



National Hispanic and Latino

**PTTC**

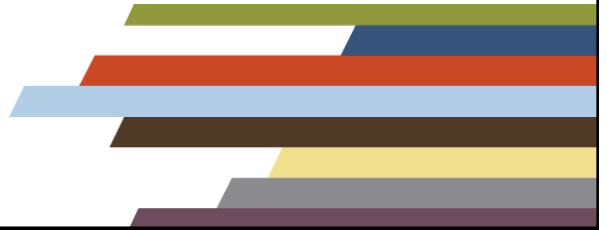
Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

# Prevention of Opioids and Prescription Drug Misuse Among the Latino Community

Pierluigi Mancini, PhD  
Project Director

National Latino  
Behavioral Health Association **NLBHA**



Great Lakes (HHS Region 5)

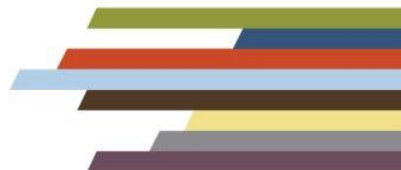
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# The National Hispanic and Latino Prevention Technology Transfer Center

Substance Abuse and Mental Health Services Administration  
**SAMHSA**  
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-726-4727)



## National Latino Behavioral Health Association **NLBHA**

### **Our Mission**

The Mission and Goal of The National Latino Behavioral Health Association is to influence national behavioral health policy, eliminate disparities in funding and access to services, and improve the quality of services and treatment outcomes for Latino populations.



Fredrick Sandoval, MPA  
Executive Director

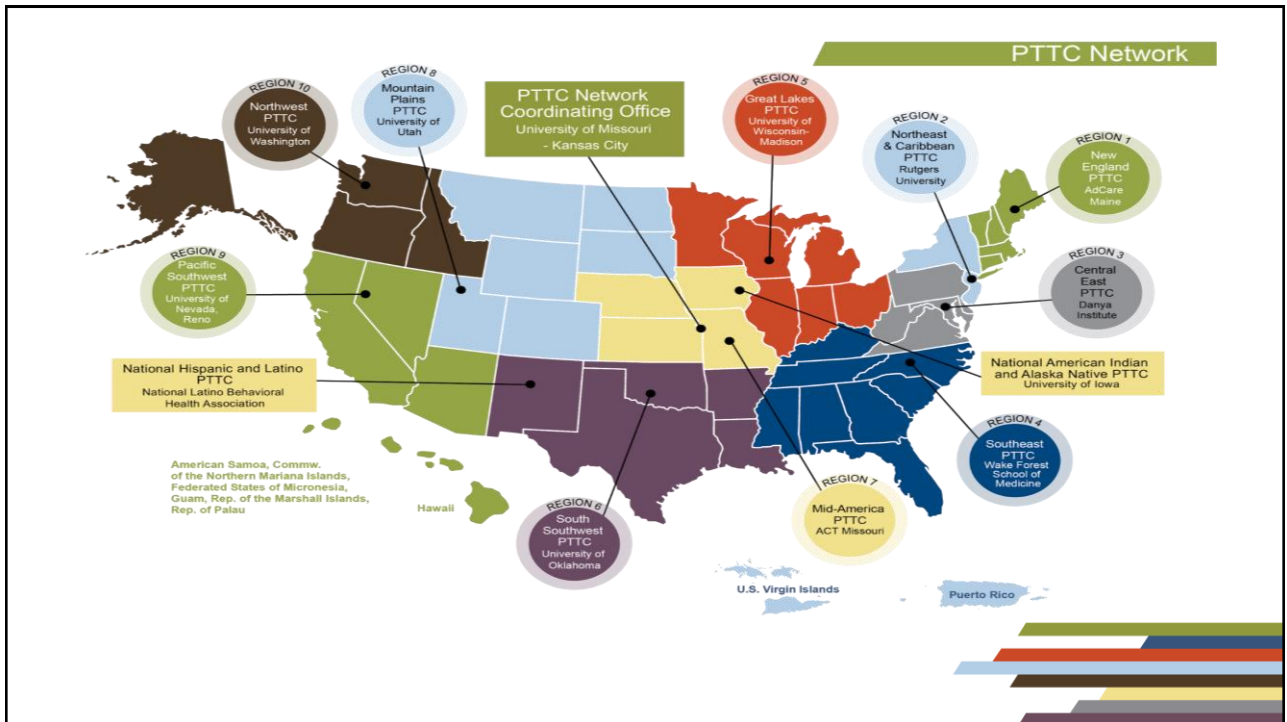


## National Latino Behavioral Health Association **NLBHA**

Our Objective is to provide national leadership on mental health and substance abuse concerns of the Latino community in five major areas of focus:

- ❖ Policy Issues in Mental Health and Substance Abuse
- ❖ Education and Workforce issues
- ❖ Mental Health and Substance Abuse Service Delivery
- ❖ Latino Focused Behavioral Health Research
- ❖ Latino Family Focused Interventions





## National Hispanic and Latino Prevention Technology Transfer Center Staff



Pierluigi Mancini, PhD, MAC  
Project Director



Dolka Michelle Zelaya, PCS  
Project Coordinator



Priscila Giamassi  
Executive Admin. Assistant

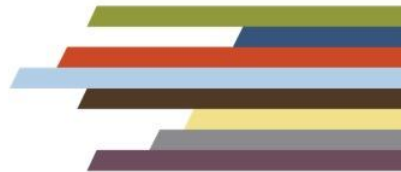


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# The Great Lakes Prevention Technology Transfer Center



