
NEWS

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AGENCIES JOIN TOGETHER TO PREVENT PRESCRIPTION DRUG ABUSE

Fry's grocery stores to distribute 100,000 informational flyers

When customers at the Fry's pharmacy pick up their prescription drug medication during the month of December, they will also pick up information on how to keep medications out of the hands of children and teens.

The Southwest Border Arizona High Intensity Drug Trafficking Area, the Partnership for a Drug-Free America, Arizona Affiliate; the Arizona Pharmacy Board; the Governor's Office for Children, Youth and Families; and the Arizona Criminal Justice Commission have worked together to provide a one-page flyer in Spanish and English to the public about prescription drugs.

A survey of students conducted by the Arizona Criminal Justice Commission in 2008 found that one out of four Arizona twelfth graders has abused a prescription pain killer – nearly double the national average. Research conducted by the Partnership for a Drug-Free America shows that parents aren't communicating with their kids about the risks of prescription medicine abuse. Fifty percent of kids report that their parents have **never** talked with them about prescription medicine abuse. To increase public awareness, Fry's Food and Drug Stores will attach 100,000 of the one-page flyers to prescriptions they fill in the store. The flyer provides information about the dangers of prescription drug abuse and misuse, as well as proper ways to dispose of medications.

“This is a program that we all have to work on,” said Richard Rosky, southwest coordinator of the HIDTA National Meth and Pharmaceutical Initiative. “Kids and teens have easy access to medications that can harm them and many parents are unaware of the risks. We hope this flyer helps parents dispose of unused medications and encourages them to talk with their kids about the dangers of medicine abuse.”

“Many people mistakenly believe prescription and over-the-counter drugs are less dangerous than ‘street’ drugs,” said Stephanie Wernsman, pharmacy supervisor for Fry’s Food and Drug Stores. “We’re hoping this information will educate parents and help them initiate conversation with their kids and teens about this important topic.”

For more information on the flyer campaign, please call Shelly Mowrey at (602) 264-5700 or e-mail her at shelly.mowrey@partnerupaz.org.

About the flyer campaign and committee

In early 2009, The Southwest Border Arizona High Intensity Drug Trafficking Area; the Arizona Pharmacy Board; the Drug Enforcement Administration; the Governor’s Office for Youth, Children and Families; Fry’s Food and Drug Stores and The Partnership for a Drug-Free America, Arizona Affiliate came together to discuss ways to increase the awareness of prescription medicine abuse and increase knowledge about proper disposal of unused prescription medications. Out of this committee came the one page flyer in both Spanish and English. Fry’s Food and Drug Stores agreed to distribute the flyers and the Arizona Criminal Justice Commission funded the printing for the flyers.

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.