Appendix 2: CHPA Interventions Targeted Against Goals

CHPA is executing a communications and abuse mitigation plan targeted against the goals outlined in Section 5, namely to:

- Raise parental, caregiver, and teen-influencer awareness and involvement as to the abuse and its risks;
- Increase the perception of risk among teens by highlighting the risks of abuse;
- Increase social disapproval of the behavior by emphasizing peers’ disapproval of abuse and demonstrating that non-abuse is the norm; and
- Reduce dextromethorphan’s availability to teens by:
  - Advocating for legislation to establish a national age restriction on purchases of dextromethorphan-containing medicine;
  - Advocating for legislation to prohibit the sales of bulk dextromethorphan (in its unfinished form) to parties not registered with FDA; and
  - Encouraging parents and caregivers to engage in monitoring behaviors, such as safeguarding their medicine cabinets, and making sure other parents do likewise.

The plan is evidenced-based and includes evolving and expanding interventions. Accordingly, two crucial and foundational aspects of every stage of the communications plan are compiling data and research to inform the interventions so that they effectively target attitudes in order to change behaviors and assessing the effects of the interventions by established rational metrics. For more information on the implementation stages concerning abuse and the assessments established, refer to sections 5.3.2 and 5.3.3, respectively.

What follows in this appendix are the programs in the field currently and their results to-date where applicable and relevant. While many of the programs connect with and build upon one another, each program has been designed to address specific objectives and audiences. In general, most of the tools outlined below focus on raising parental awareness as reflected in the strategy, and all are ongoing. Many programs also integrate stakeholders and partners.

Comprehensive List of Current and Ongoing Tools Implemented To-Date

**Tool:** StopMedicineAbuse.org

**Objective:** Increase parental awareness; provide parents and communities with resources and tools to prevent dextromethorphan abuse

**Summary:** The primary information resource for all of CHPA’s educational programming is the StopMedicineAbuse.org website. Created in 2007 as a resource for parents and communities about dextromethorphan abuse, the website also served as a portal to specific CHPA programs. The site was relaunched in 2009 with additional content and in-depth information about cough medicine abuse, its risks, its warning signs, and concrete steps
parents can take to prevent it. The site also includes information on prescription drug abuse in recognition that the research points to an overall behavior of teens looking to medications, in general, for a high. It is regularly updated with engaging content and features.

Results: Web address on most cough suppressant packages in the United States Average time on site: 2 minutes, 12 seconds

**Tool:** Educational Icon on Packages  
**Objective:** Increase parental awareness; provide resource about dextromethorphan abuse for parents right on the package  
**Summary:** In order to communicate directly with parents and ensure that parents are aware of what products contain dextromethorphan, CHPA member companies voluntarily developed and placed an educational icon on their dextromethorphan-containing packages. As shown in Appendix 2, Figure 1, the icon is used to alert parents and provide a resource, StopMedicineAbuse.org, for parents to learn more information about cough medicine abuse.

The implementation of the icon began in 2008. The American Pharmacists Association, the National Community Pharmacists Association, and the National Association of Chain Drug Stores helped communicate information about the icon and its purpose to their respective memberships in 2009. CHPA conducted major media outreach around the icon, as well, earning a verified 23.5 million impressions, plus placement in a number of outlets for which impressions values are not available.

Results: Educational icon placed on majority dextromethorphan-containing cough medicine packages made by CHPA member companies  
Media relations efforts have resulted in 23.5 million impressions

**Appendix 2, Figure 1.** Examples of the educational icon on medicines containing dextromethorphan.
**Tool:** Five Moms: Stopping Cough Medicine Abuse

**Objective:** Increase parental awareness about the risks of cough medicine abuse; enlist parents to help spread the word to other parents

**Summary:** CHPA’s primary touchstone in developing an informed and engaged cadre of parents is the Five Moms Campaign to stop cough medicine abuse. Launched on Mother’s Day 2007, Five Moms features five real-life mothers dedicated to empowering moms and dads with information to keep their teens safe from the risks of cough medicine abuse. The moms represent a cross-section of America: a registered nurse, an accountant, a D.A.R.E. officer, an educator, and a treatment facility operator and author. The campaign is accessed directly through FiveMoms.com or within the overall StopMedicineAbuse.org website and much of the content is available in Spanish. In fact, one of the moms is a Latina who can provide messaging directly in Spanish.