## Based at the UW-Madison

Todd Molfenter, Ph.D.  
Project Director

- Center for Health Enhancement Systems Studies, University of Wisconsin-Madison

Julia Parnell Alexander,  
Ph.D.  
Project Co-Director



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

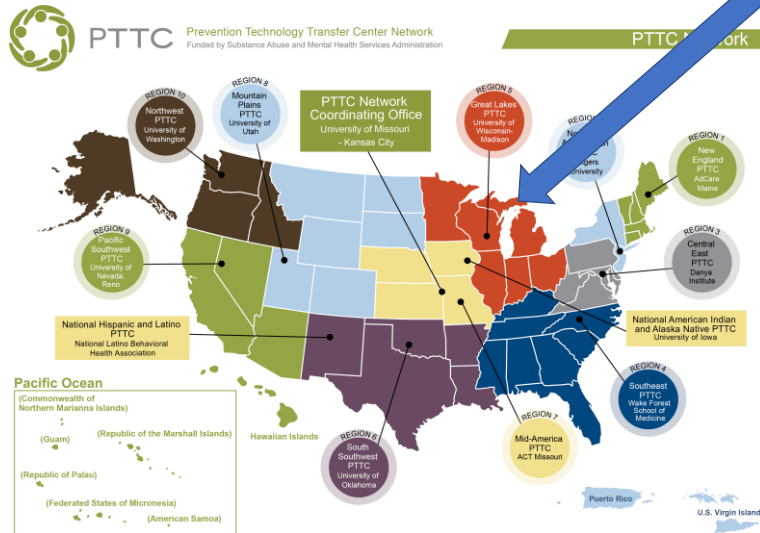


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# The National PTTC Network



## Health and Human Services Region 5



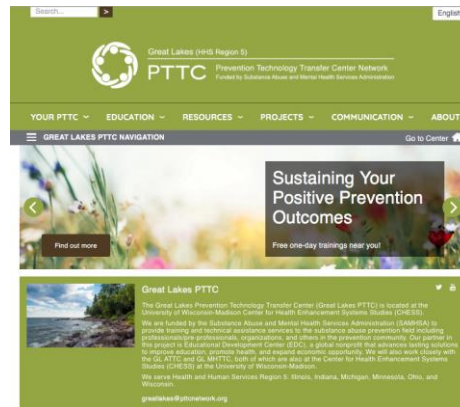
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Visit our Website:  
[www.pttcnetwork.org/greatlakes](http://www.pttcnetwork.org/greatlakes)



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National Hispanic and Latino

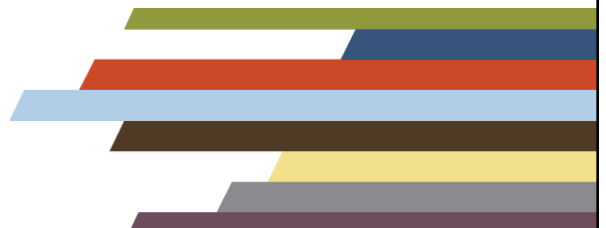
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## Prevention of Opioids and Prescription Drug Misuse Among the Latino Community

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 Behavioral Health Association **NLBHA**



## Learning Objectives

1. Define the Latinx community
2. Understand the scope of the Opioid Epidemic in the Latinx Community
3. Discuss barriers to services
4. Demonstrate a successful implementation
5. Present actionable solutions and policy issues



## DEFINE THE LATINX COMMUNITY

LATINA  
LATINO  
LATINX



## The Latin~~x~~ Community



## The Latin~~x~~ Community

Hispanic? Latino? Latin~~x~~?

- **Hispanic** describes cultures or countries that were once under Spanish rule (Mexico, Central America, and most South America where Spanish is the primary language).
- **Latinxs** are also the youngest racial/ethnic group in the United States, and they account for a growing share of the nation's college students.
- **Latino** is a term often used in the United States to refer to people with cultural ties to Latin America



## The Latinx Community

- Latinx is a gender-neutral term sometimes used in lieu of Latino or Latina.
- The -x replaces the standard -o and -a endings in Spanish, Portuguese and related languages, which form nouns of the masculine and feminine genders, respectively.
- The term is a politicized neologism that has gained traction among advocacy groups intersectionally combining the identity politics of race and gender.



## The Latinx Community

- Largest racial/ethnic population in the United States
  - 66.6% born in this country
  - 34.4% born in one of 19 countries of Latin America or Caribbean with historic colonial ties to Spain and Puerto Rico
- Current growth rate: by 2050, about 31% of all children will be Latino
- Diverse population – race, religion, SES, language
- Largest segment in U.S. is Mexican origin (59%), followed by Puerto Rican (10%)
  - Central and South Americans, about 9%
  - Dominican Republic origin about 2%

(NCLR, 2016)



## The Latinx Community

- Comprise the youngest racial/ethnic group in this country
  - About 1/3 of Latinos are younger than 18 (17.9 million)
  - Majority (95%) are U.S. born; 54% currently live in immigrant families
- The number of Latino children increased sharply between 2000 and 2015
  - During this period, the number of White and Black youth declined
- Latino high school graduation have increased from 67% in 2004 to 78% in 2013
- While youth incarceration rates have declined overall, they have declined more slowly for Latino youth, in particular.

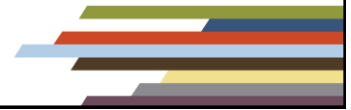
(NCLR, 2016)

## LATINX AND OPIOIDS



## Latinx And Opioids

Does racial bias play a role in the demographic breakdown of the opioid epidemic?




## Latinx And Opioids

- Opioid use in Latinos is slightly lower than those of Blacks and similar to those of Whites.
- With regard to past year heroin use, the estimated rate in 2015 for Hispanics/Latinxs and Whites was 0.3 per 100, slightly lower than the rate for Blacks (0.4 per 100).
- Latinx opioid users in treatment tend to be younger and less educated, are more likely to have lower socioeconomic status, and are more likely to live in large metropolitan areas.
- Past-year heroin use increased among Hispanic/Latinx prescription opioid users from 2008-2011.
- Latinxs have higher levels of “risky injection drug use” as compared to White and Black opioid-dependent adults.




