

Prescription and Over-the-Counter Drug Abuse



Fiscal Year 10/11 Evaluation Report
July 2011

Prepared for Community Service Programs, Inc.
by EVALCORP Research & Consulting

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Funded by the County of Orange Health Care Agency
Alcohol Drug Education Prevention Team

Acknowledgements

We would like to acknowledge and thank a number of individuals for contributing their time and input to support the development of this report. To begin, we thank the County of Orange Health Care Agency's Alcohol and Drug Education Prevention Team for making the Prescription and Over-the-Counter Drug Abuse project and its evaluation possible. Our special thanks are extended to Dan Gleason, Celeste Bentley and the team at Community Service Programs, Inc. Project PATH for making available all the resources necessary for this evaluation. They have been true partners of the evaluation process and EVALCORP is very appreciative for all they have done to facilitate our work, such as collaborating on the survey instruments, participating in staff assessments, and collecting data and information needed for the evaluation. It has been a pleasure working with this dedicated group of professionals.

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I. Introduction

Funded by the County of Orange Health Care Agency's Alcohol and Drug Education Prevention Team (ADEPT), Community Service Programs, Inc. (CSP) Project Positive Action Toward Health (PATH) is a non-profit community-based alcohol and other drug (AOD) prevention and education program. This initiative serves Orange County with a goal of reducing prescription and over-the-counter (Rx/OTC) drug abuse by conducting AOD prevention services with parents, youth, health professionals, school personnel, community members, key stakeholders, law enforcement agencies, and any other interested groups within the Cities of Fullerton, Mission Viejo, Newport Beach, and Orange.

The Rx/OTC Drug Abuse initiative's purpose is to bring awareness to youth and adults about the adverse consequences and prevalence of Rx/OTC drug abuse, as well as the myth that it is safer to abuse these drugs than street/illicit drugs. To this end, Project PATH uses a community-based, environmental approach to prevention that includes the following strategies: incorporating Rx/OTC drug abuse education and prevention strategies in schools, colleges/universities, faith- and community-based organizations, community groups, health-based organizations, and retail establishments; creating working partnerships to address prescription and over-the-counter drug abuse; and collaborating with local law enforcement and organizations to develop prevention campaigns based on prescription and over-the-counter drug abuse data. The project's efforts focus on mobilizing communities, raising awareness, and partnering with health care/school professionals to improve prevention efforts.

Targeting the Cities of Fullerton, Mission Viejo, Newport Beach, and Orange, the Project PATH Rx/OTC Drug Abuse initiative provided education about prescription and over-the-counter drug abuse among youth (ages 12-17). In each of the targeted cities during the 10-11 fiscal year, Project PATH staff implemented a media campaign to increase adults' awareness of the problem of Rx/OTC drug abuse among youth; provided educational workshops to adults about the prevalence and adverse consequences of Rx/OTC abuse among youth; presented educational workshops to youth about the adverse consequences of Rx/OTC abuse that emphasized that Rx/OTC drugs are not safer than street drugs; facilitated educational workshops to health professionals to increase their knowledge about ways to reduce Rx/OTC drug abuse; and provided educational workshops to parents, school and other youth-serving personnel on the problems of Rx/OTC drug abuse. Additionally in each selected city, project staff conducted at least one Community Meeting to increase public awareness of the prevalence and consequences of Rx/OTC drug abuse and at least one merchant education activity related to OTC medications.

II. Evaluation Methods

CSP Project PATH contracted with an independent consulting firm, EVALCORP Research & Consulting, to create an evaluation framework for and conduct an overall evaluation of the seven performance objectives and three performance measures that were established by ADEPT for the Rx/OTC Drug Abuse initiative to accomplish during the 10-11 fiscal year.

The seven performance objectives were as follows:

1. By June 30, 2011, as a result of a mass media campaign, at least 30% of adults surveyed within each of the four selected cities shall report increased awareness of the problems of prescription and over-the-counter drug abuse among youth ages 12 to 17.

2. By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall demonstrate increased knowledge of the prevalence of prescription and over-the-counter drug abuse among youth ages 12 to 17.
3. By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall demonstrate increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse among youth ages 12 to 17.
4. By June 30, 2011, as a result of providing education to a minimum of 200 youth within each of the four selected cities, 70% of these youth shall demonstrate increased knowledge that prescription and over-the-counter drugs are not safer than street drugs.
5. By June 30, 2011, as a result of providing education to a minimum 200 youth within each of the four selected cities, 70% of these youth shall demonstrate increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse.
6. By June 30, 2011, as a result of providing education to a minimum of 175 health professionals within the four selected cities, in aggregate, 70% of these health professionals shall demonstrate increased knowledge of methods to reduce prescription and over-the-counter drug abuse.
7. By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall plan to take action to reduce the abuse of prescription and over-the-counter drugs by youth.

In addition, the three performance measures included:

1. By June 30, 2011, conduct a minimum of three educational workshops within each of the four selected cities on the problem of prescription and over-the-counter drug abuse for parents, school and other youth-serving personnel.
2. By June 30, 2011, conduct at least one Community Meeting within each of the four selected cities to increase public awareness of the prevalence and consequences of prescription and over-the-counter drug abuse among youth.
3. By June 30, 2011, conduct at least one merchant education activity related to the abuse of over-the-counter medications in collaboration with a youth group in each city.

As a means of determining whether Project PATH attained its goals, the following primary research questions guided the evaluation:

- To what extent did the Rx/OTC Drug Abuse initiative achieve its proposed performance objectives?
- What, if any, challenges or barriers were encountered during the project's implementation? If so, how were they overcome?
- What were the primary lessons learned and what are recommendations for similar initiatives in the future?

The evaluation framework was participatory and included input from project staff and other key stakeholders throughout the data collection and evaluation process. For instance, EVALCORP worked collaboratively with Project PATH to develop all data collection tools to support the evaluation. Project PATH staff was responsible for data collection (e.g., survey administration, tracking mechanisms, etc.) and related activities. The evaluators provided ongoing evaluation-related technical assistance and conducted all statistical/data analyses. The

evaluators also conducted a staff assessment to gain insight for interpreting findings and information on the major accomplishments, surprising or unintended outcomes, challenges, and lessons learned throughout the project's implementation. In addition, EVALCORP reviewed and analyzed all project documents, training and presentation slides, media campaign advertisements and marketing materials, progress reports, and tracking tools provided by Project PATH staff to determine whether the performance objectives and performance measures were met.

III. Progress Made Towards Objectives and Measures

As discussed above, the Rx/OTC Drug Abuse initiative had seven performance objectives and three performance measures during the 10-11 fiscal year. This section describes the extent to which Project PATH achieved each of its performance objectives and performance measures for this initiative.

A. Performance Objective 1

- By June 30, 2011, as a result of a mass media campaign, at least 30% of adults surveyed within each of the four selected cities shall report increased awareness of the problems of prescription and over-the-counter drug abuse among youth ages 12 to 17.

