

# Generation Rx Everyday: Incorporating medication safety messaging into your daily practice

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# Disclosure Statement

- Brittany Sandidge, Ruth Emptage, and Kelsey Schmuhl have no relevant financial relationship(s) with ineligible companies to disclose.

*and*

- None of the planners for this activity have relevant financial relationships with ineligible companies to disclose.

# Learning Objectives

At the completion of this activity, the participant will be able to:

1. Discuss Generation Rx and the development of the Generation Rx Ambassador training program
2. Describe the adaptation of Generation Rx key messages to meet the needs of veterinary and nursing professionals
3. Review strategies to incorporate medication safety messaging into everyday pharmacy practice
4. Identify opportunities to teach medication safety principles to students on experiential rotations through case- based scenarios

# Land acknowledgement

Let us please acknowledge the land that The Ohio State University occupies is the unceded ancestral and contemporary territory of the Shawnee, Potawatomi, Delaware, Miami, Peoria, Seneca, Wyandotte, Ojibwe and Cherokee peoples.

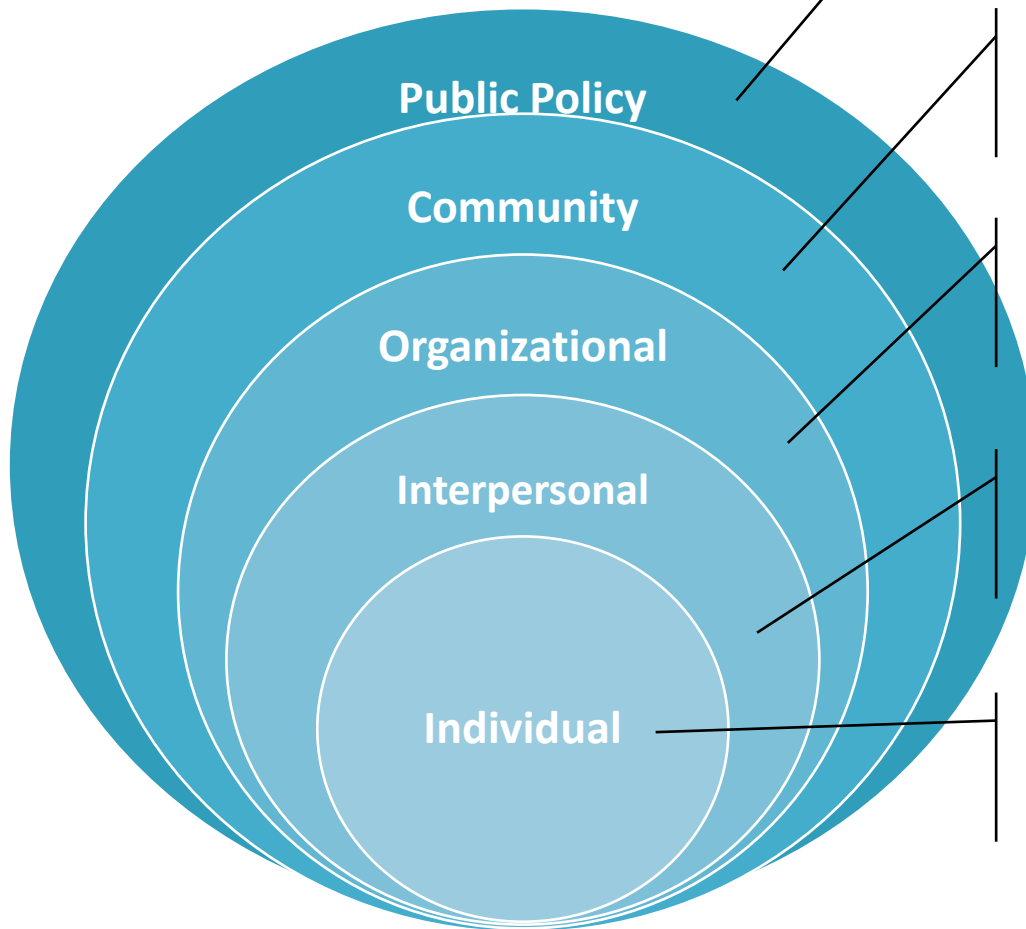
We extend our utmost gratitude to the indigenous people who have lived on and cared for this land for over a millennia, and we honor the resiliency of these tribal nations amidst historical atrocities that continue to impact them.

