



California Health Collaborative



## *LOCK IT UP PROJECT:*

*Protecting youth and young adults from Rx drug abuse*

# Background

- ▣ **Funded by Fresno County Department of Behavioral Health, Substance Abuse Services.**
  
- ▣ **Fresno County's 5 year Strategic Prevention Plan**
  - Prevention of prescription drug use among teens and young adults was listed as a top priority.
  
- ▣ **Literature review revealed a lack of evidence-based programs.**
  
- ▣ **Lock It Up Project is designed as a comprehensive community-based approach.**



# Project Goal

- To reduce illicit use of prescription painkillers among 12-20 year old youth in Fresno County
  - Short-Term Objective
  - Long-Term Objective



# Target Groups

▣ Youth and Young Adults

▣ Parents

▣ Schools

▣ Pharmacies

▣ Law Enforcement

▣ Medical & Behavioral Health Professionals





# Services

# Information & Education Outreach

- Community-based outreach
- School-based prevention education activities
- Parent presentations



# Town Hall Meetings



# “Educate Fresno County” Program

Subcontractor



- Program model used to educate and train community members to:
  - Serve as educators and mentors in reducing illicit use/misuse of prescription painkillers by youth



# Educate Fresno County - Program Overview

- ▣ **Lesson 1: Prescription Drug Abuse.** This lesson introduces the issue of prescription drug abuse among youth and explores the most commonly abused prescription drugs.
- ▣ **Lesson 2: Consequences.** This lesson provides an overview of the consequences of abusing prescription drugs, which includes addiction, tolerance, withdrawal, and relapse. This lesson also identifies the warning signs associated with prescription drug abuse.
- ▣ **Lesson 3: Emerging Trends.** This lesson introduces the emerging trends among youth including the abuse of promethazine-codeine syrup, over-the-counter medication, and the increasing use of herbal medicine.
- ▣ **Lesson 4: Be the Change.** This lesson provides the information and skills necessary to prevent prescription drug abuse. This lesson educates the participants about how to safely use prescription drugs, how to properly dispose prescription drugs and strategies for effective communication to educate youth.

# Peer Education Program

Educates, prepares and engages college students in peer education activities on their campuses



# Media Campaigns

<http://www.youtube.com/watch?v=JKdd1hYClu8>

[http://www.youtube.com/watch?v=3TTK9HC\\_4aM](http://www.youtube.com/watch?v=3TTK9HC_4aM)

[http://www.youtube.com/watch?v=vYNK5c\\_f6mM](http://www.youtube.com/watch?v=vYNK5c_f6mM)

<http://www.youtube.com/watch?v=1hVfuyxb8X8>

Find us on:



# Pharmacy Initiative

**ALERT**  
from the  
**Lock It Up**  
PROJECT  
**We're losing to prescribe**

**The Dr.**

- 1 in 5 teens report abusing pre
- 70% of teens who abuse pre: to getting them from family
- Prescription drugs kill 26,000

**What can**

- Talk to your teen about the di prescription drugs.
- Keep count of medications at
- Properly dispose of old and u
- Tell family and friends to secu
- Keep ALL medications LOCKE

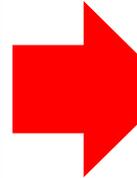
For project information, local and treatment re

California Hea  
Web: healthcollaborative



The **WARNINGS** are there for a reason...

...take as directed or face the consequences.



California Health Collaborative  
**Lock It Up**  
PROJECT

We're here to help. For project information, local safe drug drop-off locations, and treatment referrals contact (916) 221-4813 or visit [www.healthcollaborative.org](http://www.healthcollaborative.org)

Facebook YouTube

Funding Support: Placer County Department Of Behavioral Health, Substance Abuse Services



As of today, **26** independent pharmacies have been recruited.

**R** LOCK IT UP  
CLEAN IT OUT  
DROP IT OFF

An alliance working to keep prescription drugs away from youth and out of the environment.



8 Locations





# California Health Collaborative

[www.healthcollaborative.org](http://www.healthcollaborative.org)

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