To meet this performance objective, Project PATH developed and distributed various advertisements and marketing materials within each of the four targeted Cities of Fullerton, Mission Viejo, Newport Beach, and Orange in order to increase awareness about the problem of Rx/OTC drug abuse among youth ages 12-17. Additionally, Project PATH collaborated with a variety of organizations, including schools, colleges/universities, hospitals/clinics, police departments, faith- and community-based organizations, and media outlets to gain support for and promote the media campaign. Through these collaborations, Project PATH was able to distribute various types of marketing materials relating to Rx/OTC drug abuse that included articles and advertisements in local magazines and the "Good Meds, Bad Behavior" media materials and advertisements displayed on bus shelters, posters, billboards, flyers, and postcards. Additionally, the project used mass media outlets such as Facebook, local cable television, and online advertising as a means to increase awareness about problems associated with drug abuse among a larger audience. Furthermore, Project PATH has distributed Rx/OTC drug abuse media campaign materials at community centers, youth centers, parent meetings, libraries, senior centers, hospitals/clinics, schools, colleges/universities, and health fairs.

Data Collection and Analysis

To measure the impact of the media campaign on adults' awareness of Rx/OTC problems among Orange County youth, project staff, in collaboration with the evaluation team, developed the Prescription and Over-the-Counter Drug Abuse Awareness Survey that was administered by project staff to adults within each of the four selected cities at various public locations. The Prescription and Over-the-Counter Drug Abuse Awareness Survey consisted of 2 multi-part questions asking respondents to describe their awareness of newspaper/magazine articles or advertisements from the Rx/OTC drug abuse media campaign. If the respondents had seen the newspaper/magazine articles or advertisements mentioned, they were asked to complete follow-up questions asking where they had seen the articles or advertisement and how often they had seen the advertisements. Additionally, respondents were asked in the third question to rate their level of agreement or disagreement to four sub-statements about their awareness and behavior related to Rx/OTC drug abuse as a result of the articles and/or advertisement mentioned in the survey, using a 4-point Likert scale: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

Between the months of September 2010 and June 2011, Project PATH staff administered the Prescription and Over-the-Counter Drug Abuse Awareness Survey to adults within each of the four targeted cities at numerous locations including: health fairs, schools, colleges/universities, Parent Teacher Student Association meetings, community centers, town hall meetings, community-based organizational meetings, and senior centers. This survey was administered in both English and Spanish versions.

The only data collection challenge reported by project staff regarding this objective was that some of the Spanish-speaking respondents had difficulty understanding a couple items on the Spanish version of the survey, particularly question three which asked respondents to rate their level of agreement to the listed statements. To overcome this challenge, project staff would explain what the statements meant and how to indicate their response using the Likert scale to individual respondents who had difficulty completing the survey.

The evaluators calculated response frequencies for each survey item on the Prescription and Over-the-Counter Drug Abuse Survey by each of the four selected cities.

Findings from Prescription and Over-the-Counter Drug Abuse Awareness Survey

Across the four selected cities, a total of 1,131 Prescription and Over-the-Counter Drug Abuse Awareness Surveys were collected; 37% of the surveys came from Newport Beach, 23% from Orange, 20% from Fullerton, and 20% from Mission Viejo.

When respondents were asked if they had seen and/or read articles in local newspapers or magazines about Rx/OTC drug abuse among youth in Orange County, 53% of all respondents said that they had, with 61% in Newport Beach, 53% in Orange, 51% in Mission Viejo, and 43% in Fullerton replying “yes.” Of those who replied yes, just under a third of the respondents in aggregate indicated seeing and/or reading the articles in the Orange County Register (30%) or a local newspaper (28%). As **Table 1** shows, fewer respondents in aggregate saw articles on a college campus (13%) or in Penny Saver (8%), as well as other specified sources such as television, Internet, LA Times, schools/classroom materials, clinics/hospitals, or on public transportation or the radio.

Table 1. Where Respondents Saw Articles on Prescription and Over-the-Counter Drug Abuse among Youth

Response	All	Fullerton	Mission Viejo	Newport Beach	Orange
	N=588	N=97	N=113	N=248	N=130
OC Register	30%	38%	39%	21%	20%
Local Newspaper	28%	30%	12%	37%	32%
College Campus	13%	28%	10%	3%	12%
Penny Saver	8%	10%	3%	5%	13%
Other	23%	13%	31%	25%	21%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

Respondents were also asked if they had seen the “Good Meds, Bad Behavior” media campaign. Overall, 70% in aggregate replied “yes,” with 92% in Fullerton, 71% in Newport Beach, 69% in Orange, and 47% in Mission Viejo indicating that they had seen the campaign. Of all the respondents who had seen the media campaign, many reported seeing the ads on a poster (44%), college campus (39%), flyer (25%), or postcard (17%). In addition, the

ads were also seen on a banner, bus shelter, billboard, Facebook, newspaper, website or emails (see **Table 2**). Other specified responses included television, other local newspapers/noticias, town hall meetings, residence halls, and hospitals/health centers.

Table 2. Where Respondents Have Seen the “Good Meds, Bad Behavior” Media Campaign

Response	All	Fullerton	Mission Viejo	Newport Beach	Orange
	N=757	N=205	N=105	N=285	N=162
Poster	44%	60%	29%	40%	46%
College Campus	39%	43%	45%	49%	19%
Flyer	25%	37%	21%	21%	20%
Postcard	17%	11%	26%	20%	12%
Banner	7%	5%	1%	10%	10%
Bus Shelter	7%	0%	10%	6%	11%
Billboard	5%	1%	5%	12%	2%
Facebook	5%	3%	5%	10%	3%
Newspaper	5%	1%	0%	11%	7%
Website	3%	1%	0%	6%	3%
Emails	2%	2%	3%	2%	1%
Other	4%	4%	4%	5%	3%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

In addition, respondents who had seen the “Good Meds, Bad Behavior” media campaign were asked how many times they had seen the advertisements. Across the four selected cities, just under three-quarters of the respondents in aggregate indicated that they have seen the advertisements one to five times (see **Table 3**).

Table 3. How Often Respondents Had Seen the “Good Meds, Bad Behavior” Media Campaign

Response	All	Fullerton	Mission Viejo	Newport Beach	Orange
	N=718	N=200	N=102	N=265	N=151
1-5 Times	72%	72%	90%	60%	83%
6-10 Times	19%	18%	7%	27%	14%
11-15 Times	4%	5%	2%	8%	1%
16-20 Times	2%	2%	0%	2%	1%
More Than 20 Times	3%	3%	1%	3%	1%

Finally to assess whether or not the performance objectives were met, respondents who had seen the above mentioned articles or advertisements were asked to indicate the extent to which they agreed or disagreed with a series of four statements about their awareness and behaviors regarding Rx/OTC drug abuse. If the respondents did not reply “yes” to Question 1 that they had seen articles or to Question 2 that had seen advertisements, their data was not included in the analysis for the following four items.

As shown in **Table 4**, 87% of all the respondents who had seen the articles or advertisements and 93% in Fullerton, 87% in Orange, 84% in Mission Viejo, and 84% in Newport Beach either “strongly agree” or “agree” that they are more aware of prescription and over-the-counter drug abuse in general as a result of the articles and/or advertisements they had seen. In addition, 85% of all respondents (with 88% in Fullerton, 87% in Orange, 84% in Mission Viejo, and 82% in Newport Beach) agreed that they are more aware of the problems associated with prescription and over-the-counter drug abuse among youth. Thus, performance objective 1 was met and exceeded with an average of 85% of the adults surveyed within the four selected cities reporting increased awareness of the problems associated with prescription and over-the-counter drug abuse among youth ages 12-17 as a result of the mass media campaign.

