

# **Campaign Implementation Guide**

**A Guide to Implementing the Prescription for Discharge Campaign**

April 2014

**PRESCRIPTION  
FOR DISCHARGE**  
Zero Tolerance. Infinite Risk.

# PRESCRIPTION FOR DISCHARGE

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## ABOUT THE CAMPAIGN

Prescription drug misuse puts Sailors' lives and missions at risk, undercuts unit readiness and morale, and goes against the Navy and Marine Corp's ethos and core values. Although prescription drugs can be a safe, legal method of treating injury and illness, improper use of prescription drugs is illegal, dangerous, and in some cases, deadly.

The Navy Alcohol and Drug Abuse Prevention Office, part of the Navy's 21st Century Sailor Office, developed the "Prescription for Discharge" campaign to educate Sailors, Marines and their family members on the safe and proper use of prescription drugs.

This Campaign Implementation Guide is the jumping off point for learning more about how you can get involved in the Prescription for Discharge campaign and implement the suggested actions depending on your role and the level of support you can provide.

## SUPPORT THE CAMPAIGN

Help raise awareness of the dangers of prescription drug misuse and educate Sailors and Marines to use prescription drugs safely. Below is a quick overview of how our campaign supporters can get involved:

- **Healthcare Providers:**  
Download the [Provider Toolkit](#) and follow the Clinical Practice Guideline, available at [www.nadap.navy.mil](http://www.nadap.navy.mil).
- **Navy & USMC Leadership:**  
Present leadership talking points and training materials at safety briefs, health fairs and community meetings.
- **Military Police & Security Forces:**  
Increase access to medication disposal and encourage participation in the DEA's National Prescription Drug Take-Back Days.
- **Alcohol and Drug Prevention Personnel:**  
Distribute campaign posters, flyers and table tents to clinic waiting rooms, pharmacies and medical personnel.
- **All Campaign Supporters:**  
Spread the word about campaign messages and materials through your social media channels.

## BACKGROUND

### PRESCRIPTION DRUG MISUSE DEFINED

Prescription drug misuse is defined as the use of prescription drugs (e.g., pain medicine, stimulants, muscle relaxers or sleep aids) without a prescription or in ways not prescribed by your doctor. This includes but is not limited to:

- Taking more or less than is prescribed
- Taking medication for a purpose other than prescribed
- Taking leftover medication from a previous injury or illness
- Taking medication that hasn't been prescribed to you
- Wrongfully possessing or distributing medication
- Withholding information from your doctor or intentionally misleading them

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## THE NAVY'S ZERO TOLERANCE POLICY

The Navy's zero tolerance policy on illicit drug misuse has resulted in an overall steady decline over the past decade. Reports show that illegal drugs such as THC, cocaine and heroin are all on the decline. However, at the same time, the use of prescription drugs is on the rise, increasing the potential for misuse. In the past three years, amphetamine positives have increased 34 percent and oxycodone positives by 23 percent on Navy samples tested for these drugs.

Navy drug use policies explicitly prohibit wrongful use of prescription drugs and require Sailors with legitimate prescriptions to self-report so that they can be validated during the drug testing process. The Navy's drug use policy states:

- Navy members shall never wrongfully possess, distribute or abuse drugs, be in possession of drug abuse paraphernalia, *or be under the unauthorized influence of prescribed drugs.*
- Drug abuse also includes the wrongful use of controlled substance analogues, such as designer drugs, illicit use of anabolic steroids, *and use of prescription and/or over-the-counter drugs and medications.*
- Members shall report all prescription medications received from non-military Medical Treatment Facilities (MTFs) to their chain of command and ensure they are entered into their military health record.
- Members who self-report as positive for prescription drugs as a result of a legitimate prescription medication may be retained on active duty, provided commands submit a request to OPNAV (N170) that explains why the positive urinalysis is not a drug abuse incident.
- Navy's drug abuse policy supersedes any foreign, State, or local ordinance that permits the use, possession, distribution or prescription of a controlled substance.
- *For more information, see [OPNAVINST 5350.4D](#) (04 June 2009).*

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## IMPLEMENTATION GUIDES BY AUDIENCE

### ALL HANDS ON DECK

#### Educate Sailors and Marines on the 4 Steps

The responsibility of preventing prescription drug misuse falls on every individual in the Navy and Marine Corps. As the saying goes, “sometimes defense is your best offense.”

It is just as important for Navy and Marine Corps personnel to use and dispose of their own prescription drugs safely as it is to teach others about the proper use of prescription drugs and the risks associated with the misuse.

