She gets her hair from her mom.

Her eyes from her dad.

And her drugs from her home medicine cabinet.

BE AWARE. DON’T SHARE. ®
LOCK YOUR MEDS. ®

For more information, go to www.lockyourmeds.org
Prescription Drug Abuse
Alarming Trends

• Drug overdose kills more people than guns or car accidents - and over 1/2 are from opioids.
• Exceeds all other illicit drugs combined, except marijuana, which it matches.
• 1,700 children/young adults begin experimenting per day.
• Often leads to heroin abuse.

Drugs Most Frequently Used by 12th Graders

(Source: “Monitoring The Future Study,” University of Michigan, 2015)
The Problem
Misconceptions

• They believe:
  • It’s legal
  • It’s safe
  • It’s okay to combine them
    • “Pharm or rainbow parties”
WHY?

Funnier

Escape

Relief

Prettier

Fit in
The Suppliers
It’s Us

53% of people over 12 who abuse prescription drugs get them from family or friends.

Source of Pain Relievers for Abusers
Ages 12 And Older

*Percentage from friend or relative is derived before rounding of individual sources.
Source: SAMHSA 2016 National Survey on Drug Use and Health (September 2016)
The Solution
Awareness

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

• Michelle Lupinski, Principal

North Shore Recovery High School

“I think it’s very, very important that we educate people – at every level. It’s nobody’s fault. We just have to address it.”
The Solution
Lock Your Meds®

• National campaign created by National Family Partnership (NFP)
  • *Create awareness to “unwitting suppliers”*
• Powerful messages, using traditional and new social marketing venues

Thank you
The Solution
Lock Your Meds®
A multi-media approach for message delivery

• Radio
• TV
• Print
  • Publication ads
  • Web ads
  • Posters
  • Bus shelter ads
  • Transit ads
• Billboards
A multi-media approach for message delivery

Parent Guide
Media Kit
Outreach, events
Web
• www.lockyourmeds.org
• Web ads
• Links to partners, supporters, sources
• Parent Network

Leveraging the power of one brand throughout entire NFP network

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 am 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

Be Aware. Don't Share. Take the Pledge

She gets her hair from her mom.
Her eyes from her dad.
And her drugs from her grandma's medicine cabinet.

BE AWARE. DON'T SHARE.®
LOCK YOUR MEDS.®

For more information, go to www.lockyourmeds.org
Everyone Can Help
What To Do

• Lock Your Meds
• Take Inventory
• Educate Yourself
  • MEDucation
• Talk to your children
• Set clear rules
• Properly dispose

“Be aware and don't share your medications.”
-- Peggy Sapp, NFP President
Everyone Can Help
Take the Pledge

• Pledge to protect your children and grandchildren and help us spread the word.

Lockyourmeds.org

NATIONAL FAMILY PARTNERSHIP PLEDGE

I pledge to set guidelines to help children grow up safe from prescription drug abuse.

Name: ____________________________
Address: __________________________
City: __________________ State: ______ Zip: ______
Phone: (______) _______ _______ Fax: (______) _______ _______
C □ H □ W □
Email: ____________________________
School your child attends: __________
Signature: ________________________

Retain the top portion of this pledge and place it in a visible location in your home. 
Mail the bottom portion to the National Family Partnership.
Join Our Campaign

(305) 856-4886
info@nfp.org