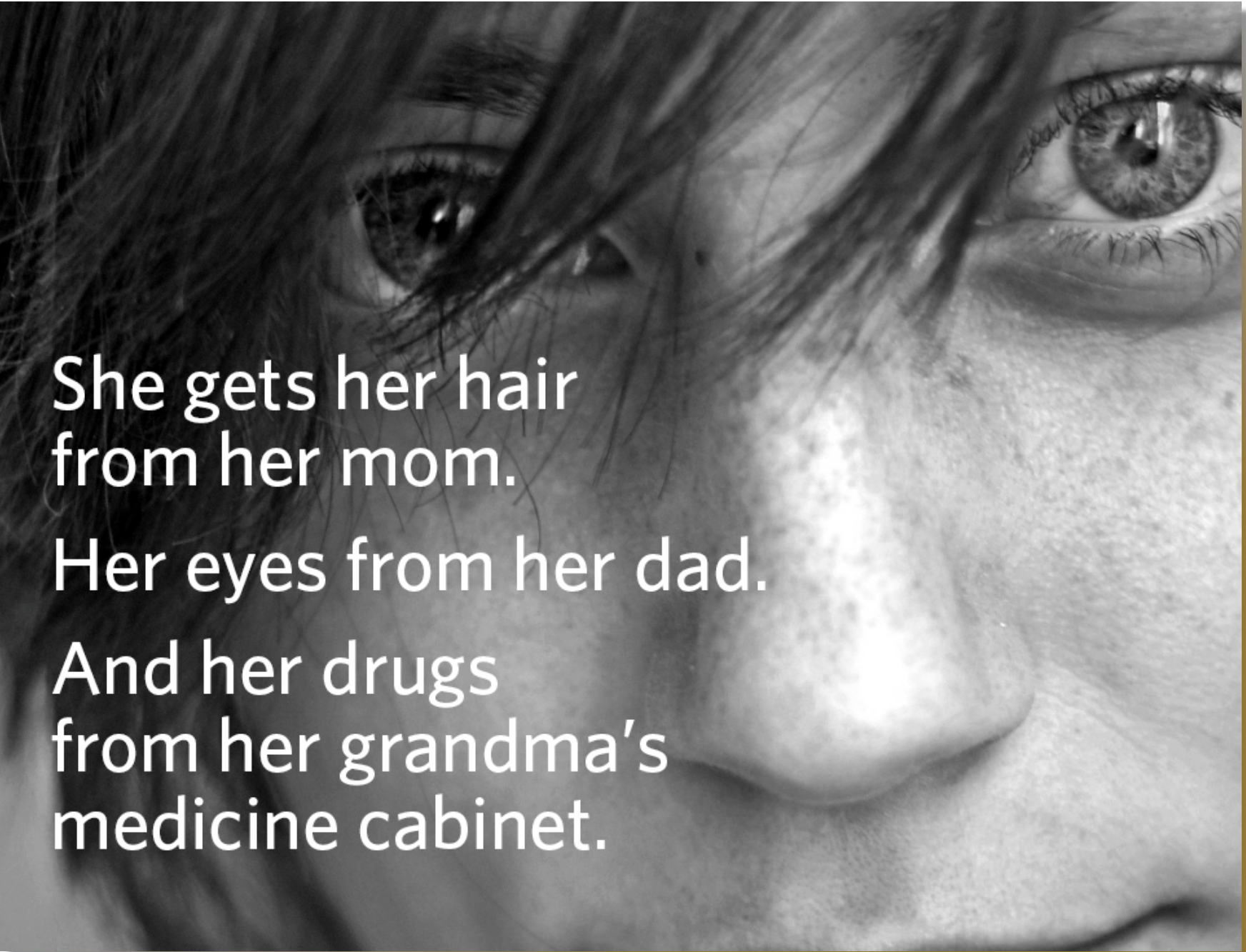


If we make people aware,  
they won't share.

