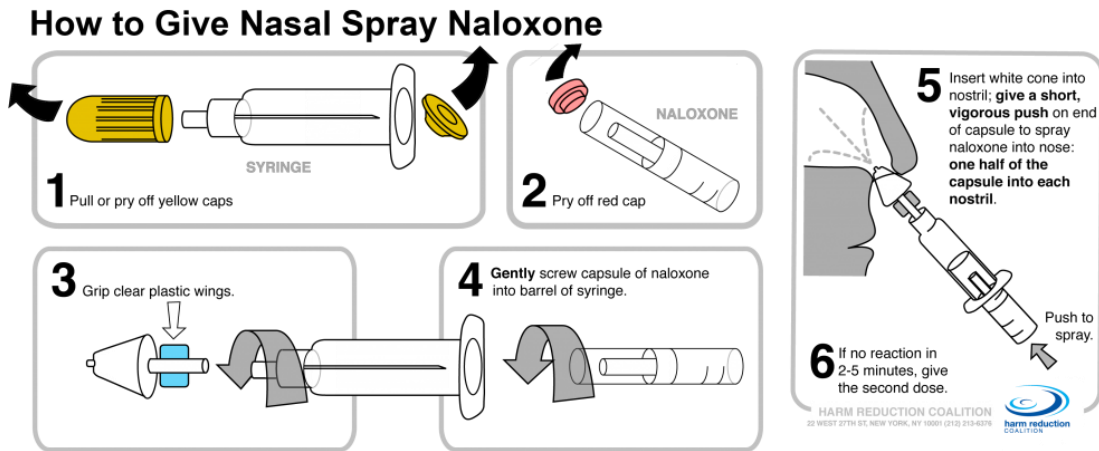
What to do in an Opioid Overdose⁷

In an opioid overdose, breathing is depressed. This leads to a lack of oxygen being available in the victim's brain. Therefore, it is critical to act as fast as possible to prevent brain damage from occurring. It is important for all members of a community, especially those who are around someone at risk to overdose, to be able to recognize an opioid overdose and be able to take action in an opioid overdose situation.

Below are the following steps that should be taken in an opioid overdose situation:

- 1) If someone is unconscious, you should try to wake the victim by yelling their name or rubbing your knuckle on their sternum/upper chest.
- 2) **Call 911 immediately.** Even in the case that naloxone is successful and you are able to wake the victim, follow-up medical care is necessary. If the person is on a longer acting opioid, the overdose may set in once the naloxone wears off. If the person goes into a withdrawal, they may try to use again as soon as possible. It is vital that they receive all proper medical care and resources for treatment options that are available.
- 3) The following are cardinal signs that will help you to identify whether a person has overdosed on an opioid. Note, not all of the below signs may be present at once.
 - a. Face is pale or clammy
 - b. Body is limp
 - c. Fingernails or lips are blue
 - d. Patient is vomiting or gurgling
 - e. Patient cannot be awakened or cannot speak
 - f. Breathing is very slow
 - g. Heartbeat is slow or has stopped
- 4) If ventilation is unavailable, perform rescue breaths. In an opioid overdose, respiration is depressed to the point that oxygen is not getting to the brain. Supplying oxygen to the brain helps to prevent brain damage that may occur while someone is unconscious.
- 5) Administer naloxone either into the nose or by injection, depending on the specific naloxone product available. Most people feel comfortable administering naloxone nasally. Continue rescue breaths until consciousness is gained. If the victim does not respond to the naloxone within a few minutes, it may be helpful to administer an additional dose. Once they are breathing it is important that the victim is kept in the recovery position on their left side to avoid aspirating or choking.





- 6) Monitor the patient's response until help arrives. You must stay with the victim to insure that they keep breathing. It is also beneficial for you to explain to the paramedics the steps that you have taken so that they can better assist the victim.

Naloxone is now available without a prescription in all New Jersey CVS Pharmacy and Walgreens stores, as well as many other pharmacies. Naloxone is also useful for patients to carry who are chronically taking opioid pain medications in case of an accidental overdose. Please ask your local pharmacist for more information. Additional resources and training centers in NJ are available on www.getnaloxonenow.org.

Included in this toolkit are Supplement 5 and Supplement 6. These are two posters that can be used to educate on opioid overdose situations in any community setting. These two flyers are highly adaptable and can be used in a variety of settings, such as schools, hospitals, stores, churches, community centers, etc. These flyers can also be used to generate interest in learning about opioid overdose so that people can be motivated to attend naloxone training events that are described in the next section.

How to Set Up a Naloxone Training Event

In the supplements section of this toolkit there are both a PowerPoint and a transcript of a naloxone training event adapted from the State of New Jersey Department of Human Services Division of Mental Health and Addiction Services as Supplement 7 and 8.⁷ This can be used as a webinar or live training demonstration for recognizing opioid overdose and administering naloxone. This information is adaptable and could be geared towards a wide variety of different audiences. The following are different demographics that could be targeted for these events:



- Friends or family of opioid abusers
- Friends or family of those on chronic opioid pain medication
- Pharmacists/Pharmacy Students
- Teachers
- Nurses/Nursing Students
- School Athletic Coaches
- Other interested community members

Ideally this kind of training event should include a live demonstration with examples of each commercially available dosage form of naloxone. These events should be led by a medical professional who is knowledgeable about opioid overdose or someone who has CPR training such as a paramedic. Please refer to Section 1 for information on general event planning.

