Parents Don’t Know About Dangers & Risks

- Only 8% of parents are aware of Rx & OTC abuse.
- 75% don’t talk to their kids about the problem.
- Unaware that the drug supply can come from their own home.
By CHRIS HAWLEY, June 25, 2011
NEW YORK (AP) — A wave of pharmacy robberies is sweeping the United States as desperate addicts and ruthless dealers turn to violence to feed the nation's growing hunger for narcotic painkillers.

<table>
<thead>
<tr>
<th># Armed Robberies</th>
<th># Pills Stolen</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006 380</td>
<td>706,000</td>
</tr>
<tr>
<td>2010 686</td>
<td>1.3 million</td>
</tr>
</tbody>
</table>

81% increase
<table>
<thead>
<tr>
<th>Medication</th>
<th>Legal Price</th>
<th>Street Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxycontin</td>
<td>$6.00</td>
<td>$50 to $80</td>
</tr>
<tr>
<td>Oxycodone</td>
<td>$6.00</td>
<td>$12 to $40</td>
</tr>
<tr>
<td>Hydrocodone</td>
<td>$1.50</td>
<td>$5 to $20</td>
</tr>
<tr>
<td>Percocet</td>
<td>$6.00</td>
<td>$10 to $15</td>
</tr>
<tr>
<td>Vicodin</td>
<td>$1.50</td>
<td>$5 to $25</td>
</tr>
</tbody>
</table>
The Invisible Scourge

- Unrecognized
- Under-screened
- Under-arrested
- Under-treated
SEGWAY SWAT
Failed response to Bear Cavalry
"You're in perfect health. Wait here while I check what you should take for that."
Top Reasons for Rx & OTC Drug Misuse

- Being social with friends
- “Legal” - Widely Available
- Easily Accessible
- Affordable: Low Cost/Free
- Safe - Prescribed
- “Non-addictive”: Medicine

Partnership Attitude Tracking Survey (PAT): Released in April 2006 by The Partnership for a Drug-Free America
Liberal use of Narcotics for Chronic Pain associated with Terminal Illnesses
Liberal use of Narcotics for Chronic Pain associated with Terminal Illnesses

“We can use our Cancer Community Model for any Pain Management”
Liberal use of Narcotics for Chronic Pain associated with Terminal Illnesses.

"the incidences of addictive disorders in the pain population is like zero"
Increase in New Starts of Prescription Opioid Abuse Among Teenagers

- 542% - Incidence of new starts of prescription opioid abuse among teenagers
- 150% - Prescriptions written for CS
- 81% - Adults abusing controlled substances
- 14% - US population

Adapted from Manchikanit L. *Pain Physician.* 2006;9:287-321
Increase in New Starts of Prescription Opioid Abuse Among Teenagers

- **542%** - Incidence of new starts of prescription opioid abuse among teenagers
- **212%** - Number of 12-17 year olds abusing CS
- **150%** - Prescriptions written for CS
- **81%** - Adults abusing controlled substances
- **14%** - US population

Adapted from Manchikanit L. *Pain Physician*. 2006;9:287-321
Emergency Department Visits Involving Misuse or Abuse of Pharmaceuticals, 2004-2009

Estimated Number of Visits

Although evidence is limited, the expert panel concluded that chronic opioid therapy can be an effective therapy for carefully selected and monitored patients with chronic non-cancer pain.
close reading of those guidelines reveals that 16 out of the 21 experts are on the payroll one or more pharmacy company
Policy - AGGRESSIVELY treat pain with Narcotics
Underestimate – ability/drive to remove time-release coating
Sharing prescription meds
Few state prescription monitoring programs
Docs lacking - pain management or addiction experience
False/misleading statements by manufactures
The Opioid Therapy Scales Have Tipped

Liberal use of opioids for chronic non-malignant pain

Restricted use of opioids for chronic non-malignant pain. Use for terminal illnesses
Four-year medical school = 10 hours on treatment of pain

Under current law, the Drug Enforcement Administration does not require doctors, dentists and other authorized prescribers to undergo training in order to obtain a license to dispense opioids.