R_x for Prevention: Nonmedical Prescription Drug Use on Campus

> Stacy Andes, Ed.D. Heartland Community College February 6, 2013



Learning Objectives

- Demonstrate a grasp of the *research literature* with regard to non-medical prescription drug use on college and university campuses;
- Recognize *existing data* sets and tools with regard to non-medical prescription drug use;
- Identify *gaps* in your own campus understanding and assessment of non-medical prescription drug use;
- Consider the issue of non-medical prescription drug use in light of specific populations (e.g., prescribed students);
- Examine *promising practices* at other colleges and universities;
- Devise a *"first step" strategic plan template* to guide your own campus understanding, assessment, and strategies regarding non-medical prescription drug use.



When a prescription drug is used...

- For anything other than its intended purpose (e.g., to get high);
- By someone other than the intended recipient;
- In a **dosage** other than prescribed.

Arria et al. (2005)



Why non-medical use?

- Cost
- Access
- Perceived safety
- Possession
- Effects



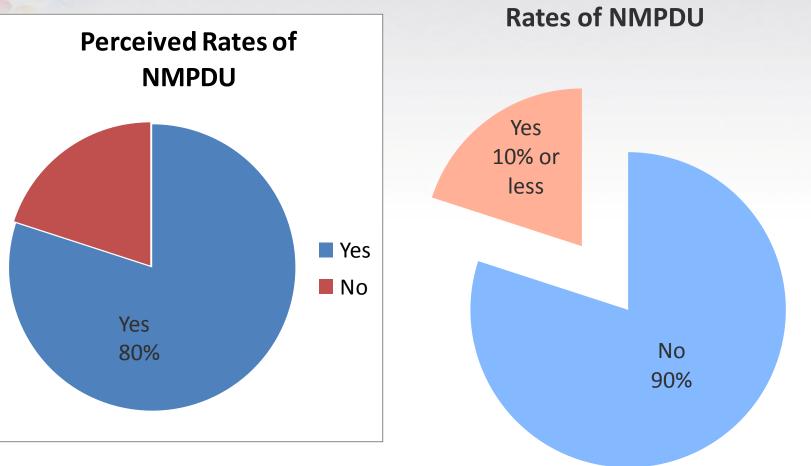


What do we know? What do we think we know? What do we need to know?

