

NEWS RELEASE

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**Take Care WV Social Marketing Campaign:
A Resource for WV's RX Abuse Prevention Initiatives
RX Take Back Event Toolkit Now Available Online**

Data indicate social access (sharing) is a major contributor to the misuse of prescription drugs. According to the *National Survey on Drug Use and Health*, **most prescription drug abusers obtain their drugs from family and friends.** In WV, 64% of nonmedical users of pain relievers reported getting the most recently used drug from a friend or relative for free, and another 7.6% reported buying them from a friend or relative.

The Take Care West Virginia Campaign was developed by the WV Prevention Resource Center and WV Partnership to Promote Community Well-Being to change social and cultural norms about sharing prescription drugs. Prescription misuse is dangerous, and sharing prescriptions is illegal. Initially launched in 2010, the Take Care Campaign features:

PUBLIC SERVICE ANNOUNCEMENTS / WEBSITE: The primary component of Take Care WV is a series of research-based, professionally produced public service announcements (PSAs) including television, radio, and print spots. All of the PSAs are available to view and download via the campaign website (www.takecarewv.org), and they can also be viewed directly from You Tube (<http://www.youtube.com/PreventionWV>). During a five-week paid media placement in the summer of 2010 and three-weeks in December 2010, the television PSAs aired more than 3,200 times on cable and broadcast stations across WV. The television PSAs have also aired for free via WV Library Commission programming, Marshall University Channel 25, Charleston Area Medical Center's lobby TVs, and the University of Charleston School of Pharmacy TVs. Additionally, TV, radio and print PSAs have been distributed by local prevention and media partners through both paid and in-kind support. The campaign website features links to all the PSAs, RX drug facts/statistics, information about proper RX storage and disposal including a toolkit for RX Take Back events, and links to the WV Prescription Drug Abuse Quitline and WV Poison Center. Approximately 3,000 people have visited the website and/or viewed the PSAs via You Tube since the campaign was launched last year.

COMMUNITY DISCUSSION/PLANNING: Thirty-six (36) counties partnered with the WV Prevention Resource Center and WV Center for Civic Life last year to convene approximately 200 discussions and county-wide summits about what communities can do about prescription drug abuse. Resources (including a starter video, discussion guides, survey, etc.) for facilitating additional community discussions are available on the Take Care campaign website.

RX BAGS FOR PHARMACIES: All of WV's 55 counties participated in statewide use of more than 1.5 million pharmacy bags with the Take Care WV logo/website/message. In the summer of 2010, county partners received large quantities of RX bags (the white paper ones you get your prescriptions in) to distribute to local pharmacies willing to participate. Most pharmacies, including many individual stores and major chains such as Rite Aid, Kroger, Walmart/Sam's Club, and Fruth supported the initiative.

All Take Care WV campaign materials are available for public use, and most of the items can be edited to include local coalition information. Additional information is available by contacting michele.burnside@marshall.edu.

The Take Care WV Campaign was initially developed and implemented by the WV Partnership to Promote Community Well-Being and the WV Prevention Resource Center. It has been supported with funding from: 2009 Drug Free WV Grants, WV's federal Strategic Prevention Framework State Incentive Grant (SPF SIG), and WV's federal Projects of Regional & National Significance (PRNS) Grant. WV's SPF SIG and PRNS grants are federal grants from the U.S. Center for Substance Abuse Prevention.

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