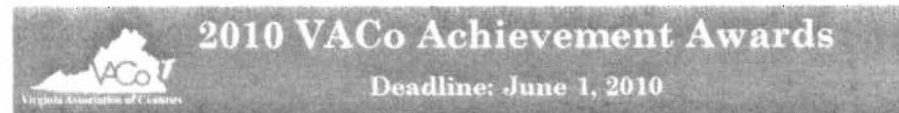


ATTN: 2010 Achievement Awards Program
 Virginia Association of Counties
 1207 East Main Street, Suite 300
 Richmond, Va. 23219-3627

address service requested

Call for Entries



Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2010.

Program Information

Locality Franklin County
 Program Title Prescription Drug Abuse Prevention among Teens
 Program Category Health/Human Services #5
 Population Category 4

Contact Information

Name Greg Winge
 Title CSA Program Director
 Department Comprehensive Services Act
 Complete Mailing Address 1255 Franklin Street, Suite 112 Rocky Mount, VA 24151
 Telephone # (540) 483-7209 Fax # (540) 483-2564
 E-mail gregwinge@franklincountyva.org

Signature of county administrator or chief administrative officer

Name Richard E. Huff, II
 Title County Administrator
 Signature* Richard E. Huff

*Entries without this signature will not be accepted.

2010 VACO ACHIEVEMENT AWARDS PROGRAM APPLICATION

Problem: Prescription Drug Abuse Particularly Among Teens.

- Nearly 15.1 million Americans reported abusing prescriptions in 2005.
This number is up from 7.8 million in 1992 revealing that prescription drug abuse has nearly doubled in 13 years
- Young adults ages 18-25 had the highest rates of non-medical use of prescription drugs in the past year, followed by adolescents 12 to 17 (2.5 percent at age 12, 13.9 percent at age 19, 8.1 by age 25)
- In 2005, the most prevalent source from which prescription drugs were obtained was from a friend or relative for free.
- There are as many new abusers, ages 12 to 17, of prescription drugs as there are of marijuana.
- Overall, males and females have roughly similar rates of non-medical use of prescription drugs. An exception is found among 12 to 17 year olds. In this age group, females are more likely to use prescription drugs non-medically.
- 60% of teens who have abused prescription painkillers did so before age 15

Factors Fueling the Epidemic:

- Increase in the legitimate commercial production and disbursal of pharmaceutical drugs
- Increase in marketing to both the medical profession and the public

- Prescriptions written for controlled drugs increased more than 150% from 1992 to 2002 – almost 12 times the rate of increase in population and almost three times the rate of increase in prescriptions written for all other drugs

Two key factors in driving prescription drug abuse among teenagers:

- An alarming number of teens have a false sense of security about the safety of abusing prescription medicine
 - ☐ 40% believe that prescription medicines are safer to use than street drugs
 - ☐ 29% believe prescription pain relievers are not addictive
 - ☐ “pharming” and/or mixing drugs and alcohol - unaware of the potentially severe drug interaction
- The ease of access to these drugs at home, a friend’s house, or the Internet

Every day, 2,500 teenagers use a prescription drug to get high for the first time. They’re accessing these drugs in the comfort of home; it can be as easy as opening a cupboard, drawer, or medicine cabinet. The good news – there are steps we can take to help protect our kids from prescription drug abuse: educate the community to monitor, secure and dispose their prescription drugs. www.drugfree.org

How The Program Fulfilled The Awards Criteria

On April 29, 2009 Ms. Sue Rodgers, Assistant Superintendent of Franklin County Public Schools, attended the monthly meeting of the Franklin County

Community Policy And Management Team and informed them about the prescription drug abuse issue that had been identified by the School Health Advisory Committee. After Ms. Rodgers convincing presentation the Franklin County Community Policy And Management Team voted unanimously to endorse a community wide information blitz on this subject to inform the citizenship about the teen prescription drug abuse issue. The C.S.A. Program Director was asked to form a committee to develop a public service education campaign that would utilize student participation to get the message out.

The committee membership included representatives from: Franklin County Public Schools, Franklin County Sheriffs Dept. Rocky Mount Police Dept. Family Pharmacy, Franklin County Youth Center, Franklin County Health Department, Piedmont Community Services, Franklin County D.S.S., and Franklin County Administration.