# Our world today



- How has/can the pharmacy community improve health outcomes at a community level?
- Why are we (still) talking about medication safety?
- What is GenRx and how does GenRx fit?
- What role does Ambassadors serve in improving and sustaining pharmacy involvement in impactful ways?

# Socio-ecological Framework



Pharmacists advocate for PDMPs, prescriber status

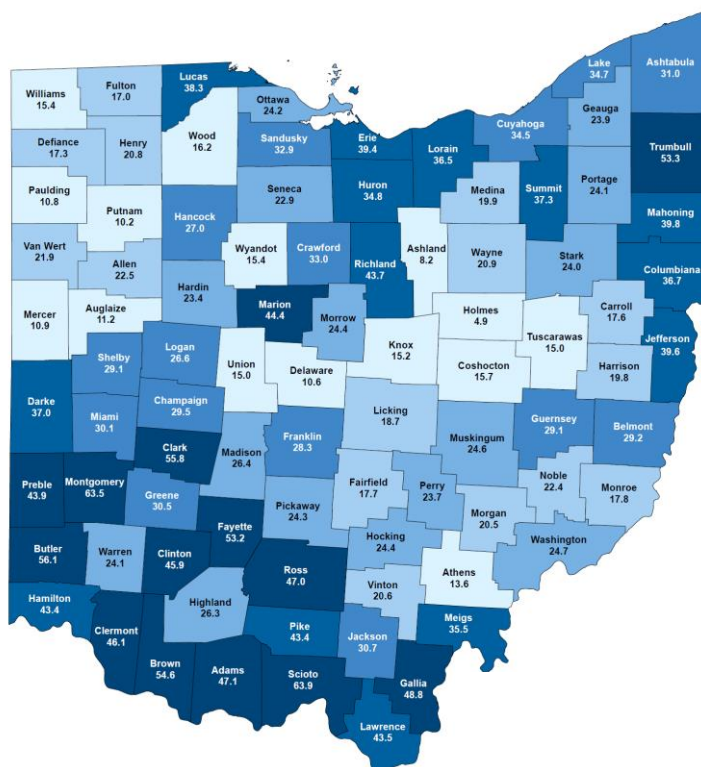
Pharmacists impact community perception through education, take backs, etc.

Pharmacists can incentivize wellness programs; incr. access (flu vaccines);

Pharmacists can model and influence healthy practices at work and at home

Pharmacists can increase patient knowledge in 1:1 interaction

# Trends



- Aging population in the U.S.
- Increased mental health diagnosis
- Overdose risk increased during COVID-19
- Rural communities particularly impacted as a result the “increased anxiety, depression, and loneliness” that stemmed from structural and community issues caused by the pandemic (Walters et al, 2022).
- Community services and outreach are needed

# About Generation Rx

- Founded in 2007 at The Ohio State University College of Pharmacy
  - Proudly advanced in the pharmacy academy
  - Now a nationally scoped initiative comprising diverse partners
- Our mission: educate people of all ages about safe medication-taking practices and the potential dangers of misusing prescription medications





# Medication Safety: Our key messages

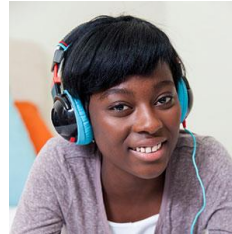
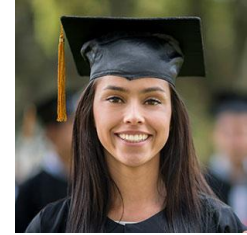
1. Only use prescription medications as directed by a healthcare professional
2. Never share your prescription medications with others or take some else's medication
3. Always store your medications securely and properly dispose of medications
4. Be a good example to those around you by modeling safe medication-taking practices