The purpose of the campaign is to enlist parents’ help in raising awareness with other parents to the issue of teens abusing OTC cough medicines to get high. The messages of the Five Moms are equally straightforward: Cough medicine abuse is real and can touch any family and parents can take some simple steps to prevent this type of substance abuse in their own homes. Accordingly, the Five Moms urge parents to follow the actions steps listed below:

1. Educate themselves about cough medicine abuse and its risks.
2. Talk to their teens about cough medicine abuse as they would any other type of substance abuse.
3. Safeguard their medicine cabinets so they know exactly which medicines they have and how much medication is in each bottle or package.
4. Get professional help if they suspect their teens have a substance abuse problem.
5. Share what they know with other parents.

In the three years since this program launched, it has reached nearly 35 million parents and is still growing. Approximately 130,000 tell-a-friend e-mail messages have been sent by engaged parents, and the campaign has sent almost three million e-mails to raise awareness about the issue and the StopMedicineAbuse.org resources to help combat it.

CHPA partners and allies have been of great assistance in forwarding the Five Moms message to their constituencies. The Partnership for a Drug-Free America, the Community Anti-Drug Coalitions of America, D.A.R.E. (which is one of the highest referral websites for the Five Moms program), and PTA (both nationally and within individual state chapters) have promoted this innovative campaign.
Results: Five Moms has reached 35 million parents
Roughly 130,000 tell-a-friend messages sent by parents

Tool: **WebMD Cough Medicine Abuse Consumer Destination**
Objective: Increase parental awareness
Summary: A related program designed to use the Internet to communicate directly to parents is the CHPA/WebMD educational collaboration. Launched in May 2009, the program provides robust and growing multi-media content to attract parents’ attention and provide high-impact information that helps prioritize cough medicine abuse and offer useful tools to prevent this type of substance abuse behavior.

Part of the program is an ongoing evaluation to determine what attitudes and behaviors may have been impacted by interacting with the material.

- Familiarity with cough & cold abuse 19.5% increase pre/post
- Familiarity with side effects 35.9% increase pre/post
- Likelihood to speak with kids 19.2% increase pre/post
- How seriously do you take the topic of teen abuse of cough & cold medicines pre/post
- 78.7% more seriously
- Fully 90 percent of adults indicated they would talk to their teens about cough medicine abuse.

Results: CHPA/WebMD collaboration has had roughly 660,000 visitors and 1,375,000 page views

Tool: **Social Networking and Online Community-Building**
Objective: Develop online communities on Facebook, Twitter, YouTube, and Gather to foster communications and information-sharing with parents to raise awareness about abuse, its risks, and its warning signs
Summary: In addition to content-rich programming, CHPA developed online communities on Facebook, Twitter, YouTube, and Gather to enable parents to engage with one another and offer their own advice, support, and camaraderie. It is an efficient and productive method to reach this target audience, with 43 percent of online adults using these types of social networks to organize with others where events and issues are concerned. (Pew, 2009) These networks also allow for quick communications and reminders to keep the issue of cough medicine abuse top of mind.

Results: Growing communities available at the following:
- facebook.com/stopmedicineabuse (1,050+ fans)
- twitter.com/stopmedabuse (350+ followers)
- youtube.com/stopmedicineabuse (roughly 20,000 video views)
- fivemoms.gather.com (roughly 3,000 members)
Tool: Public Service Announcements
Objective: Raise awareness among parents (including Hispanic parents) to the issue, its risks, and their power to keep teens drug-free
Summary: In 2006, CHPA and the Partnership for a Drug-Free America launched a major media PSA campaign, the first of its kind targeting OTC and prescription medicine abuse. The campaign initially featured broadcast, radio, and print PSAs. The initial spots were designed to raise awareness to the issue of teens abusing medicines. The campaign currently includes two print spots designed to underscore the power of parents in keeping teens from abusing cough medicines. Both carry the Partnership’s logo and CHPA’s, and offer StopMedicineAbuse.org as a source for more information. The current print spots have run on major broadcast television and nationwide newspapers, including twice in the New York Times since being released: first on July 19, 2009, and later on October 11, 2009.
Results: $3.1 M in advertising equivalency value