## Latinx And Opioids

- The primary substances used by Hispanics/Latinxs vary by subgroup and geographic region. **Data is limited.**
  - Heroin was identified as the primary substance of use by 18% of Mexican descent males and 15% of Mexican descent females.
  - **Neither identified prescription opioids as a primary substance** of use in 2015.
  - Mexican origin males most commonly **reported alcohol** as the primary substance of use, while Mexican origin females reported methamphetamines/amphetamines as the primary substance of use.
- 

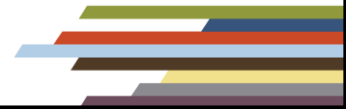
## Latinx And Opioids

### Opioid Use in Youth and Young Adults

- Hispanic/Latinx youth report higher rates of substance use, in general, and opioid misuse, in particular, than do youth of other race/ethnicities.
  - The most recent *Monitoring the Future* survey shows that **Latinx eighth graders reported the highest rates** of use for nearly all classes of drugs when compared with White and Black students.
  - In the twelfth grade, Latinxs reported having **the highest use rates** for a number of substances including oxycodone, synthetic marijuana, crack, and methamphetamines.
  - The National Youth Risk Behavior Survey also found that compared to other racial/ethnic groups Latinx students in grades nine to twelve reported **higher rates of opioid use**. Hispanic/ Latinx male students reported higher rates of ever having used heroin than White males
- 

## Latinx And Opioids

- Of particular note among Latinx youth are **pregnant adolescents**, ages 12 to 19 years.
- Between 2007 and 2010, a total of 2,200 pregnant youth were admitted annually to substance use treatment programs nationwide, **19.3% of whom identified as Hispanic/Latina**.
- It is unclear what the preferred substances were for pregnant Latinas admitted to treatment, although the following rates of opioid use were recorded for all pregnant youth admissions: **heroin (5.8%) and non-heroin opiates (8.9%)**.



## Latinx And Opioids

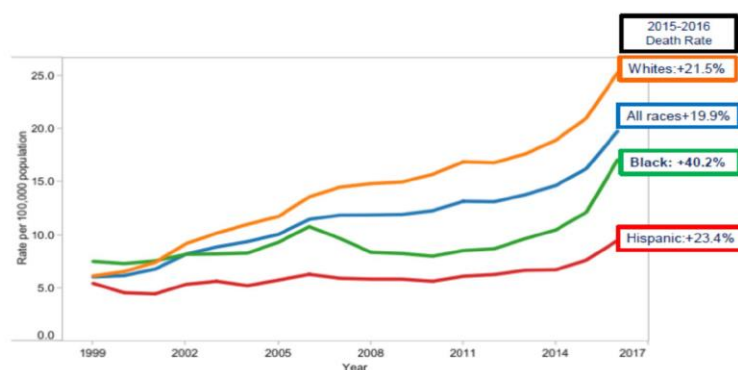
- Latinxs who inject heroin and live in urban areas are **more likely to experience barriers to accessing buprenorphine treatment**.
- Research shows that Latinx adolescents were less likely to receive combined naltrexone and buprenorphine as treatment for opioid addiction, despite best practice recommendations for using this MAT combination as an early intervention.



## Latinx And Opioids

- While the overall death toll is still higher for whites, it's increasing faster for Latinos and blacks, according to data from the Centers for Disease Control and Prevention.
- Latino fatalities increased 52.5 percent from 2014 to 2016, compared with 45.8 percent for whites alone. (Statisticians say Hispanic overdose counts are typically underestimated.)
- The most substantial hike was among blacks: 83.9 percent.

### Drug Overdose Death Rates Increased in All Races 40% Increase in African Americans between 2015 – 2016



OFFICE OF THE  
ASSISTANT SECRETARY FOR HEALTH

CDC (2016). Drug Poisoning Mortality in the United States, 1999-2016

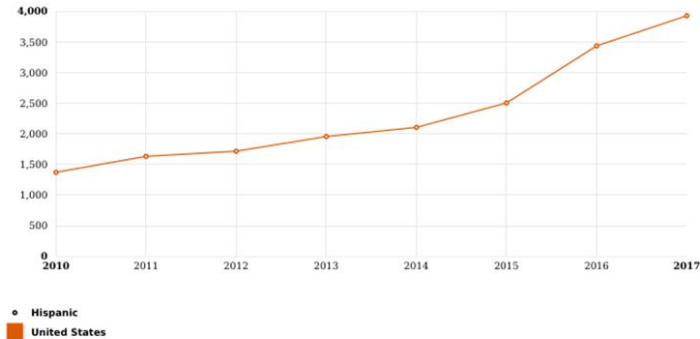
6 (CDC, 2016)

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



# Opioid Overdose Deaths Hispanics 2010-2017

Opioid Overdose Deaths by Race/Ethnicity: Hispanic, 2010 - 2017



SOURCE: Kaiser Family Foundation's State Health Facts.

Year	2010	2011	2012	2013	2014	2015	2016	2017	Total
# Deaths	2,583	2,941	3,055	3,345	3,504	4,117	4,502	5,903	29,950

- Because of the misclassification of race/ethnicity of decedents on death certificates, the actual numbers of deaths for certain racial/ethnic populations (e.g., American Indians/Alaska Natives and Hispanics) might be underestimated by up to **35%**

CDC. The validity of race and Hispanic-origin reporting on death certificates in the United States: an update. Hyattsville, MD: US Department of Health and Human Services, CDC, National Center for Health Statistics; 2016.  
[https://www.cdc.gov/nchs/data/series/sr\\_02/sr02\\_172.pdf](https://www.cdc.gov/nchs/data/series/sr_02/sr02_172.pdf)



## LINKS

Kaiser Family Foundation

Health Status Indicators - Opioid Overdose Deaths

<https://www.kff.org/state-category/health-status/opioids/>

Opioid Overdose Deaths by Race/Ethnicity

<https://www.kff.org/other/state-indicator/opioid-overdose-deaths-by-raceethnicity/>



## Barriers



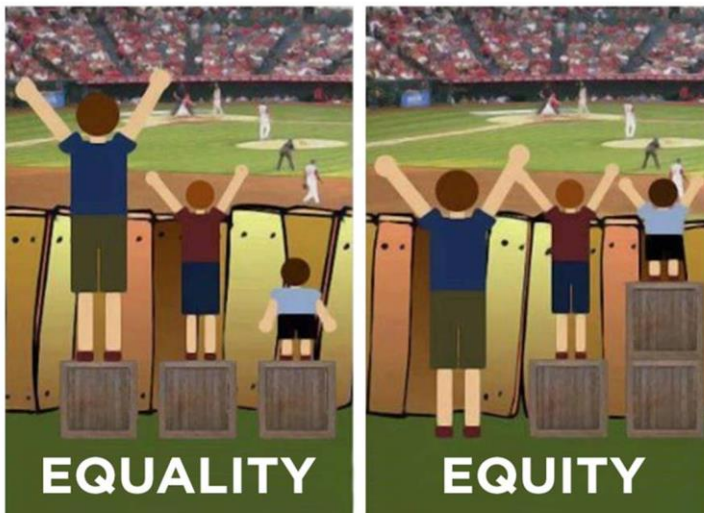
# What is Health Literacy?