# Our philosophy

- Research-based program centered on **best practices in drug prevention, pedagogy, and community engagement**
  - Leverage community partners
  - Develop age-appropriate messaging
  - Avoid scare tactics
  - Incorporate skill development
  - Maximize active learning approaches
- Free, ready-to-use resources



# Pharmacists have multiple opportunities to educate across the lifespan...



*...so, what have we learned and how are we supporting the next generation of pharmacists?*

## Student pharmacists can overestimate their ability to execute GenRx as designed

	Perceived ability (% subj agreement, n=52)	Actual ability (% obj correct, n=52)
Deliver key messages	65%	23%
Identify appropriate audiences	54%	0%
Identify misuse behaviors	92%	98%
Describe evidence-based implementation guidelines	33%	48%

# Generation Rx Ambassadors

- Trains individuals to develop the knowledge and skills to deliver prevention programming with best practices
- Positioned to meet co-curricular and interprofessional needs
  - Tailored programs for **pharmacists, nurses, veterinarians, and community prevention professionals**



# Student pharmacists can overestimate their ability to execute GenRx as designed

	Perceived ability (% subj agreement, n=52)	Actual ability (% obj correct, n=52)	Actual ability after Ambassadors (% obj correct, n=52)
Deliver key messages	65%	23%	100%*
Identify appropriate audiences	54%	0%	35%*
Identify medication misuse behaviors	92%	98%	100%
Describe evidence-based implementation guidelines	33%	48%	89%*



## **Our Key Messages**

How can we adapt these messages for our colleagues in veterinary medicine and nursing?

# Points to consider

## **Veterinary Medicine**

- Veterinary professionals must consider both their patients (animals they care for) and clients (pet owners)
- Veterinary medications may be dispensed directly from the office, not a traditional pharmacy
- Veterinary prescriptions are not required to go through prescription drug monitoring programs
- Veterinary professionals are more likely to use Generation Rx messaging in their practice than a community program

# Points to consider

## Nursing

- Nursing professionals are more likely to use Generation Rx messaging with patients and families than during a community program
- Depending on their practice setting, nurses could interact with children, adolescents, adults, older adults, and caregivers
- Medication safety is an important aspect of nursing education (e.g. the 5 rights; right patient, right medication, right dose, right time, right route)

# Key Message:

Only use prescription medications as directed by a healthcare professional

## Veterinary Medicine

*Only give your pets prescription medication as directed by a healthcare professional*

## Nursing

*Encourage your patients to use prescription medications as directed by a healthcare professional*

# Key Message:

Never share your prescription medications with others or take some else's medication

## Veterinary Medicine

*Do not share your own prescription medication with your pet or take your pet's medication. Do not share medications between pets*



## Nursing

*Educate patients not to share or take someone else's medication*

# Key Message:

Always store your medications securely and properly dispose of medications

## Veterinary Medicine

*Keep your pet's medication safe by following safe storage and disposal guidelines*



## Nursing

*Teach patients to keep their medications safe by following safe storage and disposal practices*

# Key Message:

Be a good example to those around you by modeling safe medication-taking practices

## Veterinary Medicine

*Be a health advocate for your pet*



## Nursing

*Model safe medication practices for patients*



## Generation Rx in Everyday Pharmacy Practice

What comes to mind when you think about this phrase in the setting in which you currently practice?

# Community Pharmacy Setting



## Generation Rx Key Messages to Promote Safe Medication Use

- Only use prescription medication as directed by a health professional
- Never share your prescription medications with others
- Never use someone else's medications
- Always store your medications securely to prevent others from taking them
- Properly dispose of medications that you no longer need
- Be a good example to those around you by modeling these safe medication –taking practices
- Discuss the dangers of misusing prescription drugs with your family, friends, colleagues, students, or patients.