Appendix 2, Figure 2. Current print public service announcements with the Partnership for a Drug-Free America emphasizing the importance and power of parents in keeping teens drug-free
**Tool:** Earned Traditional and Online Media  
**Objective:** Raise awareness among parents to the issue, its risks, and their power to keep teens drug-free  
**Summary:** Before 2005, the behavior of cough medicine abuse had not been studied in national drug abuse surveys and indeed was characterized as “sporadic” by the American Medical Association. Prevention experts cautioned the industry not to raise awareness broadly, lest otherwise unaware teens become familiar with and curious about a type of substance abuse they had not previously considered. In 2005 with the data release of the first Partnership for a Drug-Free America Partnership Attitude Tracking Survey that included OTC cough medicine abuse, it became apparent that teens, including those not abusing, were aware of the behavior; it was parents who were not. In response and after consultation with experts, the industry’s awareness-raising efforts expanded broadly. The precision of finely targeted outreach was replaced with mass-market outreach to touch the maximum number of parents and teen influencers with validated messages.

In addition to Partnership PSAs mentioned earlier in this appendix, CHPA has worked to earn media coverage of the issue and offer parents practical tips to keep their teens drug-free. CHPA has issued press releases regarding Partnership Attitude Tracking Survey and Monitoring the Future survey releases since they each began asking OTC cough medicine questions (2005 and 2006 respectively), has sought out opportunities to discuss the issue with media, has conducted local media outreach to support town hall meetings (with a total impressions reach of 5.4 million), has conveyed information about the educational icon (verified 23.5 million impressions), has supported various programs (such as the Five Moms Campaign) with media relations, and has hosted or participated in press conferences to announce various program launches.

In addition to traditional outlets, CHPA increasingly is looking to influential colleagues within the blogging community to convey the story. The association has established relationships with various bloggers and regularly e-mails them to provide updates. CHPA also hosted a blogger “press” call in February 2010 for bloggers to talk directly with Dr. Drew Pinsky, a preeminent drug-abuse expert, on the subject of teen medicine abuse.

**Results:** 69,655,681 media impressions
**Tool:** Paid Media  
**Objective:** Raise awareness among parents to the issue  
**Summary:** Media relations can be challenging with so many other subjects competing for limited space in newspapers and time on news broadcasts. To supplement, CHPA has judiciously complemented earned media work and programming with paid media efforts. CHPA has hosted three satellite media tours (February 2007, May 2007, and October 2009 for a total reach of 11.7 million impressions), and issued three matte (releases that are print-ready for easy placement within publications) releases (one in Spanish) with a reach of over 40.5 million impressions. CHPA also conducted a mass-market advertising campaign in 2007 that achieved 175 million impressions and key-word search campaigns that have achieved over 26 million impressions (May 2009 and October 2009).  
**Results:** 253 million media impressions

**Tool:** Community Toolkit  
**Objective:** Raise awareness about the issue and engage community leaders—such as those in prevention, education, retail, healthcare, and law enforcement—in the effort to prevent abuse  
**Summary:** With the Community Anti-Drug Coalitions of America (CADCA), CHPA developed a community-focused program.  

CHPA’s relationship with CADCA began in 2005 with a satellite television broadcast promoted heavily among CADCA’s constituencies, especially those in law enforcement and prevention. With a viewing audience of roughly five million, CHPA and CADCA have followed that initial broadcast with two additional broadcasts, one in 2007 and one in 2008.  

The partnership expanded greatly in 2007. After a year of development, CHPA and CADCA launched its Dose of Prevention program and toolkit in February 2007. The program zeroes in on providing CADCA constituencies—coalition leaders, retailers, law enforcement, educators, healthcare professionals—with easy-to-replicate information to engage in community events to raise awareness about teen cough medicine abuse. The program consists of:  
- Community toolkit of resources for download (launched 2007), including a video (launched 2010)  
- Participation in roughly 20 town hall events (since 2007)  
- Workshops at CADCA’s annual forum (every year since 2007)

An element of the partnership with CADCA is surveillance of local communities’ awareness of cough medicine abuse and coalition leaders’ perception about the prevalence of this type of abuse. The first coalition-leader survey was conducted in 2006 as a baseline and the second in
2008. In 2006, 39 percent of coalition leaders indicated OTC medicine abuse was a major problem in the community; that number was 46 percent in 2008 through increased awareness-raising.

