



## Implementation Toolkit

She gets her soccer  
skills from her mom.

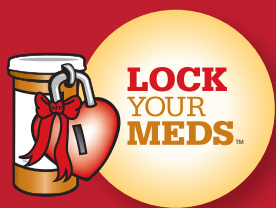
Her sense of humor  
from her dad.

And her drugs from her  
home medicine cabinet.

**BE AWARE. DON'T SHARE.®**  
**LOCK YOUR MEDS.®**

[www.informedfamilies.org/lym](http://www.informedfamilies.org/lym)





Did you know that 53% of people age 12 and older who abuse prescription pain pills get them from family and friends?

## About the Lock Your Meds® Campaign

Lock Your Meds® is a national campaign that addresses the ever growing epidemic of youth prescription drug abuse by educating families about the dangers of abusing or misusing prescription drugs. Lock Your Meds® asks parents to secure and take regular inventory of their medication to keep them out of children's hands. The campaign aims to educate children about only taking prescription medication as prescribed and under a parent or caregiver's care.

## What is My Role?

Your role is to take the Lock Your Meds® message to your school. You will educate students and families at your school about prescription drug abuse and simple ways to prevent it. This kit includes everything you need to promote this campaign and get participation.

Tell families at your school about the Lock Your Meds parent pledge contest. Parents can fill out and return print pledges to you (you will then mail those to us in the enclosed envelope) or take the pledge online at [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym). Three winners will be randomly selected to win a \$100 Publix Gift Card and three Vaultz medicine pouches.

Feature Lock Your Meds on your school website with a link to [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym).

## Why Your Participation Is So Important

74,000 Americans died of drug overdose in 2017 and together we can do something about this issue. Informed Families will highlight your school's participation in our newsletter and on our website. In addition, results of the campaign can be reported to you and your Principal.

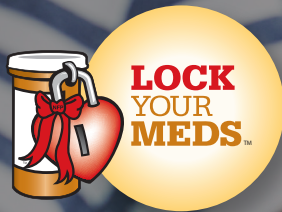


Ambassadors who return a minimum of 100 completed and signed pledges by February 28th will be entered into a drawing to win one of five \$50 VISA gift cards.

## Questions? We're Here To Help.

**Statewide Director**  
Christine Stilwell  
[cstilwell@informedfamilies.org](mailto:cstilwell@informedfamilies.org)  
(321) 231 0587





# LET'S GET STARTED!

## Your Lock Your Meds® Checklist



**First, get your materials:** After you place your online order, your materials will be mailed directly to you at your school, while supplies last. Alert your office staff that you are expecting a large box from Informed Families. Additional tools will be emailed to you.



**Next, schedule the campaign:** Set up a schedule for the morning announcement messages and Connect Ed messages. Decide what day the pledge will be sent home to the parents. Schedule all other components of your campaign.



**Morning Announcements:** Read the Morning Announcement Script and edit, if necessary, to meet the specific needs of your school. Schedule the announcements to begin at the start of your campaign.



**ConnectEd Message:** Read the Connect Ed Script and edit it, if necessary, to meet the specific needs of your school. Schedule the Connect Ed, or recorded parent message, the week before your campaign and again during your campaign. You may also use the same script for a parent email.



**Feature Lock Your Meds on your school website to spread the message to parents:** Visit [www.informedfamilies.org/campaign-buttons](http://www.informedfamilies.org/campaign-buttons) for a web banner link for your school.



**Posters, Flyers and Pledges:** Distribute the parent pledges and flyers to the students to take home or give directly to parents at PTA/PTSA or other school meetings. Use the youth pledge poster as an engagement activity with your students - and hang it for all to see after it is signed by everyone. Post the campaign poster around your school, preferably in locations where parents and faculty are more likely to see it.



**Returned pledges:** Designate a date by which pledges must be returned. Parent pledges should be returned to Informed Families upon completion of the campaign in the envelope provided in your toolkit. Ambassadors who return a minimum of 100 completed and signed pledges by February 28th will be entered into a drawing to win one of five \$50 VISA gift cards. Plus, parent pledges received will be entered into a random drawing for a \$100 Publix gift card and Vaultz locking medicine pouches.



