

# Children's Health

## Parents: Be Aware Of Prescription Drug Abuse

(NAPSA)—While many parents are concerned about their children being exposed to illegal street drugs, far too few are aware of the dangers of prescription drug abuse and over-the-counter drug abuse among America's adolescents.

In fact, according to a survey by Project 7th Grade, a national organization devoted to drug abuse prevention among teens, only 6 percent of parents are concerned about their children abusing prescription drugs. That same study revealed that at least three students in every high school classroom abuse prescription drugs. Parents can ill afford to ignore this danger. When surveyed, teens reported that they believe prescription drug abuse is somehow safer than abusing illicit (or street) drugs. This is a serious national concern.

### Schoolchildren Will Benefit

To help fight prescription drug abuse amongst adolescents, the Pharmaceutical Research and Manufacturers of America (PhRMA), a national trade association that represents America's pharmaceutical research companies, has played a key role by funding and lending expertise to develop educational materials aimed at fighting prescription drug abuse. PhRMA joined forces with Drug Abuse Resistance Education (DARE) in a public awareness campaign to address this growing national problem.

"Schoolchildren in communities across the nation will benefit from these programs. And we are proud



### A Serious Concern—Teens believe prescription drug abuse is safer than abusing street drugs.

to be part of this effort to protect America's youth," said PhRMA CEO Billy Tauzin. "Prescription drugs improve the lives of millions of patients every day. The misuse of these drugs is tragic. As a father, I believe it is critical to reverse prescription drug abuse among our nation's youth. As a leader in the pharmaceutical industry, I believe we have a moral obligation to help ensure that medications are used properly, and that we do all that we can to prevent medication abuse."

### A Campaign That Helps

The public education campaign against prescription drug abuse, led by DARE, PhRMA and other concerned parties, will help ensure that prescription medications are used properly and that people are wellinformed of the potential dangers of abusing medications.

For more information, visit the PhRMA Web site at [www.PhRMA.org](http://www.PhRMA.org) and the DARE Web site at [www.dare.com](http://www.dare.com).