# LOCK YOUR MEDS™

NATIONAL CAMPAIGN





She gets her hair  
from her mom.

Her eyes from her dad.

And her drugs  
from her grandma's  
medicine cabinet.

## National Ad Campaign

NO. 1

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](http://www.lockyourmeds.org).



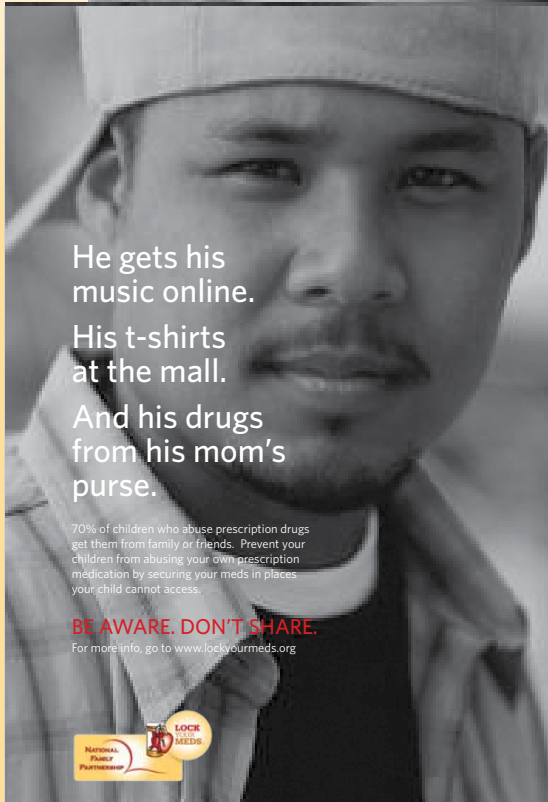
# Creative



He gets his music online.  
His t-shirts at the mall.  
And his drugs from his mom's purse.

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# Ads, Posters



70% of children who abuse prescription drugs are the children of someone who abuses their own medication. For more information, go to [www.hlcc.net](http://www.hlcc.net).

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](http://www.lockyourmeds.org).



## JOIN THE STATEWIDE PRESCRIPTION DRUG TURN-IN DAY SATURDAY

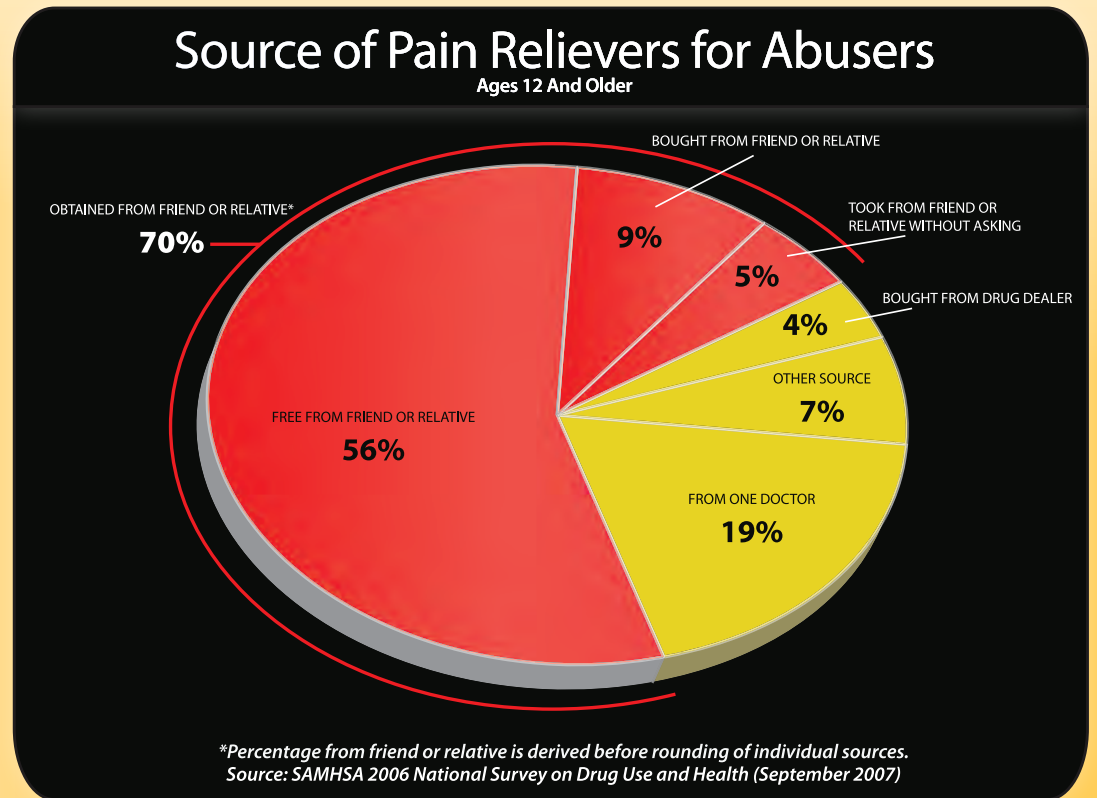
The Drug Turn-In Day is being coordinated by The Oregon Medical Association Alliance, Community Action to Reduce Substance Abuse (CARSA) and Oregon Partnership.

