

# Partnership for a Drug-Free NC

## Recap & Newsflash

### Our Mission

Partnership provides services to reduce the negative impact of substance abuse and mental illness on NC's individuals, families and communities.

### Our Impact

Through the efforts of an extremely qualified and dedicated staff of approximately 200, we change lives by reducing problems at home and in the community using proven and effective education, treatment, and support.



Staff prepare for a Wake Forest basketball game.



### Bert's Bits

There was this saying when I was growing up: "If it's not one thing, then it's another."

I almost chuckle as I type it and imagine it's similar to a phrase from former Carolina Panthers Coach, "It is what it is."

Speaking of something obvious and not making much sense...Prescription drug abuse is an epidemic.

Because of our "day jobs," we already know this or at least suspected it...

*Bert's Bits continued on page 2*



Unlimited Success staffer Jacquie Henry helps with the "Deacs Not Drugs" education challenge.

### Our Divisions

**Unlimited Success**  
Prevention and  
Intervention

**TASC – Regions 3 & 4**  
Intervention

**Insight Human**  
Services

*Treatment*  
*Accountability for*  
*Safer Communities*

**Treatment**

*Winston-Salem,*  
*Black Mountain,*  
*Asheville*

## Bert's Bits Cont'd

I am sure you have heard this in the halls at school, as the defendant stood before the bench, in the assessment office or the group room. In fact, each day **6,600 new abusers take prescription drugs daily in a nonmedical way**, and one third of those are youth between 12 to 17 years old.

The headlines in November shout the problem. "Prescription pain killers at epidemic levels", (CDC) and "Overdose Deaths have Tripled in a Decade," (Health Day). In December news surfaced announcing more people die from drug overdoses than in car accidents.

Prescription drug abuse is the use of a medication without a prescription, in a way other than as prescribed, or for the experience or feelings elicited. According to several national surveys, prescription medications, such as those used to treat pain, attention deficit disorders, and anxiety, are being abused at a rate second only to marijuana among illicit drug users.

There have been "drugs du jour" and epidemic surges over the years. Regardless of the specific drug, though, the problem of substance use disorder has been consistent. We have been proactive and flexible, and we should continue to tailor and improve our response to the changing means, as well as the subsequent problems.

Our teams are commended for their responsive to this dramatic surge. We have utilized evidence-based prevention curricula, cognitive behavior therapy in TASC, medication assisted therapies, as well as motivational interviewing and other best practices in treatment.

Our staff continues to train and re-tool as we effectively prevent, intervene and treat this problem with prescription drug abuse. "If it isn't one thing (or drug), it is another." Thank you for your efforts to help our families make healthy choices, reduce drug abuse and enhance their lives.



C.E.O. Bert Wood hosts a "lunch and learn" at the Fourth Street Offices in Winston-Salem

### Prescription Drugs: By the Numbers

**1 in 5:** Teens who are abusing prescription drugs

**Every 19 minutes:** how frequently someone on the U.S. dies from a prescription drug overdose

**6,600:** people who abuse prescription drugs every day

*Prescription drug fact sheet on page 9*



## Insight Human Services



### Insight to Integrate Services with Primary Healthcare

Insight Human Services will be providing integrated SBIRT services in the Piedmont area in collaboration with Northwest Community Care Network, CenterPoint Human Services, and the Division of MH/DD/SAS.

#### WHAT IS SBIRT?

The **Screening, Brief Intervention and Referral to Treatment (SBIRT) program** is an evidenced based program that provides screening for substance use illness and mental health disorders with persons being seen at primary care physician offices. A grant from The Substance Abuse and Mental Health Services Administration (SAMHSA) to North Carolina made this program possible.

#### WHY IS THIS NEEDED?

Only a small percentage of the 51.8 percent of people in the US who reported themselves as being current drinkers (at least on drink in the past 30 days) are dependent (i.e. alcoholics). However, **one in four people drink in ways that put themselves or others at risk.**

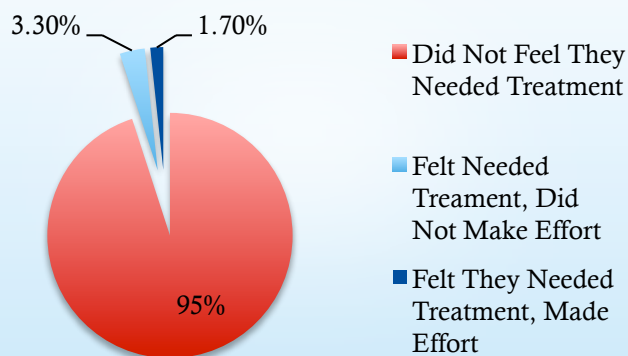
The 2010 National Survey on Drug Use and Health: Summary of National Findings

estimates that **95 percent of the 23.1 million persons in the US whose drinking and/or drug use could be classified as abuse or dependent do not feel that they need treatment.** Less than 2% of the persons in need of treatment actually receive treatment and when they do it is often after the disease of addiction has progressed to advanced stages requiring costly treatment services.

The goal is to increase people awareness of the risk factors related to drug use and overdrinking and help them get the treatment they need before they costly specialty treatment and medical services.

