

# Prescription Drug Abuse Prevention



## AAM Launches New Digital Course for College Students

Opioid abuse is now the number one cause of accidental deaths in the US. By students' sophomore year in college, about half of their classmates will have been offered the opportunity to abuse a prescription drug.\*

The Association for Accessible Medicines (AAM) is tackling this issue head on by empowering college students with the knowledge and skills they need to make safe and healthy decisions about prescription

medications. In partnership with education technology leader EverFi, AAM has developed an innovative digital learning course that uses an evidence-based approach to encourage safe and responsible decision-making.

This engaging digital curriculum will be available to incoming college freshmen through EverFi's Campus Prevention Network of over 1,300 member colleges and universities, launching in July 2017.

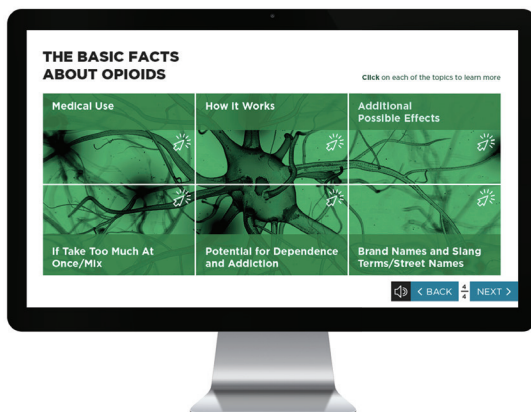
### Behavior Change Theories

The digital course employs proven techniques to encourage and support positive behaviors, such as:

- ▶ Social and personal norms
- ▶ Modeling and skill building
- ▶ Bystander skills
- ▶ Protective factors that encourage positive behaviors
- ▶ Reinforcement and repetition

### Course Topics

- ▶ Opioids, Stimulants, and Depressants
- ▶ Proper Use, Storage and Disposal
- ▶ Understanding Prescription Drug Labels
- ▶ The Science of Addiction
- ▶ Refusal Skills to Avoid Misuse and Abuse
- ▶ Signs of Abuse and Addiction
- ▶ Bystander Skills: Helping a Friend



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\* Arria, 2008

## Course Highlights



**Interactive lessons** on what constitutes appropriate use, storage and disposal of these medications.



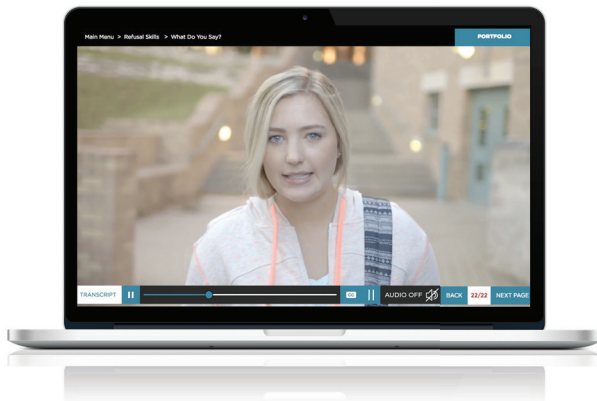
**Real-life simulations** demonstrate the impact misuse can have on students' physical and mental health, relationships, and future goals.



**Scenario-based exercises** help students practice how to support peers in their choices regarding the safe use of prescription drugs, and assist those who may need help.



**Social norms** activities reinforce that the majority of students' peers use prescription drugs appropriately.



**Non-medical use of pain relievers is on the rise among college-age youth.\*** This age group also has the highest prevalence rate of non-medical use of prescription opioids in the US.\*\*

## The Campus Prevention Network

The Campus Prevention Network is a nationwide initiative of over 1,300 higher education institutions dedicated to creating safer, healthier campus communities by adopting the highest standards of prevention related to critical health and safety challenges, including sexual assault, alcohol, and

prescription drug abuse prevention, and to assess the progress and impact of their efforts. The network provides innovative research, proven and promising prevention strategies, and opportunities to engage and benefit from the collective wisdom of peers.

**For more information please contact:**

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\* Substance Abuse and Mental Health Services Administration (SAMHSA), 2009  
\*\* McCabe et al, 2007