
NEWS

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PARTNERSHIP FOR A DRUG-FREE AMERICA, ARIZONA AFFILIATE CELEBRATES ANNIVERSARY OF *3moms* INITIATIVE

Targets prescription drug abuse in its second year

This Mother's Day the Partnership for a Drug-Free America, Arizona Affiliate will celebrate the first anniversary of its *3moms* campaign. *3moms* consists of everyday mothers whose lives and families have been impacted by their children's drug use. The concept behind *3moms* is to encourage everyone who hears their message to share it with at least three other mothers or caregivers of children.

The original *3moms* initiative began with just three Valley mothers, but has since expanded to include several others, all of whom have been affected by their children's prescription drug abuse.

"Our families' experiences have led us to The Partnership's cause and as a team we have a chance to make a real impact in our community," said Cindy Sierzchula, a new member of *3moms*.

According to the National Institute of Drug Abuse (NIDA), abusing prescription and over-the-counter drugs can be just as dangerous, addictive and even deadly as using "street" drugs. The National Survey on Drug Use and Health (HSDUH) reports that every day 2,500 teens abuse a prescription drug for the first time. And in Arizona, one out of four 12th graders abuse prescription pain relievers – a figure that is twice the national rate. However, statistics show that when parents and kids talk early and often about drugs their children are up to 50 percent less likely to use drugs. *3moms* gives parents the tools and information they need to feel better prepared.

“The parents involved with the **3moms** initiative are incredible women who have a personal connection to the program,” said Leslie Bloom, CEO, Partnership for a Drug-Free America, Arizona Affiliate. “We know it’s not a matter of if, but when children are going to be approached to try ‘street’ drugs, alcohol or, increasingly, prescription drugs. With the resources and personal experiences of **3moms** other families at any stage can truly benefit and help keep their kids healthy.”

“Through this effort, we hope to save lives and inspire parents and caregivers to join in a united front to keep children safe and healthy,” said Kim Obert, a founding member of the **3moms**. “We want the whole community involved; if each parent shares this information with three others imagine the impact we can have!”

The **3moms** focus on prescription medication coincides with the Arizona Affiliate’s launch of a pilot program for Rx360 – a research-based community education program developed by the Partnership for a Drug-Free America to raise awareness of the problem of prescription drug abuse by middle and high school-age children.

The Partnership originally chose to launch the **3moms** initiative in early May to coincide with Mother’s Day.

“May is the time we think about our moms and the role they play in our lives. This initiative is a way to demonstrate that importance and to show the power that dialogue between parents and children can have in preventing drug use,” said Bloom.

For more information about the **3moms** program, please visit the Arizona Affiliate website at www.PartnerUpAz.org or call (602) 264-5700.

About The Partnership for a Drug-Free America

The Partnership for a Drug-Free America was formed in 1986 by the communications industry to educate children, parents and communities about the consequences of illicit drug use and the benefits of living drug-free. The Partnership is highly regarded for its proven effective media campaigns and public awareness programs. Independent studies from academia, business and science document the profound impact of The Partnership’s programs on attitudes and behavior.

The Arizona Affiliate was established in 2003 to carry out The Partnership’s mission to reduce illicit drug use in Arizona while meeting the unique needs of communities. Through its programs, the Arizona Affiliate inspires and empowers Arizonans to join in a united effort to prevent illicit drug use among teens through community-based education. The Partnership is a non profit 501-c-3 organization.

For more information, visit the Affiliate website at www.PartnerUpAz.org.

About 3Moms

Kim Obert lives in Phoenix and has two children. Her son died from an accidental overdose of prescription pain medication and alcohol.

Cindy Sierzchula lives in Glendale and is the mother of two children. Her daughter died from an OxyContin overdose.

Jane Duffey lives in Glendale and has three children. Her son died in 2007 from a combination of the prescription drug Xanax and alcohol.

Cindy Keith lives in Peoria and is the mother of six children. Her son died from an overdose of methadone, which can be used as a pain reliever or as part of drug addiction treatment.

For more information, visit the Affiliate website at www.PartnerUpAz.org.