Information about Treatment Options

Successful treatment of addiction includes a comprehensive treatment plan of mental health counseling, behavioral therapy, participation in social support programs, and prescription medication. These medications have sometimes been stigmatized as replacing one addiction with another, but have been proven safe and effective for opioid addiction treatment and should not be overlooked for possible help with recovery. The following medications work specifically for patients with addictions to heroin or narcotic pain medication such as oxycodone. Treatment should always be closely monitored by a physician and taken exactly as prescribed. Some prescription medications available for the medical treatment of addiction include:

- Methadone¹⁹
 - Methadone lessens the painful symptoms of opioid withdrawal and blocks the euphoric effects of other opioids (i.e. heroin).
 - It is available as a tablet.
 - Methadone for addiction treatment is only available through methadone clinics and administered in clinic daily.
 - Methadone can safely be taken by women who are pregnant or breastfeeding.



- Buprenorphine²⁰
 - Buprenorphine works by suppressing and reducing cravings for the abused drug.
 - It is available in a variety of formulations (sublingual tablet and sublingual film) that is placed under the tongue. Buprenorphine is also available as an implant given every 6 months by a certified healthcare professional.
 - Oral formulations of buprenorphine are usually co-formulated with the opioid antagonist naloxone which reduces the likelihood of abuse by injection, but is not absorbed when taken as directed.
 - Buprenorphine can be prescribed from a wider range of doctors and in larger amounts than methadone, increasing patient accessibility and convenience, but also increasing the risk of diversion or abuse.

- Naltrexone²¹
 - Naltrexone binds and blocks opioid receptors, and is reported to reduce opioid cravings.
 - Naltrexone is available in a tablet and a long acting injectable form.
 - Patients should be completely withdrawn from opioids before naltrexone can be administered.

There is a toolkit available through SAMHSA listed under additional resources of this section. This toolkit could be used for people with addiction. This toolkit allows those struggling with addiction to see if seeking medication assisted treatment for addiction is appropriate for them. In the additional resources of this section, there are also resources from SAMHSA which contain search features for locating a physician who prescribes buprenorphine as well as search features for how to locate an opioid treatment program. There are also a wide variety of resources for opioid addiction in New Jersey at www.knowaddiction.nj.gov.

Attached to this toolkit as Supplement (pending) is a flyer detailing treatment options for opioid abuse. This can be distributed in various community settings such as schools, hospitals, stores, churches, community centers, etc. These flyers will hopefully grasp the attention of those struggling with addiction or friends and family of those struggling with addiction.



Hotlines and Existing Support Groups in NJ

- 1-844-276-2777 NJ Addiction Services Hotline
- 1-855-652-3737 NJ Connect for Recovery
- 1-844-732-2465 Reach NJ
- 1-800-662-HELP (4357) SAMHSA's National Helpline
 - This is a free, confidential, 24/7, 365-day-a-year treatment referral and information service (in English and Spanish) for individuals and families facing mental and/or substance use disorders.
- 1-855-378-4373 Partnership for Drug-Free Kids Helpline for Parents
- Attached to this toolkit as Supplement 9 and Supplement 10 are the schedules for the existing Narcotics Anonymous groups of New Jersey as well as Narcotics Anonymous groups for friends and families of those struggling with addiction. This is a widespread and established group that allows members to share their experiences and learn coping skills. There is also an opportunity to seek a mentor through this program. If there are not enough Narcotics Anonymous meetings in your area, you could also seek out Alcoholics Anonymous groups. There are more of these meetings and they are often daily for those that require a higher level of support.
- Another valuable resource is www.njgroups.org which allows you to search for a variety of support groups that meet in New Jersey as well as how to start a support group.

How to Set Up a Local Support Group⁸

Peer support groups are an effective and inexpensive way to connect people suffering from drug addiction to valuable resources. These groups allow people with similar issues to share their experiences and learn from each other. In support groups, those suffering with drug addiction can feel less alone in their addiction and may even find an experienced mentor to guide them in their treatment.

Steps to setting up a support group:

- 1) What is the purpose of your support group? Think about what you want to accomplish as a group as well as a mission statement.



- 2) Research if there are any established organizations that line up with your values. You may be able to start a local group stemming off of a larger one. These groups may have advice to help you start your group as well as resources that you can use for discussions.
- 3) Decide the specifics of your support group such as whether you want to meet for a few weeks or indefinitely, as well as if you want your group to only be for those addicted to opioids, the family members affected by opioid abuse, etc.
- 4) Plan the logistics of your support group such as where and when you will meet. Churches are a popular location for support group meetings.
- 5) Find someone who is qualified to facilitate the support group such as someone with addiction counseling experience.
- 6) Recruit members for your support group. Promotion could be done through flyers, ads in local newspapers, social media, etc.

Additional Resources:

Guide to Developing and Managing Overdose Prevention and Take-Home Naloxone Projects

Harm Reduction Coalition

<http://harmreduction.org/wp-content/uploads/2012/11/od-manual-final-links.pdf>

Opioid Overdose Prevention Toolkit

Substance Abuse and Mental Health Services Administration

<http://store.samhsa.gov/shin/content/SMA16-4742/SMA16-4742.pdf>

Decisions in Recovery: Treatment for Opioid Use Disorder

Substance Abuse and Mental Health Services Administration

<http://store.samhsa.gov/shin/content//SMA16-4993/SMA16-4993.pdf>

Buprenorphine Treatment Physician Locator



Substance Abuse and Mental Health Services Administration

<https://www.samhsa.gov/medication-assisted-treatment/physician-program-data/treatment-physician-locator>

Opioid Treatment Program Directory

Substance Abuse and Mental Health Services Administration

<http://dpt2.samhsa.gov/treatment/directory.aspx>

Know Addiction

The State of NJ Department of Human Services Division of Mental Health and Addiction Services

<http://knowaddiction.nj.gov/>

Narcotics Anonymous Home Page

Narcotics Anonymous of New Jersey

<http://www.nanj.org/>

Narcotics Anonymous of New Jersey Family Group Home Page

Narcotics Anonymous of New Jersey Family Group

<http://www.naranonofnj.org/>



Section 5: Drug Take Back Initiative

Purpose

Drug take back is a simple, safe, and anonymous way to dispose of unused and unwanted medications in an effort to prevent drug diversion.