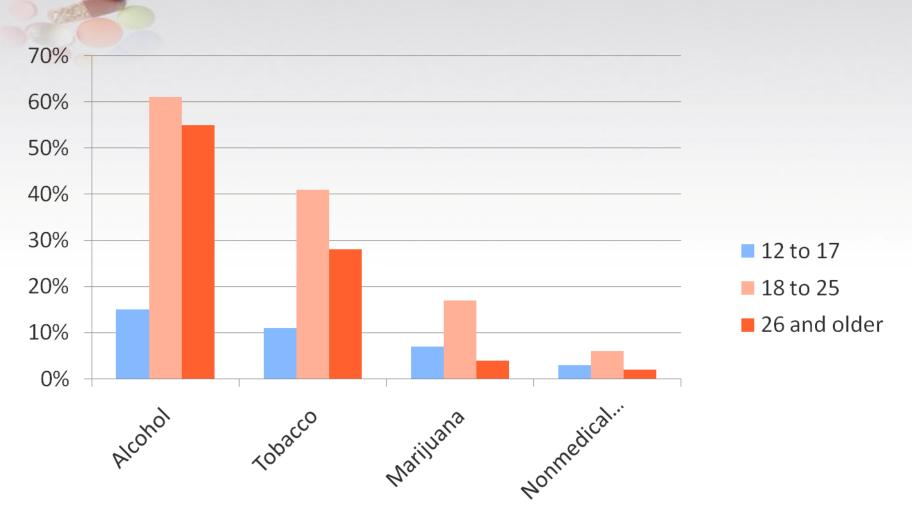
LITERATURE & DATA REVIEW



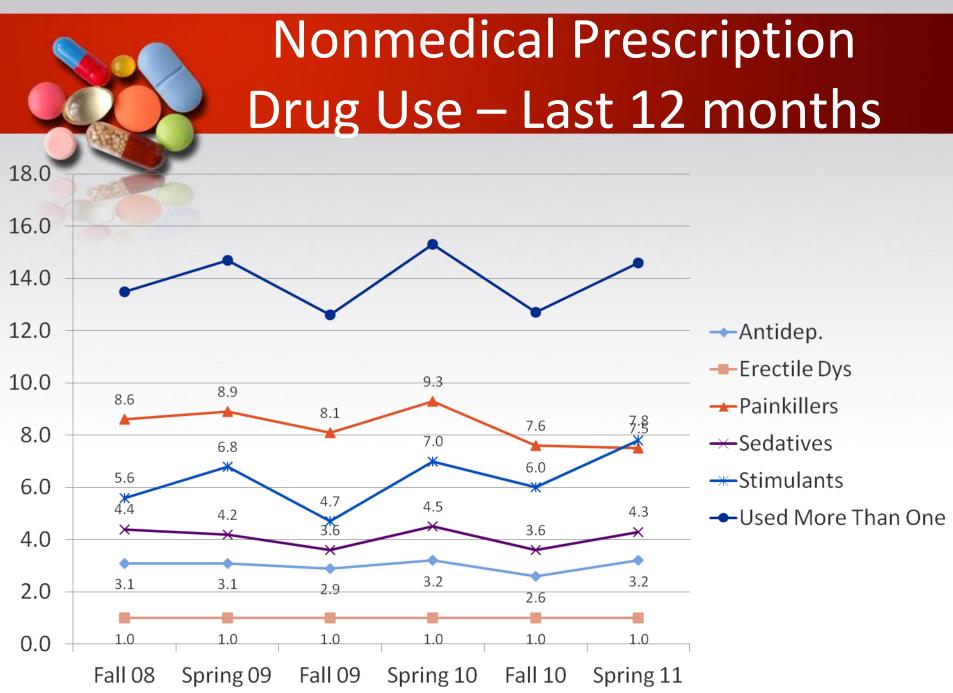
How many of your students do you believe use prescription drugs nonmedically?



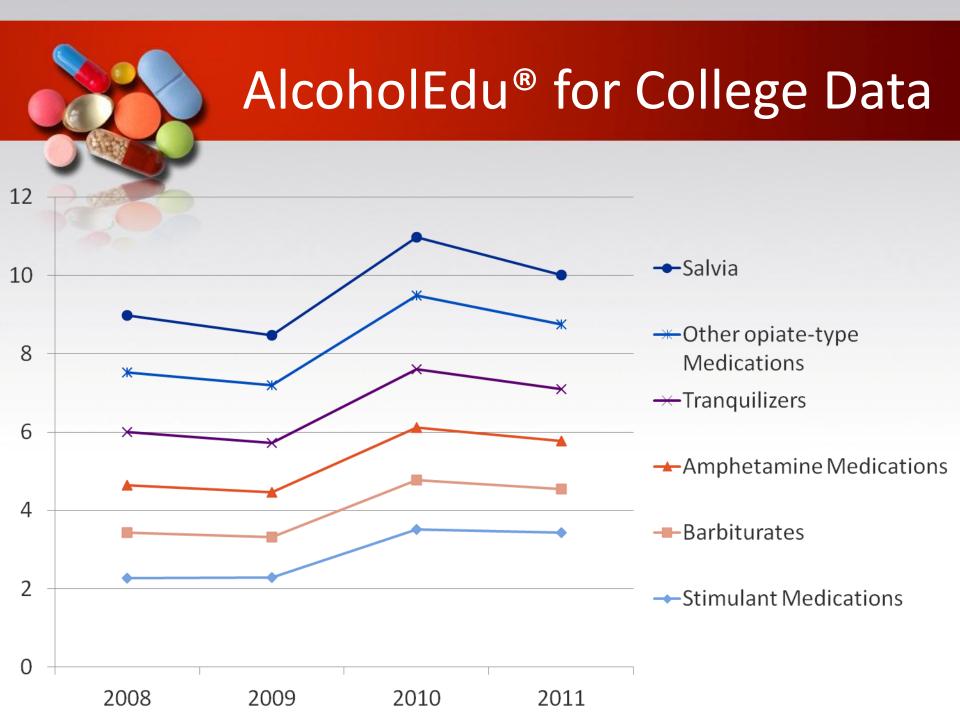
Most Prevalent Substances Used in the Past Month by U.S. Residents, by Age Group



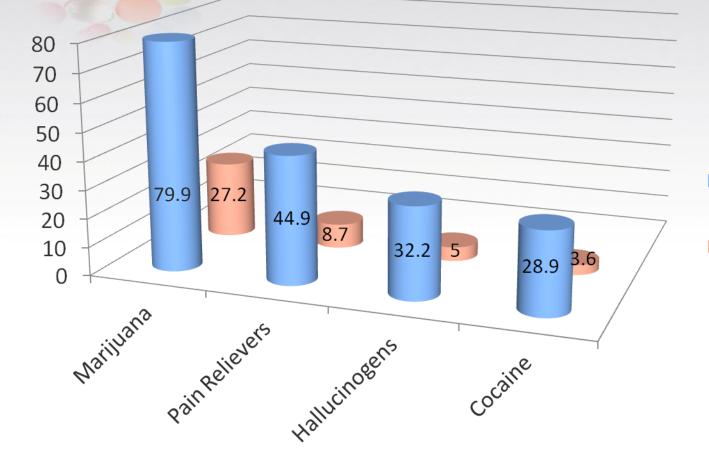
NSDUH (2009)



