



Generation Rx: The Adolescent *Pharming* Phenomenon Satellite Conference and Live Webcast

Thursday, April 3, 2008 • 11:00 a.m.-1:00 p.m. (Central Time)

12:00-2:00 p.m. (Eastern) • 10:00 a.m.-12:00 p.m. (Mountain) • 9:00-11:00 a.m. (Pacific)

Many social critics argue that today's youth face more serious and critical substance abuse risks than any previous generation. Consider these statistics: nearly one in five teens has tried a prescription medication to get high; one in 10 teens report abusing cough medicine to get high; and abuse of prescription and over-the-counter medications is on par with or higher than the abuse of illegal drugs such as Ecstasy, powder/crack cocaine, methamphetamine and heroin. The abuse of prescription medications has become "normalized" in teen culture. Two out of five teens report having a close friend who abuses prescription pain relievers to get high and nearly three out of 10 report having a close friend who abuses cough medicine to get high. So, even if teens are not abusing these medications themselves, one of their close friends may be. With this perception that "everyone is doing it" there is great risk that the "pharming" phenomenon will only grow larger.

Further studies have illustrated that this problem is not even on parents' radar screen - there is a huge disconnect between parents and teens about "pharming." Only 1% of parents say that it is "extremely or very likely" that their own teen has tried a prescription pain killer, but 21% of teens admit to trying this type of drug to get high. The same holds true for prescription stimulants: 2% of parents say it is "extremely or very likely" that their own teen has used them to get high whereas 10% of teens actually have used prescription stimulants

The abuse of prescription and over-the-counter drugs has taken root among America's teens and the behavior is not registering with parents. When these medications are abused, or used for anything other than their intended purpose under a doctor's supervision, they can be every bit as dangerous as illegal street drugs. The focus of this program will be to discuss what we must do to fight this problem.

PROGRAM OBJECTIVES

1. Discuss the prevalence of intentional prescription drug abuse in adolescents.
2. List the reasons why this trend has become so prevalent.
3. Understand the specific dangers related to "pharming" and how adults can help adolescents avoid this risky behavior.

FACULTY:

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CONFERENCE DETAILS:

Target Audience: Clinicians, nurses, educators, social workers, health educators and other public health providers who counsel, educate and manage adolescent clients. This program will also be of interest to school personnel including counselors, teachers, school nurses and administrators.

Registration: www.adph.org/alphtn

CEUs:

Nurses - 2.0 hours

Social Workers - 1.7 hours

NP Pharmacology - 2.0 hours

Satellite Technical Information: Ku & C bands

Webcast Access: On the day of the program, go to www.adph.org/alphtn and click on the "view webcast" link.

Conference Materials: Posted on ADPH website approximately one week before the program.

Questions For Faculty: Fax or email those questions and a response will be given during the program.

Email: alphtnquestions@adph.state.al.us

Fax: 888-737-1972.

Conference Details Questions: 334-206-5618 or send email to alphtn@adph.state.al.us.