*SBIRT continued on page 4*

### 20.5 Million Needing Treatment



## SBIRT cont'd

### HOW WILL IT WORK?

Many medical practices now ask screening questions about alcohol, tobacco, and other drug use (ATOD) when new patients are seen at the doctor's office. This SBIRT program takes the process a step further. By discussing the information from the screening with the patient, we provide help for patients to better understand the connection of alcohol, tobacco, and other drug use on their overall health.

of ATOD and

Using motivational interviewing techniques, SBIRT counselors will assist patients in identifying changes they would like to make in their use of ATOD and provide brief interventions for those who may be at risk. For people who have evidence of a substance use illness (abuse or dependence), a "brief intervention" will include a referral to treatment services.

By being based at the physicians' offices, counselors will be able to be able to coordinate behavioral healthcare with medical care and follow up with patients when they return for their medical care. Studies show people with substance use disorders most often seek help and heed advice from doctors and clergy in an effort to reduce or abstain from ATOD use. **This program of integrating behavioral health care with medical healthcare emphasizes that a person's overall health includes both behavioral and medical health.**

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### Partnership's new SBIRT Counselors

Insight is pleased to welcome **Janice Wilmoth**, PhD., PsyD., LCAS, CCS and **Michael Leone**, LCSW, as our newest SBIRT counselors.

They will be located at our 4<sup>th</sup> Street offices; however they will be busy in area physician offices providing much needed services to persons at risk of harm due to substance use.



For more information visit the NC SBIRT website <http://www.sbirtnc.org/>

# Treatment Accountability for Safer Communities

## NC TASC Regions 3 and 4

Old TASC location



### Region 3

Rockingham County TASC relocated to a new office space on November 30, 2011. The new office is located in the new courthouse; the same facility as Department of Community Corrections and Community Services.

New location



TASC in Rockingham County, because of its influence in the community has grown to become the primary system for the evaluation, referral and case management of offenders in the Criminal Justice System. Under the leadership of Michael E. Gray, Region 3 TASC Services Vice-President, TASC is the Criminal Justice System's channel for the successful re-integration of offenders back into their communities.

TASC clients appreciate that TASC is now located in the same facility as the Department of Community Corrections.



### Region 4

In December 2011 TASC Region 4 opened its newest satellite office in Sylva, which serves the people of Jackson County. It is one of 24 locations for TASC 4, headquartered in Asheville.

This new facility provides space for groups, including Drug Education School. For information call 828-779-1621.

# Unlimited Success

Stokes Citizens for Safe and Healthy Communities, sponsored by Unlimited Success, installed a permanent “drug drop” box for unused, expired, or unwanted prescription medication in the Stokes County Sheriff’s Office in cooperation with Stokes Sheriff Mike Marshall and Stokes EMS.



*Pictured Left: Stokes EMS Training Officer Brian Booe and Stokes Sheriff Mike Marshall*

## Operation Medicine Drop

March 24

King Recreation Acres, White Road Entrance  
9:00am – 11:00am

Hick’s Pharmacy, Walnut Cove  
1:00pm – 3:00pm



# Media Campaign



The Media Campaign continues its partnership with **Wake Forest University, IMG College, and the Winston-Salem Police Department** to provide universal prevention messaging to basketball fans at the Lawrence Joel Veteran's Memorial Coliseum during the 2011-12 Men's and Women's basketball season.

*Pictured below left: concourse signage inside the Joel*

*Pictured below right: the Drug-Free NC/WSPD Airship*

During the 2011-12 football and basketball seasons at Wake Forest University, Football players and other WFU athletes visited **more than 20 Forsyth County schools** delivering anti-drug and anti-bullying messages to hundreds of middle school students. Unlimited Success Prevention specialists continued messaging activities by administering the “**Deacs Not Drugs**” Parent/Kid Challenge. This allowed parents to start a conversation with their children about drug and alcohol abuse. **More than 75 percent of quiz participants did not recognize addiction as a “disease.”**

*Pictured above left-right: Unlimited Success Prevention Specialist Lora Smith greeting fans at WFU basketball; Deacs Not Drugs Challenge; six middle school student winners honored during a WFU Men's basketball half time*



# Breaking News...

## U.S. death every 19 minutes from overdose

ATLANTA, Jan 13 (UPI) – Prescription drug abuse is the fastest growing drug problem in the United States and results in one death every 19 minutes, federal health officials say.

Researchers at the U.S. Centers for Disease Control and Prevention found approximately 27,000 unintentional overdose deaths occurred in the United States in 2007.

The increase in unintentional drug overdose death rates in recent years has been driven by an increased use of a class of prescription drug opioid analgesics, such as Vicodin or OxyContin. Since 2003, more overdose deaths have involved opioid analgesics than heroin and cocaine combined.

In addition, for every unintentional overdose death related to an opioid analgesic, nine people are admitted for substance abuse treatment, 35 visit emergency departments, 161 report drug abuse or dependence and 461 report non-medical uses of opioid analgesics, researchers say...

Read more [here](#).