Table 4. Impact of Articles/Advertisements on Respondents’ Awareness and Behavior Regarding Prescription and Over-the-Counter Drug Abuse

<i>As a result of the articles and/or advertisements mentioned above...</i>	Total % Who Agree				
	All	Fullerton	Mission Viejo	Newport Beach	Orange
	N=884	N=219	N=146	N=320	N=199
I am more aware of prescription and over-the-counter drug abuse in general.	87%	93%	84%	84%	87%
I am more aware of the problems associated with prescription and over-the-counter drug abuse among youth ages 12-17.	85%	88%	84%	82%	87%
I am more likely to speak with others about prescription and over-the-counter drug abuse among youth ages 12-17.	85%	87%	76%	86%	89%
I am more likely to recognize the signs and problems associated with prescription and over-the-counter drug abuse among youth ages 12-17.	82%	86%	69%	82%	87%

Furthermore, the vast majority of respondents who had seen the articles or advertisements agreed that they were more likely to speak with others about prescription and over-the-counter drug abuse among youth ages 12-17 (85% in aggregate) and were more likely to recognize the signs and problems associated with prescription and over-the-counter drug abuse among youth ages 12-17 (82% in aggregate) as a result of the media campaign.

B. Performance Objectives 2, 3 and 7

- By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall demonstrate increased knowledge of the prevalence of prescription and over-the-counter drug abuse among youth ages 12 to 17.

- By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall demonstrate increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse among youth ages 12 to 17.
- By June 30, 2011, as a result of providing education to a minimum of 500 adults within the four selected cities, in aggregate, 70% of these adults shall plan to take action to reduce the abuse of prescription and over-the-counter drugs by youth.

Performance objectives 2, 3 and 7 are discussed together in this report because they were accomplished through the same activities and were measured using the same survey instrument, the Prescription and Over-the-Counter Drugs Knowledge Survey. In order to meet these three performance objectives, Project PATH developed relationships and collaborated with numerous agencies and organizations within each of the four designated cities to garner support for the project as well as to gain access to the desired population. As described in greater detail in the Performance Measure 1 section, various successful partnerships and relationships were established throughout the 10-11 fiscal year, enabling Project PATH to conduct a total of 32 (12 in Mission Viejo, 7 in Fullerton, 7 in Orange, and 6 in Newport Beach) educational workshops about the prevalence and adverse consequences of Rx/OTC drug abuse and actions they can take to reduce the abuse of Rx/OTC drug abuse by youth. A total of 1,185 people across each of the four selected cities participated in workshops, with 438 in Newport Beach, 321 in Mission Viejo, 200 in Orange, and 226 in Fullerton, in attendance.

Data Collection and Analysis

To determine whether workshop participants demonstrated increased knowledge of the prevalence and adverse consequences of Rx/OTC drug abuse as well as the intent to take action to reduce Rx/OTC drug abuse by youth, the Prescription and Over-the-Counter Drug Abuse Knowledge Survey was developed by Project PATH and the evaluation team. This post-survey was administered by Project PATH staff to all workshop participants at the conclusion of the workshops within each of the four selected cities. The Prescription and Over-the-Counter Drugs Abuse Knowledge Survey consisted of 10 closed-ended items that assessed respondents' knowledge about Rx/OTC drugs and their adverse consequences and the respondents' plans to reduce Rx/OTC drug abuse by youth. The first two items were statements regarding Rx/OTC drugs, to which respondents were to select either "true" or "false" from the answer choices. The following two survey items asked general questions about Rx/OTC drugs to which respondents had to select the correct answer from a list of possible answer choices. In addition, the last six items asked respondents to indicate to what extent they agreed or disagreed with the statements relating to changes in their knowledge and behaviors regarding Rx/OTC drug abuse as a result of the presentation, using a 4-point Likert scale with the following definitions: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

From August 2010 through June 2011, project staff collected Prescription and Over-the-Counter Drug Abuse Knowledge Surveys from participants in attendance at educational workshops provided across the four cities at community centers and conferences, local schools, Parent Teacher Student Association meetings, colleges/universities, faith- and community based organizational meetings, town hall meetings, and hospitals. This survey was administered in both English and Spanish versions.

Similar to the Prescription and Over-the-Counter Drug Abuse Awareness Survey, project staff reported challenges when administering the Spanish version of the Knowledge Survey as some Spanish-speaking respondents had difficulties understanding the items that asked them to rate their level of agreement to the listed statements. To overcome this challenge, project staff would explain to the respondents what the statements meant and how to indicate their response using the Likert scale. Response frequencies were

calculated by the evaluation team for each survey item on the Prescription and Over-the-Counter Drug Abuse Knowledge Surveys from the four selected cities in aggregate.

Findings from Prescription and Over-the-Counter Drug Abuse Knowledge Survey

Across the four selected cities, a total of 1,027 Prescription and Over-the-Counter Drug Abuse Knowledge Surveys were collected, with 43% of the surveys from Newport Beach, 20% from Mission Viejo, 20% from Orange, and 17% from Fullerton.

Survey results indicated that almost all of the participants selected the correct response to the four items measuring participants’ knowledge of Rx/OTC drugs and their adverse consequences that were presented in the educational workshop. **Table 5** shows the four knowledge items, correct responses, and the percentage of survey respondents in aggregate who selected the correct survey response.

Table 5. Percentage of Correct Responses on Prescription and Over-the-Counter Drug Abuse Knowledge Survey Items

Survey Question	Correct Response	% Correct Survey Responses
1. Prescription and over-the-counter drug abuse can lead to increased behavioral problems, poor academic performance, truancy and other alcohol, tobacco and drug use. (N=1006)	True	98%
2. Prescription and over-the-counter medications are safer than street/illicit drugs. (N=1027)	False	92%
3. Which of the following active ingredients found in many over-the-counter cough and cold medicines can cause delusions, blurred vision, seizures and brain damage if abused? (N=993)	Dextromethorphan	90%
4. Which of the following are prescription pain killers? (N=995)	All of the above (Vicodin, Codeine, Morphine)	88%

As shown in **Table 6**, 95% of all respondents indicated that they either “agree” or “strongly agree” that as a result of the workshop they know more about the prevalence of prescription and over-the-counter drug abuse among youth ages 12-17, know more about the most commonly abused prescription and over-the-counter drug abuse among youth ages 12-17, and know more about the adverse consequences of prescription and over-the-counter drug abuse among youth 12-17 years old. Therefore, performance objective 2 has been met and exceeded with 95% of the over 1,000 respondents demonstrating increased knowledge of the prevalence of prescription and over-the-counter drug abuse among youth 12-17 years as a result of the presentation. In addition, performance objective 3 has also been met and exceeded with 95% of the over 1,000 respondents demonstrating increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse among youth 12-17 years as a result of the educational workshop.