- **The Drug Abuse Epidemic**

Unused medications can lead to drug misuse and abuse. In 2015, the majority of the 6.4 million Americans who abused prescription drugs stated that they received those drugs from friends and family, including from medicine cabinets at home.⁹ Some prescription painkiller abusers move on to abuse heroin—four out of five heroin users responded that they started their abuse with opioids.¹⁰ Proper disposal of medication removes unused drugs from your home and can prevent substance abuse.

- **The Environmental Impact**

Unwanted medications can get into the environment when they are not properly disposed of. Medications are often flushed down the toilet, released directly into the water supply, harming aquatic life and the environment.¹¹ More than 100 pharmaceuticals, including antibiotics, anticonvulsants, and mood stabilizers, have been detected in lakes, rivers, reservoirs, and streams across the U.S.¹¹ Flushed medications can also reach our drinking water supply.¹¹ Medicines have been found in the drinking water of 24 major cities in America and could potentially have an impact on human health.¹¹

Medications inappropriately thrown away in the garbage are still chemically active and can further harm the environment.¹¹ Garbage disposals can also expose dangerous medications to children or pets.

DEA National Take Back Initiative

The Drug Enforcement Administration (DEA) holds National Drug Take Back Days twice a year. At the 12th Drug Take Back Day in October 2016, the public turned in more than 730,000 pounds (more than 366 tons) of medication at almost 5,200 collection sites around the country.¹² Overall, in the six years since the program began, the DEA has collected a total of 7.1 million pounds (over 3,500 tons) of unwanted and unused prescription drugs.¹²



Contact your local law enforcement office or visit the DEA's [National Take-Back Initiative](#) for more information.

How to Hold a Drug Take-Back Day

There are many ways to hold drug take back events in your community. Outlined here are steps adapted from Prevention First and other public drug take-back day toolkits. You can also refer to Section 1 of this toolkit for general planning steps.

Plan Your Event

- **Contact your local law enforcement agency**

Two to three months prior to your take-back day contact your local law enforcement office. Partnering with law enforcement is required at drug take back days. Law enforcement participation is necessary to collect, physically store, and subsequently dispose of medications gathered during disposal days, especially if controlled substances will be collected during the event. When speaking to the law enforcement about partnering for a drug take-back day, outline the responsibilities of the law enforcement officers and the resources required at the event.

Law enforcement responsibilities include:

- Providing security at medication collection sites on the day of the event
- Facilitating medications as they are dropped off by participants
- Categorizing and weighing the medications collected
- Transporting medications from collection sites to disposal sites after the event
- Disposing of medications

In addition to the DEA's National Drug Take Back Days, your community can organize a series of drug take-back events throughout the year. Organize dates, times, and locations where your local law enforcement can be present and facilitate drop off locations throughout the community. Also be sure to verify with the law enforcement office what types of medications they are able to accept at the event.

- **Choose collection sites**

Collection sites can be organized all around the community. Some areas where drug take-back



events can be held include schools, senior centers, churches or religious centers, local fire departments, libraries, pharmacies, and other community facilities. The event can feature multiple medication drop-off locations and can also be held outdoors to accommodate more participants. Contact and visit local community centers to determine if space is available for a drug take-back event. Collection sites should be accessible to all community members and large enough to accommodate collection supplies, law enforcement personnel, volunteers, and participants. Organizing take back days in the same locations each year can also increase participation.

- **Gather volunteers and partner with other coalitions**

Recruit volunteers to help organize the event by asking for volunteers within your organization or within your partnering coalitions a few weeks to one month prior to the event. While recruiting committees, talk to contacts in their marketing, community outreach, or membership departments. Provide information on opioid abuse and the importance of safe medication disposal.

Some possible coalitions include: school committees, parent associations, hospitals, local health departments, poison control centers, veterans groups, senior citizens groups, religious groups, drug-free coalitions, and other community volunteer groups. You can also contact your local pharmacies to see if they would be willing to participate in or help advertise of your drug take back event.

While partnering with other coalitions is not required to hold a successful take-back event, having partnerships can increase the amount of available volunteers and increase awareness for prescription medication abuse.

Refer to Section 2 of this toolkit for more information on volunteer recruitment.

Promote Your Event

- **Advertise with flyers and posters**

Create informational handouts to advertise your event or use the customizable flyer provided in this toolkit. Flyers will indicate the date, time, and location of your event, in addition to a list of medications to bring and not to bring on disposal day. Have volunteers post the flyers on bulletin boards and hand out copies of the flyer at schools, libraries, senior homes, and other community centers. Contact your local pharmacies to see if they will be willing to hand out



flyers to patients picking up their prescriptions to inform them of the drug take back event.

An example of a list of medications to bring and not to bring to drug take-back days is provided below. This list can be modified after discussing with law enforcement what medications they are able to accept and dispose of.

What to Bring:

- Prescription medications
- Over-the-counter medications
- Vitamins
- Patches
- Creams/ointments
- Vials
- Inhalers
- Pet medications

What Not to Bring:

- Illegal drugs
- Needles
- Syringes
- Aerosol cans
- Bio-hazardous material
- Personal care products
- Thermometers

The DEA has also provided a [Partnership Toolbox](#) with additional flyers, posters, and banners of different sizes to promote drug take back days. Start advertising with flyers and posters one month in advance to ensure that members of the community are aware of the drug take back event.