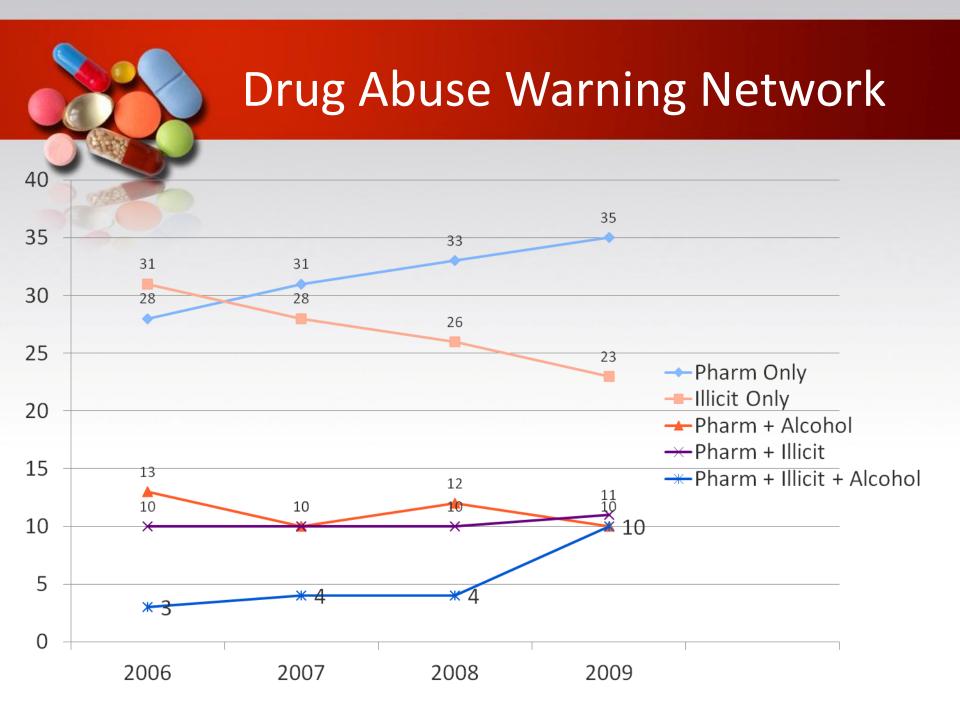
NCHA-II (2008-2011)

