



The Problem



At 12, he started with his dad's pain relievers. At 14, he graduated to heroin.

70% of teens

get their prescription drugs from friends and family, not street pushers.*

They think these drugs are "safe."

But in the wrong hands, they're not.

* Substance Abuse and Mental Health Services Administration – National Survey on Drug Use and Health, 2007

The Solution



Bombard the public with communication, using creative methods and powerful messages.

The Lock Your Meds™ campaign delivers the message through new and traditional social marketing avenues.

With a network of affiliates across the nation, we touch millions of households through many different mediums.

Your company can be associated with a cause worth fighting.

Help us get the word out. We'll help you get your word out.

The Benefit



Knowledge saves lives and promotes brand loyalty.



Helping them can be a benefit to you.

For more information on how you can join our team and benefit by becoming a partner, contact Tanya Byng, tbyng@nfp.org or call 305.856.4886





The Advantage

If we make people
aware, they won't share.

LOCK YOUR MEDS™

is a new national, multimedia
campaign to raise the public's
awareness of increasing
prescription drug abuse by teens
and young adults.



The Suppliers

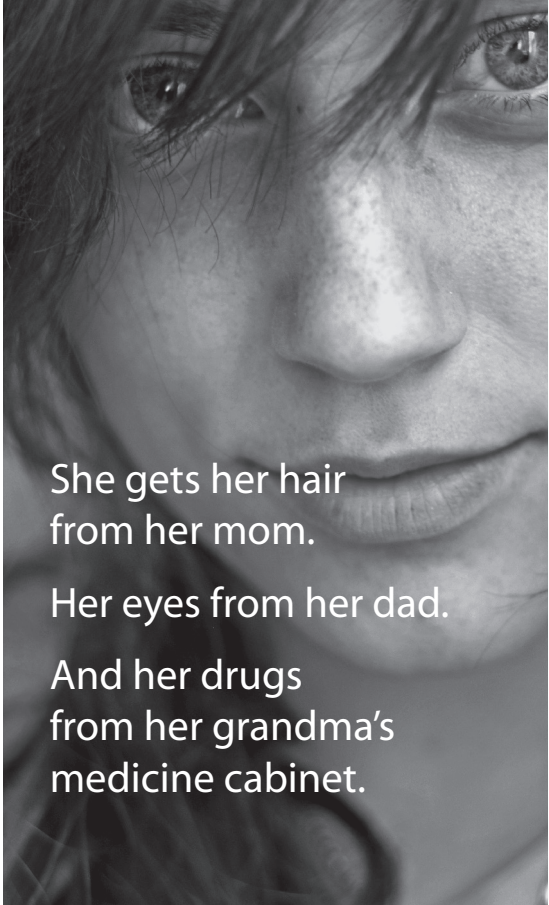
Her best hits are from
her mom's purse.

An alarming trend is emerging
in the U.S.

**More than
4,000 children**

and young adults
begin experimenting
with prescription and
over-the-counter drugs
every day.*

* Substance Abuse and Mental Health Services Administration
– National Survey on Drug Use and Health, 2008 Calculated from
detail table 4.11.



She gets her hair
from her mom.
Her eyes from her dad.

And her drugs
from her grandma's
medicine cabinet.