



Click here to print a PDF of this article so you can start a conversation with your child

Talking regularly with youth about the dangers of alcohol, tobacco and other drugs reduces their risk of using in the first place.

Know! encourages you to share this Parent Tip with friends and family.

Learn more at:
DrugFreeActionAlliance.org

Know! is a program of:



Drug Free Action Alliance

LIFETIME PREVENTION | LIFETIME WELLNESS



Link to the article on the Drug Free Action Alliance Facebook page



Link to the Spanish archives

Drug Free Action Alliance
6155 Huntley Road, Suite H
Columbus, Ohio 43229
PH: (614) 540-9985
FX: (614) 540-9990

Know! How Pop Culture Influences Medicine Misuse/Abuse

“4 And Abel also brought an offering—fat portions from some of the firstborn of his flock. The Lord looked with favor on Abel and his offering, 5 but on Cain and his offering he did not look with favor. So Cain was very angry, and his face was downcast.

*6 Then the Lord said to Cain, “Why are you angry? Why is your face downcast?”
Genesis 4:4-6*

In the previous Know! Tip, we asked parents and other caregivers to think about the way they use medicine, keeping in mind that their children are watching and learning, that household norms are being created and that children’s choices regarding appropriate and responsible use of medicine (in the present and down the road) are being strongly influenced.

In this Tip, we take a look at how pop culture misleads youth when it comes to attitudes and beliefs surrounding prescription drugs. Parents may be doing all the right things at home, but we still have the outside world to contend with, where our kids are likely getting very different messages.

Picture this: Amanda, a young teenage girl, is self-conscious about her weight. She decides to sneak some of her brother’s ADHD meds after a friend at school told her that weight loss is a side effect of the drug, and that several other girls had tried it and it worked. Amanda isn’t worried about the drug’s safety because not only was this medicine prescribed to her younger brother by their family doctor, but she also saw an ad on TV that showed the many benefits of this drug. She rationalizes that a prescription medication like this is a lot better than turning to dangerous diet pills, and that it is nothing like taking illegal street drugs.

What’s wrong with this picture? Just about everything.

Medicine misuse/abuse among youth has reached epidemic levels in our country, with a reported 2,500 teens using prescription drugs without a doctor’s guidance for the first time every day.

There are many contributing factors to this dramatic increase. The five listed below are ones that often-times play a key role, like in the all-too-common scenario with Amanda.



Talk early and often about alcohol, tobacco and other drugs. Even when it gets tough.

Empowering Parents To Raise Their Children To Be Substance-Free



Click here to print a PDF of this article so you can start a conversation with your child

Talking regularly with youth about the dangers of alcohol, tobacco and other drugs reduces their risk of using in the first place.

Know! encourages you to share this Parent Tip with friends and family.

Learn more at:
DrugFreeActionAlliance.org

Know! is a program of:



Drug Free Action Alliance

LIFETIME PREVENTION | LIFETIME WELLNESS

Drug Free Action Alliance
6155 Huntley Road, Suite H
Columbus, Ohio 43229
PH: (614) 540-9985
FX: (614) 540-9990

1. Children and adults are bombarded by drug advertisements that promise to fix whatever ails us. Feel a slight headache coming on, or like Amanda, maybe you want to lose weight? There's a pill for that. Children are not only aware of what's out there, but many times feel encouraged by outside influences to pop a pill for a quick fix.
2. Prescription drugs are easy to access, with the majority coming from home medicine cabinets, family members or friends.
3. There is the misguided belief that prescription drugs are safer than illicit or "street" drugs. This is false. They can be just as dangerous and even deadly.
4. There is a lower societal stigma with prescription drugs use vs. "street drugs." What youth need to know however, is that regardless of how others view it, taking someone else's prescribed medication is illegal, whether taken from the family medicine cabinet or borrowed from a friend.
5. There is also a common misperception that, "everybody's doing it." Again, this is false. And the fact that the majority of youth are NOT doing it is important for children to KNOW!

Gary Hale, a nonresident fellow in drug policy at the Baker Institute for Public Policy at Rice University said that when it comes to medicine abuse, "The drug war begins in the home." Know! encourages parents to not only role model appropriate and responsible medicine use at home for their children, but to also sit down and talk with their kids to dispel the myths and have candid and ongoing conversations about the dangers and potentially deadly consequences of medicine misuse/abuse.

If you missed the last Parent Tip: Know! To Examine Your Relationship With Medication, [click here](#) to go to it now.

Source: 2012 Monitoring the Future Survey.

Other Verses to Consider:

Jonah 4:8-9
James 1:19-20

Visit starttalking.ohio.gov to get the conversation going !!!