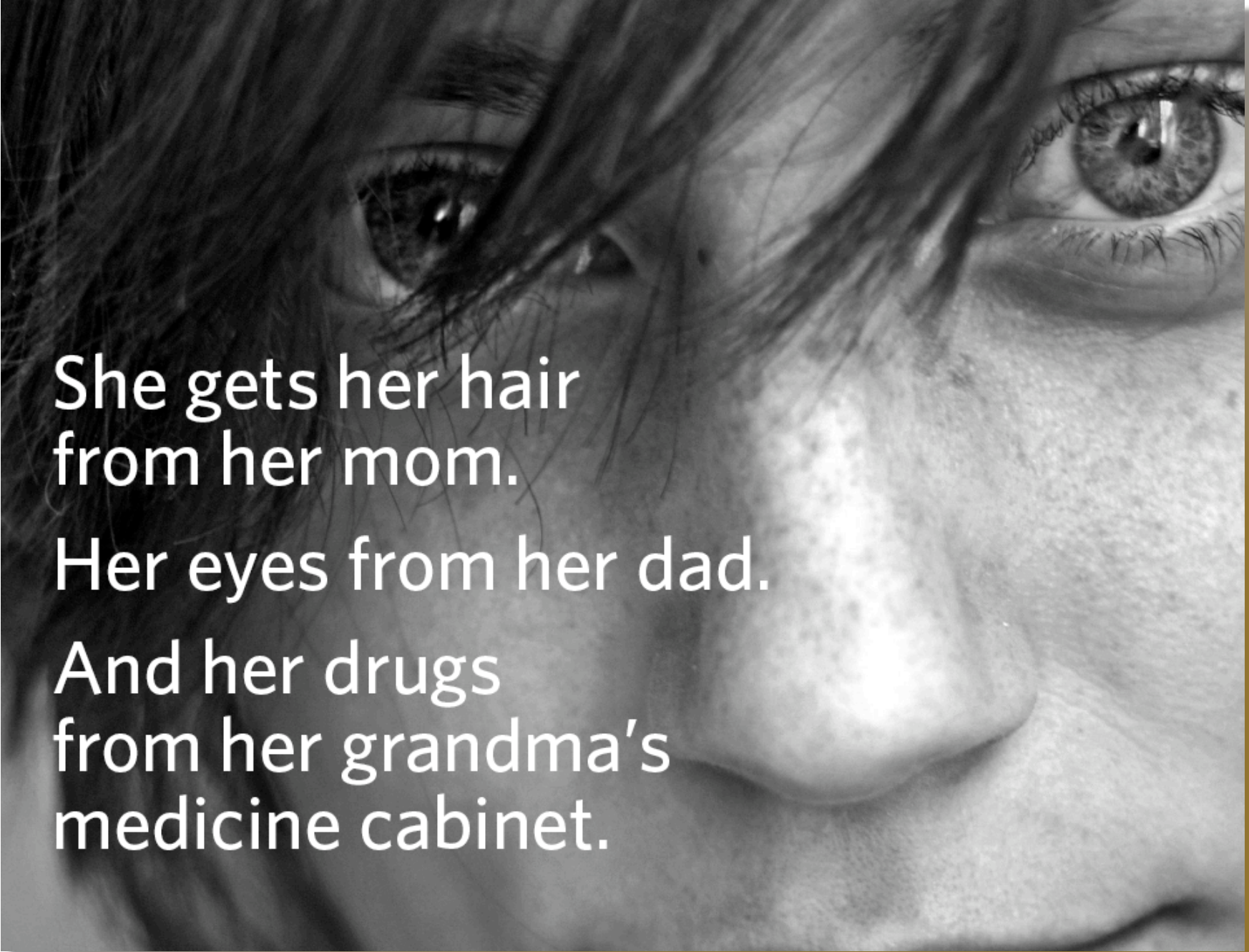


If we make people aware,
they won't share.

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.



Creative

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

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Ad Placement



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70% of children who abuse prescription drugs
from abusing their own medication by
www.hlcc.net.

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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.
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JOIN THE STATEWIDE PRESCRIPTION DRUG TURN-IN DAY SATURDAY