In recognition of the efforts of CHPA on behalf of the makers of OTC cough medicines, CADCA awarded CHPA with its prestigious CADCA Champion for Drug-Free Kids Award in 2008.

Results:
- 5,000 hard-copy toolkits distributed
- 44.6 million media impressions

**Tool:** Rx/OTC Medicine Abuse Program with D.A.R.E. America

**Objective:** Educate school children with age-appropriate information about the purpose of medicines, the risks of medicine abuse, and drug-refusal skills; 7th and 9th grade programs are designed to raise perception of risk and provide drug-refusal tips

**Summary:** CHPA also works with D.A.R.E. America to raise awareness among parents and school-age children with a robust community program and lessons for 5th, 7th, and 9th graders. Launched in 2007, the program features age-appropriate curricula on medicine respect, medicine abuse, and refusal skills. Largely offered through D.A.R.E. officers trained in the curricula, the lessons also can be provided by school nurses (through the National Association of School Nurses) and counselors (through the American Association of School Counselors). To date, one million schoolchildren have received the lessons. The U.S. Drug Enforcement Administration, the U.S. Food and Drug Administration, the Office of National Drug Control Policy, the National Institute on Drug Abuse, and the Center for Substance Abuse Prevention of the U.S. Substance Abuse and Mental Health Services Administration all participated in the creation of the curricula with CHPA and other partners.

Results:
- D.A.R.E. America: 350,000 parents & 1 million students
- Additional distribution through the National Association of School Nurses and the American Association of School Counselors

**Tool:** Home to Homeroom Campaign with the National Association of School Nurses

**Objective:** Incorporate the school nurse in teen cough medicine abuse prevention efforts

**Summary:** In 2010, CHPA launched a new large-scale program to reach teens and their parents, utilizing the most accessible healthcare professional available to students: the school nurse. In partnership with the National Association of School Nurses (NASN), CHPA launched the Home to Homeroom campaign to provide the nation’s school nurses with materials
and resources to communicate with students and their parents. The program includes downloadable and ready-to-use materials, including:

- Toolkit, including a PowerPoint presentation
- Parent letter
- Digest articles
- School nurse office poster

In addition, CHPA and NASN have published a bylined journal article and are jointly promoting the materials to school nurses nationwide.

The Home to Homeroom program with the National Association of School Nurses includes materials directly for teens that emphasize that cough medicine abuse is not the normative behavior. This fact also is conveyed in the CADCA and PhRMA teen-directed brochure. In programs with the National Association of School Nurses and CADCA, CHPA has developed messages to reinforce that the normative behavior regarding cough medicine abuse is nonabuse and to support social disapproval messages. Following are examples of teen-directed messaging focused on increasing social disapproval:

- Last year, 6% of high school students abuse over-the-counter cough medicine to get high. Is that how you want to stand out in the crowd?
- Kids who choose to abuse drugs and alcohol are in the minority.
- There are a large number of kids who do not abuse drugs and other substances.

Results: 1.4 million students (estimate)

Tool: **DXMstories.com**

Objective: Intercept at-risk teens looking for information on how to abuse dextromethorphan with information about the risks involved in abusing the substance;
Raise perception of risk among teens

Summary: The Partnership for a Drug-Free America has been a resource for expert advice on how to approach the at-risk teen and with what messages. CHPA’s first entrée to this audience was with the Partnership in the form of a teen-directed website, DXMstories.com. Launched in 2003 and updated with new content in 2006, the site was designed as an interception site. The concept was to create a site that provides the health risks of dextromethorphan abuse and lets teens hear real-life testimonials from teens who have abused and from their parents. The site was then optimized so that its search-engine ranking would be high so that teens looking for information about how to abuse dextromethorphan would stumble across DXMstories and get information on the dangers of abuse.
Complete records are not available, but there have been at least 600,000+ pageviews to the site to-date.