- **Contact your local media**

Get in contact with the local newspapers, television channels, and radio stations to promote your event. Send a media notice a week or two in advance of your drug take back day with a brief description, date, time, and location of the event. Sample media advisories and press releases can be found in the Community Anti-Drug Coalitions of America's [Rx Abuse Prevention Toolkit](#) and Texans Standing Tall [Drug Take Back Toolkit](#). If media stations plan to attend your event, designate a spokesperson who can answer any interview questions about drug take back and opioid abuse.

Also consider using social media (such as Facebook, Twitter, Instagram, etc.) to advertise. Post electronic versions of your take back day flyers on local law enforcement or community center pages and encourage community members to share the information. Consider holding a raffle, awarding a prize to a randomly selected community member who has shared the post. Prizes could include gift cards to local shops or restaurants, or gift baskets donated from a local business.



Implement Your Event

- **Organize volunteers**

On the day of the event, volunteers should be easily identifiable, for example, wearing name tags, matching shirts, and/or safety vests. Remind volunteers about drug diversion laws and stress the importance of safety while handling medications. Volunteers and law enforcement should always wear disposable gloves when collecting medications and avoid opening prescription bottles.

Volunteer responsibilities can include:

- Setting up tables, collection bins, and supplies
- Directing traffic
- Collecting medications
- Answering questions

- **Set up your event**

On the day of the event arrive early to the drop off location(s) to set up. Make sure volunteers and law enforcement personnel are aware of their responsibilities for the day.

Supplies you may need for each collection location include:

- Tables and chairs
 - Cover for shade and rain protection if event is held outside
 - Disposable medical gloves
 - Permanent markers to cross off any personal identifiers on prescription labels
 - Storage containers for medications
 - Labels for containers
 - Sharps collection containers if needed
 - Trash bags
 - Scale for weighing the medications collected
 - Water for volunteers, law enforcement officers, and/or participants
- At least one law enforcement officer should be present at the disposal tables at all times to monitor medication drop off and medications should never be left unattended. Be sure that volunteers do not touch or remove medications from disposal containers. Law enforcement personnel should be the only ones permitted to handle controlled medications as per the Controlled Substance Act (N.J.S.A. 2C:35-30).



- **Opioid education**

Use this opportunity to talk to the community about opioid misuse, prescription abuse, and the importance of safe disposal of medications. Consider providing informational pamphlets and resources to increase public awareness of opioids and prescription drug abuse. Educational materials are available in this toolkit with information on how to recognize opioid abuse, steps to seek treatment, and how to administer naloxone in situations of opioid overdose. Hand out these resources as participants are dropping off their medications.

You can also educate participants on permanent medication drop off bins located in law enforcement offices. Have a list of nearby locations to help community members locate disposal boxes nearest to their homes. If possible, also provide dates of future take back events.

Evaluate Your Event

- **Count collected medications**

One way to evaluate your event is to measure how much medication was collected during the event. The DEA will weigh medications and announce the total amount collected at each National Drug Take Back Day. If you are planning to keep track of how much you collect, make sure you have a scale prepared at the event.

- **Conduct surveys**

Surveys can be a good way to evaluate the success of your event. Surveys should be quick, simple, and accessible to participants as they drop off their medications. A good length would be no more than five questions with either multiple choice or write-in answers.

Possible questions can include:

- How did you hear about the event?
- How do you usually dispose of medications?
- Would you attend a future drug take back event?
- How can we improve future events?

A sample questionnaire is available in the Texans Standing Tall [Drug Take Back Toolkit](#).



- **Follow up**

Be certain to thank your volunteers and the law enforcement teams you partnered up with. You may also consider taking photos during the event and sending them to local newspapers and television stations, or posting them on social media to increase awareness of drug take back and advertise for future events.

New Jersey Project Medicine Drop¹³

Project Medicine Drop is a program created by New Jersey Division of Consumer Affairs. It allows disposal of unused or expired medications anonymously, seven days a week, 365 days a year. Each drop box is located within police department headquarters, affixed to the floor or wall and within view of law enforcement officers. The police agencies hold and dispose of the medications according to normal procedures for the destruction of controlled dangerous substances and provide a quarterly report to the Division of Consumer Affairs.

Project Medicine Drop is a great way to promote safe medication disposal in addition to drug take back events during the year. Increase awareness for local medication drop off locations by asking volunteers to place the informational posters available in this toolkit in local pharmacies, community centers, senior centers, schools, churches, and other public areas. Talk to your local pharmacies about Project Medicine Drop to emphasize that medications can be dropped off any day during the year. Pharmacy staff can educate patients who are picking up medication on where to dispose of unused drugs in their community.

For complete list of disposal locations, please visit your local law enforcement office or <http://www.njconsumeraffairs.gov/meddrop/>.



Additional Resources

Drug Take Back Toolkit

Prevention First

<https://www.prevention.org/Documents/DrugTakeBackToolkit2014.pdf>

Prescription Drug Take Back Toolkit

Texans Standing Tall

<http://texansstandingtall.org/pdfs/Rx%20takeback%20final.pdf>

Prevent Rx Abuse Toolkit

Community Anti-Drug Coalitions of America (CADCA)

<http://www.preventrxabuse.org/>

Communications Toolkit

Blue Cross Blue Shield Association

[https://scpa.memberclicks.net/assets/SCPRescriptions/dea%20national%20drug%20take%20back%20oolkit_final.pdf](https://scpa.memberclicks.net/assets/SCPRescriptions/dea%20national%20drug%20take%20back%20toolkit_final.pdf)