**Share Lock Your Meds Video with Parents, Teachers & Staff:** Educate parents, teachers and staff about Lock Your Meds. Email the video to everyone and play it at PTA meetings, staff meetings and other events. Ask them to share the video widely with their audiences. Everyone can participate.



**Complete the online Campaign Review Survey:** We want to promote the awesome job you did.

# Lock Your Meds® Facts & Teaching Points

- National Institute on Drug Abuse's (NIDA) Monitoring the Future (MTF) survey found that about 1 in 20 high school seniors reported past-year nonmedical use of the prescription pain reliever Vicodin in 2014, and 1 in 15 reported abusing Adderall—making these medications among the most commonly abused drugs by adolescents.
- Public health experts have used the comparison to draw attention to the nation's growing prescription drug problem, which they characterize as an epidemic. **This is the first time that drugs have accounted for more fatalities than traffic accidents since the government started tracking drug-induced deaths in 1979.**
- In some ways, prescription drugs are more dangerous than illicit ones because users don't have their guard up, according to Los Angeles County Sheriff's Sgt. Steve Opferman, head of a county task force on prescription drug related crimes. "People feel they are safer with prescription drugs because you get them from a pharmacy and they are prescribed by a doctor," Opferman said. "Younger people believe they are safer because they see their parents taking them. It doesn't have the same stigma as using street narcotics."
- The total number of drug-related Emergency Department visits increased 81 percent from 2004 (2.5 million) to 2009 (4.6 million). Emergency Department visits involving nonmedical use of pharmaceuticals from 627,291 visits in 2004 to 1,244,872 in 2011.
- Nearly half of young people who inject heroin surveyed in three recent studies reported abusing prescription opioids before starting to use heroin, which is often cheaper and easier to obtain.

## Teaching Points:

- 1 More people are dying from drug overdose than from car accidents.
- 2 Visits to the Emergency Room involving nonmedical use of pharmaceuticals have almost doubled.
- 3 Prescription drugs can be deadly if taken incorrectly.
- 4 Students must be taught to resist peer pressure: 53 percent of youth who abused a prescription drug got that drug from a friend or a relative.
- 5 Prescription drug abuse can lead to heroin abuse.



## Here are some links to classroom modules for K-9 students:

### Module for K and 1st grades

Protecting Your Brain: <http://www.informedfamilies.org/protecting-your-brain/>

### Module for 2nd and 3rd grades

Medicines and Drugs: What's Helpful, What's Harmful: <http://www.informedfamilies.org/medicines-and-drugs/>

### Module for 4th and 5th grades

Stimulants: <http://www.informedfamilies.org/stimulants/>

### Module for 6th and 9th grades

Drugs In The Cupboard: <http://www.informedfamilies.org/drugs-in-the-cupboard/>





# NEWSLETTER INSERT

## Lock Your Meds® To Save Lives.

In 2017, roughly 74,000 Americans died from drug overdose, which is more than from car accidents or gun violence. Where are young people getting these medications? Surprisingly, most abused prescription drugs come from friends and family, who are often the unintentional suppliers.

The Lock Your Meds® Campaign is a national campaign to promote prescription drug abuse prevention. The campaign asks parents to secure their medication, take inventory of their medicine cabinets, safely dispose of unused medication, and spread the word to family and friends.

### Help protect your family from prescription drug abuse:

1. Take the Lock Your Meds pledge.
2. Talk with your kids. Tell them that prescription and over the counter drugs should only be taken with permission and under the supervision of a doctor, parent or guardian.
3. Secure and take inventory of your medicines. Download a medicine inventory card at [www.informedfamilies.org/lym/inventory-card](http://www.informedfamilies.org/lym/inventory-card)
4. Properly dispose of unused or expired medication.

For more information, visit [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym).

Check out [www.informedfamilies.org/lym/safedisposal](http://www.informedfamilies.org/lym/safedisposal).



Enter to win a \$100 Publix gift card and locking medicine pouches by taking the Lock Your Meds pledge. Sign and return a Lock Your Meds pledge card to school or take the pledge at [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym).



## LOCK YOUR MEDS®

### ConnectEd Message to Parents

Good evening, parents. This is \_\_\_\_\_ calling from \_\_\_\_\_ school and I have a very important message to deliver. Over the next few days, we will be conducting a drug abuse prevention campaign at school. We will be discussing the dangers of prescription drug abuse with the students and asking them to take a stand against it.

