

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

LOCK YOUR MEDS™

Implementation Webinar

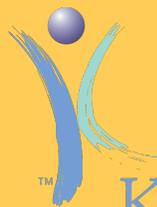


Peggy Sapp, President

NATIONAL
FAMILY
PARTNERSHIP



LOCK
YOUR
MEDS™

 King
Pharmaceuticals

We have created
the most powerful weapon:

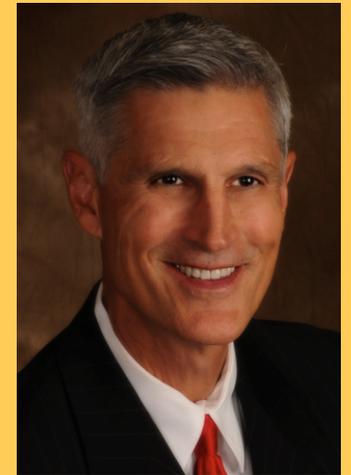
communication.

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



Today's Presenters:
Tanya Byng, National Project Director,
and David R. Voss, Voss & Associates

Today's Agenda: How to implement campaign



National Ad Campaign

Quick Review

TARGET AUDIENCE:
Adults, 20-80

She gets her hair
from her mom.
Her eyes from her dad.
And her drugs
from her grandma's
medicine cabinet.

70% of children who abuse prescription drugs get them from family or friends. Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

BE AWARE. DON'T SHARE.

For more information, go to www.lockyourmeds.org.





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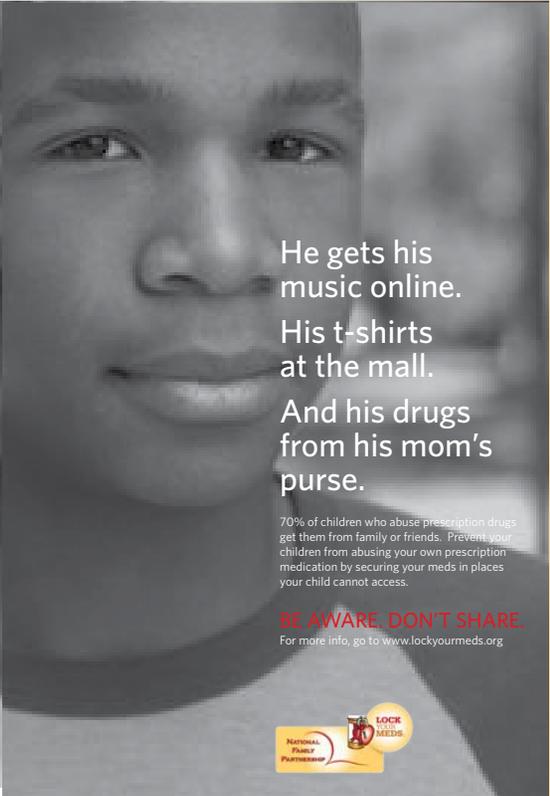
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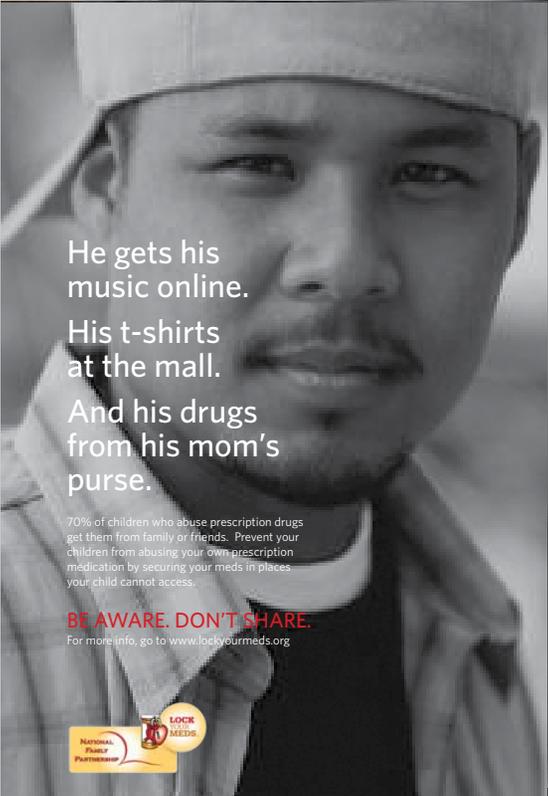
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Ads, Posters

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For more information about Chances for Indiana Youth
or the Lock Your Meds™ Campaign please call (812) 232-5190
or visit us at www.cfiy.org

She gets her hair
from her mom.

Her eyes from her dad.

And her drugs
from her grandma's
medicine cabinet.

With prescription drug abuse on the rise in Oregon and
across the country, some 30 Oregon cities are taking
part in a drug turn-in program to collect unwanted and
expired drugs.

BE AWARE. DON'T SHARE.

For more information, go to www.lockyourmeds.org.