National Take-Back Initiative and Collector Locations

U.S. Drug Enforcement Administration

https://www.deadiversion.usdoj.gov/drug_disposal/takeback/index.html

DEA Partnership Toolbox for Promotional Resources

U.S. Drug Enforcement Administration

https://www.dea.gov/take-back/takeback-day_2016_oct.html

Project Medicine Drop

New Jersey Division of Consumer Affairs

<http://www.njconsumeraffairs.gov/meddrop/>

Disposal of Unused Medications: What You Should Know

U.S. Food and Drug Administration

<http://www.fda.gov/drugs/resourcesforyou/consumers/buyingusingmedicinesafely/ensuringsafeuseofmedicine/safedisposalofmedicines/ucm186187.htm>



Section 6: Middle School/High School Outreach Initiatives

Purpose^{10, 14}

Prescription drugs, specifically opioids, are one of the most commonly abused substances by teens 14 years and older in the United States. In 2014, 276,000 adolescents were current nonmedical users of pain relievers, with 122,000 having an addiction to prescription pain relievers, as reported by American Society of Addictive Medicine. This trend has been on the rise throughout the years and only will increase unless we act now. Therefore, it is important to intervene in the drug abuse process as early as possible.

Teaching methods, such as hosting school assemblies and intimate classroom sessions, can help to strengthen student knowledge about the dangers of prescription medication. There are many educational documentaries that can be shown and local speakers with experience in drug abuse can be featured to influence students. Teachers can also lead classroom discussions on the topic in a more personal classroom setting so that every student may be heard.

In addition, middle school and high school is a great time for parents to reach out to their children as well. Schools can help to play a part to teach parents on how to approach this topic and stay updated on the tools they can utilize to ensure the best for their children.

Student Education

- **Presentations^{10,14}**

There is a huge fear that children in middle and high school will turn to illicit drugs but more commonly today, teens are first turning to prescription medications that have become very easy to access. Abuse of prescription medications happens when a person takes a medication that does not belong to them or takes a medication for reasons other than the intended purpose. This practice is not only unsafe but also illegal. An average of 2,000 teens will use a prescription drug for unintended purposes every day. However, with school-wide assemblies, local speakers, educational screenings, in classroom presentations and breakout discussions, adults in the education system can impact the student mindset and intervene in the drug abuse process.

- **School wide assemblies/In classroom presentations**

Many students are not thoroughly familiar with the facts of prescription medications including opioids. This is a great opportunity for the school to share correct information and debunk the myths of prescription drug abuse. Students can also be taught in depth



as to why drugs have the power to influence them the way they do. These conversations can be held in large school settings such as an auditorium for a school wide assembly or smaller intimate setting such as health classrooms. Please refer to Section 1 for the Event Planning Process and the tools you would need to gather for such an event. The following provides tools available for use by the general public:

Elementary School

- Consideration can be given to target students as early as elementary school in high risk areas.

Middle school

- [Digital Lesson Educator Guide for Middle School](#) from Operation Prevention: A PowerPoint presentation is available for use in the additional resources section.

High School

- [Digital Lesson Educator Guide for High School](#) from Operation Prevention: Provides a PowerPoint presentation that can be adapted to fit the needs of your program. Has a more involved explanation of the health effects of opioids, how they affect bodily functions, and cause addiction.
- [Rx for Understanding: Educator's Resource Guide for High School](#) from National Education Association Health Information Network: Background information for teachers to learn about the opioid epidemic. 10 lessons included that have step by step instructions for educators to teach students about opioids. Resources for students such as templates, activity pages and reproducible parent letters.

Educators

- [“Pop positivity, not Pills” A Presentation by PEERx:](#) Presentation for educators to learn about the opioid addiction epidemic and contains resources available for use.



- **Local speakers in NJ**

Schools can invite a speaker to raise community awareness on the opioid abuse issue. Speakers can be a person recovering from addiction, preferably within the same age range, who teens can readily relate to. This offers great firsthand perspective on the topic and generates more interest within the younger generation. The school would have to contact detox and recovery centers to retrieve willing persons to speak.

Another option is featuring the parent of a recovering child or a parent who has experienced loss. It offers a different perspective and the student can think more about the community of people they would be affecting with drug abuse. Lastly, a local professional speaker, such as a law officer, government worker, or healthcare professional including pharmacists, physicians, psychologists, and counselors for addiction can also make an impact. These face-to-face conversations will involve students in a communal thinking process. Refer to the event planning process in Section 1 on how to start this initiative.

- **Educational screening**

Below are some examples of documentaries that feature interviews with younger people who are either currently suffering from an opioid addiction or are in recovery.

- **Middle school:**

- **MTV Opioid Crisis:**

“MTV teams up with multi-platinum artist Macklemore to explore America's opioid epidemic. Macklemore - himself a recovering addict - traveled to Washington D.C. for an exclusive conversation with President Obama, before heading to Seattle to meet with those living with this addiction. The documentary aims to change the conversation around the epidemic, as well as generate discussion around the disease of addiction.”

- **High school:**

- **Chasing the Dragon: The Life of an Opiate Addict:**

“Documentary put forth by the FBI and DEA that is a 45-minute film, whose title refers to the never-ending pursuit of the original or ultimate high. It features stark first-person accounts told by individuals who have abused opioids or whose children have abused opioids, with tragic consequences.”

- **Animated video as supplement for small classroom discussion:**



- “This compelling story follows two teenage girls through a journey of life choices—some easier, some more difficult. The story is intended to leave viewers thinking about the impact of their choices.” It is developed with the help of high school teens.

<http://www.smartmovesmartchoices.org/animated-video>

○ **Breakout Classroom Discussions**

Breakout discussions can be utilized by teachers to continue the conversation in a personal setting. This can take place after any presentation such as the school assembly or speakers. This can be done in one classroom period. Resources utilized may include activities associated with the presentation or a question and answer session addressing the key messages from the movies. Below are sample discussion guides that can be used as templates.