The Prescription for Discharge campaign offers four simple steps to preventing prescription drug misuse:

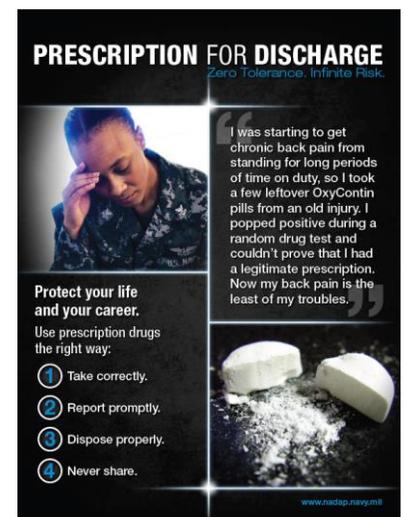
- 1. Take correctly.**  
Follow the doctor’s orders and prescription instructions as directed.
- 2. Report promptly.**  
Ensure that both Navy Medical and your command are aware of your current prescriptions.
- 3. Dispose properly.**  
Place unused meds in small plastic bag with used coffee grounds and throw the bag in the trash. Cross out personal information on your prescription labels.
- 4. Never share.**  
Never share your prescriptions with a friend, shipmate, or family member.

These steps are featured on several of our [campaign materials](#) and provide a simple, memorable way for Sailors and Marines to proactively prevent themselves and others from misusing prescription drugs.

#### Help Disseminate Print Products

Every individual in the Navy—from Sailors to family members and supporters—can help promote [campaign materials](#) and messages in their communities. These materials include posters, fact sheets, a table tent and flyer. Additionally, more resources will become available in the coming months. Below, find a list of print products and recommended locations to display them.

- **Posters:**
  - Two campaign posters are available: an [11x24 poster](#) explaining the four main steps to proper prescription drug use, and an [18x24 poster](#) featuring an illustrative testimonial about prescription drug misuse.
  - These posters can be hung in Medical Treatment Facilities (MTF) and hospitals, barracks, and common areas on base (e.g., gym, Galley, Exchange).
- **Fact Sheets:**
  - Two campaign fact sheets are available: one that [features the four main steps](#) to proper prescription drug use and where to turn for help and another that [defines prescription drug misuse](#) and how campaign supporters can get involved.
  - Our research shows that Sailors are most open to reading fact sheets and other print products when they’re waiting for something, such as a doctor



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appointment at an MTF, pharmacy, and other similar environments.

- **Table Tent:**

- The [campaign table tent](#) is a two-sided, pop-up print product that showcases myths and facts about prescription drug misuse on one side, and “did you know” facts and figures on the other side.
- The table tent should be displayed on tables in waiting rooms at MTFs, hospitals, Substance Abuse Rehabilitation Program (SARP) centers, and in alcohol and drug abuse prevention personnel’s offices.

- **Flyer:**

- The campaign flyer is a [5x7 postcard](#) that explains the basics of prescription drug misuse, the four steps for proper use of prescription drugs, and where to find more information.
- Prominently displaying the flyer at MTF pharmacies and local community pharmacies, particularly at the prescription pick-up windows, will allow people to learn about the key steps to proper prescription drug use at a critical interception point: when they’re receiving their medications.
- They flyer can also be made available at check-in counters at MTFs, Fleet and Family Services, SARP centers, and other similar venues.



[Download these print products](#) from the Prescription for Discharge website and disseminate them at your installation and Navy Medicine facilities.

## Spread the Word via Social Media

The [Social Media Messaging Guide](#) offers a set of messages specifically tailored for posting to a social media site. Social media is a great way to engage with key stakeholders and share messages online. Whether you are the social media manager for an organization or an individual active on a personal social media account, by sharing these messages you are helping educate others on the safe use of prescription drugs and the dangers associated with misuse.

The Social Media Messaging Guide is organized by topic areas such as the launch of the campaign, awareness days and holidays, Navy policy on prescription drugs, and other relevant topics that address the issue of prescription drug misuse. Imagery is also provided to grab friends and followers’ attention and provide a visual supplement to the educational messages.

[Download the guide](#) from the Prescription for Discharge website and start spreading the word via your digital channels.

## MEDICAL PROVIDERS & PERSONNEL

### Educate Patients on Safe and Proper Use of Prescription Drugs

Navy medical personnel are the Navy and Marine Corps’ frontline for preventing prescription drug abuse. As subject matter experts, the Navy relies heavily on its medical personnel to educate Sailors on the importance of following the proper form and dosage of their prescription medications, the dangers of taking drugs not prescribed to them, and the health risks associated with prescription drug misuse.