## Soaking gummy bears in alcohol is newest teen trend

HUFFINGTON POST - One of the scariest things about raising teens is the possibility that they might be influenced to drink. You can warn them of the dangers and consequences until you're blue in the face, but sometimes, peer pressure gets the best of them. The American Academy of Pediatrics found that more than four million adolescents drink alcohol in any month.

And what's more frightening, is how clever they've become about hiding the act from parents. Once upon a time, teens stole alcohol from their parents, so keeping a close watch on your own liquor cabinet was a fine way to curb the problem. But today, their creativity puts the old trick of refilling bottles with Sprite to shame. And the latest trend in undercover drinking is especially savvy – especially around holiday time.

Teens are using gummy candy (bears and worms to be exact) to get drunk. They soak the candy in alcohol, Keloland.com reports.

Darcy Jensen from Prairie View Prevention Services in South Dakota works with school districts to prevent teen drinking as part of the "Parents Matter" campaign. She sent out a warning to schools last week to warn them about the trend.

Read more [here](#).

## Preventing Teen Abuse of Prescription Drugs FACT SHEET

THE PARTNERSHIP  
AT DRUGFREE.ORG

### WHAT IS PRESCRIPTION DRUG ABUSE?

The use of prescription medication to create an altered state, to get high, or for reasons—or by people—other than those intended by the prescribing doctor.

### HOW MANY TEENS ARE DOING THIS?

According to research conducted by The Partnership at Drugfree.org (as well as other reputable national studies) as many as one in five teens say they have taken a prescription drug without having a prescription for it themselves. This behavior cuts across geographic, racial, ethnic and socioeconomic boundaries.

### WHY ARE SOME TEENS DOING THIS?

For a variety of reasons. To party and get high, in some cases, but also to “manage” or “regulate” their lives. They’re abusing some stimulants such as Ritalin and Adderall to give them additional energy and ability to focus when they’re studying or taking tests. They’re abusing pain relievers like OxyContin and tranquilizers such as Xanax to cope with academic, social or emotional stress. They’re abusing prescription amphetamines to lose weight, or prescription steroids to bulk up.



### WHAT ARE THE RISKS?

There are both acute (immediate) and longer term risks. In the short term, overdosing (especially on prescription pain relievers) can be fatal, as can mixing prescription drugs with over-the-counter medication and/or alcohol. In the longer term, prescription opioids (pain relievers) and other prescription medicines are potentially addictive. Coming to rely at a young age on prescription medicine (or any drug) to “manage” your life risks establishing a learned, lifelong pattern of dependency and limitation and prevents learning coping skills.

### WHERE ARE TEENS GETTING THESE PRESCRIPTION DRUGS?

The vast majority of teens abusing prescription drugs are getting them from the medicine cabinets of friends, family and acquaintances. Some teens traffic among themselves – handing out or selling “extra” pills of their own, or pills they’ve acquired or stolen from classmates. A very small minority of teens say they get their prescription drugs illicitly from doctors, pharmacists or over the internet.

### ARE PARENTS EDUCATING THEIR CHILDREN ABOUT THE RISKS OF THIS BEHAVIOR?

Research conducted by The Partnership at Drugfree.org shows that parents are not communicating the risks of prescription drug abuse to their children as often as they talk about illegal drugs. This is partly because some parents are unaware of the behavior (it wasn’t as prevalent when they were teenagers), and partly because those who are aware of teen abuse of medicine tend to underestimate the risks just as teens do. Finally, a recent study by The Partnership at Drugfree.org showed that 28% of parents have themselves taken a prescription drug without having a prescription for it themselves. This is not necessarily abuse, but it sets a dangerous example for kids – that the recommended dosage of prescriptions need not be strictly followed.

### WHAT SHOULD PARENTS DO?

1. Educate yourselves – drugfree.org has lots of support, tools, resources and answers.
2. Communicate the risks of prescription drug abuse to your kids. Children who learn a lot about the risks of drugs are up to 50% less likely to use drugs.
3. Safeguard your own medicines. Keep prescription medicine in a secure place, count and monitor the number of pills you have.

Learn more at [www.drugfree.org](http://www.drugfree.org)

The development of this fact sheet was sponsored by Cephalon, National Supporter, Parent Resources | © 2010

# Staff in the News

Partnership for a Drug-Free NC staff is a valuable resource to the news media when it comes to many topics, including binge drinking, prescription drug abuse, and the latest drug trends. Over the last few months, the staff has helped local media with a number of stories. Check out just a couple examples.

[Binge Drinkers a Growing Problem in the Triad](#)

[Local Pharmacies Launch Abuse Prevention Campaign](#)



## Coming Up

### April is Alcohol Awareness Month.

- Alcohol kills more people than AIDS, tuberculosis, and violence combined.
- Impaired drivers are responsible for **1 in 3** fatal crashes.
- Underage drinking costs our state more than \$1.4 billion

## Feedback

If you have questions about our newsletter and/or feedback regarding information you'd like to see, please email [rlindner@drugfreenc.org](mailto:rlindner@drugfreenc.org) or [help@drugfreenc.org](mailto:help@drugfreenc.org)