Help prevent the misuse, abuse and diversion of ADHD prescription stimulants among college students

August 5, 2015

THE COALITION TO PREVENT ADHD MEDICATION MISUSE
AGENDA

- About the Coalition to Prevent ADHD Medication Misuse (CPAMM)

- What we know about ADHD medication misuse, abuse and diversion among college students
  - Harris Poll National Survey
  - National Summit

- Discussion and opportunities for collaboration
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE
INTRODUCTION OF CPAMM PARTNERS

NASPA
Student Affairs Administrators in Higher Education

BACCHUS Initiatives

AMERICAN ACADEMY OF FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA

CHADD
CHILDREN AND ADULTS WITH ATTENTION-DEFICIT/HYPERACTIVITY DISORDER

THE COALITION TO PREVENT ADHD MEDICATION MISUSE

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ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

NASPA – Student Affairs Administrators in Higher Education

- Leading association for the advancement, health, and sustainability of the student affairs profession.

- Recognize that higher education administrators, families, college students, and physicians must collaborate to both support those with ADHD and reduce the number of students who misuse stimulants.

- Plans to conduct focus groups among college students and administrators to try to gain a better understanding of how the college environment affects the issue and what kind of programmatic efforts and messages might be most effective.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

The BACCHUS Initiatives of NASPA

- Actively promote student and young adult-based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, illegal drug use, and other high-risk behaviors.

- Collaborate with student leaders, leveraging peer-to-peer influence and impact.

- Provide resources and trainings so peer educators can assist campus efforts to prevent the misuse of ADHD prescription medication.

- Engage our collegiate peer educators to assist campus efforts to help prevent the misuse of ADHD prescription medication by developing peer-led trainings to promote healthy choices.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

American Academy of Family Physicians (AAFP)

- Founded in 1947, the American Academy of Family Physicians represents 120,900 physicians and medical students nationwide.

- Committed to ensure that medications prescribed by physicians are not inappropriately diverted.

- Recognizes that there is growing concern about inappropriate use of ADHD medications, and wants to educate physicians and the public about the rising prevalence of the issue.

- Spearheading research to characterize current approaches to prevention of misuse in primary care of ADHD medications in teens and young adults.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD)

- Seeks to improve the lives of people affected by ADHD by providing education, advocacy and support for individuals with ADHD.

- Interested in addressing the impact of ADHD medication misuse on people with ADHD.

- Through the support of CPAMM’s educational programming and research, CHADD continues to monitor for valuable insights regarding why ADHD students decide to divert their medication.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

The Jed Foundation

- Leading nonprofit that exists to promote emotional health and prevent suicide among college and university students.

- Helping academic institutions create healthier campus communities and prevent substance abuse and self-harm.

- Aims to address the issue of ADHD prescription stimulant medication misuse among college students through existing programs.

- Through CPAMM, the foundation will continue inspiring national dialogue on mental health, and helping academic institutions create healthier campus communities and prevent substance abuse and self-harm.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

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- Works to transform the lives of people around the world whose health is impacted by rare and other specialized conditions by providing innovative treatments.

- Has a responsibility to take a stand on misuse, abuse, and diversion of ADHD medication.

- Concerned that when people who don’t need ADHD medicines take them, they trivialize a real psychiatric disorder and take medicines away from people who really need them.

- Committed to bringing significant leadership and financial resources to CPAMM.
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

- Created to help prevent ADHD medication misuse and become a trusted source of information on the issue of ADHD prescription stimulant medication misuse, abuse and diversion

- Diverse membership representing key constituencies

- Initial focus on college students

- Advancing its mission by conducting research, and engaging and educating various groups affected by the issue
ABOUT THE COALITION TO PREVENT ADHD MEDICATION MISUSE

- Announced its formation and launched a website in August 2014

- Learning more about the issue through research conducted among physicians, college students and administrators with:
  - National market research fielded among college students
  - AAFP physician research
  - NASPA focus groups with students and administrators

- Hosted the first National Summit on the issue of ADHD prescription stimulant misuse, abuse and diversion among college students

