A Strategic Community Approach For Prescription Drug Abuse Prevention
More Than Just A Campaign ...

Cross Sector Involvement

- Law enforcement
- School systems
- Youth
- Business community
- Parents
- Media
- Religious or fraternal organizations
- Civic or volunteer groups
- Health care professionals
- State and local government
- Youth-focused organizations
- Other organizations
The History of CLD

2010: Take-back events

2011: Disposal sites
Medical focus groups

2012: Count It! Lock It! Drop It!®

2013: National Got Outcomes! award winner

2014: Program expands into other counties and states

2016: BlueCross BlueShield of Tennessee statewide expansion
• **Count** your pills once every two weeks to prevent theft and help ensure medications are taken properly.

• **Lock** up your medications and store them in a secure place where others would not think to look.

• **Drop** off your unused or expired medications for proper disposal at drop boxes located in participating law enforcement offices or pharmacies, or at take-back events.
Initiative Goals

Surrounding prescription drug abuse prevention

• To reduce access

• To increase perception of harm
Objectives

REDUCTION IN ACCESS
• Count/monitor medications
• Lock up medications
• Dispose of expired or unwanted medications in a timely manner

INCREASE IN PERCEPTION OF HARM
• Intervene/stop parents and guardians from medicating children
• Model good prescription drug behaviors
• Educate families on medication safety
Public Education Goals: Year 1

• Increase awareness of Count It! Lock It! Drop It!

• Increase the number of people who count their prescription pain pills.

• Increase the number of people who are aware prescription medication should be safely discarded at take-back events and drop boxes.

• Increase the number of people who take their unused opioids to a drop box.
Drop boxes are now located in all 95 counties with more sites being added regularly.
Moving across the United States

- Delaware
- Illinois
- Connecticut
- Ohio
- Pennsylvania
- Rhode Island
- Washington
- Maine
Support Activities

- Monthly webinars
- Regional trainings
- One-on-one support for key stakeholders
- Data collection
- Campaign supplies
Program Effectiveness

• Nationally recognized in the area of applied science, particularly prevention, treatment and policy research

• Involved with collecting and evaluating data for program since inception

• Evaluating team for statewide expansion, including a state-to-state cohort study
Local-Level Data

Coffee County Results

- 30-day prescription drug use decreased by approximately 25% in 6th, 8th, 10th and 12th grades.

- The number of 10th and 12th graders who reported that it is harder to get prescription drugs increased by 18%.

- The number of community members who report locking up their medications increased from 0% to 24%.

The number of community members reporting keeping prescription medications in their homes decreased by 24%.

The number of community members reporting tracking their medications increased from 0% to 21%.

The number of students who reported sharing prescription drugs decreased by 50%.
# State-Level Data

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BCBST Hotspot Counties</strong></td>
<td>105,523.06</td>
<td>24,776.01</td>
<td>22,300.57</td>
<td>516.76</td>
<td>3,502.60</td>
<td>9,575.20</td>
<td>25,292.77</td>
<td>35,378.37</td>
<td></td>
</tr>
<tr>
<td><strong>Non-Hotspot Counties</strong></td>
<td>114,182.26</td>
<td>24,402.38</td>
<td>29,863.63</td>
<td>271.1</td>
<td>5,792.90</td>
<td>16,618.82</td>
<td>24,673.48</td>
<td>52,275.35</td>
<td></td>
</tr>
<tr>
<td><strong>BCBST CLD Counties</strong></td>
<td>143,823.42</td>
<td>27,377.14</td>
<td>34,268.98</td>
<td>781.86</td>
<td>6,601.10</td>
<td>21,044.32</td>
<td>28,159.00</td>
<td>61,914.40</td>
<td></td>
</tr>
<tr>
<td><strong>Non-CLD Counties</strong></td>
<td>75,881.91</td>
<td>21,801.25</td>
<td>17,895.22</td>
<td>6</td>
<td>2,694.40</td>
<td>5,149.70</td>
<td>21,807.25</td>
<td>25,739.32</td>
<td></td>
</tr>
<tr>
<td><strong>Total Poundage (n= 92 counties)(^2)</strong></td>
<td>219,705.32</td>
<td>49,178.39</td>
<td>52,164.20</td>
<td>787.86</td>
<td>9,295.50</td>
<td>26,194.02</td>
<td>49,966.25</td>
<td>87,653.72</td>
<td></td>
</tr>
</tbody>
</table>

\(^1\)TDEC reporting does not currently indicate whether poundage collected includes CLD take-back event data. CCADC and PIRE are working closely with TDEC to make this distinction in FY17.

\(^2\)92 counties were reporting by August 2017.
Public Education Results: Year 1

- Increase awareness of Count It! Lock It! Drop It!
  
- Increase number of people who count prescription pain pills

- Increase awareness that prescription medications should be discarded at take-back events and drop boxes

- Increase number of people who take unused opioids to a drop box

- Baseline, 2016 survey: 10 percent
  - Results, 2017 survey: 21 percent
    - 110 percent increase

- Baseline, 2016 survey: 33 percent
  - Results, 2017 survey: No change
    - 88,000 medicine counting sheets distributed

- Baseline, 2016 survey: 63 percent
  - Results, 2017 survey: 72 percent
    - 14.3 percent increase

- Baseline 2016 survey: 10 percent aware
  - Results 2017 survey: 21 percent aware
    - 110 percent increase
    - 15.9 million media impressions
    - 29,821 website visits
    - 642,214 total Facebook reach
Thank you!

Questions?

Kristina Clark
Project Manager
Count It! Lock It! Drop It!
kclark@ccantidrug.org
(931) 247-2542