



FOR IMMEDIATE RELEASE

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“More Kids Drug Free” in Eau Claire County
National Medicine Abuse Awareness Month & Substance Abuse Prevention Month

Eau Claire, WI — October 4, 2017, October is National Medicine Abuse Awareness Month and Substance Abuse Prevention Month. In Eau Claire County, the Alliance for Substance Abuse Prevention is kicking off the **#More Kids Drug Free** campaign to raise awareness about the issue of prescription drug abuse and lift up the importance of prevention at the local community level.

Would it surprise you to learn that more than 200 high school youth in Eau Claire County report misusing prescription drugs in the past month?

Prescription drug misuse or abuse means taking medications in greater amounts or more frequently than prescribed, or taking medications that were not prescribed to you.

Many teens and young adults believe that Rx drugs are safer to use than illegal drugs, but prescription drug misuse can have serious adverse health effects, including overdose – especially if taken with other alcohol or other drugs – and can be as addictive and dangerous as illegal drugs. In Eau Claire County, 1 out of 4 high school students tell us that it’s easy to get prescription drugs. “That’s why the campaign is encouraging community members to help make dangerous medications less available for youth to misuse”, says Rachael Manning, Coalition Facilitator for the Alliance.

Everyone in the community has a role to play in preventing youth prescription drug misuse. Here are some practical things you can do:

- **Talk** to the kids and teens in your life about the dangers of prescription drugs.
- **Safely store** and secure all medications in your home – in a personal lockbox or cabinet or drawer that locks.
- **Properly dispose** of expired or unused medicine at one of the 5 permanent medication drop-boxes in Eau Claire County, or at the local Drug Take-Back Event on Saturday, Oct.28 at Marshfield Clinic – Eau Claire Center from 10am-2pm.

For more information about preventing prescription drug abuse, and to get involved in the prevention effort through the **More Kids Drug Free** campaign, please visit www.getinvolvedASAP.org.