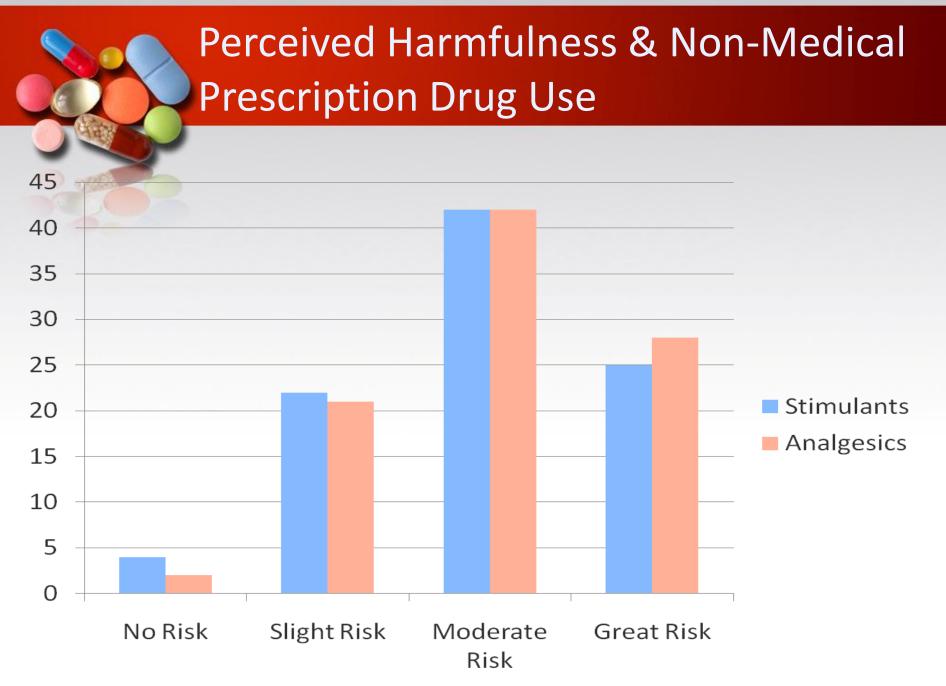


Past Year Drug Use by Past Year Nonmedical Use of Adderall®

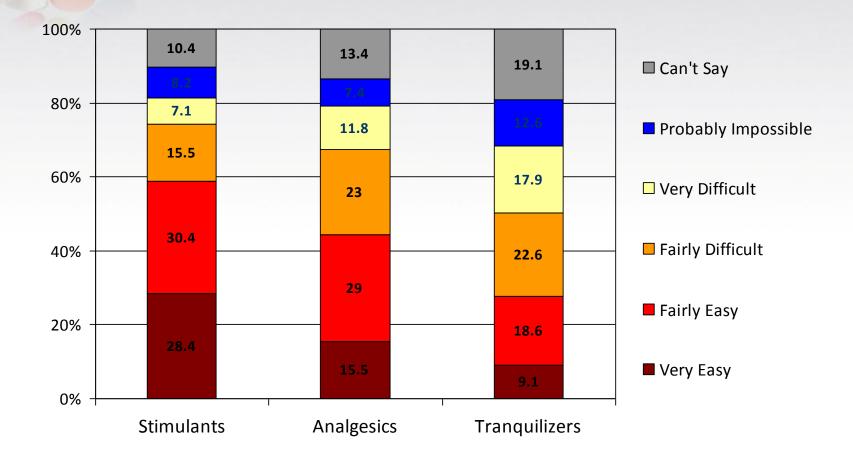


- Used Adderally
 Nonmedically
- Did Not Use Adderall Nonmedically





How difficult is it obtain prescription medications on college campuses?



College Life Study, Arria, personal communication (2008)



Source of Prescription Drugs Among Those Who Used in Last Year

	Opioids (n=787)	Stimulants (n=458)	Sedatives (n=249)	Sleeping meds (n=166)
PEERS	57.8%	67.7%*	58.2%	51.2%
FAMILY	12.2%	3.1%	9.6%	17.5%
OTHER	30%	29.3%	32.1%	31.3%

Random survey of 9,161 undergraduate students at large Midwestern Public Research University.

*Garnier et al (2009) reported that 61% of students with ADHD diverted their medication, mostly to friends.



Past-Year Opportunity for Non-medical Use of Prescription Stimulants

	Freshmen	Sophomores	Juniors	Seniors	Cumulative
Offered	36.0%	38.5%	41.1%	32.0%	61.8%
Used	13.3%	17.9%	20.1%	16.1%	31.0%

*Cumulative refers to being offered or used at any during college.

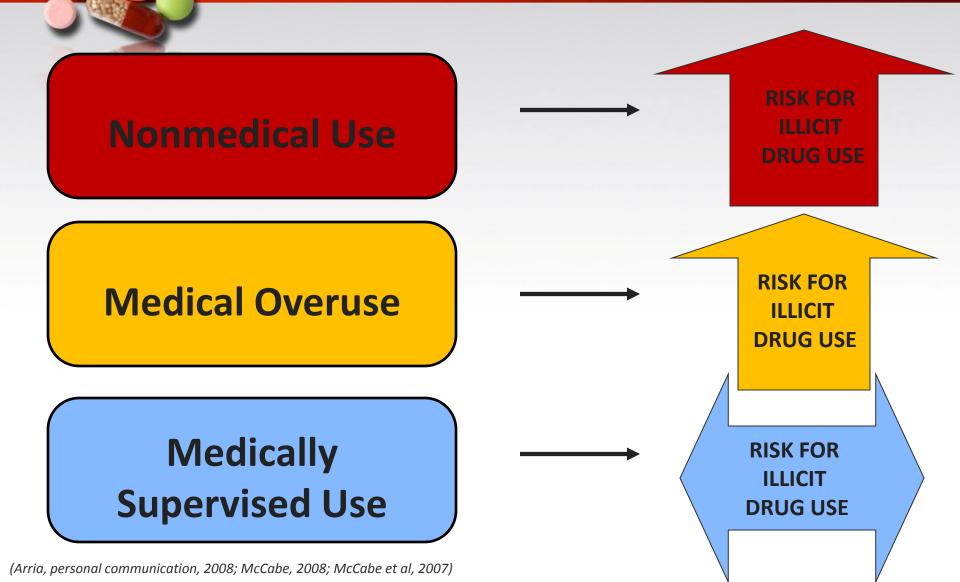


Risk Profile for NMPDU

- Excessive alcohol and other drug use
- Lower GPA
- Low perceived harmfulness*
- Attention difficulties*
- Psychiatric distress or depressed mood*
- Skipping classes*
- Demographic factors: Caucasian, male, institutions of higher education in the Northeast, affiliation with a Greek organization

*indicates risk for non-medical prescription stimulant use

Linking Non-Medical Use of Prescription Drugs with Illicit Other Drug Use



Cultural Context

"Operation Sudden Fall"
 San Diego State University, 2008



"Operation Ivy League"
 Columbia University, 2010







Where do I start? How do I get a handle on this issue?

