

Utah- Use Only as Directed

Mobilizing Efforts

The Problem

- 2012 – 2014: 4th in nation for drug overdose deaths
- 200 – 2014: 400% increase in deaths associated with prescription drug abuse misuse
- In 2014, The percent of adults prescribed an opioid pain killer? 32%

First Attempts

- 2005 Utah Department of Health one time funding to educate
 - Use Only As Directed
- Rocky Mountain High Intensity Drug Trafficking Area
- DSAMH Strategic Prevention Framework
- 2005 – 2013 Efforts waxed and waned
- Hit and miss steering committee, campaign gasping for air

Mobilizing and Organizing at State and Local Levels

- Modeling CTC organization- Key Leader (executive level) and Community Board (steering/ advisory committee)
- Mobilizing high level support, state level board, local coalitions



Integration with Healthcare

- Intermountain Healthcare, largest healthcare provider in the Intermountain West, jumped on board and breathed life into the campaign.
- Department of Health: Convened effort to mobilize Exec Group
- DSAMH : Lessons Learned through underage drinking efforts

In-Pharmacy Medication Drop Boxes

Deseret News

Utah U.S. & World Sports Moneywise Opinion Faith Family

New partnership hopes to reduce prescription drug abuse deaths

By Keith McCord, Deseret News
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Intermountain Healthcare and the state's prevention campaign, Use Only As Directed, joined forces to educate Utahns about the proper use, storage and disposal of prescription medications. Intermountain Healthcare installed secure drop-off boxes called Med Safe at

Marc Weaver, Deseret News
[Enlarge photo](#)

Summary
Intermountain Healthcare and the state's prevention campaign, Use Only As Directed, have joined forces to educate Utahns about the proper use, storage and disposal of prescription medications.

SALT LAKE CITY — More people die in Utah from prescription drug abuse than car accidents. And that number is up 31 percent in the last three years.

Intermountain Healthcare and the Utah Department of Health's prevention campaign, Use Only As Directed, have joined forces to educate Utahns about the proper use and disposal of prescription medications.

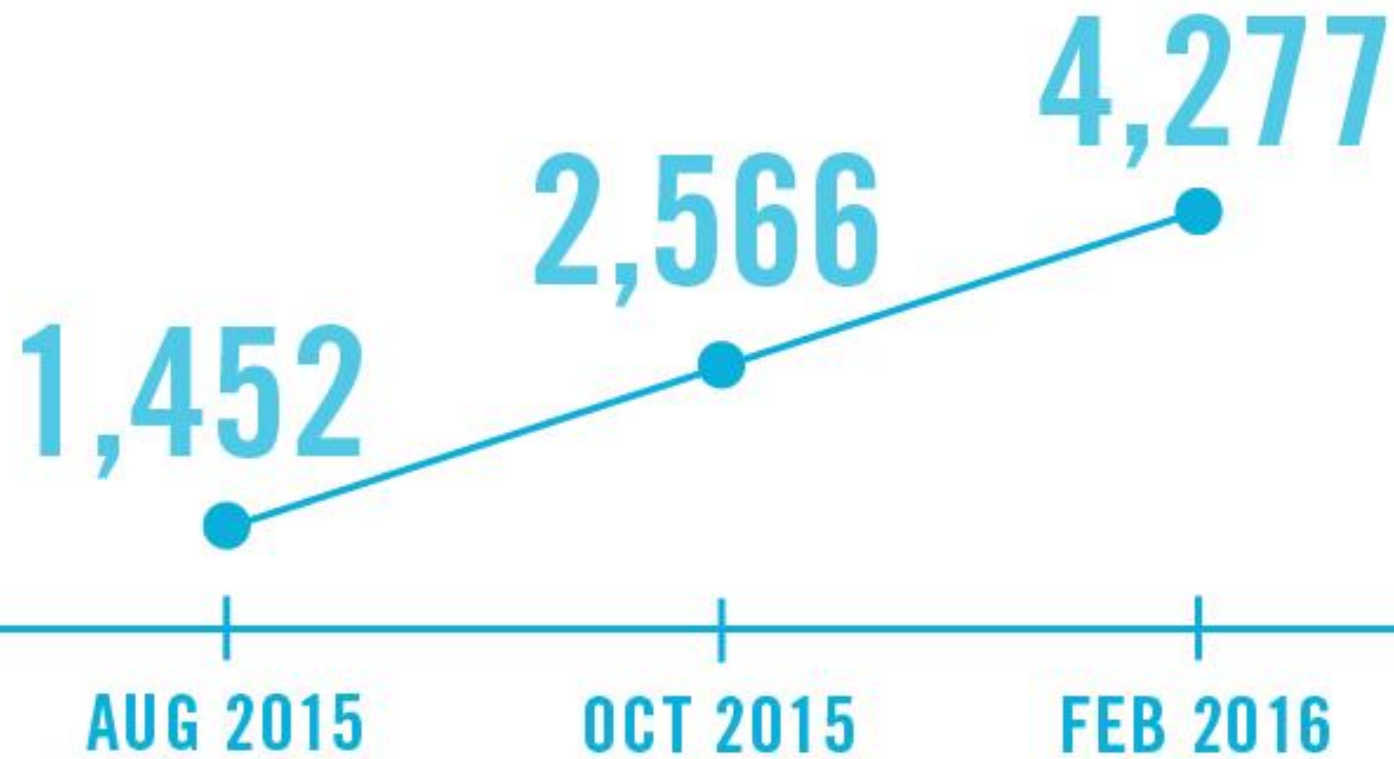
About a quarter of all Utahns have leftover prescription pain medications in their homes — unused pills that are tossed into a drawer and forgotten about. This increases the opportunity for misuse, abuse or theft. It's a growing problem in Utah, said Robert Rolfs, deputy director of