Table 6. Impact of Educational Workshops on Prescription and Over-the-Counter Drug Abuse Knowledge and Behaviors

<i>As a result of this presentation ...</i>	Strongly Disagree	Disagree	Agree	Strongly Agree
I know more about the prevalence of prescription and over-the-counter drug abuse among youth 12-17 years old. (N=1013)	2%	3%	40%	55%
I know more about the most commonly abused prescription and over-the-counter drug abuse among youth ages 12-17. (N=1013)	2%	3%	40%	55%
I know more about the adverse consequences of prescription and over-the-counter drug abuse among youth 12-17 years old. (N=1011)	2%	3%	39%	56%
I plan to reduce access to prescription and over-the-counter drug abuse to youth in my home. (N=790)	2%	2%	34%	62%
I plan to speak with family members and friends about prescription and over-the-counter drug abuse by youth. (N=1010)	2%	3%	37%	58%
I plan to participate in efforts to prevent prescription and over-the-counter drug abuse by youth. (N=1005)	2%	4%	39%	55%

Furthermore as far as behaviors are concerned, almost all of the respondents agreed (indicating that they “agree” or “strongly agree”) that they plan to reduce access to prescription and over-the-counter drug abuse to youth in their home (96%), plan to speak with family members and friends about prescription and over-the-counter drug abuse by youth (95%), and plan to participate in efforts to prevent prescription and over-the-counter drug abuse by youth (94%) as a result of the workshop. Therefore, performance objective 7 has been met and exceeded with an average of 95% of the over 1,000 respondents planning to take action to reduce the abuse of prescription and over-the-counter drugs by youth.

C. Performance Objectives 4 and 5

- By June 30, 2011, as a result of providing education to a minimum of 200 youth within each of the four selected cities, 70% of these youth shall demonstrate increased knowledge that prescription and over-the-counter drugs are not safer than street drugs.
- By June 30, 2011, as a result of providing education to a minimum 200 youth within each of the four selected cities, 70% of these youth shall demonstrate increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse.

Performance objectives 4 and 5 are discussed within the same section of the report as these objectives were achieved through the same educational workshops and were measured using the same survey instrument, the Prescription and Over-the-Counter Drugs Youth Survey. In order to meet these two performance objectives, Project PATH developed and maintained collaborative relationships within each of the selected cities in order to continue providing outreach and prevention education to youth. A review of tracking documents and quarterly progress reports indicated that PATH reached out to a number of organizations and agencies in order gain

support for the program and seek their participation in educational workshops. Examples of organizations that Project PATH collaborated with included: school districts, high schools, Parent Teacher Student associations, Friday Night Live chapters, faith- and community-based organizations and centers, police departments, hospitals/health centers, and youth programs such as the Boys and Girls Club. Furthermore, PATH distributed “Good Meds, Bad Behavior” media materials, “A Dose of Trouble” bookmarks, and a “Myth Busters” newsletter to their collaborative partners and various youth groups, schools, and community locations to spread awareness about Rx/OTC drug abuse.

As a result of their collaborations, Project PATH was able to conduct a total of 42 educational workshops to youth about the adverse consequences of Rx/OTC drug abuse, including 17 workshops in Mission Viejo, 10 in Orange, 9 in Newport Beach, and 6 in Fullerton. A total of 1,362 youth across each of the four selected cities participated in workshops, with 728 in Mission Viejo, 219 in Orange, 209 in Newport Beach, and 206 in Fullerton in attendance.

Data Collection and Analysis

In order to determine whether youth participants of the educational workshops demonstrated increased knowledge that prescription and over-the-counter drugs are not safer than street drugs and also demonstrate increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse, Project PATH collaborated with the evaluation team to develop the Prescription and Over-the-Counter Drugs Youth Survey that was administered by Project PATH to all workshop participants at the end of each workshop. This post survey contained 10 closed-ended items. This first seven items on the survey examined participants’ knowledge about adverse consequences of Rx/OTC drugs, using either multiple choice or true-false response option formats. The last three survey items asked respondents to indicate to what extent they agreed or disagreed with the statements relating to changes in their knowledge and behavior regarding Rx/OTC drug abuse as a result of the presentation, using a 4-point Likert scale with the following definitions: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

Project PATH experienced some challenges when seeking school district support in Newport Beach. Although project staff initiated communication with the school district early in the fiscal year, they were unable to gain access to provide educational workshops for youth in the Newport Beach schools. However, Project PATH was able to overcome this challenge by reaching out to Newport Beach community centers, after-school activity sites, and youth groups to offer educational workshops to youth to increase their knowledge about the dangers and consequences of Rx/OTC drug abuse.

From August 2010 through June 2011, project staff collected Prescription and Over-the-Counter Drug Abuse Youth Surveys from participants of educational workshops across the four cities at high schools, community centers, youth and teen centers, Friday Night Live chapters, hospitals, and town hall meetings. The evaluation team calculated response frequencies for each survey item on the Prescription and Over-the-Counter Drug Abuse Youth Survey for each of the four selected cities and in aggregate.

Findings from Prescription and Over-the-Counter Drug Abuse Youth Survey

A total of 1,145 Prescription and Over-the-Counter Drug Abuse Youth Surveys were collected, with 44% of the surveys from Mission Viejo, 19% from Fullerton, 19% from Orange, and 18% from Newport Beach. The vast majority of youth participants selected the correct response to the seven items measuring knowledge of Rx/OTC drugs and their adverse consequences that were presented in the educational workshop. **Table 7** shows the seven knowledge items, correct responses, and the percentage of survey respondents in aggregate and in each of the selected cities who selected the correct survey response.

Table 7. Percentage of Correct Responses on Prescription and Over-the-Counter Drug Abuse Youth Survey Items

Survey Question	Correct Response Item	% Correct Post-Survey Responses				
		All	Fullerton	Mission Viejo	Newport Beach	Orange
		N=1145	N=217	N=500	N=209	N=219
1. Effects of DXM abuse may include:	All of the above (Stomach pain and nausea, seizures and brain damage, delusions and panic attacks)	95%	95%	95%	90%	98%
2. The group of prescription drugs that teens abuse the most are:	Painkillers	87%	81%	88%	83%	95%
3. A legal consequence of abusing prescription and over-the-counter drugs is:	Driving under the influence of prescription and over-the-counter drugs	77%	83%	66%	83%	90%
4. Social consequence(s) of abusing prescription and over-the-counter drugs can include:	All of the above (Getting a bad reputation, losing friends, having an unpredictable personality)	94%	93%	95%	87%	96%
5. It is safe to use prescription medicine without a doctor's note.	False	94%	91%	95%	92%	98%
6. Prescription and over-the-counter drugs are just as or more dangerous than street drugs.	True	94%	95%	94%	93%	95%
7. Negative effects of abusing pain relievers can include shortness of breath, lung failure and death.	True	91%	94%	88%	93%	96%

As shown in **Table 8**, 89% of all youth respondents indicated that they either “agree” or “strongly agree” that as a result of the presentation they know more about prescription and over-the-counter drugs not being safer than street drugs, with 94% agreeing in Orange, 93% in Newport Beach, 90% in Fullerton, and 83% in Mission Viejo. Therefore, performance objective 4 has been met and exceeded with an average of 89% of the over 1,100 youth

respondents demonstrating increased knowledge that prescription and over-the-counter drugs are not safer than street drugs as a result of the educational workshop.

