

Dose of Prevention Challenge

 preventrxabuse.org/facts-tools/doseofpreventionchallenge/

October is National Medicine Abuse Awareness Month

Participate in the Dose of Prevention Challenge!

Did you know that one in 25 youth ages 12 through 17 has abused cough medicine to get high from its dextromethorphan ingredient, and one in 5 young adults has abused a prescription drug? Help raise awareness of the dangers of prescription (Rx) drug abuse and over-the-counter (OTC) cough medicine abuse during National Medicine Abuse Awareness Month in October, and take part in the Dose of Prevention Challenge.

Through the Dose of Prevention Challenge, we're asking coalitions to:

- Host an educational event (for example, a town hall meeting or a community breakfast)
- Implement an integrated marketing and communications campaign (for example, campaign could include media outreach, PSA placements, ad buys, social media activity, etc.)
- Hold an innovative contest (for example, a middle school essay contest that encourages youth to write about why they are inspired to live drug free)

To qualify, your coalition must implement one of the above activities. However, coalitions can increase their odds of winning by implementing multiple activities!

Those who enter the Dose of Prevention Challenge are eligible to win:

First Place

- Wins the prestigious Dose of Prevention Award and is honored at CADCA's National Leadership Forum in Washington, D.C.
- Receives a \$1,500 cash award for their coalition
- A full scholarship to Forum (covers registration and travel expenses)
- Recognition in CADCA's publications

Second Place

- Receives one Forum registration
- Recognition in CADCA's publications

Third Place

- Receives one Forum registration
- Recognition in CADCA's publications

Here are a few requirements:

- It must take place during the month of October, National Medicine Abuse Awareness Month.
- All activities must address BOTH prescription drug abuse and over-the-counter cough medicine abuse.
- You must distribute the Preventing Teen Cough Medicine Abuse brochure, available in English and Spanish at: <http://otcsafety.org/en/publications/>.

So, are you up for the challenge? If so, please complete the form below.

Helpful Materials You Can Download:

- A new [Grassroots Media Kit](#) to help you promote your event
- A [checklist](#) to help plan a town hall meeting
- A [video to show](#) at your event, entitled “Stopping Cough Medicine Abuse in Your Community”
- [Fact Sheets, Presentations and Brochures](#) about medicine abuse
- [Preventing Teen Cough Medicine Abuse: A Parent’s Guide](#)

Register for the Dose of Prevention Challenge!

(If your coalition is implementing multiple activities, you only need to submit one form. Please include all your activities in your submission below.)

Coalition Name*

First Name*

Last Name*

Email Address*

Phone*

Address*

City*

State*

Zip Code*

What is your coalition doing to observe National Medicine Abuse Awareness Month?*

Are you addressing BOTH prescription drug abuse and OTC cough medicine abuse?*

How many people did you reach through your activities?*



A Community Anti-Drug Coalitions of America (CADCA) Initiative