

Quotes from the Videos

"Kids feel a false sense of security because it comes in a prescription. Therefore, it must be safe because doctors are giving it. It is an easy transition into the illegal drug market. Nobody is immune to this. I have seen families from all walks of life."

Caroline Kacena,
Naloxone Outreach Coordinator, Naperville, IL

"Parents, education and communication are the most significant and influential elements when it comes to preventing teen prescription drug abuse. With the epidemic of teen medicine abuse we need to learn more about the issues, communicate about them openly with our children and make the necessary changes needed to keep our children safe."

Dr. Laura Bokar,
President & CEO, Fox Valley Institute for Growth & Wellness,
Naperville, IL

"Vicodin, Percocet, OxyContin are very addictive. In an overdose they can kill more than just about any other drug can. People are starting to recognize that this is happening right here, right now."

Dr. David Lott,
Director of Addictions, Linden Oaks Hospital, Naperville, IL

"You get to the point where you honestly want to stop, literally crying 'I don't want to do this anymore' and you don't know how to stop."

Brian, Recovering Addict

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ParentsMatterToo is a KidsMatter Initiative dedicated to connecting parents/guardians to educational parenting resources, conversation circles and support programs. Our goal is to empower parents with expert knowledge to challenge our children's choices about social issues, drugs and alcohol to ultimately strengthen the fabric of our families and community in a non-judgmental environment.

More info: <http://www.parentsmattertoo.org>



Is Your Family on the Accidental Road to Addiction?

NOW SHOWING

Prescription Painkillers: The Accidental Road to Addiction

An Educational Video Series

- Get the Facts from Experts
- Learn How to Keep Yourself and Loved Ones Safe
- Hear What Recovering Addicts Want You to Know

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Drug overdose is the leading cause of accidental death in the United States with 47,055 lethal overdoses in 2014. Opioid addiction is driving this epidemic. 80 percent of heroin users were first addicted to prescription painkillers. In 2014, 467,000 adolescents were non-medical users of pain relievers, with 168,000 having an addiction to prescription painkillers. (ASAM 2016) DuPage County reported 43 heroin-related overdose deaths with 26 of them between the ages of 15 and 29 in 2015. (DuPage Coalition Against Heroin)

“Over the last four years, we’ve seen an increase in overdoses. Prescription drugs are the gateway. More and more young people are becoming addicted to prescription drugs, and when they can’t get them anymore, they turn to heroin.”

Bob Marshall, Police Chief, City of Naperville

ParentsMatterToo, the **Parent Education and Support Initiative** of KidsMatter, has teamed up with the City of Naperville to address prescription drug abuse in our community. In Fall, 2015, the organization launched **“Are You An Accidental Drug Dealer”** campaign in cooperation with the **Naperville Police and Fire Departments**, encouraging residents to monitor, secure and dispose unwanted and unused prescription and over-the-counter medications at collection boxes now available 24/7 at all Naperville fire stations and Police headquarters.

“The issue of prescription painkiller misuse and heroin overdose deaths continues to be a very real concern. We have seen heroin overdose deaths increase from 583 in 2013 to 804 in 2015 right here in Illinois. This pandemic affects the health and safety of our residents and particularly our young people.”

Steve Chirico, Mayor, City of Naperville

Now ParentsMatterToo is introducing **Prescription Painkillers: The Accidental Road to Addiction**, a series of educational videos examining the opioid addiction and overdose epidemic and offering prevention-based solutions. Videos can be viewed online at:

www.parentsmattertoo.org/prescription-drug-videos

Featuring local experts, community leaders and recovering addicts, the 3-minute videos cover a range of critically important topics:

- Video 1: **Monitor, Secure, Dispose** details practical steps on how to monitor, secure, and safely dispose of prescription drugs.
- Video 2: **Prescription Drugs and the Teen Party Culture** focuses on why teens experiment with drugs, the presence of drugs in our schools; and warning signs that indicate a teen may be using drugs.
- Video 3: **From Rx to Heroin** explains the road from prescription painkillers to heroin addiction and features the Naperville Police Department’s Connect to Life program that links addicted persons with a sobriety coach.
- Video 4: **What Do You Want Parents to Know?** features the voices of young addicts in recovery and their message to parents and the community-at-large.

“73% of teens say that it’s easy to get prescription drugs from their parent’s medicine cabinet. And 4 out of 5 new heroin users started with prescription drugs. Prescription drug abuse is robbing us of our kids, some as young as 12 and 13. Many teens are abusing prescription drugs to manage their stress and make themselves feel better without understanding the dangers of prescription drugs. ParentsMatterToo is committed to addressing the root of the problem and helping parents help kids before they travel down the road to addiction.”

IdaLynn Wenhold, Executive Director, KidsMatter