

## Prevention Plus of Burlington County

### BURLINGTON COUNTY COALITION FOR HEALTHY COMMUNITIES NEWSLETTER



June, 2014

#### Prevention Plus Staff

- Don Starn,  
Executive Director
- David Romano,  
Assistant Director
- Joe Conlin,  
Coalition Coordinator
- Angelina Palella,  
Coalition Coordinator
- Beth Mayers,  
Coalition Liaison
- Katie Patrick,  
Prevention Educator
- Daniella Pierre,  
Prevention Educator
- Joan Cohen,  
Prevention Educator
- Tyler Conlin,  
Youth Coordinator

## BCCHC BRINGS PRESCRIPTION DRUG AWARENESS TO REALTORS

On June 18, the following article from reporter David Levinsky was published in the *Burlington County Times*.

Burlington Township — Residents are used to cleaning house before putting their properties up for sale. A nonprofit group and some area real estate agents are urging homeowners to consider cleaning out their medicine cabinets as well. Due to the rise of prescription drug abuse, homes for sale frequently are being targeted during open houses and tours by people interested in stealing both prescription and over-the-counter medications. “This is a real thing. There is a prescription-drug-abuse problem, and something as simple as a medicine cabinet is now a target,” said Beth Mayers, a liaison and educator with Prevention Plus of Burlington County.

With that in mind, the nonprofit group partnered with the Century 21 Alliance office in the township to create a pamphlet warning sellers of the issue and advising them to take simple precautions, such as moving prescription drugs and other medications to secured locations along with important documents, jewelry and other valuables. The pamphlet also advises sellers to remove calendars and sticky notes with details about upcoming events, outings or other personal details, which thieves could find useful if planning a burglary.

Mayers and area real estate agents said it doesn’t take more than a few seconds for a thief to grab medicine bottles, and it’s often difficult for agents to keep track of everyone coming and going during an open house or showing. “Someone could ask simply to use the bathroom,” she said.

The pamphlet was created earlier this spring and is being distributed by Prevention Plus as well as the Burlington-Camden County Association of Realtors. The latter group also has begun using the information as part of its training for new agents. “During our new-member orientation, we show a video that deals with safety, and this program is perfectly aligned to accompany it,” said Elizabeth Peters, the association’s director of communications and technology. “They line up perfectly, so we’re thrilled to participate.”

In addition to partnering with Prevention Plus to create the pamphlets, Century 21 Alliance has begun distributing lockable zipper bags, similar to ones used by retailers to store bank deposits, to sellers to use to store prescription drugs and valuables. Joseph Ryan, manager at Century 21 Alliance, said the bags have proved to be a safe and convenient method to secure property. “We’re hoping other (offices) will follow suit,” Ryan said. “It’s a way to talk about the issue of safety and make people aware.”

Mayers said it doesn’t take long for users to become addicted to various prescription drugs. Once the supply is exhausted, addicts often turn to purchasing heroin. The easy access to prescription drugs by minors also is becoming a growing problem. According to Mayers, a recent survey of middle school students in the county found that 26.3 percent reported it was fairly easy or very easy to obtain prescription drugs.

“Young people think it’s a safer high, but really, (prescription drugs) act just like heroin,” she said.

#### Prevention Plus

1824 Route 38 East  
Suite B  
Lumberton, NJ 08048  
609-261-0001 P  
609-261-5854 F  
[www.prevplus.org](http://www.prevplus.org)



Visit us on the web:  
[www.prevplus.org](http://www.prevplus.org)

**Burlington County  
Coalition for Healthy  
Communities Meetings:  
No Meetings in July or  
August...see you in  
September!**

**SAVE THE DATES**

**September 16: An  
Afternoon with  
Marijuana Expert  
Kevin Sabet at the  
Rutgers EcoComplex.**

Follow us on Twitter  
and Facebook for  
meeting updates and  
information.

@BCCHCNJ  
#BCCHCNJ



## Zohydro, Newly Available by Prescription, Being Sought After by Drug Abusers

Illicit drug users are actively seeking out Zohydro, now that it can be obtained in retail pharmacies.

The Food and Drug Administration (FDA) approved Zohydro for use in humans in October, 2013. The drug became available in pharmacies in March, 2014.

Unlike the abuse-deterrent formulations of OxyContin, Zohydro contains no built-in protections against crushing or dissolving it for illicit use. Inhaling or injecting Zohydro creates a “high” in the user by bypassing the extended-release safeguards, making overdose more likely.

A search of social media forums revealed recent discussions among illicit drug users who are seeking advice on methods of ingesting Zohydro to get high without overdosing.

It is predicted that Zohydro may soon become the drug of choice for opiate abusers, topping current favorite Oxycontin.

Zohydro contains hydrocodone without acetaminophen. This feature makes it even more attractive to opiate abusers, as high levels of acetaminophen can cause liver damage.



Zohydro is marketed by Zogenix, a pharmaceutical company based in San Diego.

Hydrocodone, when combined with ingredients like acetaminophen or aspirin, is the most commonly prescribed painkiller in the country. It also is a highly addictive opioid and can be extremely dangerous.

From 1999 to 2010, the number of deaths involving

opioid analgesics, including hydrocodone, more than quadrupled, to nearly seventeen thousand.

Critics of the FDA decision to approve Zohydro claim that Zogenix should have been told to develop a tamper-resistant formula before bringing the pill to market.

According to the FDA-approved labeling, Zohydro is “for the management of pain severe enough to require daily,

around-the-clock, long-term opioid treatment, and for which alternate treatment options are inadequate.” The manufacturer can’t market it for other uses, but doctors are free to prescribe it to any patient they deem appropriate.

The FDA surprisingly approved Zohydro, despite a recommendation against the drug’s approval by the FDA’s own advisory committee.

## Help Your Teens Celebrate Graduation Safely

Graduation is an exciting time of year for high school grads, but it can be a dangerous time of year.

According to the National Highway Traffic Safety Administration (NHTSA), alcohol-related traffic crashes increase between April and June, or prom and graduation season.

Some tips for reducing risk

for your teens and their friends include:

- Talk frankly to your teens about alcohol, and your expectations.
- Get party details in advance. Make sure there will be adult supervision at any party your child attends.
- Consider hosting your own party. Then be present to

ensure no alcohol is brought to the party.

- Maybe have just a few of your teen’s friends over for dinner and a movie, or game night.
- Help your teen combat peer pressure. Role play ways to say “no” to underage drinking before graduation.

Congratulations to all of our graduates!