Strategies to Reduce the Demand for Prescription Drugs
Findings from the Research Literature

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Preventing Prescription Drug Misuse: Strategies from the Research Literature

- Strategies to Reduce Demand (Today!)
- Strategies to Reduce Supply (April 27)
- Strategies to Reduce Harm (May 30)
Strategies to Prevent Non-medical Use of Prescription Drugs (NMUPD)

- Patient Education
- Prescriber Education
- Social Marketing Campaigns
- Information Dissemination Campaigns

Strategies to Prevent Supply

- Prescriber Education
- Tracking and Monitoring
- Retail Access Restrictions
- Enforcement Strategies
- Proper Medication Storage and Disposal

Strategies to Prevent Demand

- Naloxone Education and Distribution
- Overdose Education
- Prescriber Education
- Multicomponent strategies

Strategies to Prevent Harm

Evidence-based Continuum

- Supported/Well-supported
- Promising/Emerging/Undetermined
Objectives

• Identify the factors a community must consider prior to selecting and implementing a strategy to reduce prescription drug misuse and overdose

• Define the core components of strategies that seek to reduce the demand for prescription drugs for nonmedical use

• Describe some of the potential advantages and disadvantages of strategies to reduce the demand for prescription drugs

• Identify CAPT resources that summarize strategies to reduce prescription drug misuse and overdose

Presenters

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A Strategic Approach to Selecting Strategies

Guiding Questions for Prevention Practitioners

Prior to Selecting Strategies
Questions to Consider at SPF Step 1: Assessment

- What are the NMUPD problems in the community?
- What is the existing political landscape surrounding NMUPD prevention legislation?

Questions to Consider at SPF Step 2: Capacity

- What is the capacity of the community (including resources and readiness) to address these problems?
- Which community stakeholders need to be on board to address the community’s NMUPD problems?
- What are the best ways to engage these stakeholders?
Questions to Consider at SPF Step 3: Planning

- What risk and protective factors are associated with NMUPD in the community?
- Does the community have the capacity to address these factors?
- Does the community have the partners needed to successfully implement selected strategies?
- Does the community have access to the training and technical assistance required to implement selected strategies?

Where is your state, tribe, jurisdiction, or community in the SPF planning process?
Risk and Protective Factors for NMUPD and Prescription Opioid Overdose

- Societal influenced perception of risks
  - DEMAND
- Overprescribing of opioid prescription drugs
  - SUPPLY
- Parent’s favorable attitudes towards substance use
  - DEMAND
- Having a prescription for a high-dosage opioid
  - SUPPLY
- Experienced a non-fatal overdose
  - HARM

Desired Outcomes Associated with Preventing NMUPD and Opioid Overdose

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<thead>
<tr>
<th>Supply</th>
<th>Demand</th>
<th>Harm</th>
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<tbody>
<tr>
<td>Decreasing availability</td>
<td>Preventing dependency and misuse</td>
<td>Reducing nonfatal and fatal overdose</td>
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<tr>
<td>Strategy</td>
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<tr>
<td>Example Risk Factors</td>
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<tr>
<td>Prescription drug diversion</td>
<td>Lack of knowledge about potential dangers of prescription opioid misuse</td>
<td>Loss of tolerance</td>
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<td>Multiple prescriber episodes (“doctor shopping”)</td>
<td>Mental health disorders</td>
<td>Polysubstance use</td>
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<td>Inappropriate prescribing (“pill mills”)</td>
<td>Chronic pain</td>
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**Target Populations for Strategies**

- General population
- All prescribers

- Individuals with Post-traumatic Stress Disorder (PTSD)
- Individuals with depression
- Prescribers with a history of overprescribing

- Individuals who are misusing prescription drugs
- Individuals who have had a nonfatal overdose

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**Strategies to Reduce the Demand for Prescription Drugs**

Findings From the Research Literature
Defining Demand Strategies

Efforts aimed at reducing the public’s desire for prescription drugs

Categorization of Demand Reduction Strategies

- Patient Education
- Prescriber Education
- Information Dissemination Campaigns
- Social Marketing Campaigns
How familiar are you with these strategies?

A Note About Evidence

- There is less evidence for NMUPD prevention strategies (compared to strategies for preventing other substances)
- A lack of evidence does not mean that a strategy is ineffective
- Practitioners should rely on experience working with other substances
- It is important for practitioners to collect evaluation data to build the evidence around strategies
Patient Education

Patient education strategies involve providing patients with information on the:

- Overdose potential of prescription drugs and their effects
- Importance of safeguarding prescriptions
- Risks and benefits of a particular drug

Target Populations and Common Partners

- **Target Populations:** Patients who may be prescribed a potentially addictive drug
- **Common Partners:** Primary care centers, hospital emergency rooms, pharmacies, trauma centers, and other community settings
Typical Elements\textsuperscript{11,12,13,14}

- Some patient education strategies train doctors or nurses on how to discuss with patients the risks of prescription drugs.
- Other patient education strategies provide patients who are prescribed opioids with written guidance on preventing misuse and overdose.