**For more information and a list of turn-in sites, go to:**  
**[www.orphnership.org](http://www.orphnership.org)**

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

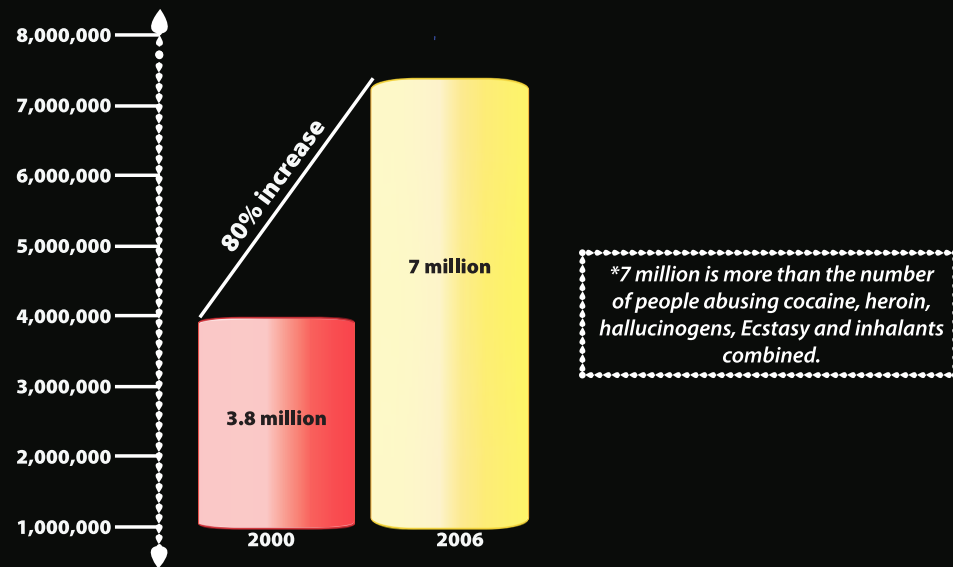
They think these  
drugs are “safe.”

But in the wrong  
hands, they’re not.



More than  
**4000**  
children and  
young adults begin  
experimenting with  
prescription and  
over-the-counter  
drugs every day.

7 million Americans abuse prescription drugs\*



(Source: Drug Enforcement Administration Fact Sheet)

WHAT CAN WE DO?

# AWAKEN

the sleeping giant:

Inform the innocent  
people who  
unwittingly share  
their drugs.