In-pharmacy Messaging



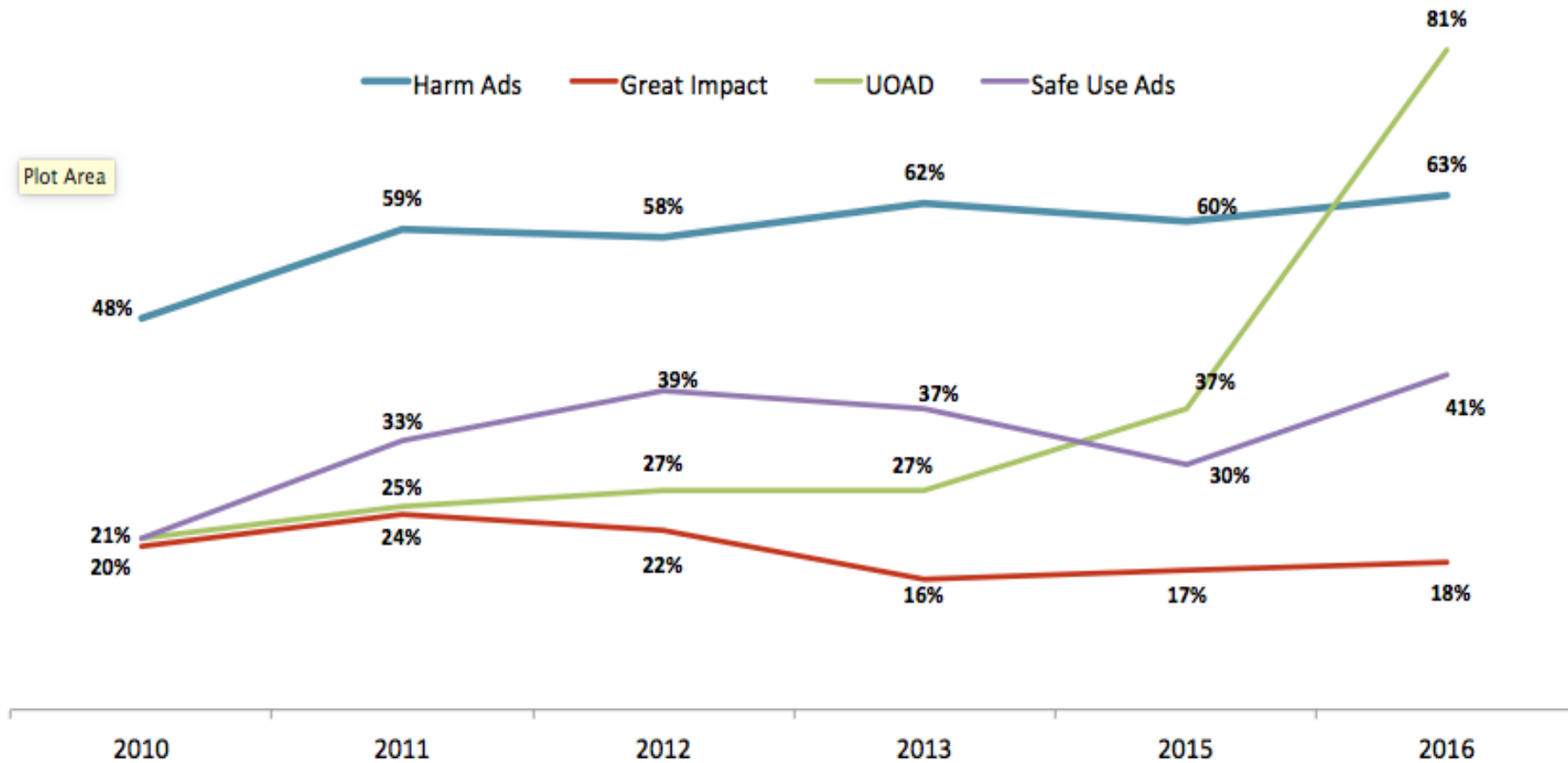
Is it working?



MEDICATIONS SAFELY DISPOSED

*As measured in pounds

Media Campaign Exposure



Smiths Pharmacies



DSAMH Efforts

- CSAP's "Town Hall" model- LOCAL MESSAGING
- Partnership with Intermountain
 - McKay Dee Hospital- August 30th
 - Admin Meetings