- Launching an educational campaign in fall 2015, reaching physicians and college administrators
WHAT WE KNOW ABOUT ADHD MEDICATION MISUSE – HARRIS POLL NATIONAL SURVEY
RESEARCH OBJECTIVES

- Measure college students’ awareness of ADHD prescription medication and its misuse
- Gauge college students’ perceptions of ADHD prescription medication misuse
- Assess college students’ potential motivations for misusing ADHD prescription medication
- Evaluate how different segments of the college student population vary in their views on ADHD prescription medication misuse
- Results of this research are intended for public release and to inform the actions of CPAMM and our supporters
  - For the purpose of this survey, misuse refers to any time the medicine is used in a way that is different from the doctor’s instructions and could include people who do not have a prescription for the medication but obtain it and use it, and people who have a prescription but do not use it as directed by their health care provider.
RESEARCH METHOD

- Online survey conducted May 15 – June 11, 2014
- Survey length = approx. 20 minutes
- n=2,056 U.S. college students, including 164 diagnosed with ADHD
  - 18-24 years old, enrolled and seeking a degree at a 4-year college or university and attending at least some in-person classes between January – June 2014
  - Sample included full-time (91%) and part-time (9%) students, living in a range of housing situations (e.g., on-campus, off-campus, with parents, etc.)
- Data weighted where necessary by age, gender, race/ethnicity, region and propensity to be online to bring them in line with their actual proportions in the population
- Statistical significance testing was conducted at the 95% level of confidence
KEY TAKEAWAYS

- A majority of college students are familiar with ADHD prescription stimulant misuse and agree that it is unethical to take ADHD prescription stimulants that were not prescribed
  - However, approximately 4 in 10 agree that using ADHD prescription stimulants without a prescription is no more harmful than an energy drink or strong cup of coffee

- College students believe it’s easy for non-ADHD students to obtain ADHD prescription stimulants
  - Most cite friends with prescriptions as a likely source, and almost half believe college students who misuse get them from a health care professional by pretending to have ADHD

- College students are busy and feel stressed – and ADHD prescription stimulant misuse is seen by many as a way to keep up

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
KEY TAKEAWAYS

- Nearly three in ten college students can be considered to be at-risk for misuse – either because they say they are likely to misuse ADHD prescription stimulants or because they reported having misused any prescription medication in the past year.

- A majority of college students believe that preventing misuse is not a priority at their school and that administration and professors are not aware of misuse on campus.

- College students diagnosed with ADHD are less likely to view others their age using ADHD prescription stimulants not their own as harmful and more likely to say it is acceptable for a college student with ADHD to share or even sell ADHD prescription stimulants.
  - Nearly half of ADHD college students with a prescription feel pressure to share or sell their ADHD prescription stimulant medication.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
INSIGHTS AND IMPLICATIONS
INSIGHTS AND IMPLICATIONS

- College students consider misuse to be harmful and unethical
  - Leverage this belief through the power of positive peer-to-peer influence by developing programs, tools, and tactics that aim to affect attitudes toward misuse and ultimately the behavior of those who misuse or would consider misusing

- Almost half of students equate the harmfulness of misuse to that of an energy drink or strong cup of coffee – and three-quarters believe that at least some students have misused
  - Identify peer-to-peer tactics to address the social norming of the issue
  - Communicate to physicians their role in conveying the significant medical and legal consequences of misuse, abuse and diversion of ADHD stimulant medication

- Most believe friends with prescriptions are a likely source for misusers, and half believe students who misuse get ADHD prescription stimulants from a healthcare professional by pretending to have ADHD
  - Provide resources, tools, and tactics to physicians in order to leverage their power as a key influencer to both the prescribed and to potential misusers

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
INSIGHTS AND IMPLICATIONS

- College students are busy and feel stressed – and ADHD prescription stimulant misuse is seen by many as a way to keep up
  - Encourage college administrators, professors, and other key influencers (e.g., parents) to address the stress of day-to-day college pressures by helping students adopt healthy, lifelong coping skills
  - Communicate to students that using ADHD prescription stimulants does not guarantee better grades, nor is it a long-term solution for dealing with academic stress