Prescription and over the counter drug abuse is the fastest growing area of abuse today. **Last year, more people died from drug overdose than from car accidents.** Emergency room visits have more than doubled with overdose patients. What is most alarming is that 53 percent of teens who abuse prescription drugs admit to getting them from friends or family.

**Help protect your family from prescription drug abuse by doing the following:**

- 1 Take the Lock Your Meds pledge.**
- 2 Talk with your kids.** Tell them that prescription and over the counter drugs should only be taken with permission and supervision of a doctor, parent, or guardian.
- 3 Secure and take inventory of your medicines.** Download a Medicine Inventory Card at [www.informedfamilies.org/lym/inventory-card](http://www.informedfamilies.org/lym/inventory-card)
- 4 Properly dispose of unused or expired medication.**

It is never too early or too late to begin discussing this important issue with your kids. Remind them that: kids should NEVER take or accept any medication from a friend or student at school.

Enter to win a \$100 Publix Gift card and a locking medicine pouches by taking the Lock Your Meds pledge. Sign and return the print pledge to school or take the pledge online at [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym).

Visit [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym) for more information about Lock Your Meds® and tips and tools to protecting your children from prescription drug abuse.

Thank you and have a wonderful evening.





## Sample Morning Announcement Script

Hello, students:

(Each day, read one of the following stats and then read the following paragraphs below.)

**Day 1 stat:** Did you know that 74,000 Americans died in 2017 of a drug overdose?

**Day 2 stat:** Did you know that more people die each year from drug overdose than from car crashes or guns?

**Day 3 stat:** Did you know that prescription drug abuse can lead to heroin abuse?

**Day 4 stat:** Did you know that 53% of people who abuse prescription drugs get them from friends and family?

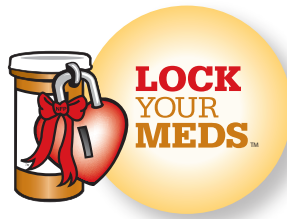
**Day 5 stat:** Did you know that 12-17 year olds abuse prescription drugs more than ecstasy, heroin, crack/cocaine and methamphetamines combined?

Prescription drugs, when used as prescribed, can improve your health, but if taken improperly can be very dangerous.

Prescription and store bought drugs should only be taken with permission and supervision of your doctor, parent, or guardian. NEVER take or accept any medication from a friend or student at school. If you are taking a prescription, NEVER give that medication to someone else – it could potentially be deadly.

This week, we will discuss this important topic and ask every student to take a stand against drug abuse. Students should engage their parents by taking home the Lock Your Meds® pledge, discussing it with their parents and telling them what they have learned.

Also, students and parents can learn more about this issue by visiting [www.informedfamilies.org/lym](http://www.informedfamilies.org/lym).



# Campaign Checklist

Use this checklist to make sure you complete all your Lock Your Meds activities.

- |                                                                          |                                                                                                                                                  |
|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Ordered Lock Your Meds materials                | <input type="checkbox"/> Shared Lock Your Meds video via email and at events with parents, teachers and staff and asked them to share it widely. |
| <input type="checkbox"/> Scheduled the Campaign                          |                                                                                                                                                  |
| <input type="checkbox"/> Delivered Morning Announcements                 | <input type="checkbox"/> Engaged students in signing the Lock Your Meds poster                                                                   |
| <input type="checkbox"/> Delivered Connect Ed / Parent Broadcast Message | <input type="checkbox"/> Promoted the Lock Your Meds pledge contest.                                                                             |
| <input type="checkbox"/> Ran Newsletter article about Lock Your Meds     | <input type="checkbox"/> Returned signed Parent Pledges to Informed Families in the envelope provided                                            |
| <input type="checkbox"/> Featured Lock Your Meds on the school website   | <input type="checkbox"/> Completed Campaign Survey                                                                                               |
| <input type="checkbox"/> Distributed Lock Your Meds flyers and pledges   |                                                                                                                                                  |

## Campaign Survey

Our funding of these materials is dependent upon you completing your brief campaign survey. Plus, it's quick, easy and helps us recognize you for your great work.

Visit [informedfamilies.org/lym/survey](https://informedfamilies.org/lym/survey) to complete your Campaign Survey.

**Your next campaign is Safe Homes Smart Parents (March-May). Stay tuned for more details about this year's campaign.**