# What is Cultural Literacy?



# Health Equality vs Equity



## Barriers to Services

- Language
  - 5 stages
- Affordability
- Availability
- Accessibility
- Organizational
- Psychological stressors
- Systemic



## Barriers to Services (cont.)

- Individual level
- Provider level and
- System level.



# A Successful Implementation



## Gen Rx Goals/Objectives

- Reduce Availability of Rx drugs
- Decrease Access to Rx drugs
- Increase Peer and Family Norms that Discourage Rx drug misuse/abuse
- Increase Perception of Rx drugs Risk/Harm

## Gen Rx Strategy Alignment

- Safe Storage
- Secure Disposal
- Education/Awareness
- Enforcement



## GWINNETT COUNTY



	Hispanic	White	Black	Asian	Total Population
<b>Gwinnett</b>	162,035	354,316	184,122	84,763	805,321
<b>Lawrenceville</b>	6,378	10,930	8,869	1,608	28,546
<b>Duluth</b>	3,732	11,028	5,196	5,905	26,600
<b>Norcross</b>	3,591	2,448	1,703	1,154	9,116
<b>Lilburn</b>	3,181	6,113	1,900	1,766	11,596

SOURCE, U.S. CENSUS BUREAU, 2010 CENSUS

## Strategic Prevention Framework



# Gwinnett County Needs Assessment

- Six Focus groups
  - Two 12-17 years old
  - Two 18-25 years old
  - Two 26+ years old
- Secondary data collection
  - Georgia Student Health Survey (GSHS)
  - Drug Use and Health (NSDUH)
  - Youth Risk Behavior Survey (YRBC)

## Strategic Plan Logic Models

Social Access Logic Model					
<b>Goal Statement:</b> Reduce Rx drug abuse among 12-15 year olds Latinos in Gwinnett county.					
<b>Population Description:</b> Latino Youth in Gwinnett County					
<b>Population Type:</b> Universal (Direct)					
Problem		Intervention		Outcomes	
IV	CF	Intervention	Strategy Type	Short Term	Long Term
Access	Improper storage and safe disposal of prescription drugs	<b>Pharmacy Bag Campaign:</b> Pharmacy bag ads teaching parents about safe storage and proper disposal of Rx drugs.	Information Dissemination	Increase parental knowledge of proper storage and disposal procedures; promote drop boxes	Reduce youth (12-17) access to Rx drugs from their parents' medicine cabinet
Access	Improper storage and safe disposal of prescription drugs	<b>Social Access Awareness Campaign:</b> Newspaper and radio PSA's informing parents about safe storage and proper disposal of Rx drugs, and drop boxes locations. Small group presentations with Gwinnett County Latino parents.	Information Dissemination	Increase parental knowledge of proper storage and disposal procedures; promote drop boxes	Reduce youth (12-17) access to Rx drugs from their parents' medicine cabinet

## Strategic Plan Logic Models Continue

Perception of Risk Logic Model					
<b>Goal Statement:</b> Reduce Rx drug abuse among 12-15 year olds Latinos in Gwinnett county.					
<b>Population Description:</b> Latino Youth in Gwinnett County					
<b>Population Type:</b> Universal (Direct)					
Problem		Intervention		Outcomes	
IV	CF	Intervention	Strategy Type	Short Term	Long Term
Perception of Risk	Low perceived risk of safety issues	<b>Risk Awareness Campaign:</b> Develop PSA's to be shown online and at local movie theaters.	Information Dissemination	Increase community awareness of the risks of NMUPD	Reduce Rx drug abuse among youth 12-25

## SPF: Implementation Strategies

- Perception of risk
- Social access awareness campaign
- Pharmacy bag campaign

## Pharmacy Bag Campaign



### 12 Pharmacies:

- \*Duluth: 2
- \*Norcross: 5
- \*Lawrenceville: 3
- \*Lilburn: 2

## Social Access Awareness Campaign Media Campaign

### Newspaper ads

- \*Mundo Hispanico
- \*Padres & Hijos magazine
- \*Guia de Salud Magazine
- \*El Estadio
- \*El Nuevo Georgia

### Billboards

- \*Duluth
- \*Norcross
- \*Lawrenceville



### 30 second Radio PSA

- \*El Patron
- \*Radio Información
- \*Radio Vida
- \*La Raza

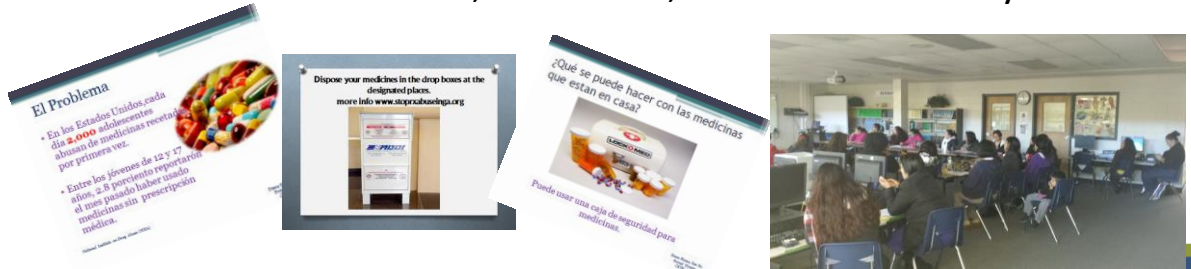


## Social Access Awareness Campaign Parents Workshops

Bilingual and Educational Prescription Drugs Parents Presentation

*\*Power Point:* Aware parents about the issue and educate about proper storage and proper disposal.

*\*Extra Material:* Brochures, Post cards, and educational flyers.



