

FOR IMMEDIATE RELEASE

[Date]

CONTACT:

[Name]

[Mayor's office]

[Telephone number]

MEDIA ADVISORY

Mayor [Name] Launches Public Service Announcement on Prescription Drug Abuse

Safeguard My Meds Campaign Seeks to Educate Families about the Importance of Safe Storage and Disposal of Prescription Medications

What:

Mayor [Name], in partnership with [add local agencies and community partners] is launching a public service campaign to educate families about the importance of safe storage and disposal of prescription medications. The video spot features a teenager sneaking into a medicine cabinet to steal prescription medication, a situation that is playing out in homes across the country.

- Every day, more than 2,500 teenagers abuse prescription medication for the first time¹.
- More than half of teens obtain medications from friends and family.¹
- 12 to 17 year olds abuse prescription drugs more than they abuse ecstasy, crack/cocaine, heroin, and methamphetamine combined

“Many young people mistakenly think that it is safer to misuse prescription medications than illegal street drugs. There is less social stigma attached to misusing medications so it seems more acceptable to teens,” according to Mayor [Name] of [Town/City]. “Through this campaign, we want to educate the public about the steps they can take to help keep prescription medications out of the wrong hands.”

Parents and grandparents should:

- Keep their medications in a secure location and know how much medication is in the prescription container
- Encourage friends and relatives to safeguard their medications
- Consult a pharmacist about disposing of medications that are no longer needed
- Visit www.safeguardmymeds.org for more information on safe storage and disposal of prescription medications. Download a medication inventory sheet and helpful brochures of prescription drug abuse.

The PSA campaign is part of a national awareness initiative called **Safeguard My Meds** supported by the U.S. Conference of Mayors, the National Community Pharmacists Association and pharmaceutical company Purdue Pharma to reduce the abuse of prescription drug abuse.

¹ Partnership for a Drug Free America/ ONDCP, “Teens and Prescription Drugs”, Feb., 2007

¹ National Survey on Drug Use and Health, 2007

¹ Office of National Drug Control Policy, Prescription for Danger, Jan. 2008