IDENTIFYING EXISTING DATA SOURCES



National College Health Assessment (ACHA-NCHA)

- Added a question in 2008 with the updated NCHA-II survey
- Within the last 12 months, have you taken any of the following prescription drugs that were not prescribed to you?
 - Antidepressants (e.g., Celera, Lexapro, Prozac, Wellbutrin, Zoloft)
 - Erectile dysfunction drugs (e.g., Viagra, Cialis, Levitra)
 - Pain killers (e.g., OxyContin, Vicodin, Codeine)
 - Sedatives (e.g., Xanax, Valium)
 - Stimulants (e.g., Ritalin, Adderall)

National Surveys on Drug Use and Health (NSDUH)

 Lifetime, past year and past month non-medical psychotherapeutic (tranquilizers, sedatives, and stimulants) and pain reliever use

• Lifetime use of all specific prescription drug use (e.g., Valium, Codeine)



Monitoring the Future (MTF)

- Lifetime, past year and past month non-medical psychotherapeutic (tranquilizers, sedatives, and stimulants) and pain reliever use
- Perceived harmfulness of periodic (once or twice) nonmedical use (own your own without a doctor telling you to take them)
- Disapproval of periodic non-medical use
- Access to prescription drugs (scale of impossible to very easy)
- Diversion source



Drug Abuse Warning Network (DAWN)

DAWN relies on a nationally representative sample of hospitals with oversampling of hospitals in selected metropolitan areas. The hospitals eligible for DAWN include:

- -non-federal,
- -short-stay,

-general medical and surgical facilities in the United States that

-operate 24 hour EDs.

Youth Risk Behavior Survey

- During your life, how many times have you taken a prescription drug without a doctor's prescription?
- During the past 30 days, how many times have you taken a prescription drug without a doctor's prescription?

- A. 0 times
- B. 1 or 2 times
- C. 3 to 9 times
- D. 10 to 19 times
- E. 20 to 39 times
- F. 40 or more times



Alcohol and Alcohol Problems Science Database

- PubMed: 11,000,000 biomedical journal citations
- National Clearinghouse for Alcohol and Drug Information (NCADI)
- Alcohol and Other Drug-Related Databases
- Research journal titles for alcohol and other drugrelated information
- College and University alcohol and other drug-related Web sites (e.g., CASA, Harvard Alcohol Study)

Center for Substance Abuse Research (CESAR)

- Provides three primary information services:
 - The weekly CESAR Fax, a one-page publication on a timely substance abuse issue.
 - The CESAR web site, <u>www.cesar.umd.edu</u>, provides substance abuse-related information.
 - The CESAR library serves as a clearinghouse of information on substance abuse and related topics.



The College Life Study

- National Institutes of Health-funded
- Longitudinal prospective study
- Study began in 2004 at The University of Maryland

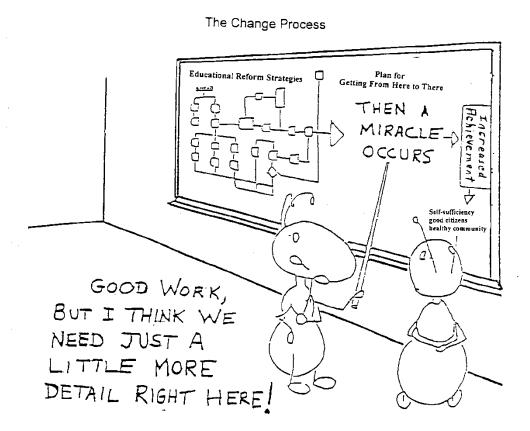


I have little to no money. I am a one-person show. I can only do one survey every few years.

DATA COLLECTION WITH LIMITED FUNDS



Are we making a difference?



(author unknown)



Primary Sources of Campus Data

- National surveys (e.g., NSDUH, MTF)
- College student health surveys (e.g., NCHA)
- Homegrown college student surveys
- Focus groups

Survey Research

- Types of surveys
 - By scope: Census versus sample survey
 - By time frame: Longitudinal versus cross-sectional
 - By mode of data collection: face to face, mail, telephone, Web
- Advantages of surveys
 - Can collect information not available from other sources
 - Can address a wide range of topics
- Disadvantages of surveys
 - Unable to probe questions
 - Lack of personal contact

Steps & Guiding Questions

- Planning: research question & current literature
- Sampling and population
- Developing the instrument (survey)
- Implementing the survey
- Analyzing data
- Reporting and using the survey data

Trands

Planning

- Trends
 - Prescription and non-prescription medications are nonmedically used at higher rates than illicit drugs.
 - Perceptions of safety cloud student decisions with regard to non-medical prescription drug use.
 - The culture of "pharmacological optimism" on college campuses further confounds the issue of non-medical prescription drug use.
- Research Question
 - What are students' perceptions of non-medical use of prescription drugs on my campus?

Developing the Instrument

- Our focus
 - Painkillers
 - Sedatives
 - Stimulants
- What do we want to know?
 - Frequency of use
 - Reasons for use
 - Perceived consequences of use



Can We Answer These Questions about our Students?

- How many first year students are coming to campus with prescribed medication(s)?
- How frequently are your students being solicited for their medication(s)?
- How frequently are your students sharing their medication(s)?
- How do your students perceive non-medical prescription drug use on your campus?
- How accurate are their perceptions?

Can We Answer These Questions about our Students?