# Community Pharmacy Setting



Educate patients on importance of locking up medications and the appropriate way to dispose of the medications

- If your store does not have medication disposal, print out local medication disposal dropbox locations in your area
- Consider carrying medication lock boxes and charcoal disposal pouches
- Distribute Generation Rx Safe Medication Disposal/Storage information



# Ambulatory Care Setting



## Generation Rx Key Messages to Promote Safe Medication Use

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# Ambulatory Care Setting



- Stress the importance of knowing the purpose of each medication they are taking
  - Provide an older person with a Generation Rx medication record and encourage them to keep it updated
  - Consider helping a patient download a medication tracking app on their smart phone or electronic tablet
- Discuss proper storage and disposal of medications



# Hospital Care Setting

## Generation Rx Key Messages to Promote Safe Medication Use

- Only use prescription medication as directed by a health professional
- Never share your prescription medications with others
- Never use someone else's medications
- Always store your medications securely to prevent others from taking them
- Properly dispose of medications that you no longer need
- Be a good example to those around you by modeling these safe medication –taking practices
- Discuss the dangers of misusing prescription drugs with your family, friends, colleagues, students, or patients.



# Hospital Care Setting

- Patient is no longer to take 2 medications they were taking prior to the hospital stay. What should they do with the leftover pills?
- Same patient is taking 3 new medications, what is important to include in discharge counseling instructions to help prevent medication misuse?

# Take Action



Medication safety starts with you! We can all do our part to prevent the misuse of prescription drugs by engaging in safe medication practices at home, as well as educating others in our community.

## At home

### 1 Only use prescription medications as directed by a health professional.

- Follow the dosing instructions prescribed by your healthcare professional. These instructions are intentional and help to avoid negative effects.
- Talk with your pharmacist or prescriber if you feel your medication needs to be adjusted.

### 2 Do not share or take someone else's medication.

- Avoid tendencies to self-diagnose and self-prescribe. Many factors determine how we respond to medications —genetics, weight, and pre-existing medical conditions, among others. This can cause individuals to respond to the same medication differently.
- Regardless of intention, sharing or taking someone else's medication is not safe.

### 3 Keep your medications safe.

- Store medications in secure locations, such as lockboxes, medication safes, or other lockable spaces. Avoid storage places such as drawers, nightstands, or kitchen cabinets that children and others can easily access.
- Follow any disposal instructions on the prescription label or patient information sheet. If none are given, safely dispose of medications by placing them in a drug dropbox (visit [rxdrugdropbox.org](http://rxdrugdropbox.org)) or:



Remove pills and mix them with an undesirable substance, such as coffee grounds.



Throw away the sealed mixture in the trash.



Remove the prescription label and dispose of the empty bottle.

- Take advantage of community drug take-back programs that allow the public to bring unused medications to a central location for proper disposal. Consult the **Learn** section on [GenerationRx.org](http://GenerationRx.org) to identify a program in your community.

### 4 Model safe medication practices.

- Set a good example for your family and friends by modeling these safe medication practices.
- Research shows it makes a difference when parents discuss safe medication practices with their children on a regular basis. Think about it—would you only instruct your child once to look both directions before crossing the street? No! Treat these practices in a similar manner. Repeat the conversation often and discuss these practices when you or your child is prescribed a medication.
- Consult the **Take Action** section at [GenerationRx.org](http://GenerationRx.org) for more tips on how to teach youth safe medication practices for life.

## In your community

### Ready to share what you have learned with others in your community?



We've created free, ready-to-use resources to educate people of all ages about safe medication practices.

Download these resources in the **Take Action** section at [GenerationRx.org](http://GenerationRx.org).



## Learn more at GenerationRx.org

[GenerationRx.org](http://GenerationRx.org) is an excellent resource to consult for more information related to prescription drug misuse. The following information can be found in the **Learn** section at [GenerationRx.org](http://GenerationRx.org), including links to additional websites related to these issues:

- Scope of the prescription drug misuse problem
- Drug storage and disposal guidelines
- Online courses or games

- List of signs and symptoms to facilitate recognizing misuse
- Resources to locate treatment centers for substance use disorders
- Steps for how to take action in a drug overdose situation
- Instructions for how to use and access Naloxone as a rescue agent in an opioid overdose