Table 8. Impact of Educational Workshops on Prescription and Over-the-Counter Drug Abuse Youth Knowledge and Behavior

<i>As a result of this presentation...</i>	Total % Who Agree				
	All	Fullerton	Mission Viejo	Newport Beach	Orange
	N=1120	N=210	N=483	N=209	N=218
I know more about the adverse consequences of prescription and over-the-counter drug abuse. (N=1120)	90%	91%	87%	91%	96%
I know more about prescription and over-the-counter drugs NOT being safer than street drugs. (N=1119)	89%	90%	83%	93%	94%
I am less likely to abuse prescription and over-the-counter drugs. (N=1115)	88%	89%	83%	93%	95%

In addition, 90% of all youth respondents (with 96% in Orange, 91% in Fullerton, 91% in Newport Beach, and 87% in Mission Viejo) either “agree” or “strongly agree” that they know more about the adverse consequences of prescription and over-the-counter drug abuse as a result of the presentation. Thus, performance objective 5 has also been met and exceeded with an average of 90% of the over 1,100 youth respondents demonstrating increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse as a result of the educational workshop.

Finally as far as behavior is concerned, 88% of all youth respondents agreed (indicating that they “agree” or “strongly agree”) that they are less likely to abuse prescription and over-the-counter drugs as a result of the workshop.

D. Performance Objective 6

- By June 30, 2011, as a result of providing education to a minimum of 175 health professionals within the four selected cities, in aggregate, 70% of these health professionals shall demonstrate increased knowledge of methods to reduce prescription and over-the-counter drug abuse.

Project PATH developed collaborative relationships with a variety of organizations and agencies to gain support for the initiative and access to health professionals to provide education about methods to reduce Rx/OTC drug abuse in order to achieve this objective. Additionally, PATH staff provided information about Rx/OTC drug trends and “Good Meds, Bad Behavior” media materials to their collaborative partners at local hospitals/health centers, schools, universities, police departments, social services, and community-based organizations. PATH tracking documents, quarterly progress reports, and presentation materials were reviewed to determine that this objective was met and exceeded. As indicated by all of these materials, Project PATH conducted 21 (10 in Mission Viejo, 4 in Fullerton, 4 in Orange, and 3 in Newport Beach) educational workshops to a total of 280 health professionals/school health professionals across the four-targeted cities, with 132 participants in Mission Viejo, 66 in Orange, 57 in Fullerton, and 25 in Newport Beach. Workshops were conducted at the following locations and/or organizations: California State University (CSU), Fullerton; Children’s Hospital of Orange County

(CHOC); Mission Hospital; Orange County Sheriff, Friday Night Live Chapter, Newport Mesa Unified School District; Assistance League for Newport Mesa, Child Abuse Prevention Center, and Safe Kids Coalition.

To better serve the two types of health professionals they educated (i.e., those in medical settings and school health professionals), Project PATH developed and facilitated two different workshops to meet this objective. Therefore, two surveys were developed in order to accommodate the two different educational workshop presentations and audiences.

Data Collection and Analysis

To assess the extent to which this performance objective was met, Project PATH and the evaluation team developed the Prescription and Over-the-Counter Drugs Health Professionals Survey and the Prescription and Over-the-Counter Drugs School Health Professionals Survey that were administered by PATH staff at the conclusion of each respective workshop.

The Prescription and Over-the-Counter Drugs Health Professionals Survey consisted of 12 items, 10 of which were closed-ended and 2 of which were open-ended. The first five items asked respondents to rate the extent to which they learned about a series of methods to reduce Rx/OTC drug abuse, using the following scale: 1 = not at all, 2 = a little, 3 = somewhat, and 4 = a lot. The next five items on the survey, asked respondents to indicate to what extent they agreed or disagreed to a series of statements about their Rx/OTC knowledge and behavior as a result of the workshop, using a 4-point Likert scale with the following definitions: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. Respondents were also asked to complete two open-ended questions, asking them to describe what was most valuable/useful and what was not valuable/useful about the workshop.

The Prescription and Over-the-Counter Drugs School Health Professionals Survey consisted of 10 closed-ended items. The first five items asked respondents to rate the extent to which they learned about a series methods to reduce Rx/OTC drug abuse, using the following scale: 1 = not at all, 2 = a little, 3 = somewhat, and 4 = a lot. The next five items on the survey asked respondents to indicate the to which they agreed or disagreed with a series of statements about their Rx/OTC knowledge and behavior as a result of the program, using a 4-point Likert scale with the following definitions: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree.

Project PATH staff experienced some challenges in finding health professionals to collaborate with and educate, particularly in the City of Newport Beach. A primary reason for this was that Hoag Hospital does not outsource educational workshops for their staff or contracted individuals; therefore, the project did not have access to the large number of health professionals affiliated with Hoag Hospitals in Newport Beach. Through their persistence and continued outreach to develop other collaborative partners, project staff was able to overcome this obstacle by gaining access to conduct workshops at other appropriate sites.

Across all four targeted cities in aggregate, surveys were collected from a total of 210 health professionals, with 111 Health Professional Surveys (86 from Mission Viejo and 25 from Orange) and 99 School Health Professional Surveys (51 from Fullerton, 24 from Orange, and 24 from Newport Beach) collected in total. For both surveys, response frequencies were calculated for each survey item across the four selected cities in aggregate. In addition, for the Prescription and Over-the-Counter Drug Abuse Health Professionals Survey, qualitative analysis was also conducted on the two open-ended questions. Findings from the two surveys are presented below.

Findings from Prescription and Over-the-Counter Drug Abuse Health Professionals Surveys

Health Professionals

Based on aggregate findings from the Prescription and Over-the-Counter Drug Abuse Health Professionals Survey administered at the educational workshops, all (100%) of the survey respondents indicated that they either learned “a little,” “moderately,” or “a lot” about teen abuse of prescription and over-the-counter drug abuse, types of controlled drugs/substances, effects of prescription and over-the-counter drugs, drug disposal programs, and methods to reduce drug diversion in Orange County as a result of the workshop (see **Table 9**).

Table 9. Impact of Educational Workshops on Health Professionals’ Knowledge of Prescription and Over-the-Counter Drug Abuse

<i>As a result of this workshop, I learned more about ...</i>	Not at all	A little	Moderately	A lot
Teen abuse of prescription and over-the-counter drugs. (N=111)	0%	2%	13%	85%
Types of controlled drugs/substances being abused. (N=111)	0%	3%	14%	83%
Effects of prescription and over-the-counter drug abuse. (N=111)	0%	5%	23%	72%
Drug disposal programs in Orange County. (N=110)	0%	4%	24%	72%
Methods to reduce drug diversion. (N=110)	0%	3%	35%	62%

Additionally as shown in **Table 10**, all (100%) of the respondents agreed (responding either “agree” or “strongly agree”) that as a result of the presentation they know more about the most commonly abused prescription and over-the-counter drugs, know more about the prevalence of prescription and over-the-counter drugs, and know more about the methods to reduce prescription and over-the-counter drug abuse.