Chasing the Dragon Discussion Guide from FBI website

- Thorough discussion guide for “Chasing the Dragon” that includes pertinent terms, discussion questions, how to develop existing knowledge, and other classroom activities. This guide can be adapted to be used with other documentaries as the discussion questions cover very broad but common topics within opioid misuse.

Animated Video Discussion Guide from Smart Moves Smart Choices

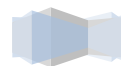
○ **Evaluating the impact**

Teachers can administer a pre-test to assess student knowledge and follow-up with a post test to see the impact of school interventions. The pre-test provided will test the preexisting knowledge of students and what the views of prescription drug abuse are amongst your student body. The post-test is to see the results of your impact. Administer both tests and compare the differences in grades. See the supplement sample test which can be changed to cater to your school’s curriculum.

○ **Year-Round Impact**

There are many ways schools can make a difference year-round. Posters can be a reminder for students at any time of the year about the impact of drug abuse. They can be hung in approved locations in the school such as display boards, nurse’s offices, health education classrooms and hallways. There are posters available for use in the supplemental section. All are geared to different audiences but can be modified to your school’s needs.

In addition, students can be given stickers as a souvenir during school events such as assemblies or other discussions. They can be encouraged to post them in their lockers if allowed by the



school or on their notebooks. The focus is on the topic: “Drug abuse is PREVENTABLE. Drug addiction is TREATABLE.” This can be found in the supplemental section.

○ **How to prepare for events**

- Coordinate event logistics
- Identify a host or facilitator for the event
 - This can include principal, health teacher, school nurse, guidance counselor or any interest educator
 - If your school is hosting a speaker, be sure to contact the speaker to confirm date, time, length and supplies they might need
- Consider the size of the audience and choose a room
- Consider the length of the presentation, time needed and add extra time for Q & A
- If you are hosting an educational screening, consider how the discussion will take place: audience discussion or classroom discussion
- Refer to important dates provided in this packet
- Consider the time to administer pre-test and post-test
- Refer to the Event Planning Process for more detailed information

Parental Education¹⁰

The opioid abuse epidemic is at an all-time high in New Jersey. Opioid are often prescribed due to an injury and are perceived as harmless. Because of this, they are also easy to access and to pass along to a friend. However, the effects of these medications are very powerful and often change the way the body and brain processes. This can lead to abuse and addiction. The addiction to legal opioids can lead to use of heroin, a cheap and illegal opioid. Almost 23% of those who use heroin were first addicted to opioids. In 2015, 20.5 million Americans that were 12 years or older had a substance use disorder. As the rates increase, it is important now more than ever to impact your child at the first step of use during this epidemic.

○ **Parent Teacher Meeting**

For schools, educating parents is an excellent opportunity to enrich the community. Prescription drug abuse does not stop after school. In fact, many teens state it is easy to obtain prescription drugs from friends or family. Therefore, similar education methods can be used to educate parents. The topics should be more focuses on how parents can start discussions with their children. The school can hold presentation for parents during parent teacher meetings. During sessions with the health course or physical education, the teachers can utilize the provided resources.



- **PowerPoint presentation from Partnership for Drug-Free Kids:**
PowerPoint equipped with statistics, videos, resources and templates to insert local information and stories that teachers can use to educate parents about the epidemic. Discussion of abuse in the community by kids, what actions can be taken by parents and resources available to them from Partnership for Drug-Free America and other organizations. Also includes notes sections with complete dialogue and explanation for each slide.

- **Parent Flyers/Pamphlets**

Parents can be sent home flyers during parent teacher meetings or with students. For elementary school students, flyer can be sent home in the “Friday folder.” The information will cover basic facts about the opioid abuse epidemic and what parents can do to intervene in the process. See supplement flyer. It can be customized to the school’s choice.

Information for parents: What parents can do right now

- **Discussion with children**

Keep an open mind by engaging in one-on-one about the use of opioid in your child’s school. You may not always get the response you would like but be patient and have a continuing conversation. Teens that have better communication and bond with family are less likely to abuse drugs.

Provide your children with escape routes. Discuss with them what the best approach is to say no and refuse the situation.

Monitor your children for any changes in behavior. Growing up is a critical time and they will naturally go through changes. However, if there are any extraordinary changes, it is important to note them.

- **Manage your children’s medication**

Prevention is key in opioid abuse. Make sure to check your medication cabinet for outdated and unfinished medication to properly dispose.

Alert nurses and coaches if your child is on prescription painkillers

- **Stay alert on common signs of abuse**

- A change in peer group or dropping longtime friends



- Carelessness with grooming or change in appearance
- Negative decline in academic performance
- Missing classes or skipping school
- Loss of interest in usual activities
- Trouble in school or with the law
- Changes in eating or sleeping habits
- Deteriorating relationships with family members and friends

Additional Resources

Educators for Middle/High School Toolkit

Smart Moves Smart Choices

http://www.smartmovesmartchoices.org/pdfs/SmartMoves_SchoolToolKit_Web.pdf

Prescription Drug Event Toolkit

National Institute on Drug Abuse for Teachers

<https://teens.drugabuse.gov/national-drug-alcohol-facts-week/promote-events/prescription-drug-event-toolkit>

Teen Drug Abuse Information

National Institute on Drug Abuse for Teens

<https://teens.drugabuse.gov/>

Parents360 Rx Action Toolkit

Police and Communities Together 360

<http://pact360.org/programs/parents360rx>

Student Athletes Packets

MassTAPP

<http://masstapp.edc.org/rx-student-athlete>

Parent Toolkit

Operation Prevention

https://www.operationprevention.com/sites/operationprevention.com/files/PDFs/Operation_Prevention_ParentToolkit_Final.pdf



Section 7: University Outreach Initiatives

Purpose

A university is a great setting to raise awareness and provide resources to prevent opioid abuse since it is where a large number of students gather and reside. It is important to consider how to attract the student population as much as it is to deliver the right message about the opioid epidemic. Additionally, it is helpful to consider the available resources as well as preexisting events and organizations that are relevant to the cause. The following events will both raise awareness and promote prevention of opioid abuse, and provide a checklist in order to plan, implement, and to evaluate the program at a university setting.