Potential Advantages and Challenges

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<tr>
<td>- Relatively affordable</td>
<td>- Likely to have a small effect size</td>
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<td>- Low complexity (assuring greater likelihood of fidelity and consistent implementation)</td>
<td>- May require changes to healthcare system in order to be effective</td>
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<td>- Has potential to reduce risk in individual patients AND those around them</td>
<td>- Most effective when delivered by someone with a prior relationship (for example, a physician talking to a patient)</td>
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Prescriber education involves teaching prescribers about the benefits and risks of prescribing opioids, including:

- Best prescribing practices and guidelines
- How and when to implement tracking and monitoring strategies
- Alternate pain management strategies

Venues

- Events sponsored by drug manufacturers
- Continuing medical education programs
- State-mandated training events
- Coalition-led education events
- One-on-one interactions with prescribers
- Healthcare partner-driven programs (e.g., hospitals)
Delivery Methods

- Interactive education
- Audit and feedback
- Reminders
- Academic detailing (and other outreach programs)
- Clinical practice guidelines

Potential Advantages and Challenges

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| • Potential to educate both prescribers and their patients  
• Potentially cost-effective | • Target population can be busy and difficult to reach  
• Often requires collaboration with other prescribers to be successful |
Information Dissemination Campaigns\textsuperscript{19,20}  

Information dissemination campaigns use mass media (TV, Internet, radio, newspaper, and billboard) to:  

- Raise public awareness of appropriate prescription drug use  
- Promote safe use of prescription drugs
Target Populations and Delivery Methods

- **Populations:** General public, youth
- **Delivery Methods:** Vary by platform (TV, Internet, radio, print, billboard, classroom) and content type (advertisement, short film, lecture, interactive course)

Typical Elements\(^{19}\)

- Based on one of two theoretical models:
  - Health Belief Model
  - Theory of Reasoned Action/Theory of Planned Behavior
- Guided by three objectives:
  - Warn
  - Empower
  - Support
Potential Advantages and Challenges

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<tr>
<td>Easy to replicate</td>
<td>Messages are not tailored to specific</td>
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<tr>
<td>Can reach large numbers</td>
<td>segments</td>
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<tr>
<td>Can raise awareness</td>
<td>Difficult to measure effectiveness</td>
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<td>Familiar strategy for prevention practitioners</td>
<td>Can be expensive</td>
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<td>Requires longer, extended campaigns to</td>
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<td>maintain positive effects</td>
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Social Marketing Campaigns\textsuperscript{21,22,23}

Social marketing campaigns use techniques adapted from commercial marketing to encourage favorable and voluntary behavior change. Messages seek to:

- Influence community attitudes, norms, and behaviors regarding NMUPD
- Minimize the perceived negative consequences typically associated with behavior change
Description (cont.)

Some campaigns seek to address risk and protective factors directly.

Others seek to improve responses to overdoses, like those that provide information on Good Samaritan Laws (which protect individuals who report an overdose).²

Best Practices

Prevention practitioners who implement social marketing campaigns should:

• Identify a target population, conduct audience research, and design messages based on this research

• Test the target population’s response to the message (for example, by using a focus group)

• Deliver the message frequently, using multiple communication channels
Potential Advantages and Challenges

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</table>
| • Can be broad and reach large numbers or can target specific populations  
• Familiar strategy for prevention practitioners | • Requires intensive development  
• Possible to have negative effects  
• Can be expensive |

Participant Questions
Additional Strategies of Note

Abuse-Deterrent Drug Formulations

Designed to inhibit the abusive properties of prescription drugs. Alterations can be:

- Physical (for example, changing the composition of the drug to prevent crushing)
- Pharmacological (for example, adding an active ingredient to prevent the “high” associated with misuse)
Direct-to-Consumer Advertising Restrictions

Regulations placed on pharmaceutical companies that use advertising to:

- Market their products
- Educate the general public about the benefits and risks of prescription drugs

Where to Find Out More

Additional Resources on Strategies to Reduce Prescription Drug Misuse and Overdose
**Revised NMUPD Decision-Support Tools**

- Overview of Factors and Strategies
- Understanding Who is at Risk
- Programs and Strategies

Available at [samhsa.gov/capt/](samhsa.gov/capt/)

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**Online Portal of Environmental Strategies**

*Environmental Strategies to Prevent the Non-medical Use of Prescription Drugs*

This guide includes information gathered from existing research and practice to enhance environmental strategies that aim to reduce non-medical use of prescription drugs. For each strategy, the guide includes information on the population for which the strategy was designed, evaluation outcomes that provide evidence of effectiveness, and additional resources (e.g., links to additional guidelines) for readers.

Available to CSAP prevention Grantees at [captconnect.edc.org/](captconnect.edc.org/)
Addressing Opioid Overdose: Understanding Risk Factors and Prevention Strategies

Available to webinar participants at the conclusion of today’s event (and at captconnect.edc.org/)

Prevention Resources from the CDC

Available at cdc.gov/drugoverdose/
Contact Information

If you have questions or comments about this webinar, please don’t hesitate to contact:

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Evaluation

Please take the time to complete a brief feedback form:
https://www.surveymonkey.com/r/feedback-CAPT-1781

Thank you for sharing your thoughts!

References


References