As far as behaviors are concerned, all (100%) of the health professionals responding to the survey agreed that they are more likely to support efforts to prevent prescription and over-the-counter drug abuse, and almost all (99%) agreed that they are more likely to implement methods to reduce prescription and over-the-counter drug abuse as a result of the educational workshop.

Table 10. Impact of Educational Workshops on Health Professionals’ Knowledge and Behaviors Regarding Methods to Reduce Prescription and Over-the-Counter Drug Abuse

<i>As a result of this presentation ...</i>	Strongly Disagree	Disagree	Agree	Strongly Agree
I know more about the most commonly abused prescription and over-the-counter drugs. (N=111)	0%	0%	25%	75%
I know more about the prevalence of prescription and over-the-counter drug abuse. (N=111)	0%	0%	26%	74%
I know more about the methods to reduce prescription and over-the-counter drug abuse. (N=111)	0%	0%	32%	68%
I am more likely to support efforts to prevent prescription and over-the-counter drug abuse. (N=111)	0%	0%	27%	73%
I am more likely to implement methods to reduce prescription and over-the-counter drug abuse. (N=111)	0%	1%	37%	62%

Across the selected cities in aggregate, 47 workshop participants provided responses to the open-ended question asking, “What was most valuable/useful to you about this workshop?” Various themes emerged from the analysis and some respondents’ comments fell into multiple theme categories. Therefore, the total number of comments discussed below exceeds the total number of respondents who answered this question. Respondents most frequently commented that the workshop provided useful local data and information about the prevalence of Rx/OTC drug abuse and the types of Rx/OTC drugs being used (n=27). Examples of these comments include: “I was shocked at all the statistics from our county” and “Knowing the types of OTC drugs getting abused and the prevalence.” Additionally, many respondents provided positive feedback about the presenters/presentations in general, such as, “Entire seminar was excellent” and “The presenter was AWESOME! So knowledgeable and a very effective educator!” (n=13). Some respondents indicated that the presentation materials and resources were most useful (n=6); whereas, others said the drug disposal information (n=5) was most valuable. Three participants indicated that they gained the ability to discuss Rx/OTC drug abuse as a result of the presentation, with one commenting, “It gave me the education I need to feel more comfortable approaching the subject with parents and teens.” Finally, one participant valued the caregiver education for home monitoring that the presentation provided.

Respondents were also asked to describe, “What if anything was not valuable/useful about the workshop?” A total of 15 workshop participants in aggregate provided a response to this question. Over half of the respondents to this item wrote “nothing,” indicating that all was valuable (n=7), and one-third of the respondents provided positive comments such as “It was very educational” (n=5). In addition, two respondents commented on aspects of the program, with one saying “disposal methods” and another saying it was “difficult to hear.” Finally, one respondent said that “As a nurse, I had already known some of the side effects” and another stated, “It is very difficult to keep a teen from abusing drugs. Awareness should start at age 8.”

School Health Professionals

As shown in **Table 11**, all (100%) of the survey respondents believed that as a result of the workshop they either learned “a little,” “somewhat,” or “a lot” about ways to be a positive role model to prevent prescription and over-the-counter drug abuse; ways to build awareness and provide information about prescription and over-

the-counter drug abuse; drug disposal programs; and how to serve as a prevention resource to parents, youth, and community members.

Table 11. Impact of Educational Workshops on School Health Professionals’ Knowledge of Prescription and Over-the-Counter Drug Abuse

<i>As a result of this workshop, I learned more about ...</i>	Not at all	A little	Somewhat	A lot
Ways to be a positive role model to prevent prescription and over-the-counter drug abuse. (N=99)	0%	1%	16%	83%
Ways to build awareness and provide information about prescription and over-the counter drug abuse. (N=99)	0%	1%	18%	81%
Drug disposal programs. (N=99)	0%	0%	22%	78%
How to serve as a prevention resource to parents, youth, and community members. (N=99)	0%	2%	21%	77%

Additionally as shown in **Table 12**, all or almost all of the respondents agreed (responding either “agree” or “strongly agree”) that as a result of the presentation they know more about the prevalence of prescription and over-the-counter drugs (100%), know more about the most commonly abused prescription and over-the-counter drugs (99%), know more about the adverse consequences of prescription and over-the-counter drugs (99%), and know more about the methods to reduce prescription and over-the-counter drug abuse (96%). As far as behaviors are concerned, almost all of the school health professionals responding to the survey agreed that they are more likely to support efforts to prevent prescription and over-the-counter drug abuse (99%), and that they are more likely to implement methods to reduce prescription and over-the-counter drug abuse (97%) as a result of the workshop.

Table 12. Impact of Educational Workshops on School Health Professionals’ Knowledge and Behaviors Regarding Methods to Reduce Prescription and Over-the-Counter Drug Abuse

<i>As a result of this presentation ...</i>	Strongly Disagree	Disagree	Agree	Strongly Agree
I know more about the prevalence of prescription and over-the-counter drug abuse, particularly in Orange County. (N=99)	0%	0%	22%	78%
I know more about the most commonly abused prescription and over-the-counter drugs. (N=99)	0%	1%	20%	79%
I know more about the adverse consequences of prescription and over-the-counter drug abuse. (N=99)	0%	1%	25%	74%
I know more about the methods to reduce prescription and over-the-counter drug abuse. (N=99)	0%	4%	32%	64%
I am more likely to support efforts to prevent prescription and over-the-counter drug abuse. (N=99)	0%	1%	22%	77%
I am more likely to implement methods to reduce prescription and over-the-counter drug abuse. (N=99)	1%	2%	29%	68%

Summary of Key Findings

As survey findings across each of the four selected cities in aggregate indicated, 100% of health professionals and 96% of school health professionals agreed (responding either “agree” or “strongly agree”) that they know more about the methods to reduce prescription and over-the-counter drug abuse as a result of the program. Therefore, performance objective 6 was met and exceeded as an average of 98% of the health professionals educated within the four selected cities in aggregate demonstrated increased knowledge of methods to reduce prescription and over-the-counter drug abuse as a result of the workshop.

E. Performance Measure 1

- By June 30, 2011, conduct a minimum of three educational workshops within each of the four selected cities on the problem of prescription and over-the-counter drug abuse for parents, school and other youth-serving personnel.

A comprehensive review of Rx/OTC Drug Abuse initiative’s tracking materials, quarterly progress reports, and presentation materials indicated that this performance measure was met and exceeded, as discussed in a previous section. Across all four selected cities, Project PATH was able to conduct a total of 32 educational workshops on the problems of Rx/OTC abuse for parents, school and other youth-serving personnel. The number of educational workshops conducted in each of the selected cities is as follows: 7 in Fullerton between the months of August 2010 and March 2011, 12 in Mission Viejo between the months of September 2010 and June 2011, 6 in Newport Beach between the months of November October 2010 and February 2011, and 7 in Orange between the months of August 2010 and March 2011.

To meet this performance measure, Project PATH collaborated with a variety of organizations, agencies, and people to garner support for the project and access to parents, school and other youth-serving personnel to educate in the workshops. Through the collaborative relationships established, Project PATH was able to reach parents and youth-serving adults in presentations at family resource centers, community centers, schools, colleges, Parent Teacher Student Association meetings, town hall meetings, and community-based organizational meetings. Project staff did not report any challenges to implementing this performance measure.