Media Discussion

Many universities hold outdoor movie events in the beginning of the school year when the weather is mild and suitable. To raise awareness about the widespread opioid abuse epidemic and its detrimental impacts to college students, the university's programming association or related clubs (example: pharmacy organizations, health promotion organizations, drug abuse support groups) can carry out this event, either indoors or outdoors, according to their target number of students and budget.

- **How to Plan and Implement**

Two to three months prior to your event, contact the appropriate department in charge of renting out the audiovisual equipment and book the room / outdoor space where the event will take place. A month in advance, decide on a movie, finish recruiting volunteers, create and place the online and offline advertisements, and finalize the list of discussion questions and topics as well as the post-event survey. A week in advance, count the number of attendees and finalize any supplies that would be used such as snacks, popcorn machine, and audiovisual equipment. Finally, carry out the event and either hand out a sheet of paper with survey questions or email an online survey to collect feedback on your program.

Checklist:

- Media projector (if not installed in the room or if the event is outdoors)
- Screen/ inflatable movie screen/ room with a screen/ movie theater – according to the organization's preference and weather at the time of the event
- Speaker and microphone
- Technical support crew
- Popcorn machine and other snacks
- Volunteers to set up and clean up after the event



- Moderator to carry out the discussion
- Online, offline PR crew and materials
- Sign-in sheet in paper format or in Google Forms

Sample Template to Refer to for Film Discussion:

- [FBI's Chasing the Dragon](#)

- **Program Discussion**

Refer to sign-in sheet and send out a post-event survey for program evaluation.

- **Expand & Apply**

Take feedback from initial movie screening and apply changes to future events. For any future media screening events, you may use similar methods and refer to logistics of your previous media discussion event. In this step, you may also take suggestions from the attendees or affiliated members for suggestions for any other documentaries/interviews.

- **Sample List of Opioid Documentaries**

- Heroin: Cape Cod, USA
- Chasing the Dragon
- Prescription for Change: Ending America's Opioid Crisis
- What Happened Here: The Untold Story of Addiction on Cape Cod

Survey / Message Board

Students and community members can actively participate to express their thoughts and share their experiences about the impact of opioid abuse by participating in a sticker poll or posting their own post-its. Emphasizing autonomy is one of the great motivational interviewing techniques.

Displaying survey boards or post-it note message board visuals at a high-traffic area will bring the issue of opioid epidemic to attention to bystanders who may not necessarily be actively involved in the event. Participating in a poll yourself or creating your own post-it adds a personalized touch to a fun and easy-to-approach activity. It is appropriate for student organizations who are interested in holding this event to approach students and community members at a high-traffic area such as bus stops, student centers, health fairs, involvement fairs, and orientation.



- **How to Plan and Implement**

One to two months ahead of time, identify and contact the appropriate department of the location where your organization will hold the event and gain permission to place post-it notes if you plan to cover a wall. One month before the event, finalize necessary materials, assign volunteer time-slots for shifts, and create online and offline advertisements.

Checklist:

- Permission to display the poster board
 - Volunteers to engage with the public
 - Tripod / poster stand
 - Poster board
 - Wall for the post-its / bulletin board for the sticker survey
 - Writing material for post-its
 - Post-it notes
- **Sample questions for the Sticker Survey**
 - Do you know anyone who has taken prescription or illegal opioids?
 - How old were you when you first took prescription pain killer / opioid?
 - Never
 - 0 - 10 years old
 - 10 - 20 years old
 - 20 - 30 years old
 - 30 - 40 years old
 - Do you know anyone who has overdosed on heroin?
 - Do you know how to administer naloxone?
 - **Sample Questions for the Post-It**
 - Opioid abuse affected my : _____
 - I will not abuse opioids because: _____

- **Program Discussion**

Retrieve any feedbacks from the participants and volunteers to see what worked out for the event and what can be improved.

- **Expand & Apply**



Apply some of the opinions and experiences from the launch of the program to any following posters / surveys. This event could be further developed into a longitudinal survey where data could be collected for an extended period of time for analysis or formal presentation.

Stress Management Events

At a university setting, there are multiple ways to relieve stress other than turning to opioids. Especially around exam time, many organizations such as the university programming association, residence hall association, pharmacy organizations, and individual schools will hold a number of stress relief events involving arts and crafts, cooking, pinatas, rock-climbing, board games, and much more. It will be helpful to gather information about these programs and refer to them as an option for stress management. Furthermore, any of the posters or flyers may be handed out during these events to inform any students who may need help with current addiction or for those who know someone struggling with opioid addiction.

- **How to plan and implement:**

- Select target student population
- Select stress management activity
- Reserve room and stock supplies
- Post advertisements online (Facebook, Instagram, website) and offline (bulletin boards, bus stops)
- Gather information on any upcoming stress management events
- Select flyers / information packets to be handed out

University Transit / Sticker Awareness Campaign

“Drug abuse is PREVENTABLE, drug addiction is TREATABLE.”

This slogan will be displayed along with a toll-free phone number of SAMHSA’s free and confidential National Helpline that is available 365 days a year for treatment and referral information service both in English and Spanish for individuals and families facing mental and/or substance use disorders. For example, placing this banner in buses, where many students as well as community members use, would raise awareness and provide information for those struggling with substance abuse disorder as well as families or friends affected by them.