## Social Access Awareness Campaign Educational Interventions/ Health Fairs



## Perception of Risk

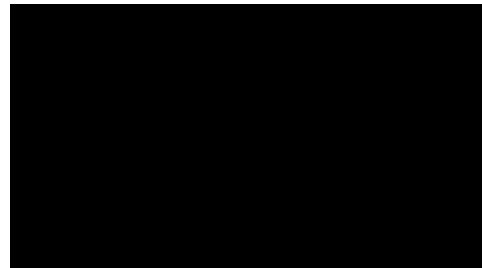


## 2014-2016 Messages

### NCM/ REGAL Cinemas

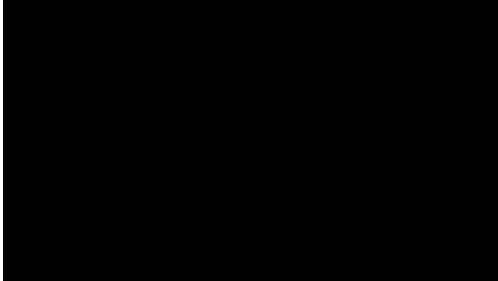


### Screen Vision/ Studio Movie Grill



## 2014-2016 Messages (cont.)

### Television PSA



### Billboards and Radio PSA

**1 de cada 4**  
Adolescentes  
se **droga** con medicinas  
recetadas.



**MANTENGA LOS MEDICAMENTOS BAJO LLAVE O EN LUGARES  
SEGUROS, FUERA DEL ALCANCE DE LOS JÓVENES**

Para más información visite:  
[www.cetpa.org](http://www.cetpa.org)

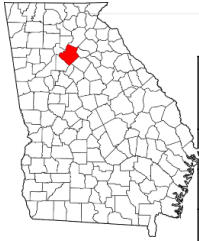
  



## EMMY's Award



# Gwinnett County



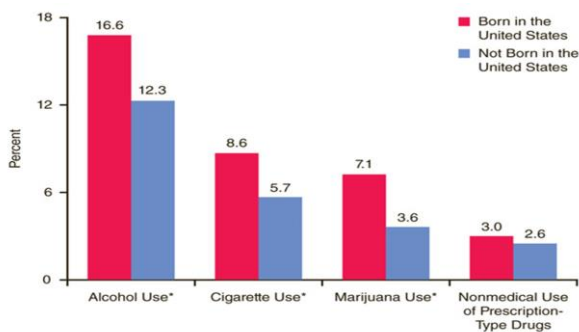
	Hispanic	White	Black	Asian	Other	Total Population
<b>Berkeley Lake</b>	N/A	N/A	N/A	N/A	N/A	2,024
<b>Buford</b>	25.5%	65.8%	13.8%	2.9%	2.5%	13,748
<b>Dacula</b>	13.6%	76.6%	11.3%	3.2%	3.1%	5,330
<b>Duluth</b>	14.0%	48.7%	20.2%	32.3%	3.1%	29,193
<b>Grayson</b>	N/A	N/A	N/A	N/A	N/A	2,666
<b>Lawrenceville</b>	22.3%	48.0%	32.0%	5.7%	3.4%	30,493
<b>Lilburn</b>	27.4%	52.7%	16.4%	15.2%	2.8%	12,655
<b>Loganville</b>	6.8%	70.0%	22.1%	2.3%	2.2%	11,248
<b>Norcross</b>	39.4%	40.8%	19.8%	12.8%	4.3%	16,634
<b>Peachtree Corners</b>	15.0%	49.0%	19.0%	8.0%	9.0%	40,978
<b>Snellville</b>	7.4%	61.0%	30.0%	3.3%	2.6%	19,733
<b>Sugar Hill</b>	19.6%	72.4%	9.8%	6.3%	2.5%	21,747
<b>Suwanee</b>	6.7%	67.4%	10.8%	18.0%	2.3%	18,694



## Secondary Data

2004-2009

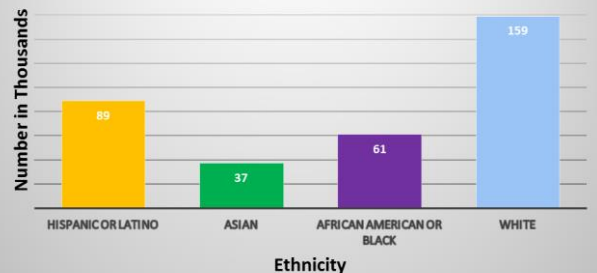
2016



\* The difference between Hispanic adolescents born in the United States and those not born in the United States is statistically significant at the .05 level.

Source: 2004 to 2009 SAMHSA National Surveys on Drug Use and Health (NSDUHs).

### Misuse of Prescription Drugs in the Past Year Among 12-25



## PRESCRIPTION DRUG USE: 2012-2015



## EASE OF ACCESS: PRESCRIPTION DRUGS



## PERCEPTION OF HARM: PRESCRIPTION DRUGS



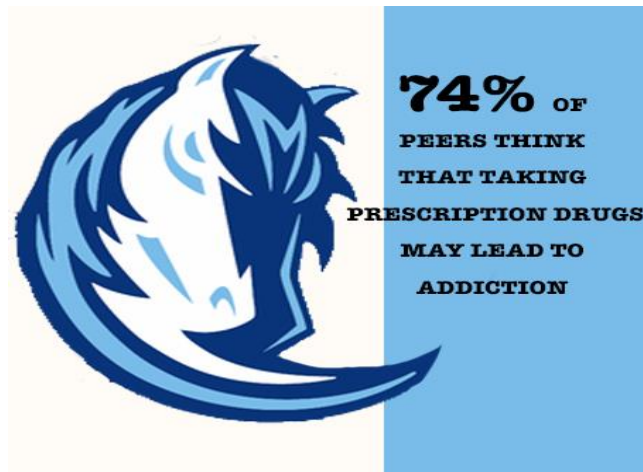
## Needs Assessment Results and Intervention Strategies

A. Community Efforts	B. Community Knowledge of Efforts	C. Leadership	D. Community Climate	E. Community Knowledge of Issue	F. Resources Related to the Issue	Overall
2.75	1.5	1	1	1.75	1.5	1.58
A. Community Efforts	B. Community Knowledge of Efforts	C. Leadership	D. Community Climate	E. Community Knowledge of Issue	F. Resources Related to the Issue	Overall
6.25	3	2.96	1.92	2.58	2.83	3.26