The Committee began to meet monthly to prepare a public service education campaign that would utilize student participation to get the message out. The first project was a middle and high school student prescription drug abuse slogan contest that was held when the students returned to school in August through October. The winning slogans were: "Say No Pharming.," "Those Pilz Aren't - Worth The Thrills" and "Playing with Pills Kills". Soon after the winning slogans were announced the Franklin County Public School system sponsored an art contest to develop some arte to accompany the

slogans for use in the development of a community billboard campaign. The art winners were announced in February. The slogans and the art were combined to develop three billboards that were on displayed in Franklin County during March and April 2010. Piedmont Community Services provided \$2,000 in funding for the billboards and the funding for the \$75.00 gift cards prizes to the art contest winners through their GOSAP Grant Budget.

As a follow up, a Prescription Drug Collection Day was organized by the Franklin County Sheriff's Dept and Rocky Mount Police Department. Prescription drug drop off points were established in Ferrum, Rocky Mount, and West Lake for citizens to turn in expired and unwanted medications to local law enforcement officials. The law enforcement officials obtained a court order to properly dispose of the collected medications in an incinerator.

The student slogans and art work was used by various news paper and TV outlets to promote and report on the prescription drug collection day and the issue of teen prescription drug abuse.

During the Prescription Drug Collection Day, the Committee also passed out fliers announcing the availability of staff to make presentations to groups and organizations regarding the dangers of prescription drug abuse and prevention activities.



13/03/2010

Drug Collection

(Continued from Page 1-A)

These medications will be collected by police officers, documented and properly disposed of at a specialized facility in Lynchburg, said Sheriff Ewell Hunt.

"If you don't want those medications to show up in our schools, communities and our environment, please bring your unused prescription drugs to one of the collection sites," Hunt said. "It is extremely important that pharmaceutical medications be destroyed properly."

A pharmacist will be at the collection site as

CFMH Saturday morning to answer questions. A display of illegal drugs and narcotics will also be set up.

At the Westlake site, task force members with Internet Crimes Against Children (ICAC) will be on hand, along with representatives of the Crime Prevention and Neighborhood Watch program.

The Ferrum Volunteer Rescue Squad and Lions Club will host a health fair from 10 a.m. to 2 p.m. at the Ferrum drug collection site. The event will include free hearing checks, blood pressure checks and glucose checks. ICAC task force members will also be on hand.

Nearly 15.1 million Americans are abusing prescription drugs in 2008, according to Sue Rogers, assistant superintendent of Franklin County schools.

Young adults, ages 18 to 26, had the highest rates of nonmedical use of prescription drugs, followed by adolescents, ages 12 to 17.

Sixty percent of teens who have abused prescription painkillers did so before the age of 16, Rogers added.

The collection day is the second phase of the countywide awareness program, which began with a public education campaign, according to Greg Wingo, comprehensive services program director for the county. The school division sponsored a billboard design contest for students.

Three billboards were placed around the county in March with photos and slogans, warning of the dangers of prescription drugs.

The problem is that teens have a false sense of security about the safety to abusing prescription medicine. Forty percent believe prescription drugs are safer to use than street drugs, and 29 percent believe prescription painkillers are not addictive, according to the county's Community Policy Management Team. The ease of access to prescription medication at home or on the internet compounds the problem.

For more information, call 486-6626.



"Playing with pills...killing" is one of the slogans created by Franklin County students for a Prescription Drug Awareness Program. Three billboards were placed around the county in March as the first phase of the program.

Courtesy Photo

Prescription drug collection day set for Saturday

By K.A. WAGONER
Staff Writer

Local police officials will be collecting unused and expired prescription drugs at three locations in Franklin County on Saturday, April 24.

As part of the continuing countywide effort to keep prescription drugs out of the hands of youth, the Franklin County Sheriff's Department and Rocky Mount Police Department have organized drug collection sites at Carlton Franklin Memorial Hospital, Westlake Kroger parking lot and Ferrum Rescue Squad from 10 a.m. to 3 p.m.