## Additional information

### 1 Where can I learn about drugs commonly misused?

The National Institute on Drug Abuse (NIDA) provides specific information on commonly misused drugs, including illicit street drugs, prescription medications, and alcohol: [www.drugabuse.gov/drugs-abuse](http://www.drugabuse.gov/drugs-abuse)

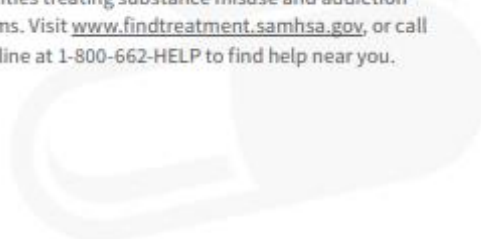
### 2 If I suspect a friend or family member is misusing prescription drugs, how should I intervene? What should I do?

Generation Rx focuses on educational strategies to prevent prescription drug misuse. To find intervention resources, we encourage you to consult one of the following resources:

- Partnership for Drug Free Kids: [www.drugfree.org/resources/](http://www.drugfree.org/resources/)
- Mayo Clinic: [www.mayoclinic.org](http://www.mayoclinic.org)  
(in the search engine type, *drug abuse intervention*)

### 3 Where can I find help for a prescription medication misuse problem or addiction?

If you think you or someone you know might have a problem, talk with your healthcare professionals. They may be able to guide you to medical specialists, treatment facilities, counselors, or medication-assisted treatment providers for help. The U.S. Substance Abuse and Mental Health Services Administration also provide a Behavioral Health Treatment Services Locator for persons searching for facilities treating substance misuse and addiction problems. Visit [www.findtreatment.samhsa.gov](http://www.findtreatment.samhsa.gov), or call the hotline at 1-800-662-HELP to find help near you.



# Case-based Discussion

Find a friend to work with (or two, or three!)

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# Community Pharmacy – Case 1



You have an APPE student on rotation with you for the month who is a member of the Generation Rx student organization at their school of pharmacy.

This student is hoping to complete one of their remaining APPE required assignments while on rotation with you. They have the following assignments remaining: 1 presentation, 1 drug information question, 2 comprehensive medication reviews.

Let's think about how we can connect the student's interest in Generation Rx with the completion of their assignments.



# Community Pharmacy – Case 1 Discussion

With your teammates, think about how Generation Rx messaging could be utilized to help this student complete their required assignments:


Activity	Generation Rx Incorporation
Answer a drug information question	
Presentation	
Perform a comprehensive medication review	

# Community Pharmacy – Case 2

You have an IPPE student on rotation with you who has asked for more experience counseling patients.

A regular patient approaches the pharmacy to pick up a new medication for their pet and you encourage your student to talk with the owner about some medication safety tips related to her pet's new medication.

Let's think about how we can mentor the IPPE through this interaction and encourage the student to think about Generation Rx medication safety principles as they talk with the pet owner.



Advocate  
for us!



# Community Pharmacy – Case 2 Discussion



Recall the Generation Rx key messages discussed earlier.

How could your IPPE discuss these messages with this pet owner? And how might these messages be adapted when discussing a veterinary medication?

Key Message	Incorporation in discussion with pet owner
Take medications as directed	
Never share or take someone else's medication	
Store and dispose of medications properly	
Model safe medication-taking practices for others	



# Ambulatory Care Pharmacy – Case 1

An 85 year-old patient is being seen in clinic today and is accompanied by her daughter. Your APPE student goes into the room to complete a medication reconciliation with the patient. When your student returns, he notes that the patient seemed confused by her current medication regimen, and he could tell her daughter was worried she has been taking her medications incorrectly.

With your teammates, think about how you might discuss medication safety principles with an adult caregiver.

# Ambulatory Care Pharmacy – Case 1 Discussion

What medication safety tips could you give the patient's daughter at this visit?

# Hospital Pharmacy – Case 1

You are the pharmacist in charge of a Meds-to-Beds program at the local hospital. You receive a message from a nurse on floor 9 that patient AW is ready to go home after having knee replacement surgery.

