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 home medicine cabinet.

66% of people 12 and older 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.®
LOCK YOUR MEDS. ®

For more information, go to www.lockyourmeds.org.
She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her grandma's medicine cabinet.

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He gets his music online.

His t-shirts at the mall.

And his drugs from his mom’s purse.

66% of people 12 and older 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.

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She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her parents’ medicine cabinet.

66% of people 12 and older 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.

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She gets her hair from her mom.
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66% 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

- Obtained from friend or relative: 66%
- Free from friend or relative: 51%
- From one doctor: 22%
- Other source: 7%
- Bought from drug dealer: 5%
- Took from friend or relative without asking: 4%

*Percentage from friend or relative is derived before rounding of individual sources. Source: SAMHSA 2014 National Survey on Drug Use and Health (September 2014)
More than 1700 children and young adults begin experimenting with prescription and over-the-counter drugs every day.

6.5 million Americans abuse prescription drugs*

3.8 million
2000

6.5 million
2013

71% increase

*6.5 million is more than the number of people abusing cocaine, heroin and hallucinogens combined.

(Source: 2013 National Survey on Drug Use & Health)
WHAT CAN WE DO?

AWAKEN the sleeping giant:
Inform the innocent people who unwittingly share their drugs.
He gets his music online.
His t-shirts at the mall.
And his drugs from his mom’s purse.

BE AWARE. DON’T SHARE.®
LOCK YOUR MEDS.®
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.
Close the COMMUNICATION GAP

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. They make the drops.

2. Vikings
   Minnesota fans don’t cheer these guys.

3. Trail Mix
   Not the usual combination of fruit and nuts.

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

5. Kibbles & Bits
   Excites both dogs and teens.

6. Jack
   A friend you don’t want your teen to know.

7. Pancakes & Syrup
   A sweet way to start your day and end it for them.

8. Babysit
   Not a healthy way to earn money.

9. “V”
   Flashing this Victory sign is a downer.

10. Legal Speed
    Staying within the speed limit is impossible with this fuel.

www.lockyourmeds.org
Lock Your Meds®

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 this website, where visitors can learn more and ask questions.

Take the Lock Your Meds Pledge

See why others have taken the pledge

- I am taking the pledge not only for my family but also for my students. I am a Kindergarten teacher and I want to help the parents who are immigrants to deal with this challenge. I speak their native language which is Haitian Creole. — Michelle
- I, Jennifer R. Thorpe hereby take the pledge to lock my medications. For my family, my neighborhood, my community, and my country. — Jennifer
- I like to dedicate this campaign to Corner Lakes Middle School by hosting a fun rollerskating celebration and maybe having all the kids sign the pledge. — Cathy
- Thank you for your wonderful campaign! — Barbara

Related Events

Upcoming events to prevent prescription drug abuse.

Spread the Word

Resources you can use to become a Lock Your Meds® messenger.

News

Read and see the latest news releases and video clips from campaign coverage.

President's Message

By Peggy Sapp, The National Family Partnership® provides the perfect partner for this campaign.

Go to the NFP Store
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
If we make them aware, they won’t share.

Here’s how you we 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

Contact: 800.705.8997 info@nfp.org
facebook.com/lockyourmeds; Twitter.com/lockyourmeds