Results: 600,000+ pageviews to-date (incomplete records)

Tool: National Medicine Abuse Awareness Month
Objective: Utilize this national recognition as a platform to raise awareness about OTC and prescription medicine abuse.
Summary: Since 2007, CHPA, working largely with CADCA, has sought to have one month a year recognized as National Medicine Abuse Awareness Month in order to raise awareness and attract media attention to and stakeholder involvement in preventing teen cough medicine abuse. CHPA utilizes the month as a platform to engage in town-hall meetings, as well, and often conducts targeted online advertising and key-word search buys to help get the word out.

Results: 33 million online impressions

Tool: Miscellaneous Stakeholder Involvement
Objective: Encourage stakeholders and parent-influencers to get involved in preventing teen cough medicine abuse
Summary: Engagement with stakeholders is a crucial element to CHPA’s communications plan from ongoing and expanding work with the Partnership to reaching out to various key message multipliers, especially to healthcare professionals.

In addition to the PSAs produced jointly and mentioned earlier, CHPA and the Partnership have a long-standing collaborative relationship to prevent teen cough medicine abuse. In fact, the Partnership is CHPA’s oldest partner in cough medicine abuse prevention. Since the publication of the first CHPA/Partnership parents’ guide on the subject in 2003 (The Spanish-language version was first published in 2005), the Partnership has been a source of counsel, data (It was the first organization to include OTC cough medicine abuse in a national student survey, the Partnership Attitude Tracking Survey 2005), and programming. While key elements of the programming are included in other sections of this appendix, included in the partnership has been the publication and distribution of the parents’ guides (in excess of one million copies distributed), materials distribution directly to 60,000 members of the American Academy of Pediatrics, parent content on the Partnership’s website drugfree.org with over nine million impressions, and promotions on its TimetoTalk.org web presence (with 2.3 million impressions).

In addition, CHPA aggressively seeks opportunities to communicate with teen influencers and message multipliers and distribute materials. A

Healthcare professionals have been an important message multiplier for CHPA’s work and are an essential conduit to parents and their teens. CHPA presented CE material to nurse practitioners through the clinicians’ conference in 2009, distributed letters and newsletters to the 60,000 members of the American Academy of Pediatrics in 2007 with the Partnership for a Drug-Free America, offered tailored content through the Dose of Prevention toolkit with CADCA, and created an entire program to offer school nurses the resources they need to prevent and address teen cough medicine abuse among their students.

CHPA also partnered with the National Women’s Health Resource Center in 2004 to produce a back-to-school kit with timely information about teen cough medicine abuse and its risks.

**Tool:** Resources and Materials

**Objective:** Provide additional information and handouts to further communicate with parents and stakeholders on the issue of teen cough medicine abuse

**Summary:** CHPA has worked to ensure there are materials available to communities to convey crucial information to parents especially on the dangers of teen cough medicine abuse, the warning signs to this type of abuse, and tips for what to do if a parent suspects a teen might have a problem with abuse. To-date, CHPA has produced the following, either in hard copy or for download:

- Parents’ Guide (English) with the Partnership for a Drug-Free America [2003 – present]
- Parents’ Guide (Spanish) with the Partnership for a Drug-Free America [2005 – present]
• Dose of Prevention toolkits with CADCA (originally in print and now available for download only) [2007 – present]
• Newspaper in Education (NIE) supplement with CADCA and PhRMA in 2008
• The Real Truth teen-directed brochure with CADCA and PhRMA [2009 – present]
• School nurse presentation, brochure, and office poster [2010 – present]

Results: More than a million parents’ guides distributed
NIE supplement reached 105,000 schools, 380,000 teachers, 14 million students, and a large portion of the adult audience of 100 million daily newspaper readers
Dose of Prevention toolkit distributed to over 5,000 coalition leaders

Appendix 2, Figure 3. CHPA offers a number of materials to educate audiences about teen cough medicine. Below are samples developed in partnership with the Partnership for a Drug-Free America, the Community Anti-Drug Coalitions of America, and PhRMA.