



DOSE OF REALITY
PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

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TALKING POINTS FOR PARENTS TO USE

Parents, please see below for some talking points about the prescription painkiller abuse epidemic that can be shared with your community.

- The problem of prescription opioid abuse in our communities is now a public health crisis in Wisconsin.
- The DOSE OF REALITY: Prevent Prescription Painkiller Abuse in Wisconsin campaign was developed by Attorney General Brad Schimel and the Wisconsin Department of Justice to raise awareness of this issue and to begin the work toward prevention.
- The DOSE OF REALITY campaign has the following goals:
 - Inform and educate about the improper use of prescription opiates
 - Warn about the dangers of inadequate storage of prescription opiates
 - Inform each audience as to the role they play in education and abuse prevention, from medical providers and parents to high school students and young adults
 - Encourage positive action
- Those at highest risk for becoming addicted to opioids and narcotics are young people, age 12-25, and the problem is worse in rural and suburban communities than it is in urban areas.
- Reasons young people begin abuse of prescription painkillers:
 - Peer pressure
 - To relieve depression
 - To cope with stress
 - To increase alertness so they can do better in school
 - To manage their weight
 - To relieve pain
 - To experiment
 - To escape reality or make reality more bearable



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- Misperceptions about prescription painkillers:
 - Safe to use because they were prescribed by a doctor
 - More effective than over-the-counter painkillers
 - It's ok to take a prescription from someone else because they are just painkillers

- The DOSE OF REALITY about prescription painkillers:
 - ONLY safe to use when the prescription is followed, AND the prescription should ONLY be used by the person for whom it was prescribed.
 - Studies show that over-the-counter painkillers, such as ibuprofen or even aspirin, are just as effective, if not more so than prescription painkillers, for relieving most pain, AND there is less risk of addiction.
 - It is ILLEGAL to share your prescription opioids and narcotics with anyone else.

More Facts:

- Four out of five heroin addicts began by abusing prescription opioids and narcotics.
- More than 70% of people who abuse prescription painkillers get them through friends or relatives.
- In recent years, the rate of prescription painkiller overdoses has increased 260% among Wisconsin's young people ages 12-25.

What you should do:

- Safely store all prescription medications by locking them up.
- Safely dispose of unused or unwanted medications by going to a drug disposal location or Drug Take Back location nearest you.
- Ask your doctor for a non-opioid or non-narcotic alternative for pain, if prescribed.
- Visit www.doseofrealitywi.gov for more information.