Residents should bring expired or unwanted prescriptions and over-the-counter medications, drugs that did not work for them, family members or pets; medication for deceased family members; and unidentified medications, said Police Chief Erik McDaniel. (See Drug Collection on Page 7-A)

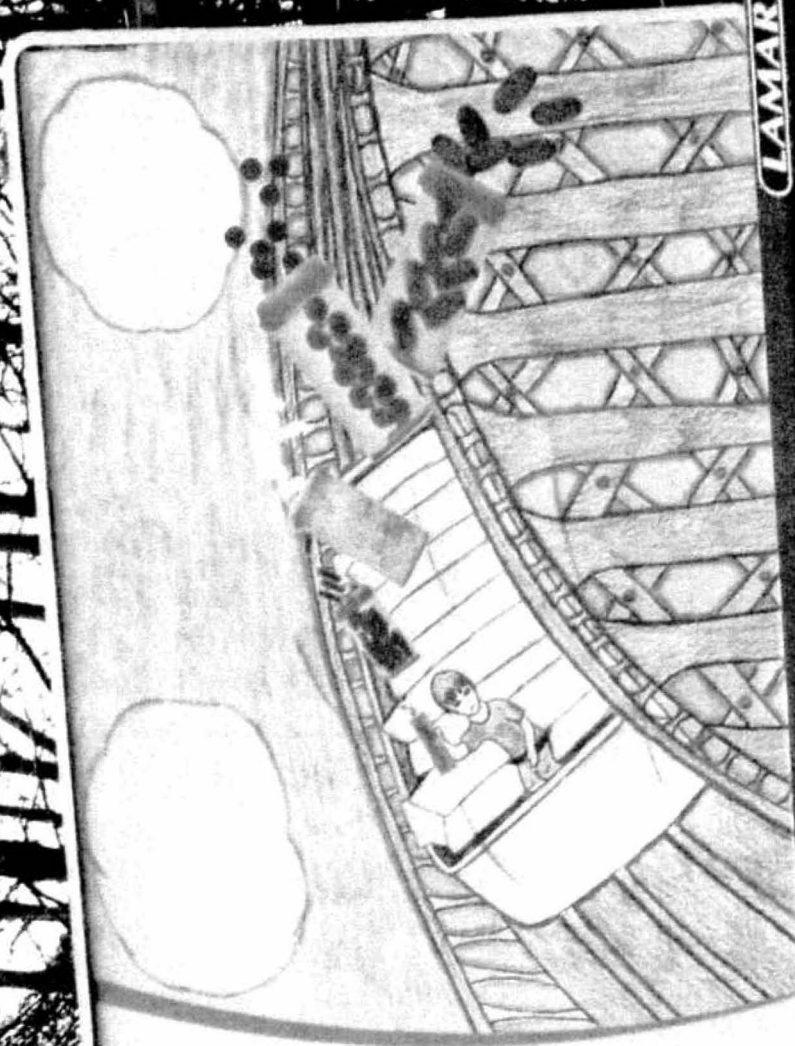
Playing with Pills... **KILLS**



LAMAR

2010

Those
"pilz"
ARE NOT
worth
those **thrills.**



LAMAR

Community responds to drug collection event

*More than
14,000 pills
turned in for
disposal*

By K.A. WAGNER
Staff Writer

Local law enforcement officials collected 14,300 pills Saturday during the county's first prescription drug collection effort.

