

# Georgia Prescription Drug Abuse Prevention Initiative

## Abstract

The *Georgia Prescription Drug Abuse Prevention Initiative* of The Council on Alcohol and Drugs, in collaboration with the Medical Association of Georgia Foundation's *Think About It Campaign*, will focus four priority areas (see below) to prevent prescription drug abuse in Georgia. These four areas have been identified in the Office of National Drug Control Policy's (ONDCP's) *Prescription Drug Abuse Prevention Plan (EPIDEMIC: RESPONDING TO AMERICA'S PRESCRIPTION DRUG ABUSE CRISIS, ONDCP, 2011)*. The Initiative will take action on the nine deliverables listed below. Funding for this Initiative is being provided by the Georgia Department of Behavioral Health and Developmental Disabilities/Division of Addictive Diseases/Office of Prevention Services and Programs (DBHDD/DAD/OPSP) via a contract to The Council on Alcohol and Drugs.

## Four Priority Areas

- **Education.** A crucial first step in tackling the problem of prescription drug abuse is to educate parents, youth, and patients about the dangers of abusing prescription drugs while requiring prescribers to receive education on the appropriate and safe use, and proper storage and disposal of prescription drugs.
- **Monitoring.** Be a catalyst for the implementation of Georgia's prescription drug monitoring program (PDMP). Such education would include the rationale for an enhanced Patient Safety Act wherein Georgia could share data with other states and would be successfully utilized by Georgia's healthcare providers.
- **Proper Medication Disposal.** Encourage more convenient, environmentally responsible model prescription drug disposal programs in Georgia to help decrease the supply of unused prescription drugs in the home.
- **Enforcement.** Collaborate with law enforcement in Georgia to help provide it with the tools necessary to eliminate improper prescribing practices, stop "pill mills," "doctor shoppers" and drug-seeking behavior.

## **Georgia Prescription Drug Abuse Prevention Initiative Deliverables**

### **Year 01 (October 1, 2011 – September 30, 2012)**

1. Collaborate with DBHDD, Georgia's Drug Free Community Coalitions (DFCCs) and the medical community, including the Medical Association of Georgia (MAG), to accomplish Goals.
2. Publish a secondary Needs Assessment of needs, resources and gaps in services related to prescription drug abuse to be authored by the Institute of Public Health, Georgia State University.
3. Provide training and technical assistance to DBHDD staff, and a variety of populations around prescription drug use and abuse on statewide, regional and community levels.
4. Work with medical community and other community leaders, business leaders, and experts at various levels of expertise, youth, and former consumers to provide various perspectives on the issue. Work with the MAG Prescription Drug coalition if they are open to that to help establish and strengthen a statewide collaboration on Prescription Drug Abuse. (form during Months 2-4 / establish by Month 5 / strengthen during Months 6-12)
5. Hold at least two quarterly meetings of the coalition during FY2012.
6. Collaborate with DBHDD and MAG to develop and launch a statewide, multimedia campaign by 8/12 to educate parents, youth, and the general population about the dangers of abusing prescription drugs, including the importance of proper storage and disposal of drugs prescribed by physicians.
7. Support policy education as a catalyst for successful implementation of Georgia's Prescription Drug Monitoring Program (PDMP), the Patient Safety Act (SB 36).
8. Work with the business and medical communities, including MAG, to develop proper medication disposal.
9. Collaborate with law enforcement, community leaders, and the medical community, including MAG, to help provide necessary tools to eliminate improper prescribing practices including "pill mills," "doctor shoppers" and the like.