

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

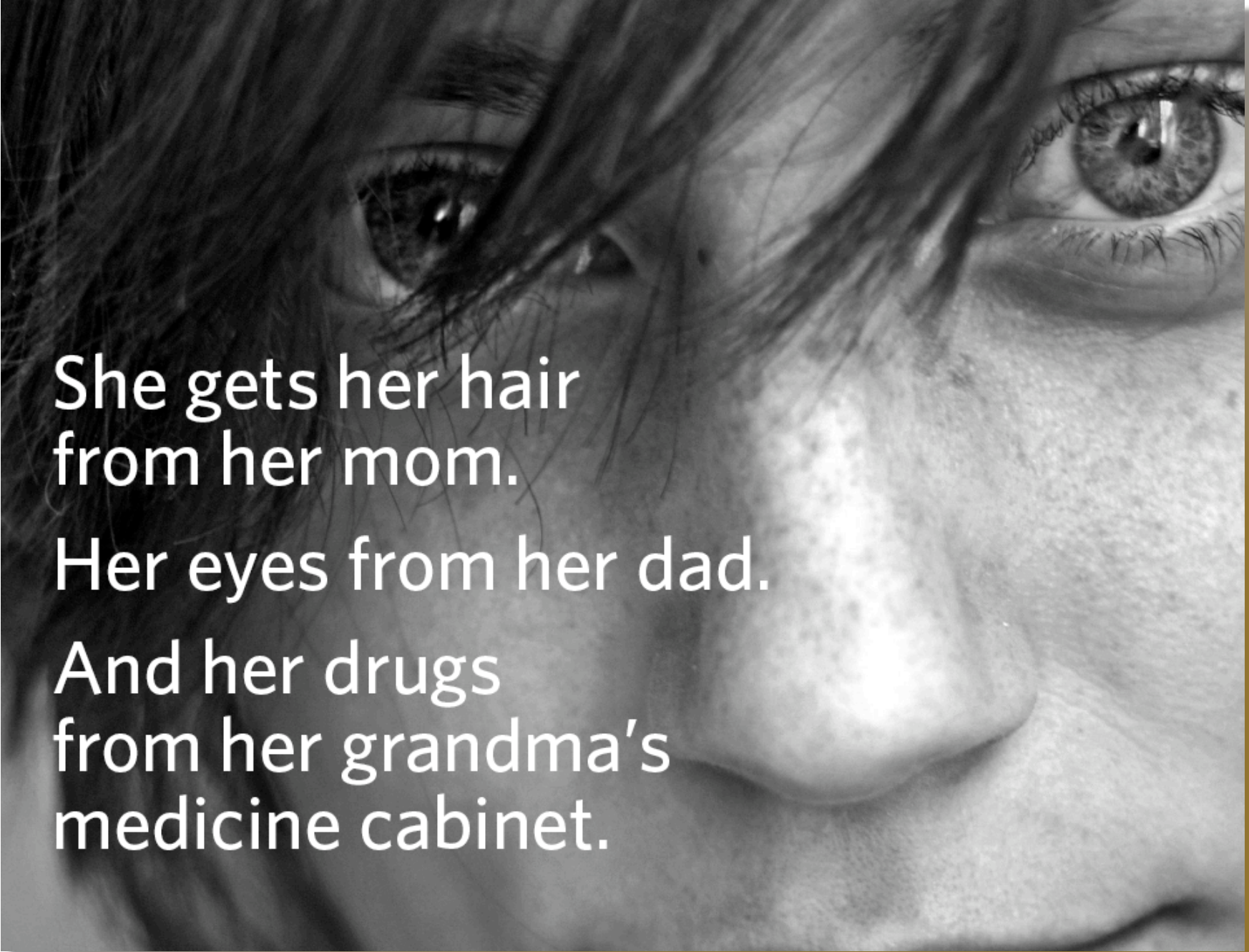
LOCK YOUR MEDS™

NATIONAL CAMPAIGN

NATIONAL
FAMILY
PARTNERSHIP



**LOCK
YOUR
MEDS™**



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.



