

STOP Addiction BEFORE IT STARTS



ABOUT THE CAMPAIGN

Revised 1/2018

The Massachusetts Department of Public Health's Bureau of Substance Addiction Services has launched a new media campaign targeting Latino parents of teens to raise awareness about prescription (Rx) opioid addiction, and what parents can do to protect their teens. The campaign launched *January 21, 2018* and will continue through June, 2018. The campaign speaks to both Spanish-speaking and bi-lingual Latino parents through Spanish TV and digital ads. The TV spot features Latino individuals and was adapted from the original campaign based on focus group feedback from a variety of Latino parents. Please read on to learn how you can help promote this campaign!

WHAT WE KNOW ABOUT THE ISSUE:

According to research from the Partnership for Drug-Free Kids...

- One in four teens has misused a prescription (Rx) drug.
- Rx drugs, including prescription opioids, can be addictive. According to teens, these drugs are not difficult to obtain. It can be as easy as going into the family medicine cabinet.
 - More than half of teens (56%) indicate that's it's *easy to get Rx drugs* from their parent's medicine cabinet. Among teens who report misusing or abusing a Rx drug, over 40% *obtained it from their parent's medicine cabinet* and almost half (49%) of teens got the drug from a friend.

Why are parents the focus of this campaign?

The conversations that parents have with their kids about substances like opioids *make a difference* in preventing misuse. **According to research from the Partnership for Drug-Free Kids and the CDC, teens that talked to their parents about prescription drugs were up to 42% less likely to misuse them than teens that didn't learn anything from their parents.**

The key message of this campaign for parents is: Talk to your teen to help protect them from Rx pain medication misuse. *Learn what to say* by visiting mass.gov/StopAddiction.



Where will parents see this campaign?

The :30 TV spot will run on Spanish television stations Telemundo and Univision in Boston and Univision in Springfield. The campaign also includes online, YouTube, and Facebook ads. The campaign's hashtags are #StopAddiction and #ParentPower.

Resources for Parents: On [mass.gov/StopAddiction](https://www.mass.gov/StopAddiction), and through a FREE brochure in both Spanish and English, parents can find:

- Information about opioids, including common names of prescription opioids and how teens may access them.
- Tips and talking points to talk to teens about opioids.
- Information on safely managing Rx drugs in the home and disposing of leftovers.
 - According to a national survey from the Partnership for Drug-Free Kids, more than half of teens (56%) said it's easy to get Rx drugs from their parent's medicine cabinet.
- Animated video (English only) that explains the dangers of substances like opioids, and three key actions parents can take to protect their kids: *Ask. Manage. Talk.*

HOW YOU CAN SPREAD THE MESSAGE



*Pocket-sized, fold-out brochure
Available in Spanish and English*

Order FREE Spanish (or English) brochures from [mass.gov/maclearinghouse](https://www.mass.gov/maclearinghouse) and share them with parents at your organization. Distribute brochures at events for parents and families, (i.e., open houses, information sessions, etc.). Include brochures as part of mailings to parents.

Emails, E-newsletters, and/or Organization Websites: Promote the campaign and the website – [mass.gov/StopAddiction](https://www.mass.gov/StopAddiction) -to parents in your organization through electronic communications. Brief *campaign overview is below.*

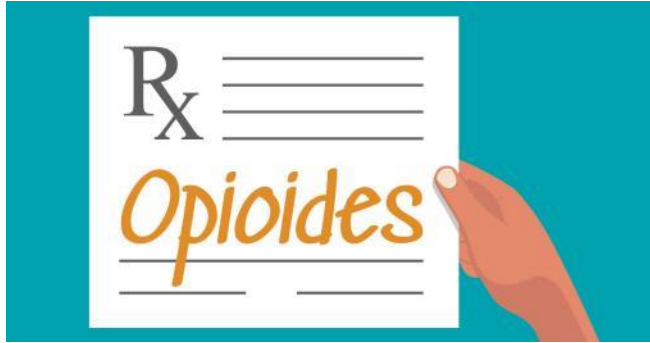
Social Media: Promote the campaign on your social media platforms using **#StopAddiction** and **#ParentPower** to **join the conversation, or share posts** from DPH to reach parents. *Social media posts are below.*