The Prescription for Discharge campaign has developed the following resources to assist Navy medical providers and personnel in their efforts to educate Sailors and Marines on prescription drug safety:

#### [Medical Provider Talking Points](#)

Talking points for medical providers to use when counseling patients are available for [download](#) on the Prescription for Discharge campaign website. The talking points provide medical personnel with key messages and topic areas for discussing prescription drug use and misuse with patients and their family members and caregivers.

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## Medical Provider Toolkit

The Medical Provider Toolkit consists of several tools and resources for medical personnel to use in their efforts to prevent prescription drug misuse. Items included in the toolkit are the VA/DoD Clinical Practice Guideline, signs of prescription drug misuse, the 2010 Defense and Veterans Pain Rating Scale, a patient pain treatment agreement, continuing education courses, and more. You can [download](#) the toolkit on the Prescription for Discharge website.

## LAW ENFORCEMENT & MILITARY SECURITY FORCES

### Host a Local Take-Back Day

The U.S. Department of Justice's Drug Enforcement Administration (DEA) started the National Take-Back Initiative in 2010. Since 2010, the National Take-Back Days have occurred twice annually, in the spring and in the fall. Drug Take-Back Programs, coordinated by the DEA, are a convenient, accessible venue for the proper disposal of prescription drugs.

**GotDrugs?**



These take-back days can also serve as an opportunity to disseminate information about prescription drug misuse and the legal and career consequences of possession of prescription medications without a legitimate prescription or for selling or distributing their own prescription drugs to others.

Law enforcement and military security forces can support this DEA initiative by hosting a take-back program on base or in their local community. To identify the appropriate DEA point of contact to help you host a take-back day in your area, visit [http://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/poc.htm](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/poc.htm). The next official Take-Back Day event will be held 26 April 2014 from 1000 to 1400. Read more about how to promote the upcoming event at participating Navy Medicine facilities on the [Prescription for Discharge website](#).

In addition to DEA-sanctioned Take-Back Days, Navy and community law enforcement agencies can also check <http://rxdrugdropbox.org/> to learn how to set up a collection box for prescription medications in their communities. This program was launched by the National Association of Drug Diversion Investigators (NADDI) to give law enforcement the opportunity to take control of and destroy prescription drugs on a regular basis as part of their standard operations.

### Support Prescription Drug Monitoring Programs

According to the White House Office of National Drug Control Policy (ONDCP), Prescription Drug Monitoring Programs (PDMP) are one of the primary tactics used to address prescription drug diversion and monitor and prevent prescription drug abuse, misuse, and addiction. PDMPs serve multiple functions, including a patient care tool, a drug epidemic early warning system, and a drug diversion and insurance fraud investigative tool. PDMP's were designed to assist healthcare providers and law enforcement agencies reduce the non-medical use and abuse of prescription drugs, avoid drug interactions, and identify drug-seeking behaviors or "drug shopping."<sup>1</sup>

You can read more information about PDMPs on the [ONDCP fact sheet](#). Additionally, you can learn about the White House's other prescription drug abuse prevention tactics at <http://www.whitehouse.gov/ondcp/prescription-drug-abuse>.

### Enforce Prescription Drug Abuse Disciplinary Action

While the first step in prevention is education, it is equally important to follow through with the appropriate disciplinary action when prescription drug misuse occurs. The Navy's policy on prescription drug abuse is clear—there is zero tolerance for cases of abuse. The best way to effect change and communicate the consequences of misuse is to enforce the policy.

Not only does enforcing disciplinary action communicate to Sailors that the policy is strict, but it also demonstrates how risky it can be to abuse a prescription drug, to both their health and career. By doing your job as a law enforcement official

<sup>1</sup> [http://www.whitehouse.gov/sites/default/files/ondcp/Fact\\_Sheets/pdmp\\_fact\\_sheet\\_4-8-11.pdf](http://www.whitehouse.gov/sites/default/files/ondcp/Fact_Sheets/pdmp_fact_sheet_4-8-11.pdf)

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and/or military security personnel, you are helping save Sailors and Marines' lives, keep the fleet mission ready, and maintain Sailors and Marines' success with their careers.

## COMMAND LEADERSHIP

### Educate Sailors and Marines on Prescription Drug Misuse Policy & Proper Use

Arming our Sailors and Marines with the information and resources they need to avoid misusing prescription drugs is the campaign's primary goal. The Prescription for Discharge campaign has many materials to help Command leadership educate Sailors on the safe and proper use of prescription drugs as a part of their regular communications and interactions with their command.

