



New Product on Prescription Drug Abuse

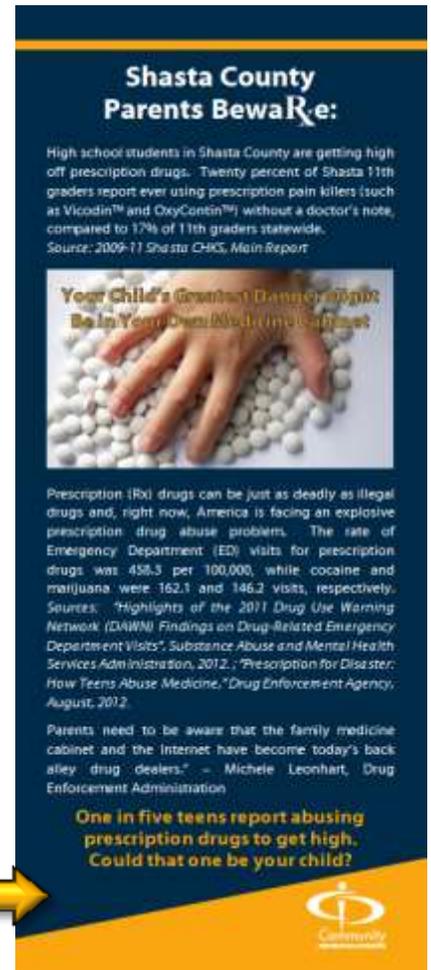
“Parents Beware: Your Child’s Greatest Danger Might Be in Your Own Medicine Cabinet”

The Community Prevention Initiative (CPI) is now offering a customizable publication (two versions available) that empowers parents and communities to prevent teen prescription drug abuse.

Outreaching to parents about the dangers of prescription drug use and the influential role they play is an important part of an overall strategy to reduce this growing problem. Communities across California are in need of new, cost-effective ways to engage parents. These publications for parents offer an opportunity for California counties to have publications developed using their area-specific data, and to list the partners and resources unique to their county.

These documents are customizable in key areas:

- Descriptive data using your local **California Healthy Kids Survey (CHKS) data**
- Local **websites** for more information
- Local **emergency room data** (if available)
- **How and where to dispose of drugs** in your county



Your county can choose between two layouts:

- a **tri-fold pamphlet**, or a
- two-sided, **full page fact sheet**.

These new publications are modeled after a publication entitled “Underage Drinking in (insert county name here).” The Underage Drinking resource has been customized by over 20 counties and localities, with some counties updating multiple times to reflect current data.

Requests for the new prescription drug fact sheet, tri-fold pamphlet, or for the underage drinking publication can be made by completing a CPI application (request for training or technical assistance) at www.ca-cpi.org or by calling the CARS office at 707.568.3800 or toll free at 1.877.568.4227.