Campaign Overview to Share with Parents

1 in 4 teens has misused prescription (Rx) drugs, like prescription opioids. You can help protect your teen from prescription opioid misuse by talking to them about the dangers. Talking makes a difference! Research shows that teens who talked to their parents about opioids were **42% less likely** to misuse them. Learn what you can say at [mass.gov/StopAddiction](https://www.mass.gov/StopAddiction)

SAMPLE SOCIAL MEDIA POSTS PROVIDED BELOW.

Spanish Posts:



Algunos medicamentos recetados para el dolor son opioides. Algunos nombres comunes para estos medicamentos son Percocet, OxyContin y Vicodin. Ayude a proteger a sus hijos, hablándoles sobre los opioides. Aprenda qué puede decir, visitando www.mass.gov/stopaddiction #StopAddiction #ParentPower



Talk to your teen about opioids

Hablándoles a sus hijos sobre los opioides y otras drogas puede hacer una diferencia. Los adolescentes que hablan con sus padres acerca de medicamentos recetados tienen menos probabilidad de usarlos incorrectamente o abusar de ellos. Obtenga más información: www.mass.gov/stopaddiction #StopAddiction #ParentPower




Aprenda qué puede decirle a sus hijos sobre la adicción a los opioides, visitando www.mass.gov/stopaddiction #StopAddiction #ParentPower



1 de cada 4 adolescentes ha reportado que usó incorrectamente o abusó de un opioide recetado al menos una vez. Infórmese como puede proteger a sus hijos, visitando www.mass.gov/stopaddiction #StopAddiction #ParentPower

English Posts:

Kids who talked to their parents about opioids were up to **42%** less likely to misuse them.



Talking to your teen about opioids and other substances CAN make a difference! Research shows kids who talked to their parents about opioids were 42% less likely to misuse them. Learn how to start the conversation www.mass.gov/StopAddiction #StopAddiction #ParentPower

1 IN 4 TEENS report they've misused or abused a prescription drug at least once.



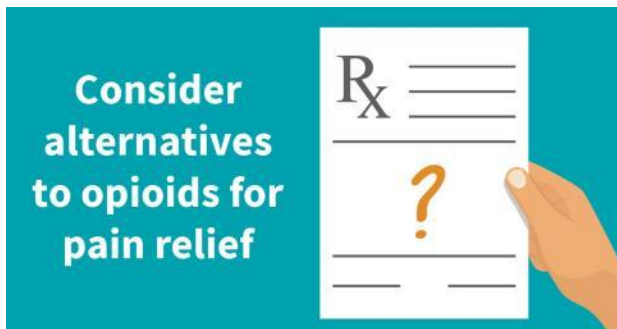
1 out of 4 teens say they've misused a prescription drug at least once. Find out how you can help protect your teen from opioid misuse at www.mass.gov/StopAddiction #StopAddiction #ParentPower



Some prescription pain medications are opioids. Common names of these medications are OxyContin, Percocet or Vicodin. Help protect your teen from misusing opioids by talking to them. Learn what you can say at www.mass.gov/stopaddiction #StopAddiction #ParentPower



Talking to your teen about opioids and other drugs CAN make a difference! Kids who talked to their parents about prescription pain meds were less likely to misuse them. Learn more at www.mass.gov/stopaddiction #StopAddiction #ParentPower



After a sports injury or an oral surgery, a doctor may recommend prescription pain relievers for your child. Talk about alternatives with their doctor, such as over-the-counter medicines. Learn more at www.mass.gov/StopAddiction #StopAddiction #ParentPower



Wondering what you can do help protect your kids from opioid addiction? Find tips and resources at www.mass.gov/StopAddiction #StopAddiction #ParentPower