70%

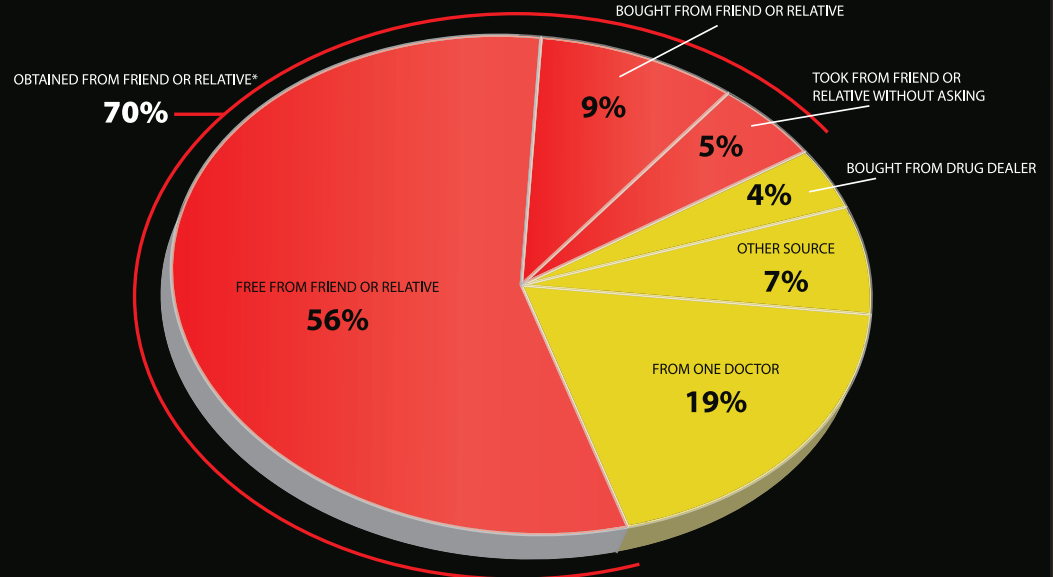
of people over 12 who abuse prescription drugs get them from friends and family.

They think these drugs are “safe.”

But in the wrong hands, they’re not.

Source of Pain Relievers for Abusers

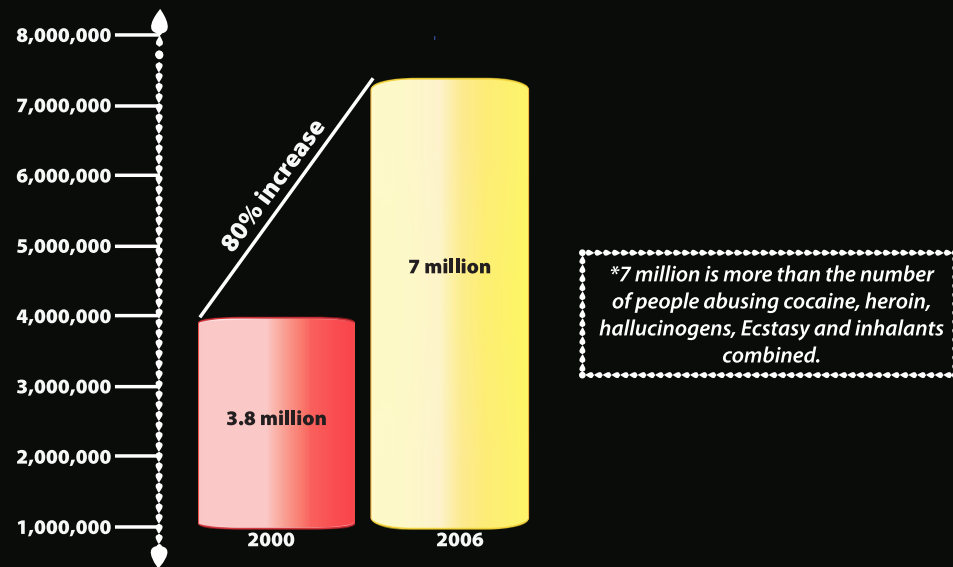
Ages 12 And Older



*Percentage from friend or relative is derived before rounding of individual sources.
Source: SAMHSA 2006 National Survey on Drug Use and Health (September 2007)

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.



Remove

the blindfold.

Open

their eyes.

Knowledge

is power.

- Multi-media campaign
- TV, Radio PSAs
- Online and print ads
- Affiliates events, presentations
- National publicity

MEDUCATION[™]
A dose of knowledge

Join
our team.

Affiliates, such as:




A CLEAR BODY. MIND. CHOICE.
OREGON PARTNERSHIP

Partners, such as:



Sponsors, such as:



A black and white close-up photograph of a person's face, focusing on their eyes and nose. The person has dark, curly hair. The text is overlaid on the right side of the image.

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

BE AWARE. DON'T SHARE.

www.lockyourmeds.org

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 we
help.

Join Our Campaign

NATIONAL
FAMILY
PARTNERSHIP



**LOCK
YOUR
MEDS™**

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