



The Partnership for a Drug-Free America, Arizona Affiliate

NEWS

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DRUGFREEAZ.ORG Unveils Radio Campaign Against Prescription Drug Epidemic Parents Urged to Take Action

(Phoenix, Ariz.) – One out of four Arizona high school seniors* has used a prescription pain reliever without a doctor’s prescription. With October being “Talk About Prescriptions” Month, DrugFreeAz.org’s latest radio [campaign](#) will help parents take the necessary steps to prevent prescription misuse in their homes and talk with their children about the dangers of prescription medications.

“Prescription misuse has become an epidemic in our state, and one that oftentimes starts with access to prescription medications in our homes and through our children’s friends,” said Leslie Bloom, CEO, DrugFreeAz.org. “This radio campaign is a reminder for parents to safely stow away their prescription medications and talk to their teens about the dangers to help further prevent any misuse and loss of precious young lives.”

Partnering with Arizona HIDTA (High Intensity Drug Trafficking Area) law enforcement partners and the Arizona Broadcasters Association, the new campaign will be running on radio stations throughout the state, in both English and Spanish. A Native American station in Window Rock is also participating in the campaign.

“We are proud to be partnering with DrugFreeAz.org, a leader in drug prevention” said Elizabeth Kempshall, Director, AZ HIDTA. “We must all work together to address this epidemic that is taking a toll on the safety and health of Arizonans.”

To visit the campaign page, download web banners and to hear Arizona families tell their stories of how prescription drug misuse has impacted them, visit www.DrugFreeAZ.org/Rx.

*Arizona Criminal Justice Commission 2010 Youth Use Survey

About DrugFreeAz.org:

DrugFreeAz.org - The Partnership for a Drug-Free America, Arizona Affiliate is a 501(c) (3) non-profit statewide organization with a volunteer board of directors. Our mission is to prevent and reduce youth drug and alcohol use through community education and awareness by providing parents,

caregivers, healthcare providers, educators and others with educational tools, information and resources.

About Arizona HIDTA:

The Arizona Region mission is to facilitate federal, state, local, and tribal multi-agency task forces and other partnerships to increase the safety of Arizona's citizens by substantially reducing drug trafficking and money laundering, thereby reducing drug-related crime and associated violence.

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