JOIN THE STATEWIDE PRESCRIPTION DRUG TURN-IN DAY SATURDAY

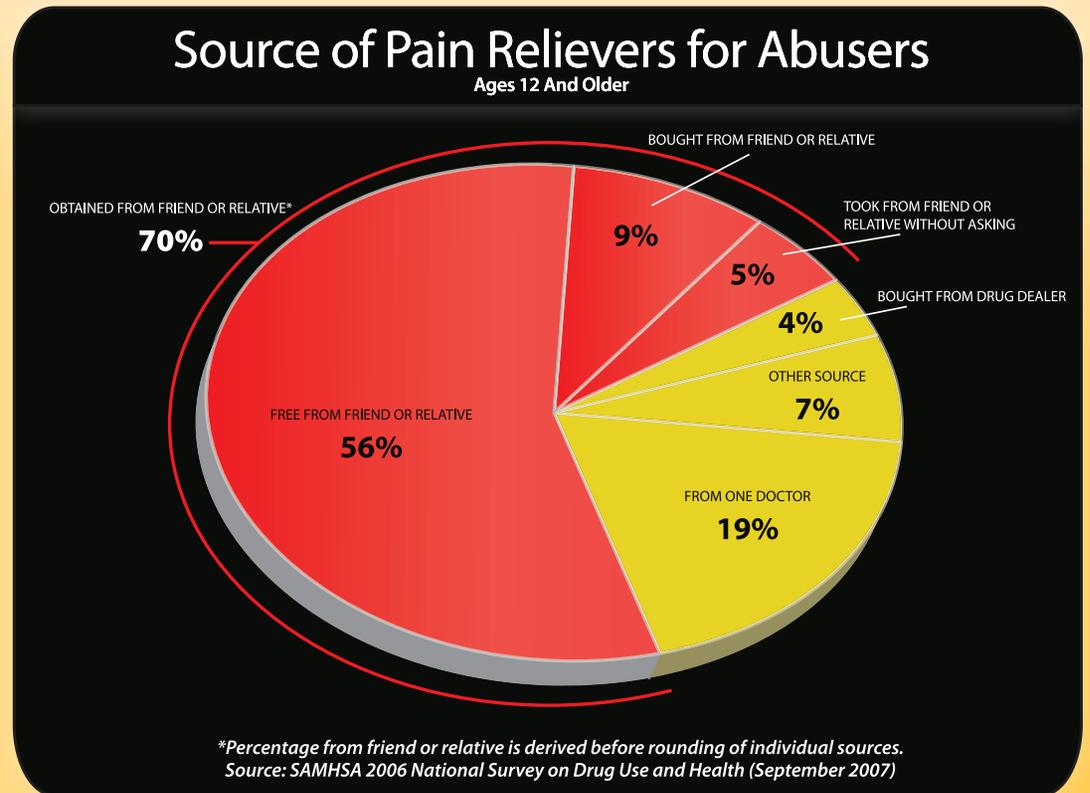
The Drug Turn-In Day is being coordinated by The Oregon Medical Association Alliance,
Community Action to Reduce Substance Abuse (CARSA) and Oregon Partnership.

**For more information and a list of turn-in sites, go to:
www.orpartnership.org**

70%
of people over 12
who abuse
prescription drugs
get them
from friends and
family.

They think these
drugs are “safe.”

But in the wrong
hands, they’re not.





Campaign Components

Advertising

- Print: newspaper, magazine
- Bus shelters, transit
- Radio and television PSAs
- Online- in various news media outlets
- Billboards
- Posters
- Event, Conference programs

Public Relations

- Multimedia slide show
- MEDucation/Press Kit
- Communication Gap
- Overview brochure
- Be There web exposure
- Media relations (story placement in magazines, local papers, TV/radio talk shows, segments)
- Web-based social media, viral marketing
- Conferences, events
- Merchandising
- Video rights: Prescription for Trouble

Outreach

- Affiliate training, webinars
- Identify new Affiliates & partners
- Flip Kit & Leave Behind to solicit partners or sponsors
- Advocacy
- Local events, trade shows
- MEDucation kit and handout
- Supportive, interactive website
- Assistance gaining local media support

Knowledge

is power.

Multiple Uses:

- Press Kit (optional local angles)
- Talking points for speech
- Center spread for magazine story
- Basis of talk show, TV segment
- Background for documentary
- Handout at events (all or pages)
- Engaging activity at event (Gap)
- Create skits, plays, games, humor
- Tabletop for doctor offices, clinics
- Distribute at pharmacies, stores
- Hand out at nursing homes
- Provide sponsor opportunities
- May be localized by Affiliates

MEDUCATION™
A dose of knowledge

pills
capsules liquids cough
syrups antihistamines pain reliever
prescriptions medications rx tablets pills
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medications rx
tablets

Be Aware. Don't Share.



Close the COMMUNICATION



DIRECTIONS: Every generation has their slang, but the lingo today's teenagers use could mean something dangerous if they are abusing prescription or over-the-counter (OTC) drugs. For example, you go "fishing" for salmon or trout, they go "phishing" for pharmaceuticals.