## Results

IV and CF Combo	Score	Rank
Availability 1: High Level of multiple sources including (doctor, dentist, veterinarian, internet)	6.75	3
Availability 2: Standard medical procedure prescription expectations	6	7
Availability 3: High amounts of medicine prescribed	6.5	4
Access 1: Improper storage and disposal of prescription drugs	6.75	1
Access 2: Lack of disposal sites	6.5	5
Access 3: Youth and young adult perceptions of nonmedical prescribed prescription drug Access	5.5	9
Social and Community Norms 1: Youth's perceptions of peer norms	6.75	2
Perception of risk / harm 1: Low perceived risk of safety issues.	6.25	6
Perception of risk 1: Low perceived risk of arrests or penalties	6	8

## Positive Social Norms





## Social Access/Media Awareness Campaign

- Radio
- Newspaper
- Television
- Billboards
- Parents workshops
- Pharmacy Bag Campaign

## Media Campaign Messages

**PROTECT** OTHERS FROM YOUR  
PRESCRIPTIONS!

PROPER  
STORAGE  
& DISPOSAL  
PROTECTS OTHERS



LEARN MORE FROM  
<http://stoprxabuseinga.org/>

**¡PROTEGE** A OTROS DEL ABUSO DE  
MEDICAMENTOS!

GUARDARLOS Y  
DESECHARLOS  
APROPIADAMENTE  
ES LA MEJOR PROTECCIÓN



LEARN MORE FROM  
<http://stoprxabuseinga.org/>



**PROTECT OTHERS FROM YOUR PRESCRIPTIONS**

**1 OUT OF 4 TEENS HAVE ABUSED PRESCRIPTION MEDS**

**LOCKING UP YOUR MEDS SAVES LIVES**

**PROPER DISPOSAL KEEPS OTHERS SAFE FROM USE OF YOUR PRESCRIPTIONS**

DO YOU HAVE EXPIRED OR UNUSED MEDICATION? BRING THEM TO YOUR LOCAL COLLECTION BOX

POLICE DEPARTMENT OF: GWINNETT - NORCROSS - LILBURN - SUWANEE - DULUTH - CHAMBLEE - MARIETTA - FULTON

ECPTA  
DHRD  
GEN Rx

**PROTEGE A OTROS DEL ABUSO DE MEDICAMENTOS**

**1 DE 4 ADOLESCENTES HAN ABUSADO DE MEDICAMENTOS RECETADOS**

**MANTENER LOS MEDICAMENTOS BAJO LLAVE SALVARÁ VIDAS**

**Deshacerse apropiadamente de los medicamentos ayudará a mantener a otros seguros de usar o abusar de tus medicamentos.**

¿TIENES MEDICAMENTOS QUE ESTEN EXPIRADOS O QUE YA NO USES? LLEVALOS A LAS CAJAS DE RECOLECCIÓN MÁS CERCANA A TU CASA

DEPARTAMENTOS DE POLICIA: GWINNETT - NORCROSS - LILBURN - SUWANEE - DULUTH - CHAMBLEE - MARIETTA - FULTON

ECPTA  
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ECPTA  
DHRD  
GEN Rx

**Espectáculos**

**BEYONCÉ CANTA PARA LOS MÁS RICOS DE LA INDIA**

**Miley Cyrus confirma su presencia en la próxima temporada de Black Mirror**

**SALIÓ ENTRE ABUCHOS DE UN CONCIERTO**

**LIHS MIGUEL EN**

**16 | El Nuevo Georgia**

**Segunda vuelta no favoreció a demócratas**

**FARMERS INSURANCE AGENCIA HAI NGUYEN**

**470-359-2122**

**PROTEGE A OTROS DEL ABUSO DE MEDICAMENTOS**

**1 DE 4 ADOLESCENTES HAN ABUSADO DE MEDICAMENTOS RECETADOS**

**MANTENER LOS MEDICAMENTOS BAJO LLAVE SALVARÁ VIDAS**

**Deshacerse apropiadamente de los medicamentos ayudará a mantener a otros seguros de usar o abusar de tus medicamentos.**

¿TIENES MEDICAMENTOS QUE ESTEN EXPIRADOS O QUE YA NO USES? LLEVALOS A LAS CAJAS DE RECOLECCIÓN MÁS CERCANA A TU CASA

DEPARTAMENTOS DE POLICIA: GWINNETT - NORCROSS - LILBURN - SUWANEE - DULUTH - CHAMBLEE - MARIETTA - FULTON

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GEN Rx

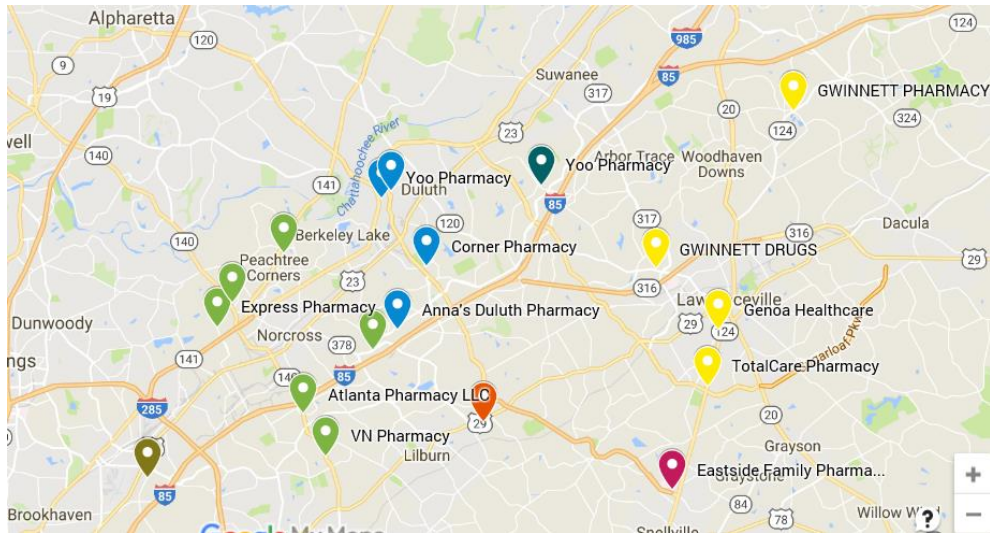


## Workshops/ Parents Presentations

- Elementary Schools
- Middle Schools
- High Schools
- Other organizations
- Health Fairs