The [Leadership Messaging Guide](#) can be used by Command leadership during safety briefings, policy trainings and other similar events. It is recommended that these messages be used during health awareness months and events (e.g., Take-Back Days in April/October); however, these messages can be relayed more frequently if you suspect that your command is not aware of the policies or might be having issues regarding prescription drug use, disposal, or potential misuse.

[Download the Leadership Messaging Guide](#) from the Prescription for Discharge website and start educating your Sailors and Marines on this important readiness issue.

### Host an Rx Drug Safety Standdown

Hosting a safety standdown at your Command centered around the use and misuse of prescription drugs offers Sailors a more supportive and interactive venue to discuss this issue. Recommended times for this safety brief are during National Substance Abuse Month in October or just prior to the National Take-Back Days in April and October.

An open forum discussion about prescription drug use will allow the Sailors and Marines to ask questions about Navy and Marine Corps policy, proper use and disposal of prescription drugs, and health risks associated with prescription drug misuse. The Leadership Messaging Guide and well as the other campaign materials can help you address and answer these questions.

*IMPORTANT NOTE: If you suspect that a Sailor or Marine has been misusing a prescription drug or sharing medications with their shipmates, contact your Alcohol and Drug Control Officer (ADCO) immediately to start an investigation.*

## DRUG ABUSE PREVENTION PERSONNEL (ADCOS/DAPAS)

### Distribute Campaign Materials & Resources

Drug abuse personnel are one of the Navy and Marine Corps' primary partners in promoting campaign messages and materials and increasing awareness of Navy's policy and risks associated with prescription drug misuse. It's also your role to ensure that your Command leadership is aware of these policies and has access to the campaign materials, such as the Leadership Talking Points. Below are some steps to help you implement the campaign at your base.

#### Step 1

- Get started by visiting [www.nadap.navy.mil](http://www.nadap.navy.mil) and clicking on the [Prescription for Discharge campaign link](#).
- Download the suite of [multimedia products](#) for display on your base. This includes posters, fact sheets, social media messaging, leadership and medical talking points, a flyer and a table tent.
- Familiarize yourself with the campaign goals, messaging, and materials.

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## Step 2

- Work with your Navy Medical facility to disseminate and display campaign products and materials in MTFs, clinics, and pharmacies on base or near your installation, and through your Command's communication channels.
- Reach out to fellow ADCOs/DAPAs to get help answering your questions and share best practices.
- Use the campaign resources to support all levels of Navy leadership.
- Engage Sailors in meaningful conversations about prescription drugs and address any confusion or concern regarding the Navy's policy on prescription drug use and misuse.

## Step 3

- Reach out to local health and medical organizations (e.g., civilian pharmacies and clinics) to garner their support for the campaign and provide them campaign materials to share with the Sailors and Marines who they serve or counsel.
- Engage with local supporters and share ideas on prevention programs, intervention strategies and other ways to promote safe and proper use of prescription drugs.
- Continue to utilize [the Prescription for Discharge website](#), share your success stories, find out what others are doing on their bases to prevent prescription drug misuse, and access new campaign products and materials as they're released.

## COMING SOON!

### Video Public Service Announcements

Our campaign research shows that videos are an effective way to engage with Sailors and Marines. In the coming months, the campaign will release a video public service announcement (PSA) series on prescription drug misuse. The series will include a video that ADCOs and Navy leadership can use during safety trainings, as well as two 30-second motion graphics videos that remind Sailors how to properly use prescription drugs and the dangers associated with the misuse of prescription drugs.

These videos can be played on closed-network installation television stations or on TVs in waiting rooms of MTFs, pharmacies and SARP clinics. You can also share the motion graphics videos with local broadcast and radio stations in fleet-concentrated geographies to better reach Sailors and Marines living off base and their local communities.

### Additional Resources

Additional resources will be provided throughout the year to assist Navy leaders, medical providers, drug abuse personnel, and caregivers and family members with educating Sailors and Marines on the importance of proper prescription drug use. Resources will include new messaging and graphics to share with Sailors and Marines via social media as current events unfold. The campaign will also provide additional support in April and October to promote participation in the National Take-Back Days hosted by the DEA. Continue to check out the [Prescription for Discharge website](#) for updates to campaign resources.

Together, we can help Sailors, Marines and their family members use prescription drugs the right way and increase the readiness of the fleet.