

## The Problem

**70% of teens**  
get their prescription drugs  
from friends and family, not  
street pushers.\*

They think these drugs are  
"safe."

But in the wrong hands,  
they're not.

\* Substance Abuse and Mental Health Services Administration  
– National Survey on Drug Use and Health, 2007

At 12, he started with his  
dad's pain relievers. At 14,  
he graduated to heroin.

## The Solution

Bombard the public with  
communication, using  
creative methods and  
powerful messages.



The Lock Your Meds campaign  
delivers the message through  
new and traditional social  
marketing avenues.

With a network of affiliates across  
the nation, we touch millions of  
households through  
many different mediums.

Your company can be associated  
with a cause worth fighting.

**Help us get the word out.  
We'll help you get your  
word out.**

## The Benefit

Knowledge saves  
lives and promotes  
brand loyalty.

**Helping them  
can be a benefit to you.**

For more information on how you  
can join our team and benefit by  
becoming a partner,  
contact Tanya Byng, [tbyng@nfp.org](mailto:tbyng@nfp.org)  
or call 305.856.4886



## The Advantage

If we make people aware, they won't share.

## LOCK YOUR MEDS

is a new national, multimedia campaign to raise the public's awareness of increasing prescription drug abuse by teens and young adults.



## The Suppliers

Her best hits are from her mom's purse.

An alarming trend is emerging in the U.S.

**More than 4,000 children**

and young adults begin experimenting with prescription and over-the-counter drugs every day.\*

\* Substance Abuse and Mental Health Services Administration – National Survey on Drug Use and Health, 2008 Calculated from detail table 4.11.

She gets her hair from her mom.  
Her eyes from her dad.  
And her drugs from her grandma's medicine cabinet.