# Pharmacy Bag Campaign



**1 out of 4 teens** has abused prescription drugs.

**How can you properly store and dispose of your prescriptions?**

- Keep them under lock and key, or in a secure location.**
- Don't throw them in the trash! This can pollute the environment.**
- Don't flush them! This can contaminate our water supply.**
- Take your expired or unused medications to one of DEA's designated sites for disposal.**  
For more information visit: [www.stopnabuseing.org](http://www.stopnabuseing.org)

GEN Rx, NCPA, and other logos at the bottom.

**1 de cada 4 adolescentes** han abusado de medicinas recetadas.

**Como proteger y desechar los medicamentos apropiadamente:**

- Mantenga los medicamentos bajo llave o en lugares seguros.**
- No los bote a la basura.**
- Evite desechos en los desagües para no contaminar el medio ambiente.**
- Deseche medicinas que están expiradas o que ya no está usando en los diferentes puntos designados por la DEA.**  
Para más información visite [www.stopnabuseing.org](http://www.stopnabuseing.org)

GEN Rx, NCPA, and other logos at the bottom.

**4 में से 1 किशोरेन** दवायों का दुरुपयोग किया है।  
4 में से 1 युवा-नीले दवा-नी डुरु-बोले कर-ले थे।

**कैसे आपकी दवाओं को सुरक्षित रखें और उचित रूप से निपट करें?**

- इन्हें सुरक्षित जगह पर रखें।**
- इन्हें कचरे में न डालें। यह पर्यावरण को प्रदूषित करेगा।**
- इन्हें नालियाँ में न डालें। यह हमारे पानी को प्रदूषित करेगा।**
- अपनी दवाओं को DEA के निर्धारित स्थानों पर डालें।**  
अधिक जानकारी के लिए: [www.stopnabuseing.org](http://www.stopnabuseing.org)

GEN Rx, NCPA, and other logos at the bottom.

**1 out of 4 teens** has abused prescription drugs.

**How can you properly store and dispose of your prescriptions?**

- Keep them under lock and key, or in a secure location.**
- Don't throw them in the trash! This can pollute the environment.**
- Don't flush them! This can contaminate our water supply.**
- Take your expired or unused medications to one of DEA's designated sites for disposal.**  
For more information visit: [www.stopnabuseing.org](http://www.stopnabuseing.org)

GEN Rx, NCPA, and other logos at the bottom.



LO QUE DEBES SABER

# Campaña en 7 idiomas para prevenir abuso de medicamentos recetados

"En 2017, casi 1,400 georgianos murieron como resultado de sobredosis de opiáceos". Quien afirma esto, es el fiscal estadounidense Byron J. "Ray" Palko, ante el hecho inhumano de que el problema es muy serio.



Diana Palko, directora del proyecto Gen Rx, hablando la promoción en las farmacias participantes.



**El Nuevo Georgia News**  
El proyecto Gen Rx, un esfuerzo conjunto entre el gobierno de Georgia y el Departamento de Salud y Servicios Humanos, se centra en la prevención del abuso de medicamentos recetados. El proyecto se centra en la prevención del abuso de medicamentos recetados, al tiempo que se brinda apoyo a los pacientes que necesitan medicamentos para el dolor.

**UN PROBLEMA EN AUMENTO**  
De acuerdo con los Centros para el Control y la Prevención de Enfermedades (CDC), en los últimos cinco años, el abuso de medicamentos recetados ha aumentado en un 50 por ciento. El abuso de medicamentos recetados es una de las principales causas de muerte por sobredosis en los Estados Unidos.

**UNA CAMPAÑA EN 7 IDIOMAS**  
Para llegar al mayor número de personas, el proyecto Gen Rx ha desarrollado una campaña en siete idiomas: inglés, español, vietnamita, chino, ruso, bengalí y urdu. La campaña incluye folletos, carteles y materiales educativos que se distribuirán en las farmacias participantes.

**Gen Rx**  
El proyecto Gen Rx es un esfuerzo conjunto entre el gobierno de Georgia y el Departamento de Salud y Servicios Humanos. El proyecto se centra en la prevención del abuso de medicamentos recetados, al tiempo que se brinda apoyo a los pacientes que necesitan medicamentos para el dolor.

**Las farmacias participantes**  
El proyecto Gen Rx incluye a más de 100 farmacias participantes en todo el estado de Georgia. Las farmacias participantes incluyen: Alpha Pharmacy, Beta Pharmacy, Gamma Pharmacy, Delta Pharmacy, Epsilon Pharmacy, Zeta Pharmacy, Eta Pharmacy, Theta Pharmacy, Iota Pharmacy, Kappa Pharmacy, Lambda Pharmacy, Mu Pharmacy, Nu Pharmacy, Xi Pharmacy, Omicron Pharmacy, Pi Pharmacy, Rho Pharmacy, Sigma Pharmacy, Tau Pharmacy, Upsilon Pharmacy, Phi Pharmacy, Chi Pharmacy, Psi Pharmacy, Omega Pharmacy.

**Los ciudadanos que necesitan medicamentos**  
El proyecto Gen Rx también incluye a los ciudadanos que necesitan medicamentos para el dolor. El proyecto ofrece apoyo a los pacientes que necesitan medicamentos para el dolor, al tiempo que se brinda apoyo a los pacientes que necesitan medicamentos para el dolor.

**El proyecto Gen Rx**  
El proyecto Gen Rx es un esfuerzo conjunto entre el gobierno de Georgia y el Departamento de Salud y Servicios Humanos. El proyecto se centra en la prevención del abuso de medicamentos recetados, al tiempo que se brinda apoyo a los pacientes que necesitan medicamentos para el dolor.



