



Pinal County

Prescription Drug Reduction Initiative

As the single statewide council on substance abuse-related issues, the Arizona Substance Abuse Partnership (ASAP) seeks to ensure community-driven, agency-supported outcomes to prevent and reduce the negative impacts of alcohol, tobacco, and other drugs by building and sustaining partnerships. Through coordination and collaboration among its members and their respective agencies and organizations, the ASAP strives to ensure that substance abuse is addressed in a comprehensive and collaborative manner. To address the growing concern over Rx drug misuse and abuse in Arizona and its associated consequences, the ASAP has endorsed a Prescription Drug Reduction Initiative (Initiative).

In October 2011, the Office of National Drug Control Policy's (ONDCP) High Intensity Drug Trafficking Area's (HIDTA) National Meth and Pharmaceutical Initiative (NMPI) supported a Department of Justice Prescription Drug Summit in Phoenix, Arizona.

In follow-up to the Prescription Drug Summit, the Arizona Substance Abuse Partnership hosted a Prescription Drug Expert Panel in February 2012 that involved local experts from law enforcement, the prevention field, and the medical community. Using the strategies proposed by the ONDCP as a starting point, the experts and attendees formulated a set of data- and research-driven strategies to be used in a multi-systemic, multi-agency collaborative approach to reduce prescription drug misuse and abuse in Arizona.

The Initiative is designed as a pilot project in three Arizona counties. Selection of the geographic areas was based on the following criteria:

1. The severity of Rx drug misuse, as indicated by prevalence and consequence data.
2. The willingness of the county to use a data-driven decision-making approach and for its efforts to be evaluated.
3. Capacity for strategy implementation, including evidence of multi-systemic work across the three domains (i.e., medical/treatment, law enforcement and prevention).

As a grassroots effort, it was critical for each county to select its own lead agency/point of contact and to engage one or more community prevention coalitions in the work. Counties with coalitions that had demonstrated efficacy in substance use prevention and intervention were considered to be high capacity, and those counties with coalitions that had participating members or committed networks from the three domains were considered to have the highest capacity.

Based on these factors, Yavapai, Pinal and Pima counties were selected as pilot sites. The start date for the activities in the three areas are staggered, with the goal of having each successive wave (i.e., county) incorporate lessons learned from the preceding county or counties. The pilot will act as a learning community in that the three sites may share information and help one another as the Initiative moves forward.

The following strategies and goals were developed to improve the health of Arizona's communities and families.

Strategy One: Reduce illicit acquisition and diversion of prescription drugs.

- Goal One: Increase the use of proper disposal methods for prescription drugs.
- Goal Two: Increase the use of proper storage methods for prescription drugs in the home.
- Goal Three: Increase the use of the Prescription Drug Monitoring Program (PDMP).

Strategy Two: Educate prescribers and pharmacists about "Rx drug best practices".

- Goal One: Develop a research-based "best practice" curriculum for prescribers and pharmacists (Rx Narcotics and Benzodiazepines).
- Goal Two: Implement a recognition/reward system for effective prescribers and pharmacists.

Strategy Three: Enhance Rx drug practice and policies in law enforcement.

- Goal One: Provide education and training for law enforcement officers.
- Goal Two: Improve coding structure of data management systems for tracking Rx drug offenses.

Strategy Four: Increase public awareness about the risks of Rx drug misuse.

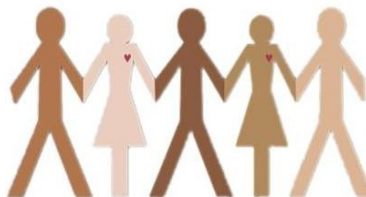
- Goal One: Create a sense of urgency in the general public about the risks of Rx drugs.
- Goal Two: Implement the *Rx 360° Adult* (Drug Free America, research-based) curriculum to educate parents and other adults about the risks of youth Rx drug misuse.

Strategy Five: Build resilience in children and adults.

- Goal One: Implement an adapted *Rx 360° Adult* (Drug Free America, research-based) curriculum to train parents and adults how to teach youth strategies that increase their resilience to Rx drug abuse.
- Goal Two: Implement the *Rx 360° Youth* (Drug Free America, research-based for 8th - 12th grade students) to teach youth strategies that increase their resilience to Rx drug abuse.

Both process and outcome evaluation measures will be tracked as a means of monitoring success and for determining the feasibility of implementing the Initiative on a statewide basis.

Prior to implementation, a formal needs assessment has been/will be conducted in each pilot county with the aforementioned local substance abuse prevention coalitions and their identified key stakeholders. The assessment meetings will be used to identify county-specific resource needs and historical efforts, to develop implementation timelines, to task assignments, and to develop reporting and feedback structures between the pilot counties, the evaluators and the ASAP.



A Safer Community for Everyone

Pinal County

Substance Abuse Council

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