

FOR IMMEDIATE RELEASE

Contact:

Caitlin Zak

caitlin.zak@odp.idaho.gov

(208)854-3040



Campaign Focuses on the Dangers of Prescription Drug Abuse

Boise, ID- One in five Idaho teens admits to taking a prescription drug without a doctor’s prescription at least once in their life. Because they are prescribed by a physician they’re perceived as being safe, but in the wrong hands they can be lethal. The Idaho Office of Drug Policy (ODP) in coordination with the Idaho Prescription Drug Abuse Prevention Workgroup has launched a statewide, multimedia campaign to educate Idahoans about the dangers of prescription drug abuse.

“We are excited about bringing the National Family Partnership’s Lock Your Meds campaign to Idaho,” ODP Administrator Elisha Figueroa said. “Prescription drug abuse is a growing problem in our state, our cities, our neighborhoods, and our schools. Due to easy availability we are witnessing a large increase in misuse, abuse and overdose deaths.”

The statewide campaign will launch during Red Ribbon Week, October 23-31 and will feature public service announcements on TV and radio, billboards, and print advertising.

“Youth overwhelming report that they obtain these drugs easily from family members or friends therefore, the tagline for the Lock Your Meds campaign is *Be Aware. Don’t Share*. Because parents and grandparents are often the unwitting suppliers of these dangerous drugs, we hope this campaign serves to make them aware of the accessibility of their prescribed drugs and a reminder that it is their responsibility to secure them so others can’t access them” Figueroa said.

The proper use, storage, and disposal of medications can do much to correct this problem. To learn more about how you can safely lock up and dispose of your prescription drugs visit the campaign’s Web site at www.LockYourMedsIdaho.org.

###

The Office of Drug Policy (ODP) was established by HB 106 (Idaho Code 67-821). The purpose of the Office is to coordinate policy and programs related to drug and substance abuse. The Idaho Office of Drug Policy leads Idaho’s substance abuse policy and prevention efforts by developing and implementing strategic action plans and collaborative partnerships to reduce drug use and related crime, thereby improving the health and safety of all Idahoans.