F. Performance Measure 2

- By June 30, 2011, conduct at least one Community Meeting within each of the four selected cities to increase public awareness of the prevalence and consequences of prescription and over-the-counter drug abuse among youth.

To meet this performance measure, Project PATH collaborated with staff at community centers, police departments, school districts, colleges, hospitals, and community-based organizations to increase awareness about the Rx/OTC Drug Abuse initiative, develop interest in town hall meetings to increase the community’s awareness of the prevalence and consequences of Rx/OTC drug abuse among youth, and to promote the town hall meetings. Furthermore, Project PATH developed and distributed various informational materials such as posters, flyers, bookmarks, and articles to promote the town hall events. A review of the Rx/OTC Drug Abuse tracking documents, quarterly progress reports, and supplemental materials indicated that PATH successfully conducted a town hall meeting in each of the four selected cities and reached a total of 278 people, meeting this performance measure.

The following town hall meetings were conducted by Project PATH to meet this objective: (1) In October 2010, the project educated 23 people at a town hall meeting at the Newport Beach Public Library in Newport Beach; (2) In February 2011, 120 people attended the town hall meeting at the Norman P. Murray Senior Center in Mission Viejo; (3) In March 2011, 110 people attended the town hall meeting at Orange High School in Orange; and, (4) In March 2011, 25 people attended the town hall meeting at Richman Elementary School in Fullerton. The Project PATH staff reported no challenges in implementing this performance measure.

G. Performance Measure 3

- By June 30, 2011, conduct at least one merchant education activity related to the abuse of over-the-counter medications in collaboration with a youth group in each city.

As described in an earlier section, Project PATH developed and maintained collaborative relationships to provide outreach and prevention education to youth, as well as to engage youth in merchant education activity in each of the four selected cities in order to meet this performance measure. Examples of organizations that Project PATH collaborated with included: school districts, high schools, Friday Night Live Chapters, community-based organizations and centers, police departments, and youth programs. The project also distributed “Good Meds, Bad Behavior” media materials, “A Dose of Trouble” bookmarks, and a “Myth Busters” newsletter to their collaborative youth groups, schools, and community organizations to spread awareness about Rx/OTC drug abuse. In addition, Project PATH trained youth groups prior to the merchant education activities, giving them all the necessary tools and materials to be distributed to pharmacies during the merchant education activities.

As a result of their collaborations with youth groups, Project PATH was able to meet this performance objective by conducting one merchant education activity on the abuse of over-the-counter medications in each of the four selected cities, for a total of four merchant education activities with youth across the four cities in aggregate. The following merchant education activities were conducted in each city: (1) In August 2010, four youth from the Girls Inc. Orange County in Newport Beach visited 2 pharmacies; (2) On two days in October 2010, 14 youth from the City of Mission Viejo Community of Character Youth Committee visited 9 pharmacies; (3) In November 2010, two youth from the El Modena Teen Program in Orange visited two pharmacies; and, (4) In April 2011, 12 youth from the Fullerton Friday Night Live Chapter visited nine pharmacies. Project staff did not report any challenges when implementing this performance measure.

IV. Project PATH Prescription and Over-the-Counter Drug Abuse Staff Interviews

To further inform the year-end evaluation, EVALCORP conducted staff assessments in addition to reviewing Rx/OTC Drug Abuse documents and conducting data analysis on all surveys received. Project PATH staff were asked to describe the most significant accomplishments achieved throughout the 10-11 fiscal year, any surprising or unexpected outcomes that occurred, any challenges or barriers faced in implementing each performance objective and measure, how those challenges or barriers were overcome, lessons learned through the implementation of the project, and any recommendations for improvement.

A. Major Accomplishments and Unexpected Outcomes

Rx/OTC Drug Abuse staff members experienced numerous accomplishments during the past fiscal year that included successful information dissemination events and continued relationship development. For instance, Rx/OTC staff conducted parent workshops to over 350 Newport Mesa Unified School District Adult Education learners. This workshop helped staff members “meet and exceed the county expectations for adult knowledge and awareness in the City of Newport Beach.” Furthermore, the workshops stemmed from a collaboration with

the principal at Barbot Education and Support Services and Teaching (BESST) Adult Education site that is likely to be continued in the coming fiscal year. Project staff also reported a successful town hall meeting conducted at the Newport Beach Public Library that centered on the topics of over-the-counter drugs and underage drinking. Although youth representation was low at this event, parents in attendance were engaged in the presentation and participated in “dynamic conversations with guest speakers.”

Project staff was also successful in building and maintaining relationships with various groups, which proved to be helpful in achieving all of its performance objectives and measures. For example, one staff member noted that providing a training to 45 law enforcement officers at the California Crime Prevention Officers Association of Orange County led to numerous collaborative opportunities in which they were able to promote National Drug Take Back Days. Additionally, by rekindling relationships with Parent Teacher Student Associations, volunteer organizations, school and district administrators, law enforcement, and community organizations, project staff was able to obtain “program referrals in which their colleagues and peers now contact us for trainings/workshops and event participation.” Finally, Project PATH was successfully able to partner with Newport Beach community centers, after school activity sites, and youth groups to offer Rx/OTC informational trainings to overcome the challenge of limited access to youth workshop participants at Newport Beach schools as a result of resistance from the school district.

Project staff experienced a positive unexpected outcome in regards to medication disposal. Through a collaboration with the Fullerton Police Department, Project PATH was able provide multiple communities and neighboring cities the opportunity to dispose of expired or unwanted medication which coincided with National Take Back Day, an event sponsored by the Drug Enforcement Agency. Project PATH partnered with the Fullerton Police Department Community Education Liaisons who sponsored a drop off site for medications, while PATH staff provided educational materials at a resource table. Project PATH staff see great value in participating in medication disposal events and hope to continue similar efforts in the coming fiscal year “to help provide both project sustainability and the opportunity for program visibility.”

B. Lessons Learned and Recommendations

Project staff learned that using existing collaborations is an efficient way of gaining access and developing relationships with new sites/partners. As one staff member stated, “Knowing community leaders who are familiar with our project’s efforts allowed for internal referrals to occur. This is what led to the success of the youth educational component and data collection.” Using existing contacts to gain access to new organizations and agencies proved to be a successful strategy for the project in the 10-11 fiscal year that will be continued moving forward.

Project PATH staff also recommended that the project engages in more outreach and material development for the Spanish-speaking population. A goal staff mentioned for the upcoming fiscal year was to develop Spanish resources to be distributed to Spanish-speaking groups as they found that there was not a lot of information available specific to this population. Additionally, one staff member recommended modifying the language of the Spanish versions of the project’s Awareness and Knowledge Surveys to “fit the appropriate grade reading level” of the population so that they survey items could be more easily understood by the respondents.