- A majority of students report that preventing misuse is not a priority at their school and that the administration and professors are not aware of misuse on campus
  - Communicate to college administrators the significance of making their stance on the issue known. Provide resources to administrators on how to effectively communicate their position to students and staff, including examples of policy initiatives

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
INSIGHTS AND IMPLICATIONS

- Students diagnosed with ADHD are less likely to view misuse as harmful and more likely to say it is acceptable to share or even sell ADHD prescription stimulants
  - Reach ADHD students to better inform their perception of the issue, including ethical, legal, and medical consequences of misuse, abuse, and diversion.
  - Instill a greater sense of responsibility in ADHD students to not divert their supply

- Nearly half of ADHD students with a prescription feel pressure to share or sell their medication
  - Provide support to ADHD students to help them feel empowered to say no when peers approach them for their medication

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
CPAMM NATIONAL SUMMIT
JULY 13-14, 2015

- Featured insightful presentations from some of the nation’s leading researchers, including:
  - Researchers:
    - Amelia Arria, Ph.D. (Director of the Center on Young Adult Health and Development, University of Maryland School of Public Health)
    - David Rabiner, Ph.D. (Associate Dean at the Trinity College of Arts and Sciences, Psychology and Neuroscience, Duke University)
    - Jason Kilmer, Ph.D. (Assistant Professor in Psychiatry and behavioral Sciences, University of Washington)
    - Nicole Fossos-Wong (Research Coordinator and Supervisor/Lead, University of Washington)
    - Robyn Bell-Dickson (Harris Poll)
CPAMM NATIONAL SUMMIT
JULY 13-14, 2015

- Featured inspiring keynote presentations from:
  - Robin Koval, President and CEO of the American Legacy Foundation (creator of the Truth anti-tobacco/smoking campaign)
  - Congressman Gus Bilirakis (R-FL)

- Convened ADHD and non-ADHD students in a robust discussion and Q&A around the issue of misuse, abuse and diversion

- Facilitated break-out sessions to report out actionable recommendations for preventing misuse on campus

- Briefed 15 legislative staff and members of the U.S. House and Senate regarding the issue of misuse, abuse and diversion
KEY TAKEAWAYS

- Address misinformation or lack of information, educate students on ADHD medication (e.g., Schedule II controlled substance, illegal to divert or misuse, how it helps the ADHD student)
- Address perceptions vs. the reality, the social norming of the misuse issue, that “everyone is doing it”
- Educate the media, which misrepresents the issue and drives misperceptions
- Better understand what happens when the ADHD student is asked to divert, and how can we support them
- Help college administrators understand the profile of the misuser (e.g., poly-drug user, high-risk student) and the need to intervene to help them succeed academically
- Reset expectations for students, particularly for freshman (e.g., 12 credits vs. 18)
KEY TAKEAWAYS (continued)

- Engage and educate physicians to support the ADHD student, talk about diversion, and talk to potential misuser (student headed off to college)
- Wait for additional research and carefully consider messaging (e.g., current efforts are focused on side effects, and are not effective)
- Dispel the “smart drug” myth, and conduct additional research if needed
- Understand that misuse is a complex issue, and the profile of the misuser is complex, which requires multiple approaches (low level misuser vs. frequent misuser)
- Consider peer to peer messaging that focuses on perceived short-term benefits vs. long-term effects of misuse
- Engage and educate parents as influencers
- Address barriers to diagnosis of ADHD among college students
- Promote and celebrate successful schools and students, give them a greater voice
DISCUSSION/OPPORTUNITIES FOR COLLABORATION
NASPA Resources

• Ann Quinn-Zobeck
• aquinnzobeck@naspa.org
• 2016 BACCHUS Initiatives of NASPA General Assembly, Nov. 12 – 15, Reston, VA
• 2016 NASPA Strategies Conferences, Jan. 21 – 23, Orlando
  – Alcohol and Other Drug Abuse
  – Mental Health
  – Violence Prevention
• naspa.org/events
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