Another strategy to circulate this information is posting this picture on social media, such as Instagram, Facebook, and Twitter, which many students utilize. This could be a full-blown campaign where the use



of hashtags and sharing the picture would incentivize those who share through a raffle to win a prize (example: Visa gift card). Through sharing this picture through an online campaign, students could freely share their experiences and thoughts on substance abuse and open up discussions with their peers.

Additionally, this information could be displayed at sporting events that many college students attend. For instance, it could be featured on the display board where advertisements are present for football games, basketball games, etc. There are other high-traffic areas such as display boards in the student centers and plazas in each dormitory. This could be adjusted according to each university's specifications.

Flyer for Parents

Please refer to supplements section for your reference. This flyer can be printed out for parents at the beginning of school year as well as placed in dorms of freshmen. A quick checklist containing information signs regarding the drug use will both raise awareness of drug abuse and would inform parents and students on how to identify those struggling with substance abuse disorder.

School-wide Activity Days

Most universities host an annual event for local residents and students to experience free hands-on learning activities in arts, sciences, and humanities.

Professional student organization chapters may hold community health outreach events on stress management, healthy eating, and diabetes education. Groups of students may engage with visitors of various age and background to educate them on health topics through fun games with prizes. The topic of opioid abuse could be implemented into many existing programs and activities.

- Possible List of Activities:
 - Opioid facts Jeopardy
 - Sticker Survey
 - Post-It Wall
 - Parent Flyers



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Supplements

1. [Template] Orientation PowerPoint for Volunteers

ADDRESSING THE OPIOID EPIDEMIC

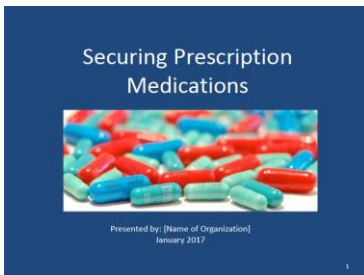
Orientation for Volunteers

PRESENTED BY: [NAME OF ORGANIZATION]
JANUARY 2017

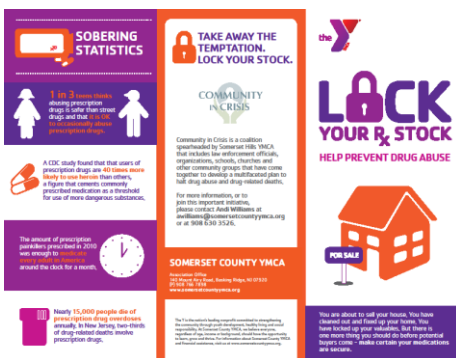
2. Social Media Outreach Poster



3. [Template] Securing Prescription Medications PowerPoint for Realtors



4. Community in Crisis Realtor Trifold



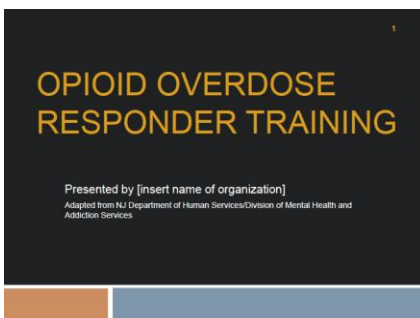
5. Opioid Overdose Poster



6. Naloxone Administration Poster



7. Naloxone Administration Training PowerPoint



11. Drug Take-Back Poster



12. Student Opioid Evaluation

Student Opioid Evaluation		
T	F	
		Prescriptions medications are safe because you can get them at the pharmacy.
		Opioid addiction is a chronic brain disease.
		Opioid medication is most effective when taken for a short time.
		1 in 5 high schools will abuse prescription drugs at least once.
		Since 1999, opioid related overdoses have doubled.
		Drug overdoses kill more people in the US than car accidents.
		First thing you should do to help someone who has overdosed is wake them up.
		Only those with a history of drug abuse can get addicted to prescription drugs.
		Most people with addiction will turn to heroin looking for a stronger effect.
		Those who use marijuana are 3 times more likely to be addicted to heroin than those who do not. Those who use prescription drugs are 40 times more likely to be addicted to heroin.

13. High School Poster Drug Abuse Signs



14. Drug Abuse Awareness Sticker/Horizontal Banner



15. [PEERx Partner PowerPoint](#)



16. Drug Free Parent Presentation



17. Parent Flyer Drug Abuse Awareness

HOW ABUSE STARTS

what you need to know about prescription drug addiction

The opioid abuse epidemic is at an all-time high in New Jersey. Opioids are a variety of pain medication such as morphine, oxycodone and codeine. They are often prescribed in result of an injury and are perceived as harmless. Because of this, they are also easy to access and pass along to a friend. However, the effects of these medications are very powerful and often change the way the body and brain process. This can lead to abuse and addiction. The addiction to legal opioids can lead to use of heroin, a cheap and illegal opioid. It is important to secure your child at the first step of use during this epidemic.

DID YOU KNOW?

Most high school students start abuse from medications obtained from friends or family. 75% of teens feel it is easy to obtain medications from family.

- "Handed along" and prescription drugs have the same addictive property. However, if by drugs are taken as directed, abuse and addiction are less common.
- Drugs do not discriminate. They affect people from all races, ethnicities and socioeconomic classes.
- Prescription drug overdose related deaths outnumber fear of heroin.

“After marijuana and alcohol, prescription drugs are the most commonly abused substances by Americans age 14 and older.”

COMMON SIGNS OF DRUG ABUSE

- a change in peer group or dropping longtime friends
- carelessness with grooming or change in appearance
- negative decline in academic performance
- missing classes or skipping school
- loss of interest in usual activities
- failure to attend or with the day
- changes in eating or sleeping habits
- deteriorating relationships with family members and friends



18. PSA Sticker Drug Abuse

drug abuse is **PREVENTABLE.**
 drug addiction is **TREATABLE.**



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19. Say No Logo



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