We have created  
the most powerful weapon:

**communication.**

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

# 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.



## 1. All Star

Best players lose in this sport.  
*Taking multiple drugs*

## 2. Vikings

Minnesota fans don't cheer these guys.  
*Heroin*

## 3. Trail Mix

Not the usual combination of fruit and nuts.  
*Various prescription drugs, usually sent in the form of pills and patches*



## 4. Cotton

Little children use it for bunny tails. Big kids use it for fairy tales.  
*Opium*

## 5. Kibbles & Bits

Excites both dogs and teens.  
*Marijuana*



## 6. Jack

A friend you don't want your teen to know.  
*A person who sells*



## 7. Pancakes & Syrup

A sweet way to start your day and end it for them.  
*Combination of sedative and 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.  
*Heroin*

## 10. Legal Speed

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



[www.lockyourmeds.org](http://www.lockyourmeds.org)



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  - News & Events
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**Parents Network**  
Simple Solution:  
Spend Time with Your Children!

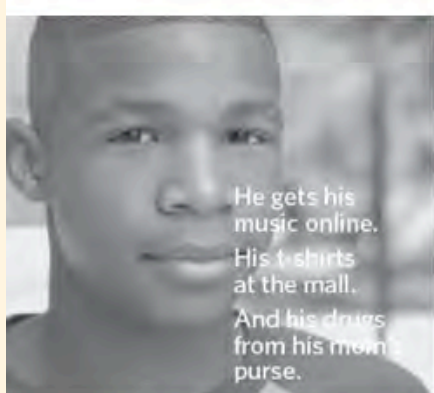
[read more](#)

**Affiliates Alert!**  
Learn how to implement the  
Lock Your Meds campaign in  
your area.

[read more](#)

**News**  
COMMUNICATION GAP WIDENS  
WITH PREVALENCE OF DRUG  
SLANG

[read more](#)



Lock Your Meds is a national media campaign conducted by the National Family Partnership and its affiliates. Learn how you can participate. [Read more.](#)

**Sponsors and Partners**

**Lock Your Meds**  
Learn how you or your organization can participate

[read more](#)

**2010 Red Ribbon Theme:  
I Am Drug-Free**  
Lock Your Meds "official national campaign launch" will be held during Red Ribbon Week, October 27, 2010.

[read more](#)

**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.

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



pepsi refresh project

IMPACT THE HEALTH OF ANYONE, FROM HOSPITALS & CLINICS TO EXERCISE.



# HEALTH



VOTE FOR

Shuffled Ideas

\$5,000

\$25,000

\$50,000

\$250,000

Start Voting August 1, 2010  
Follow us on Facebook, Twitter

A red banner for 'Parents Network'. On the left is an icon of a tablet with a magnifying glass over it. To the right of the icon, the text reads 'Parents Network' in white, followed by 'Simple Solution: Spend Time with Your Children!' in a smaller white font. At the bottom right of the banner is a dark grey button with the text 'read more' and a yellow arrow pointing right.

**Parents Network**  
Simple Solution:  
Spend Time with Your Children!  
read more

# Parent Network

*An effective tool for parents to ban together*

Set common guidelines for children

Monitor their behavior and establish consequences

Share information, experiences, and tips

Support each other and build a community

*Gain valuable insight into your children's behavioral needs*

# 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



NATIONAL  
FAMILY  
PARTNERSHIP



**LOCK  
YOUR  
MEDS™**



If we make them  
**aware,**

they won't  
**share.**

Here's how you can  
**Help:**

- Adopt the campaign
- Generate internal buy-in
  - Board, staff, volunteers
- Create a two-year plan
- Choose materials to use
  - Displayed on web
- Ask us to localize
  - Your logo, message
- Aim for October launch
  - Coincide with Red Ribbon
- Share Best Practices
  - Upcoming webinars
  - 7/8, 7/29, 8/12

Contact: 800.705.8997 [info@nfp.org](mailto:info@nfp.org)

facebook.com/lockyourmeds; Twitter.com/lockyourmeds