- How difficult is it for your student(s) to obtain a prescription medication without a prescription on your campus?
- How many of your students perceive non-medical prescription drug use as harmful? Illegal with clear consequences?
- How many alcohol and other drug-related incidents on and off-campus involve prescription drug use?
- How are they taking the prescription drug (e.g., oral, intranasal, co-ingestion with other drugs)?

Implementing

- Audience response system or "clicker" technology
- Guerilla surveying
- Research or capstone projects
- Online & PDA surveying tools
- First year student & senior surveys
- Health records & clinical notes
- BASICS survey tools & feedback forms
- Social networking site scans
- Institutional surveys
- State-wide consortium data

Using & Sharing the Data

- Data-informed program development
 - RA training
 - Wellness coaches
 - Support groups
 - Academic advising training & referral
- Continued dissemination of information
 - College of Pharmacy
 - Departments in Student Life
 - Student Leaders
- Perceived versus actual use
 - Opportunity for social norms marketing

Importance of Program Evaluation

- ...for your organization
 - Document success and outcomes
 - Program design and improvement
 - Promotes clarification of program objectives
 - Market your programs/services
- ...for the funder
 - Helps determine whether funds were appropriately spent
 - Public relations and advertising
 - Helps in the creation of future funding possibilities/objectives



Process Evaluation

- Answers: *how* did you achieve the result?
- Gathers feedback on strengths and weaknesses of program design to use for improvement planning
 - Number of participants and demographics
 - Number of fliers distributed and to whom
 - Description of the process of how the program was implemented
 - Description of whether or not all activities were completed and if they were implemented with fidelity



Outcome Evaluation

- Answers: *did* you achieve the result?
- To what extend did you meet your goals and objectives?
- Key questions:
 - Decrease reported non-medical use on campus
 - Increase resourcefulness of students who need support with regard to study, stress, and time management
 - Increase knowledge of:
 - How to reduce access to prescription drugs
 - How to properly dispose of prescription drugs
 - Consequences of non-medical use

Think About...

- Your goals and objectives (outcomes)
- Your activities and their linkage to desired outcomes
- Both process and outcome evaluation methods
- Determine your data sources
- Who will collect the data? When?
- How will the data be analyzed and used to inform process and outcome improvements?

Post-Lunch Coma Activity

10.5% of Illinois students report generally using prescription drugs that were not prescribed to them in the last year –
 25.3% in their lifetime.

However, surveyed students estimated that **86.3%** of Illinois students generally used prescription medications that were not prescribed for them in the last year.

Your mission, if you choose to accept it:

Craft a short message that conveys this data and one key prevention message to your students. List the communication outlets you plan to use to disseminate your message. And, if you are feeling particularly creative, incorporate a direct reference to pop culture that will resonate with students.



Should I address non-medical use of ALL prescription drugs? Do I address them all in the same way? What about students who are abusing other drugs?

CONSIDERING THE CONTEXT

Continuum of Care

1-5% Indicated

Selective

(5-15% of population)

Universal

(80 – 90% of population)

Prevention Strategies Along the Continuum of Care

Storage & Disposal Strategies

Study & Time Management Strategies

Stress & Sleep Management Strategies

Policy review & revision

Social marketing

Outcomes expectancies Screening & referral Small group social norms marketing

Refusal Skill-Building

Patient Education

Considering Stimulants

- Perceived ubiquity of stimulant abuse
- Functional use versus recreational use
- Stimulants increase "perceived self-efficacy"

<u>Note</u>: Non-medical users of prescription stimulants *and analgesics* had **significantly lower GPAs** in high school, and in college, **skipped 21% of their college classes**. Nonmedical users of prescription drugs in high school comprise a **high-risk group** of first-year college students.

"Superhero Stories"

- "When I first took it, it was amazing. It was incredible how well I studied. And then I'd have to try a little harder to keep the focus after awhile."
- "It turned me from like a C+ paper to a A-, B+ paper."
- "I didn't have to study at all until the last two days and I got an A, so it's kind of like I didn't have to study for those four or five weekens, and then in two days I was fine."
- "When it first hits me, for the first maybe three to four hours is when it's most intense, when it's most like I'm focused, I can do anything."

Psychological Dependence

"I had a friend whose GPA was high. He was always like the valedictorian. He's a good friend of mine...he's a very smart guy, but he started to get like, literally dependent on Adderall. He's not prescribed it or anything like that. Anytime he wants to study or anything, he's dependent on Adderall. I feel like it's unfortunate, because he's a really smart guy but his brain needs something else. His dose has increased...so, I don't know if it is going to backfire on him, and it's going to be years off his life, or -1'm sure, right now, it's going to be worth it, because he's going to get into one of the best schools, so year. I don't really know."

Psychological Dependence

 "I actually know some people who've become dependent on it, not so much because it's addictive, but just because they're like "Wow. I accomplished so much in one night," and then they get into this cycle where every midterms and finals, they just start taking Adderall...they lose the ability to study without it, because like your mind just – it shapes itself from your experiences."

