



# The Provider's Source Update from the Adolescent Substance Abuse Treatment Project

"Building Bridges, Closing Gaps"



March, 2008

## The Office of National Drug Control Policy (ONDCP) Launches New Ad Campaign on Teen Prescription Drug Abuse



Although teen drug use in general is down across the country, teens are abusing prescription drugs more than any other drug except for marijuana. Over two thousand kids aged 12-17 start abusing prescription painkillers every day. Prescription drugs abuse is worrisome because teens believe they are safer than other drugs. According to the ONDCP, only 36% of parents have discussed the risks of prescription drug abuse with their children.



The ONDCP launched its first major campaign to educate parents about prescription drug abuse during the Super Bowl. The campaign includes print and TV ads, open letters to parents, as well as health and school officials, messages on prescription information sheets, featured content and online ads on [www.TheAntiDrug.com](http://www.TheAntiDrug.com), a new brochure for parents, and a tool kit for community groups.

A new report entitled *Prescription for Danger: A Report on the Troubling Trend of Prescription and Over-the-Counter Drug Abuse Among the Nation's Teens* is available in pdf form at: [http://theantidrug.com/pdfs/prescription\\_report.pdf](http://theantidrug.com/pdfs/prescription_report.pdf)



To see the entire press release and view TV and print ads go here: <http://www.ondcp.gov/news/presso8/012408.html>

## SAMHSA's Center for Co-Occurring Excellence (COCE)

The COCE was established in 2003 and is an all-in-one resource for providers that are looking for information on co-occurring disorders. The site includes information on such topics as:

- Research
- Definitions & terminology
- Screening & Assessment
- Treatment Planning
- Evidence Based Practices
- Workforce Development
- Service Integration
- Systems Change
- Links to other Resources

<http://www.coce.samhsa.gov/>



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NCDHHS  
DMH/DD/SAS  
Community Policy Management  
Substance Abuse Services  
3005 Mail Service Center  
Raleigh, NC 27699-3005  
919-733-4670  
919-733-4556 (fax)

## Mark your calendars

### Children and Family Services Association-NC 2008 Spring Conference *Fishing for Results in a Sea of Possibilities: Catching the Spirit of Hope*

Riverfront Convention Center, New Bern, NC

**Dates:** April 30-May 2

Contact Kathy Dobbs at [kdobbs@cfsa-nc.org](mailto:kdobbs@cfsa-nc.org) for more information  
[www.cfsa-nc.org](http://www.cfsa-nc.org)

### Person-Centered Thinking Training

This training introduces the concepts of 'person centeredness' by focusing on the balance between what is important to and what is important for the person; learning and recording how and what the person is communicating; analyzing what is working and not working in the person's life and matching the necessary (natural & paid) support.

Sponsored by Developmental Disabilities Training Institute (DDTI)  
City Hall, 6<sup>th</sup> Floor Training Room  
70 Court Plaza, Asheville, NC 28801

**Dates:** April 23, 2008

**Time:** 9-4:30, check-in at 8:30

**Cost:** \$35 **Contact Hours:** 6

**Pre-Registration Required**

[http://www.unc.edu/depts/ddti/training\\_events.html](http://www.unc.edu/depts/ddti/training_events.html)