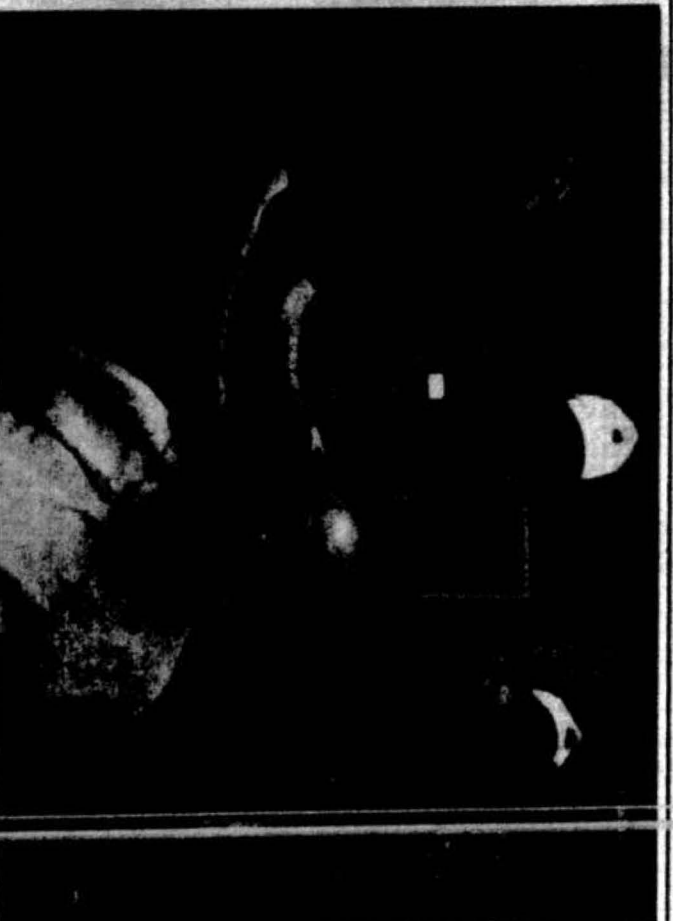
Officers collected unused and expired prescription drugs at three locations in Franklin County as part of the continuing countywide effort to keep prescription drugs out of the hands of youth, according to Franklin County Sheriff Bevil Hunt.

The sheriff's department and Rocky Mount Police Department organized collection



Staff Photo by Monica Stephenson
Franklin County Sheriff's Department Investigator Sandra Ingram and Ferrum College Police Officer Ryan King count the bottles of old-prescription drugs that were turned in for proper disposal during the Ferrum Health Fair.

sites at Carilion Franklin Kruger parking lot and Ferrum Memorial Hospital, Westlake Barnes Squad. Residents brought in their pills (See Drug Collection on Page 10-4)



see McPherson and Anthony Hunt, members of the Ferrum Rescue Squad, about Larry's blood pressure during the Ferrum Health Fair Saturday. McPherson is a member of a rescue squad as well as the Lions club.

Chief Phares by Lewis Stephens. Franklin County Sheriff Ewell Hunt has the hearing checked during Saturday's health fair.

Franklin County Sheriff Ewell Hunt has the hearing checked during Saturday's health fair. Hunt is a member of the Ferrum Rescue Squad, about Larry's blood pressure during the Ferrum Health Fair Saturday. McPherson is a member of a rescue squad as well as the Lions club.

Drug Collection

Continued from Page 1-A

played and untreated prescription and over-the-counter medications, including narcotics, such as Oxycontin and Percocet, antidepressants, sedatives and Valium, Hunt said.

At the site in Ferrum and Woodbury, officers collected 316 bottles of pills, 16 bottles of liquid, 37 injectable vials, nine tubes of cream, three syringe patches and other paraphernalia, Hunt said. They also collected various over-the-counter medications, like nasal decongestants.

At the Rocky Mount location, officers collected 131 prescriptions, which contained 3,452 pills, according to Rocky Mount Police Chief Erik Melvin.

All of these medications have been documented and will be properly disposed of at a specialized facility in Lynchburg, Hunt said.

"We were pleased with the turnout Saturday," Hunt said. "It is a very important step in keeping drugs out of the hands of young people. We really appreciate the response from the community."

"The first step in drug enforcement is limiting access to these medicines," Melvin added. "With the collection and destruction of new, untreated or unused medications, we can..."

to these drugs from the community's youth."

Police officials hope to conduct the collections periodically throughout the year, Melvin said. In the meantime, residents should keep medications locked in a secured area. Residents can also contact their local pharmacy to check on disposal programs, or they can contact the sheriff's department at 408-8888 or FR-PRD at 408-4676.

The Ferrum Volunteer Rescue Squad and Lions Club also had a health fair at the Ferrum drug collection site. The event included free hearing checks, blood pressure checks and glucose checks.

Saturday's collection day was the second phase of the county-wide awareness program, which began with a public education

campaign, according to Doug Thayer, comprehensive services program director for the county.

During the first phase, the school division sponsored a bill board campaign aimed at students. Three billboard were placed around the county in March with posters and slogans warning of the dangers of prescription drugs.

The problem is that there have a huge amount of over-the-counter prescriptions available. Forty percent before prescription drug are used to use them over drugs, and 50 percent before prescription medications are not addictive, according to the county Community Policy Management Team. The case of return to prevent addiction medications at home or on the internet contribute to the problem.