Perception is Key

- Amanda: I heard from my friends that they took Adderall. This one kid who is a pre-med science major, like a really good kid. Didn't drink or anything. He's like, yeah, to study I take Adderall. And I was like, okay, well I guess it's not that bad. So then I got some from him...I had heard of it before but I wasn't really into taking it until I realized that I had a few friends who were taking it. And then my one friend who was a good kid, you know, he wasn't afraid to take it.
- Interviewer: What do you mean like good kid?
- Amanda: I mean, he never really partied and smoked and stuff...it's like he did drugs all the time...and he still took Adderall.
- Interviewer: And that was sort of comforting?
- Amanda: Yeah. I was like, all right, well, I do those other things so I guess it's okay.

Self-Medication

- Many students are self-medicating.
 - Licit/illicit use is not dichotomous.
 - Misinformation persists:
 - "If I take Adderall, and then I get really focused that means that I don't have to ADHD, right?"
 - "I heard that it had reverse effects on people who don't have ADD, that it could often make you more prone to distraction."
 - "I just heard some stuff like [Adderall] kills brain cells and stuff...on the Internet...I don't know if it's true or not."

Stigma-free Use

Stigma is not a barrier for this behavior.

- Unique appeal problematizes prevention.
 - "I think it is seen in a much more positive light than other, especially illegal drugs, because there is a perceived fit, and it's very academic. Whereas, illegal drugs, a lot of people don't see any benefit to those."
 - "I think opioids are perceived as worse just because of the purposes behind it. Like if you're taking Adderall to help you study, that's one thing, but if you're just trying to take all these crazy prescription drugs and drink and mix – that can get really bad, and if you're just doing that to get really messed up, then that's different."



Sleep Aid Strategies

- Evaluation of situational depression versus clinical depression
- Evaluation of short-term versus long-term prescriptive responses to sleep problems
- Patient education
- Sleep-promoting strategies
 - Breathing and meditation techniques
 - Sleep assessment & personalized feedback



Pain Management Strategies

- Outcomes expectancies strategies
 - Patient education
 - Brief motivational interviewing (BMI)
 - BASICS
- Recovery services & resources
- Athletics
 - Personal trainers & physical therapists
- Health Services
 - Physical therapist services & referrals
 - Rationing, storage & disposal of medications

Depression Management Strategies

- Outcomes expectancies strategies
- Crisis review committees
- Counseling Services
 - Sees students for both situational and clinical depression
 - Prescription medication monitoring
 - Patient education
- Resident Assistant
 - Letter of concern

Subtypes of NMPDU

- Recreational (13%)
 - Characterized by recreational motives, oral & non-oral routes of administration, and co-ingestion with alcohol
 - More common among men
- Self-treatment (39%)
 - Characterized by appropriate use motives, oral ingestion & no co-ingestion with alcohol
 - More common among women
- Mixed (48%)
 - Characterized by both recreational and self-treatment motives, routes and co-ingestion
 - More common among men



How do I make evidence-informed decisions with regard to this issue? What are other campuses already doing?

PROMISING PRACTICES



Lessons Learned from Alcohol Abuse Prevention

- Research strongly supports use of comprehensive, integrated programs
- Education alone = behavior change
- Components should target:
 - -individual at-risk and dependent students
 - -population as a whole
 - -surrounding community



Maximize Partnerships

- Alignment is critical look for synergies.
- Identify your champions, not just likely partners.
- Don't try to boil the ocean.
- Invest the time.

The Ohio College Initiative

- College Presidents asked to sign a letter of commitment
- Originally convened as an alcohol-focused coalition but has expanded to include other drugs
- 19 colleges & universities (1996) → 46 (2012)
 - 4 community colleges
 - Public, private, large, small, rural and urban campuses represented

The Ohio State University: Generation R_x



THE OHIO STATE UNIVERSITY COLLEGE of PHARMACY



Home | Prospective Students | Current Students | Faculty and Staff | Alumni and Friends | Research | Search

Community Outreach

GenRx News

Resources:

Community Presentation Toolkit

Elementary age group

Resources for K-12 Teachers

Middle School age group

High School age group

College-aged

Resources for Pharmacies

Other Resources



This website provides medication safety and prescription drug abuse prevention resources for schools, colleges and communities. The goal of the Generation Rx Initiative is to enhance the public's understanding of medication safety issues in general, and those relating to prescription drug abuse in particular. The material to follow includes links to various external resources, as well as materials developed at the Ohio State University College of Pharmacy. Others are encouraged to use any of these materials that may be helpful. We are also interested in partnering with other groups to enhance medication safety and prescription drug abuse prevention.