V. Summary

During the 10-11 fiscal year, Project PATH conducted various activities to increase awareness and knowledge of prescription and over-the-counter drug abuse across each of the four selected cities. For instance, Project PATH implemented a media campaign to increase awareness of the problems associated with Rx/OTC drug abuse; conducted educational workshops to adults and youth detailing the negative consequences and the prevalence

of Rx/OTC drug abuse within Orange County; presented educational workshops to health professionals highlighting methods to reduce Rx/OTC drug abuse, conducted town hall meetings with community members to increase awareness of the prevalence and consequences of Rx/OTC drug abuse among youth, and conducted merchant education activities in collaboration with youth related to over-the-counter drug abuse. A comprehensive evaluation of all Rx/OTC Drug Abuse quarterly progress reports, tracking documents, media campaign advertisements and marketing materials, presentations, and surveys indicated that all performance objectives and performance measures were met and/or exceeded.

A. Meeting Performance Objectives and Performance Measures

The Rx/OTC initiative was able to meet and/or exceed all seven performance objectives and three performance measures. An outcome indicator for each performance objective is provided below.

- **Performance Objective 1:** On average, 85% of the adults surveyed within the four selected cities reported increased awareness of the problems associated with prescription and over-the-counter drug abuse among youth ages 12-17 as a result of the mass media campaign. This exceeds the 30% of adults surveyed within each of the four selected cities specified by the objective, as 88% of the adults surveyed in Fullerton, 87% in Orange, 84% in Mission Viejo, and 82% in Newport Beach agreed that they are more aware of the problems associated with prescription and over-the-counter drug abuse among youth as a result of the ads or articles they had seen.
- **Performance Objective 2:** Of the over 1,000 adults receiving education within the four selected cities in aggregate, 95% increased knowledge of the prevalence of prescription and over-the-counter drug abuse among youth 12-17 years as a result of the presentation. This exceeds the 500 adults who were to be provided education, of which 70% of those adults were to increase knowledge of the prevalence of prescription and over-the-counter drug abuse among youth as a result of the workshop as specified in the objective.
- **Performance Objective 3:** Of the over 1,000 adults receiving education within the four selected cities in aggregate, 95% increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse among youth 12-17 years as a result of the presentation. This exceeds the 500 adults who were to be provided education, of which 70% of those adults were to increase knowledge of the adverse consequences of prescription and over-the-counter drug abuse among youth as a result of the educational workshop as specified in the objective.
- **Performance Objective 4:** Of the over 1,100 youth receiving education within the four selected cities in aggregate, an average of 89% increased knowledge that prescription and over-the-counter drugs are not safer than street drugs as a result of the educational workshop. This exceeds the 200 youth within each selected city who were to be provided education, of which 70% of those youth were to increase knowledge as specified in the objective, with 94% of the youth in Orange, 93% in Newport Beach, 90% in Fullerton, and 83% in Mission Viejo agreeing that they know more about prescription and over-the-counter drugs not being safer than street drugs as a result of the presentation.
- **Performance Objective 5:** Of the over 1,100 youth receiving education within the four selected cities in aggregate, an average of 90% increased knowledge of the adverse consequences of prescription and over-the-counter drug abuse as a result of the educational workshop. This exceeds the 200 youth within each selected city who were to be provided education, of which 70% of those youth were to increase knowledge as specified in the objective, with 96% of the youth in Orange, 91% in Fullerton, 91% in Newport Beach, and 87% in Mission Viejo agreeing that they know more about the adverse

consequences of prescription and over-the-counter drug abuse as a result of the presentation.

- **Performance Objective 6:** Of the 210 health professionals receiving education within the four selected cities in aggregate, 98% increased knowledge of methods to reduce prescription and over-the-counter drug abuse as a result of the workshop. This exceeds the 175 health professionals who were to be provided education, of which 70% of those were to increase knowledge of methods to reduce prescription and over-the-counter drug abuse as a result of the workshop as specified in the objective.
- **Performance Objective 7:** Of the over 1,000 adults receiving education within the four selected cities in aggregate, an average of 95% planned to take action to reduce the abuse of prescription and over-the-counter drugs by youth. This exceeds the 500 adults who were to be provided education, of which 70% of those adults were to plan to take action to reduce prescription and over-the-counter drug abuse as specified in the objective, with 96% of the respondents planning to reduce access to prescription and over-the-counter drug abuse to youth in their home, 95% planning to speak with family members and friends about prescription and over-the-counter drug abuse by youth, and 94% planning to participate in efforts to prevent prescription and over-the-counter drug abuse by youth as a result of the workshop.

Additionally, Project PATH was able to meet and/or exceed each of the three performance measures. An outcome indicator or statement is provided below for each performance measure.

- **Performance Measure 1:** Project PATH conducted 32 educational workshops on the problems of prescription and over-the-counter drug abuse for parents, school and other youth-serving personnel, including 7 workshops in Fullerton, 12 in Mission Viejo, 6 in Newport Beach, and 7 in Orange. This exceeds the minimum of three educational workshops within each of the selected cities as specified in the performance measure.
- **Performance Measure 2:** Project PATH staff conducted a town hall meeting in each of the four selected cities to increase public awareness of the prevalence and consequences of prescription and over-the-counter drug abuse among youth. This meets the one community meeting that was to be conducted in each of the four selected cities as specified in the performance measure.
- **Performance Measure 3:** Project PATH collaborated with youth groups to conduct one merchant education activity on the abuse of over-the-counter medications in each of the four selected cities. This meets the one merchant education activity that was to be conducted with youth in each of the four selected cities as specified in the performance measure.

B. Staff Interviews

Project PATH staff was interviewed to gain a greater understanding of the various accomplishments, unexpected outcomes, barriers, and lessons learned during the implementation of the Rx/OTC Drug Abuse initiative during the 10-11 fiscal year. Staff described several accomplishments, including events that provided opportunities for information dissemination and collaborative relationship-building such as the parent workshops to Newport Mesa Unified School District Adult Education learners and town hall meetings at the Newport Beach Public Library. The project staff's ability to build and maintain relationships was critical to promoting its prevention efforts. For example, the training the project conducted with law enforcement at the California Crime Prevention Officers Association of Orange County led to numerous collaborative opportunities in which the project was able to promote National Drug Take Back Days. Additionally, by rekindling relationships with Parent Teacher Student Associations, volunteer organizations, school and district administrators, law enforcement and community organizations, project staff was able to obtain program referrals and contacts that led to additional

sites for educational workshops. Finally, Project PATH was successfully able to partner with Newport Beach community centers, after school activity sites, and youth groups to offer Rx/OTC informational trainings to overcome the challenge of limited access to youth workshop participants at schools as a result of resistance from the school district.

By collaborating with the Fullerton Police Department, Project PATH was able to provide multiple communities and neighboring cities the opportunity to dispose of expired or unwanted medication which coincided with National Take Back Day. Project PATH staff see great value in participating in medication disposal events and hope to continue similar efforts in the coming fiscal year “to help provide both project sustainability and the opportunity for program visibility.”

As described in the examples above, Project PATH learned that it was an effective strategy to use existing collaborations to gain access and develop relationships with new organizations and partners. Project staff recommended this strategy be continued in the upcoming fiscal year. In addition, project staff recommended that more outreach and development of materials in Spanish in order to better serve the Spanish-speaking population, as there is not much information available to this population. By reaching out to better serve populations within their four selected cities and building on their relationships with collaborative partners, Project PATH has achieved and exceeded its performance objectives and measures in the past fiscal year, and has learned lessons for a successful implementation in the upcoming fiscal year.