Words that sound innocent to your ears may have another meaning on the street. Read the "hints" and then see if you can guess the drug culture's definition of these common words or expressions.¹¹

Source: White House Drug Policy Street Terms: <http://www.whitehousedrugpolicy.gov/streetterms/>



1. All Star
Best players lose in this sport.
Taking multiple drugs

2. Vikings
Minnesota fans don't cheer these guys.
Vicodin

3. Trail Mix
Not the usual combination of fruit and nuts.
Various prescription drugs, usually served in a bag or bowl at pham parties



4. Cotton
Little children use it for bunny tails. Big kids use it for fairy tales.
OxyContin

5. Kibbles & Bits
Excites both dogs and teens.
Ritalin



6. Jack
A friend you don't want your teen to know.
Someone else's drugs



7. Pancakes & Syrup
A sweet way to start your day and end it for them.
Combination of a sedative and codeine cough syrup

8. Babysit
Not a healthy way to earn money.
Guiding a friend through first drug experience



9. "V"
Flashing this Victory sign is a downer.
Valium

10. Legal Speed
Staying within the speed limit is impossible with this fuel.
Over-the-counter asthma drugs



www.lockyourmeds.org

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Coming Soon! Join us and learn how to raise your children drug free
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Get latest "insider" information and materials for Red Ribbon and Lock Your Meds™
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King Pharmaceuticals
for your generous support with the NFP Lock Your Meds™ Campaign

2010 Red Ribbon Week Theme

Click to Order



I AM DRUG-FREE

Red Ribbon Week October 23-31

MEDUCATION
A dose of knowledge

Learn lessons about the problem and the solutions.
[Read More.](#)

COMMUNICATION GAP

Test your IQ on the surprising terminology of teens who abuse prescription drugs.

THE ORIGINAL

R Locker

www.RxLocker.com

00:00:00



Lock Your Meds™

Learn how you or your organization can help.
[Read More >>>](#)



Lock Your Meds™ Affiliate Best Practices.
[Read more.](#)

National Family Partnership's Role



- Manage national campaign
- Raise money, seek sponsors for campaign
- Provide implementation guidance, resources
- Produce and localize all materials
- Provide media training, support
- Orchestrate October launch events
- Update web site with new materials
- Support Affiliates

Contact: 800.705.8997 info@nfp.org



facebook.com/lockyourmeds; Twitter.com/lockyourmeds

Affiliates role

to make them

aware,

so they won't

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For more information, go to
www.lockyourmeds.org.

For more information about Archdiocese of Chicago-Office of
Catholic Schools or the Lock Your Meds™ Campaign please call
(312) 534-5200 or visit us at <http://schools.archchicago.org>

- Explore website, contact NFP
- Download presentation
- Seek internal approval
- Sign/send MOU to NFP
- Develop 2-year plan
- Localize, print materials
- Seek media partners
- Create web links
- Find, arrange local stories
- Play PSA on local TV, website
- Plan, conduct launch event
- Conduct speeches,
presentations, outreach
- Share Best Practices

WWW.PROJECTDRUGDROP.ORG



The National Association of Drug Diversion Investigators (NADDI) in conjunction with Walgreens Corporation have partnered with the Florida Office of Drug Control and the National Family Partnership to organize a Statewide Drug Take-Back Event on August 21, 2010

Please visit www.projectdrugdrop.org for more information about this great event.



Suggested Affiliate Strategies

- Align LYM campaign with your plan
- Leverage materials to increase your visibility
- Use campaign materials to promote your events
- Use slides, handouts, videos for your presentations
- Provide great story ideas, PSAs for your media
- Provide advertising opportunities for your sponsors

Attend upcoming webinars: July 29, Media Training; August 12, Affiliates Best Practices; both at 1 pm EDT

Power of the Network

Power of One Brand, Power of NFP



- More sponsor and partner incentives
- More impact on target audience
- Increased national and local exposure
- Leverage limited resources



Special Thanks to You



For more information please contact:

Ileana Reyes, Director of Sales & Marketing, or Tanya Byng, Lock Your Meds™ National Project Director:

800-705-8997 or at info@nfp.org

- For setting an example as a responsible pharmaceutical company.
- For your extensive research to help combat the problem
- For your leadership in bringing community stakeholders to the table to discuss solutions
- For your generous support... without you we would not have come so far!

Creative materials & presentation produced by:

VOSS & ASSOCIATES
COMMUNICATING EDUCATION

Questions, Notes

- What happened to Oct. 27 being the national launch date?
 - To have an impact during Red Ribbon Week, we need to launch nationally in September...you can still focus on it in October
- Are materials in Spanish?
 - Not yet, but will be
- Is Oct. 27 still Lock Your Meds Day in schools?
 - Yes, absolutely.
- How do we find out the cost of brochures?
 - Shipping only (\$10/100)
 - Localized materials are printed and handled locally

Questions, Notes

- When can we start ordering materials?
 - Now
- What do we have to look forward to over the next two years?
 - More sponsors to enable us to produce more materials and resources
 - Build the parent network
- Will there be another webinar?
 - July 29, Media Training;
 - August 12, Affiliates Best Practices
 - Both at 1 pm EDT