# National Take Back Day

## La DEA colecta medicamentos de prescripción

La Agencia Antidrogas de los Estados Unidos (DEA), por su sigla en inglés, llevará a cabo el primer día de octubre en el día nacional de recolección de medicamentos de prescripción, y este día se llevará a cabo en todo el país. El día de recolección de medicamentos de prescripción es una oportunidad para los ciudadanos de deshacerse de sus medicamentos de prescripción de manera segura.

**La DEA**  
La Agencia Antidrogas de los Estados Unidos (DEA) es una agencia federal encargada de combatir el tráfico de drogas ilegales y el abuso de medicamentos de prescripción. La DEA también es responsable de la recolección de medicamentos de prescripción en el día de recolección de medicamentos de prescripción.

**El día de recolección de medicamentos de prescripción**  
El día de recolección de medicamentos de prescripción es una oportunidad para los ciudadanos de deshacerse de sus medicamentos de prescripción de manera segura. El día de recolección de medicamentos de prescripción se llevará a cabo en todo el país el primer día de octubre.

**Los medicamentos de prescripción**  
Los medicamentos de prescripción son medicamentos que requieren una receta médica para ser adquiridos. Los medicamentos de prescripción pueden ser peligrosos si se usan incorrectamente, por lo que es importante deshacerse de ellos de manera segura.

**El día de recolección de medicamentos de prescripción**  
El día de recolección de medicamentos de prescripción es una oportunidad para los ciudadanos de deshacerse de sus medicamentos de prescripción de manera segura. El día de recolección de medicamentos de prescripción se llevará a cabo en todo el país el primer día de octubre.

**Los medicamentos de prescripción**  
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**El día de recolección de medicamentos de prescripción**  
El día de recolección de medicamentos de prescripción es una oportunidad para los ciudadanos de deshacerse de sus medicamentos de prescripción de manera segura. El día de recolección de medicamentos de prescripción se llevará a cabo en todo el país el primer día de octubre.

## Brookhaven es Welcoming América

Brookhaven es una ciudad que se esfuerza por ser una comunidad acogedora para todos. La ciudad ofrece programas y servicios para ayudar a los inmigrantes a adaptarse a la vida en Brookhaven. La ciudad también ofrece programas de apoyo a los inmigrantes que necesitan ayuda con el idioma o con la cultura.



Algunos de los miembros del equipo de Brookhaven.





## WHAT NEEDS TO BE DONE?

### Strategies for Increasing Engagement In and Use of Services

- Services should:
  - be made available in the primary language spoken by individual
  - take cultural beliefs and practices into account, and whenever possible, should be deployed by bicultural and bilingual professionals.
  - Home visits
  - Mobile treatment options
  - Promotores de salud or peer specialists

## Additional Recommendations

- Systems and providers
  - must work to reduce barriers to access and
  - increase use of quality services and evidence-based prevention practices to effectively respond to growing opioid use and mortality in the Latino population.
- DEA prescription drug safe disposal <https://takebackday.dea.gov/>



## Additional Recommendations

- Prevention providers should implement The Office of Minority Health at the U.S. Department of Health and Human Services provide the National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care, known as the Enhanced National CLAS Standards.
- The CLAS Standards are intended to **advance health equity, improve quality, and help eliminate health care disparities** by providing clear plans and strategies to guide collaborative efforts that address health disparities across the country.
- Adoption of these Standards will help advance better health and health care in the United States





# POLICY ISSUES

## Policy Issues - Language

- Limited English Proficiency
  - Takes 3 to 7 years to master a new language
- A Civil Rights issue
- Ranges from suggested to required
  - No policing by agencies
- Suffering in silence



## Policy Issues - Workforce

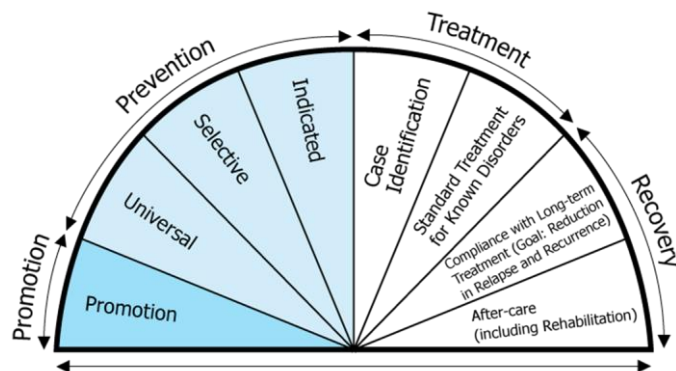
Hispanic and Latinos are underrepresented within professions related to behavioral health.

**Needs to be made attractive- culturally responsive recruitment strategies.**

- Certified Prevention Specialists
- Licensed/Certified Addiction Counselors
- Recovery Coaches
- Peer Mentors
- Certified Peer and Recovery Support Specialists

## IN CLOSING

Prevention  
Promotion  
Intervention  
Treatment  
Recovery





*You can contact today's presenter directly at:*

Pierluigi Mancini PhD

Project Director

National Hispanic and Latino **Addiction** Technology Transfer Center

National Hispanic and Latino **Prevention** Technology Transfer Center

Telephone: 678-883-6118

E-mail: [pierluigi@nlbha.org](mailto:pierluigi@nlbha.org)



## National Hispanic and Latino PTTC Contact Information

For more information about the National Hispanic and Latino Prevention TTC and to access training and technical assistance you can reach us at:

[www.nlbha.org](http://www.nlbha.org) or

<https://pttcnetwork.org/centers/national-hispanic-latino-pttc/home>

Or directly at:

Pierluigi Mancini, PhD, MAC  
[pierluigi@nlbha.org](mailto:pierluigi@nlbha.org)  
 678-883-6118

Dolka Michelle Zelaya, CP  
[dmzelaya@nlbha.org](mailto:dmzelaya@nlbha.org)  
 678 832- 7033

Priscila Giamassi  
[priscila@nlbha.org](mailto:priscila@nlbha.org)  
 678-822-1308

## Satisfaction Evaluation

**Thank  
You** *Mahalo*  
*Kiitos*  
*Tack* *Toda*  
*Grazie* **Thanks**  
*Obrigado*  
*Takk* **Merci**  
**Gracias**

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