Medication Safety and Prescription Drug Abuse Prevention Resources

Gen Rx News

Operation Medicine Cabinet Drug Disposal Drop-Off at

Quick Links

- Admissions
- <u>Directory</u>
- Experiential Program
- <u>Technology Services</u>
- Pharmacy Library
- Student Affairs
- o Office of the Dean
- Central Business Office

Contact

Dr. Kenneth Hale 452 Parks Hall 500 West 12th Ave. Columbus, OH 43210 Phone: (614) 292-4717 hale.3@osu.edu

http://pharmacy.osu.edu/outreach/generation-rx/

Policy Language at Ohio State

- Old: use, production, distribution, sale or possession of drugs in a manner prohibited under law.
- New: use, production, distribution, sale or possession or drugs in a manner prohibited under law. <u>This includes, but is not limited to,</u> <u>the misuse of prescription drugs</u>.



Social Norms at Ohio State

Do you know that most OSU students choose to study safely?



90%

of OSU students surveyed* have <u>NEVER</u> abused stimulants (Adderall/Ritalin)

*Based on the results of the 2008 pilot study



How can you get help?

For prescription drug abuse help, visit: http://www.prescription-drug-abuse.org or call (888)-484-1043

Counseling and Consultation Services also offers help at the Younkin Success Center. Visit http://www.ccs.ohio-state.edu or call (614) 292-5766



Social Norms at Ohio State

84.8% of OSU students have NEVER MISUSED prescription drugs.*

*Based on the results of the 2008 pilot study.

It is against federal law to dispense any prescription drug to commente whet does not have a legitimete prescription.

Store YOUR medication is a safe, secure place!

Autoin Mathematicane

Need help or information?

Councillag & Councillation
 Services:
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· Security S

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Social Norms at Ohio State

CardinalHealth

KEEP CALM AND TAKE A NAP

85% of Ohio State students report **never** using sedatives or sleeping medications (like Xanax & Ambien) without a prescription in their **entire life.**

THE OHIO STATE UNIVERSITY • OFFICE OF STUDENT LIFE • STUDENT WELLNESS CENTER swc.osu.edu • www.facebook.com/OSUwellness • @OSUwellness KEEP CALM AND TREAT YO SELF CardinalHealth

But skip the drugs. 75% of Ohio State students report **never** using prescription pain killers (like Vicodin) without a prescription in their **entire life**.

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Social Media Outreach at Ohio State



Social Media Outreach at Ohio State



Social Media Outreach at Ohio State

Search	٩	Pinterest	Add + About -	Ohio State 🕶
STUDENT Ohio State Student Wellness Center The OSU Student Wellness Center is committed to providing resources and opportunities for each student to explore the many facets of wellness. Located in B130 RPAC. Hours listed on website! M M Columbus, Ohio		and ocated in B130	Tinisha Brown	
6 Boards 12	3 Pins 0 Likes Activity	Edit Profile ++++++++++++++++++++++++++++++++++++	13 Followers	27 Following
Comfort Zone 21 pins	Physical Health 19 pins	School, career, & \$\$\$ 11 pins	Environment 10 pins	Recipes 47 pins
	WHETHER IT IS A 14 MINUTE MILE OR A 7 MINUTE MILE IT IS STILL A MILE.		FREEMAN'S DAIRY	
Times well are Better	La deleg this function of the second se	• Speet Scales Ref Care • Speet Scales • Sp		
Edit	Edit	Edit	Edit	Edit
Culture & Travel 15 pins				

Contact: boehm.19@osu.edu

University of Michigan Student Life Survey

- Determine prevalence of AOD use among undergraduates
- Identify sub-groups of students at greatest risk for substance abuse
- Compile information on perceived norms and attitudes about drug use on campus
- Evaluate past and current prevention efforts
- Compare UM data with national data & with prior years of SLS data
- Compare and contrast modes of survey administration (web versus US mail)

Villanova University



Toolkit includes:

- Executive Summary of the data
- Data Sources & Tools
- Primary, Secondary & Tertiary Strategies
- Supplemental Handouts on:
 - -Commonly used medicines, misuse & interactions
 - -Time, stress, & study strategies
 - -Refusal strategies for students prescribed medication(s)
 - -Questions to ask a healthcare provider
 - -Smart disposal strategies



National Council on Patient Information & Education

- Taking Action to Prevent & Address
 Prescription Drug Abuse: A Resource Kit or
 College Campuses (web-based; free)
- Recovery Opens Doors: An Online Resource for Young People in Recovery
 <u>www.recoveryopensdoors.org</u>
- National Council on Patient Information and
- Education You Tube Channel vignettes and User's Guide

Professional Association Resources

- ACHA, Alcohol, Tobacco and Other Drug Coalition (acha.org/info resources/ATOD resources.cfm)
- ACPA Commission for Alcohol and Other Drug Issues (<u>myacpa.org/comm/aod/</u>)
- NASPA Alcohol and Other Drug Knowledge Community (<u>naspa.org/kc/aod/default.cfm</u>)



STRATEGIC PLANNING EXERCISE: PART IV



Questions?

Contact me:

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