

Train the Trainer – Generation Rx and Educational Resources for Combatting Substance Abuse in Your Community

Ohio State University Extension

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Generation Rx started in 2007 at the Ohio State University College of Pharmacy

Mission: Educate people of all ages about the potential dangers of misusing prescription medications

Generation Rx provides educational resources to help prevent the misuse of prescription medications

Training and presentation materials are found on the website:

<https://www.generationrx.org/take-action/>

Educational resources and activities for the workplace, and for different age groups:

- Elementary
- Teen
- College
- Adult
- Senior
- Patient
- Workplace

Each program contains

- Facilitator guide
- Introductory letter
- Q & A session guide
- PowerPoint presentation with talking points and activities

Generation Rx resources are:

- Free and easy to use
- Brand-able
- Research based

**Generation Rx Train the Trainer resources available at the
Ohio AgrAbility resources page: printable resources**

<https://agrability.osu.edu/resources/printable-resources>



Please help Ohio AgrAbility and OSU Extension track where the Generation Rx and Rural Health information materials are being taught by taking the survey on the resources page.

Opioid Crisis and Rural Communities

Addiction impacts all communities – rural and urban

Opioid addiction crosses all socio-economic boundaries:

- Low income individuals
- People with medical insurance
- College educated individuals
- Single parent families

How are opioids impacting America?

- As many as 2.5 million in people in the US are addicted to opioids, and an additional 467,000 are addicted to heroin
- **Up to 80%** of the people who are addicted to opioids **began with prescription pain medications**

How are opioids impacting rural America?

- Rural states report the largest increases in opioid injury and death
- Drug related deaths in rural areas (non-metropolitan counties) have **increased at three times the rate** of drug related deaths in metropolitan counties
- Rural adolescents are more likely to use opioids (without a prescription) than in urban areas

Source:

National Rural Health Association Policy Brief: Treating the Rural Opioid Epidemic:

https://www.ruralhealthweb.org/NRHA/media/Emerge_NRHA/Advocacy/Policy%20documents/Treating-the-Rural-Opioid-Epidemic_Feb-2017_NRHA-Policy-Paper.pdf retrieved 2/27/18

Why are rural adolescents & adults using opioids?

- **Increased availability and access**
 - Getting drugs from someone with a prescription, or buying from a dealer
- **Lower perception of harm**
 - Prescription drugs are not as dangerous as street drugs (even if the prescription is not theirs)

Possible reasons for increased drug use in rural areas

More availability in rural areas

- Rural populations are often older than urban populations, more prescriptions
- Drug companies marketed heavily to rural areas (increased demand from doctors & pill mills?)

Young people are leaving rural areas

- Less economic opportunity
- Young people who stay may have may be at greater risk for drug abuse

Social and kinship networks

- Close family ties, easier to get drugs?
- OxyContin use has been significantly associated with increased social capital in rural areas – distribution & social networks are integrated

Stressors of modern rural living

- Changing labor markets, unemployment, poverty
- Weather patterns, farm income, other factors, may be influencing impact opioid crisis
 - <http://news.psu.edu/story/500907/2018/01/24/research/weather-patterns-farm-income-other-factors-may-be-influencing>

Source:

Understanding the Rural-Urban differences in Nonmedical Prescription Opioid Use and Abuse in United States: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3935688/> retrieved 2/27/18

American Farm Bureau Federation survey results

Methodology: Morning Consult, on behalf of American Farm Bureau Federation, conducted an online survey of 2,201 rural adults from October 26 – 29, 2017

Link to full survey results:

<https://1vix7b4f3jvk2x4eqy1byl1n-wpengine.netdna-ssl.com/wp-content/uploads/sites/13/2017/12/171015-AFB-Opioids-LE.pdf> retrieved 2/26/18

Rural adults believe opioid addiction is a bigger problem in urban areas than in rural (although rural communities suffer the greatest impacts per capita)

Opioids use in the community and family

- 74% of farmers and farmworkers say they have been directly impacted by the opioid epidemic
- 45% of rural adults are or have been directly impacted by opioid abuse
 - either by knowing someone
 - having a family member addicted
 - having taken an illegal opioid
 - dealing with addiction themselves

Access to opioids

- By more than a 2 – 1 margin, rural adults say it would be easy for someone in their community to access opioids illegally
- 3 in 4 farmers say it is easy to access large amounts of opioids without a prescription

What would help to solve the opioid crisis?

- Increasing access to treatment (77%)
- Monitoring how much and how often doctors prescribe painkillers (70%)
- Increasing pain management training for doctors (69%)
- Public education about available resources (68%)
- Decreasing shame about addiction (57%)

Stigma and reason people become addicted to opioids

- 50% believe addiction to opioids is a disease
- 29% believe it's a lack of will power
- Most people think decreasing stigma would be more effective than increasing stigma
- Farmers say increasing stigma would be more effective by a 10-point margin

Access to treatment

Percentage of rural adults who were confident they could get care that is:

- Effective 45%
- Covered by insurance 40%
- Convenient to home or work 39%
- Affordable 29%

Treatment options for substance abuse addiction

- Best treatments are medication & therapy.
- Therapy may be difficult to find in rural areas
- Tele-medicine might be an alternative

US News & World Report article <https://www.usnews.com/news/healthcare-of-tomorrow/articles/2017-11-10/can-telemedicine-help-opioid-crisis-in-rural-areas>

Prevalence of opioid prescriptions and overdoses in the US

According to a study by the Center for Disease Control, **2012** had the highest number for opioid prescriptions

Even in states where prescriptions have decreased, there may be an increase in overdose deaths

Center for Disease Control has data, maps and articles about the impact of opioid epidemic on U.S. <https://www.cdc.gov/drugoverdose/index.html>

U.S. prescribing data:

<https://www.cdc.gov/drugoverdose/data/statedeaths.html>

U.S. prescribing rate maps:

<https://www.cdc.gov/drugoverdose/maps/rxrate-maps.html>

Prescription opioid overdose data:

<https://www.cdc.gov/drugoverdose/data/overdose.html>

Ohio State University Extension initiatives

OSU Extension is working with other state agencies, schools and communities to provide education and resources to combat opioid addiction, reduce stigma, and support families and communities impacted by opioids

Ohio AgrAbility staff attend trainings and meetings, talk to clients, workshop attendees, and other stakeholders about safe medication practices and available resources

Ohio 4-H medicine cabinet (fact sheet and handout provided)

“The face in the mirror could be you”

- Interactive medicine cabinet exhibit encourages people to think about what is in their medicine cabinet, and who can access the items in their medicine cabinet
- Hint – anyone who comes into your home & goes into your bathroom has access to your medicine cabinet!

Where to find national and state level data and resources:

- State and county Extension offices
- State and local health departments, and public health departments
- State Attorney General and Governor's office
- State Farm Bureau (ask if they have programs or initiatives, if they don't ask if they will start program or initiatives)
- Community Emergency responders or local police/sheriff department may know of resources and ways to get involved in advocacy work
- State office of mental health
- State office of substance abuse and drug addiction
- Center for Disease Control www.cdc.gov
- Substance Abuse and Mental Health Services Administration www.samhsa.gov
- National Safety Council www.nsc.org
- Farm Town Strong www.farmtownstrong.org
- Mental Health America www.mentalhealthamerica.net
- National Institute on Drug Abuse www.drugabuse.gov