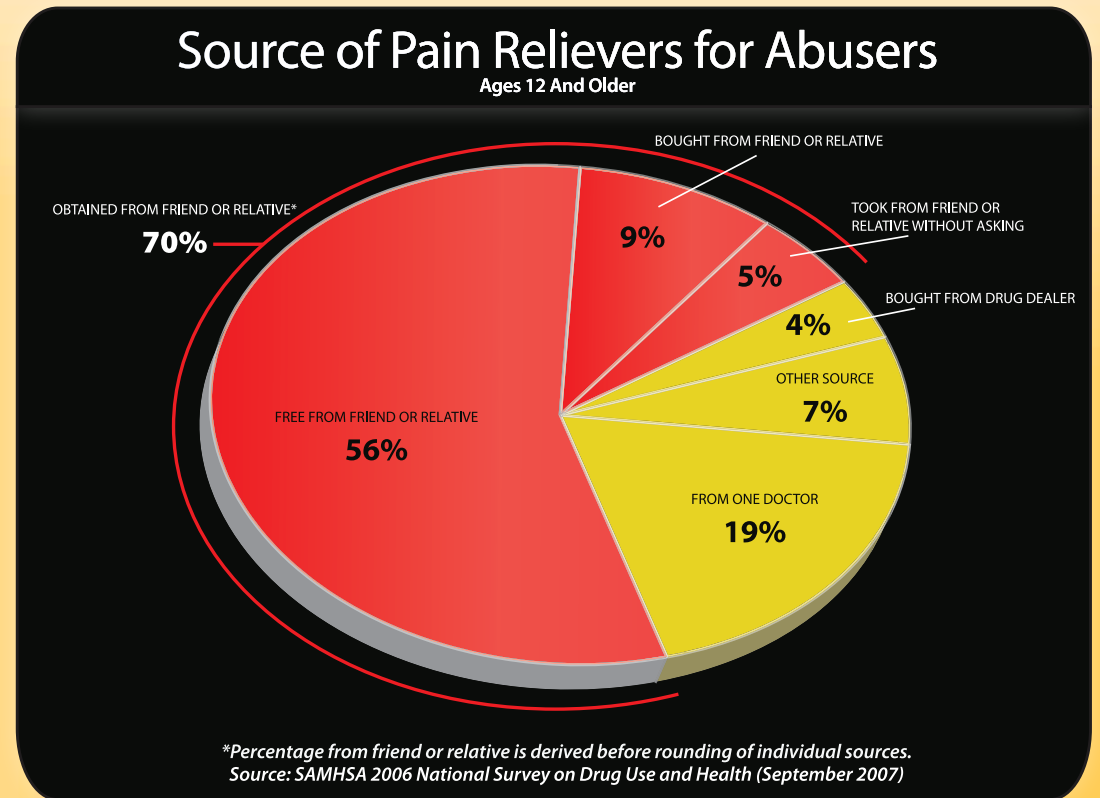
The Drug Turn-In Day is being coordinated by The Oregon Medical Association Alliance, Community Action to Reduce Substance Abuse (CARSA) and Oregon Partnership.

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

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

They think these
drugs are “safe.”

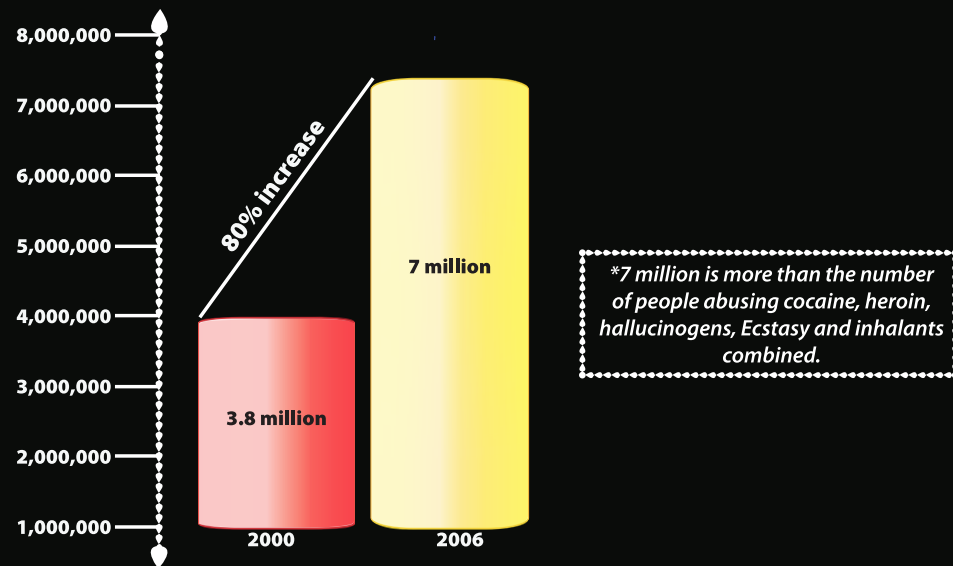
But in the wrong
hands, they’re not.



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)



20,950

people have
died from an
unintentional
overdose of
prescription drugs
between
1999–2004.

Kids are dying.
Adults are supplying.
*And most of them
don't know it.*

WHAT CAN WE DO?

AWAKEN

the sleeping giant:

Inform the innocent
people who
unwittingly share
their drugs.



Remove

the blindfold.

Open

their eyes.

Knowledge

is power.

MEDUCATIONTM
A dose of knowledge

We have created
the most powerful weapon:

communication.

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

If we make them

aware,

they won't

share.

Here's how you can

help.