

NC Lock Your Meds

Material Use Guide

Lock Your Meds® is a national multi-media campaign designed to reduce prescription drug abuse by making adults aware that they are the “unwitting suppliers” of prescription medications being used in unintended ways, especially by young people. Produced by National Family Partnership® (NFP), the campaign includes a wide array of high-quality advertisements, posters, educational materials, publicity opportunities, interactive games and slide show presentations, and a website, where visitors can learn more and ask questions.

Sixty-seven percent of people who misuse prescription medications get them from friends and family. Lock Your Meds® is messaging to promote five action steps to prevent prescription drug misuse or abuse.

1. Talk with your doctor about your meds.
2. Properly secure and monitor your meds.
3. Safely and properly dispose of old, expired or unused meds.
4. Educate yourself & your family.
5. Pass it on.

Source: <http://www.lockyourmeds.org/nc/>

Lock Your Meds materials should be used to develop/further community partnerships; educate professionals and the general community around the issues of medication misuse, storage, and disposal; and launch/further community efforts to reduce prescription drug misuse rates.

1. Familiarize yourself with the Lock Your Meds campaign. (See information above and provided website.)
2. Consider if this campaign will help to address the issues around prescription drug misuse in your intended community.
3. Consider your access to the intended campaign audience. (Parents, grandparents, community members)
4. Consider community partners who can assist with your efforts to utilize Lock Your Meds materials.
5. Identify which materials would best be used in your community.
6. Develop a distribution plan and schedule.
7. Adjust plan and schedule as needed.
8. Track which/how many materials you distribute and how many people you reach utilizing social media, tv, radio, etc.

Those who receive Lock Your Meds materials will be asked to submit a report identifying which materials they distributed, how many, any community partners they worked with etc.

Source: Opioid Prevention Communication Campaign Toolkit



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Mental Health,
Developmental Disabilities
and Substance Abuse Services