The pharmacy student with you notices that AW is being discharged on oxycodone to manage pain post-surgery. What medication safety principles do you want to make sure to discuss with AW before they go home?



# The Opioid Checklist

## Medication Guidelines for Patient Safety

Your healthcare provider has prescribed an opioid pain medication for you. This is an important medication that can help relieve your pain, but it is classified as a “controlled substance” by the U.S. Drug Enforcement Administration because it carries a risk for misuse and dependency. As your pharmacist, I want to help you use this medication safely so that you get the benefit of the pain relief you need but avoid the potentially devastating consequences of its misuse.

- ✓ *Prescription medications like the one you are receiving are among the most misused substances in the U.S.*
- ✓ *This medication can lead to dependency or addiction, particularly if used differently than your prescriber intended*
- ✓ *This medication is chemically similar to heroin, and most heroin users first misused an opioid pain medication*
- ✓ *Drug overdose is the leading cause of accidental death in our country, and opioid pain medications contribute significantly to these deaths*



Here are some steps you can take to minimize the potentially tragic consequences of the misuse of this medication for yourself and the people around you:

- Only use this medication as directed by your healthcare provider.** *When you use someone else’s medications or use your own prescription drugs differently than directed by the prescriber, the risk for dependency, addiction, or overdose is enhanced.*
- Never share your medication with others or take someone else’s prescription medications.** *It is illegal and potentially harmful to give or sell this medication to others.*
- Medication should be stored in a secure or lockable location** *where others cannot get to it, because most people who misuse prescription drugs get them (sometimes steal them) from relatives or friends.*
- Do not take this medication with other drugs or alcohol unless advised to do so by your healthcare provider.**
- You may wish to keep naloxone on hand in case you, or someone around you, experience an opioid overdose.** *Accidental deaths in the U.S. due to opioid drug overdoses are a serious public health problem and are usually due to depressed breathing caused by the drugs. This risk can be increased by taking this medication with alcohol or other drugs which also depress breathing. Be aware that there is a very effective antidote for these overdoses – a medication called naloxone – which may be available from your pharmacist without a prescription.*
- If you do not use all of this medication, it should be properly disposed of** *by placing it in a community drug dropbox; participating in a community drug take-back event; or removing the medication from its container and disposing of it via the U.S. Food and Drug Administration ([fda.gov](http://fda.gov)) guidelines.*
- Let your prescriber or pharmacist know if you have questions about the safe use of your medications.**



Most people who misuse prescription drugs get them from family members or friends, so it is very important to store them in secure locations and properly dispose of them when no longer needed.

## Here are some options for safe drug disposal:

1

Place them in a drug dropbox.



Visit [rxdrugdropbox.org](http://rxdrugdropbox.org) to find locations in your area.

2

Take advantage of community drug take-back programs that allow the public to bring unused medications to a central location for proper disposal.



Ask your pharmacist or local health department about drug take-back events or visit [https://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/](https://www.deadiversion.usdoj.gov/drug_disposal/takeback/)

3

No dropbox or take-back program near you? Dispose of medications safely at home by:



**STEP 1**

Remove pills from bottle and mix them with undesirable substances such as kitty litter or coffee grounds.



**STEP 2**

Throw away the sealed mixture into the trash.



**STEP 3**

Remove the prescription label and dispose of the empty bottle.

This information is provided by your pharmacists at:



Brought to you by:

**GenerationRx**  
Safe medication practices for life.

The mission of Generation Rx is to educate the public about the potential dangers of misusing prescription medications. In doing so, we strive to enhance medication safety among our youth, college students, other adults in our communities, and seniors. Free educational resources are provided for people of all ages.



Since 2009, the College of Pharmacy at The Ohio State University and the Cardinal Health Foundation have partnered to provide open source educational materials that anyone can use to help prevent the misuse of prescription drugs. These ready-to-use resources are designed to provide everything needed to make a presentation or offer a program in your community, school or college.



To learn more, visit  
**GenerationRx.org**

# References

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# Need More Information?

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