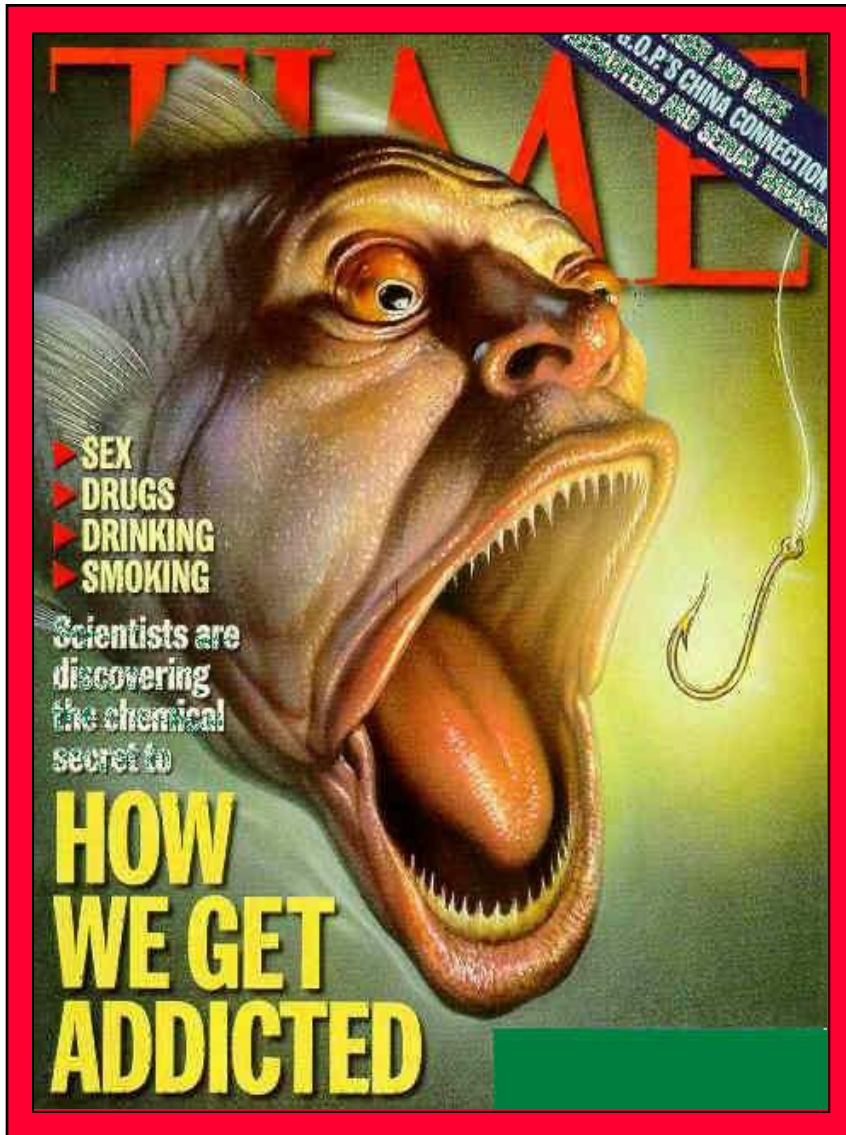


Current Users



ANY ILLICIT DRUG:
22.6 million
(8.7 % of population)

MARIJUANA: 17.4 million

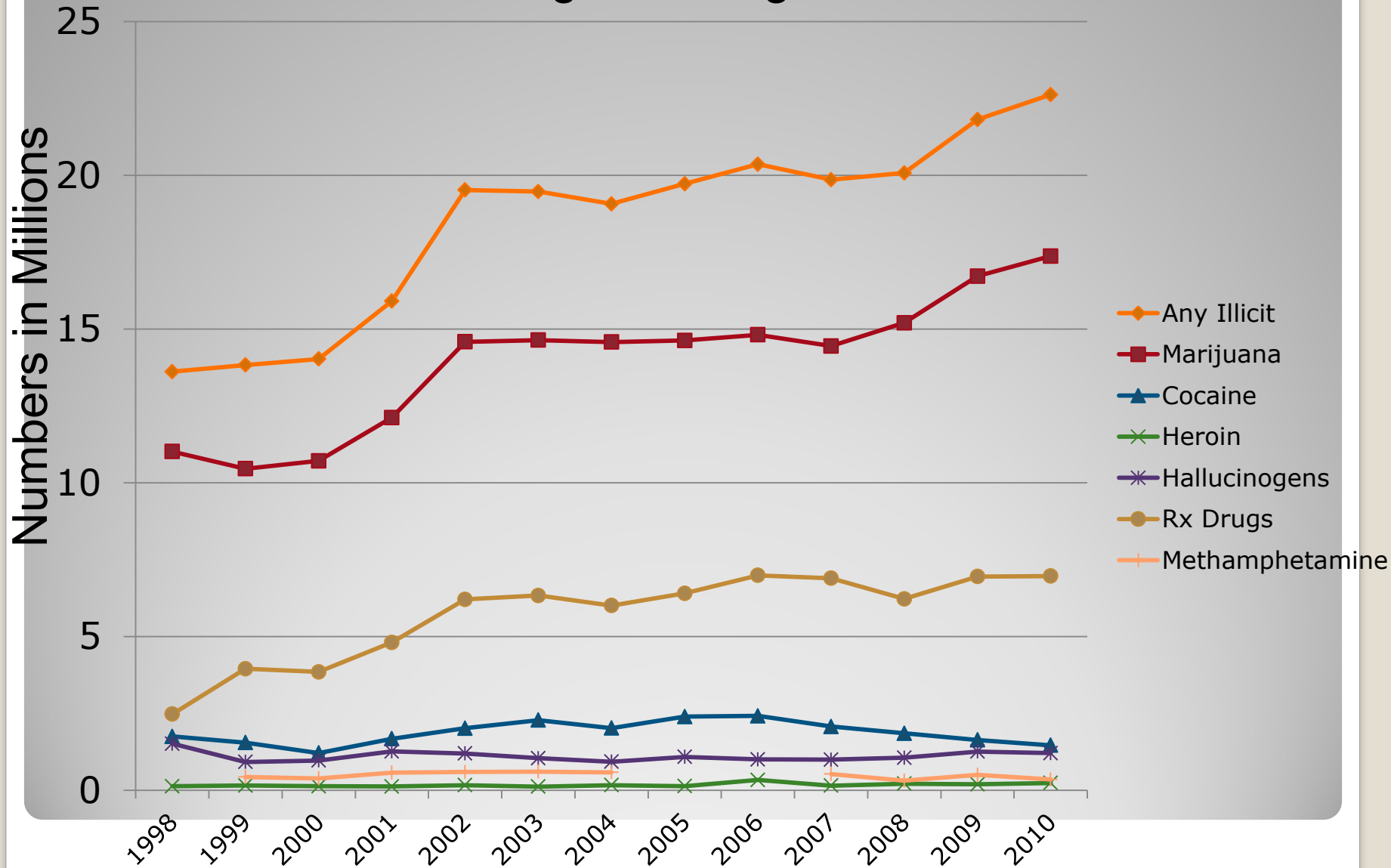
Rx Drugs: 7 million

COCAINE: 1.5 million

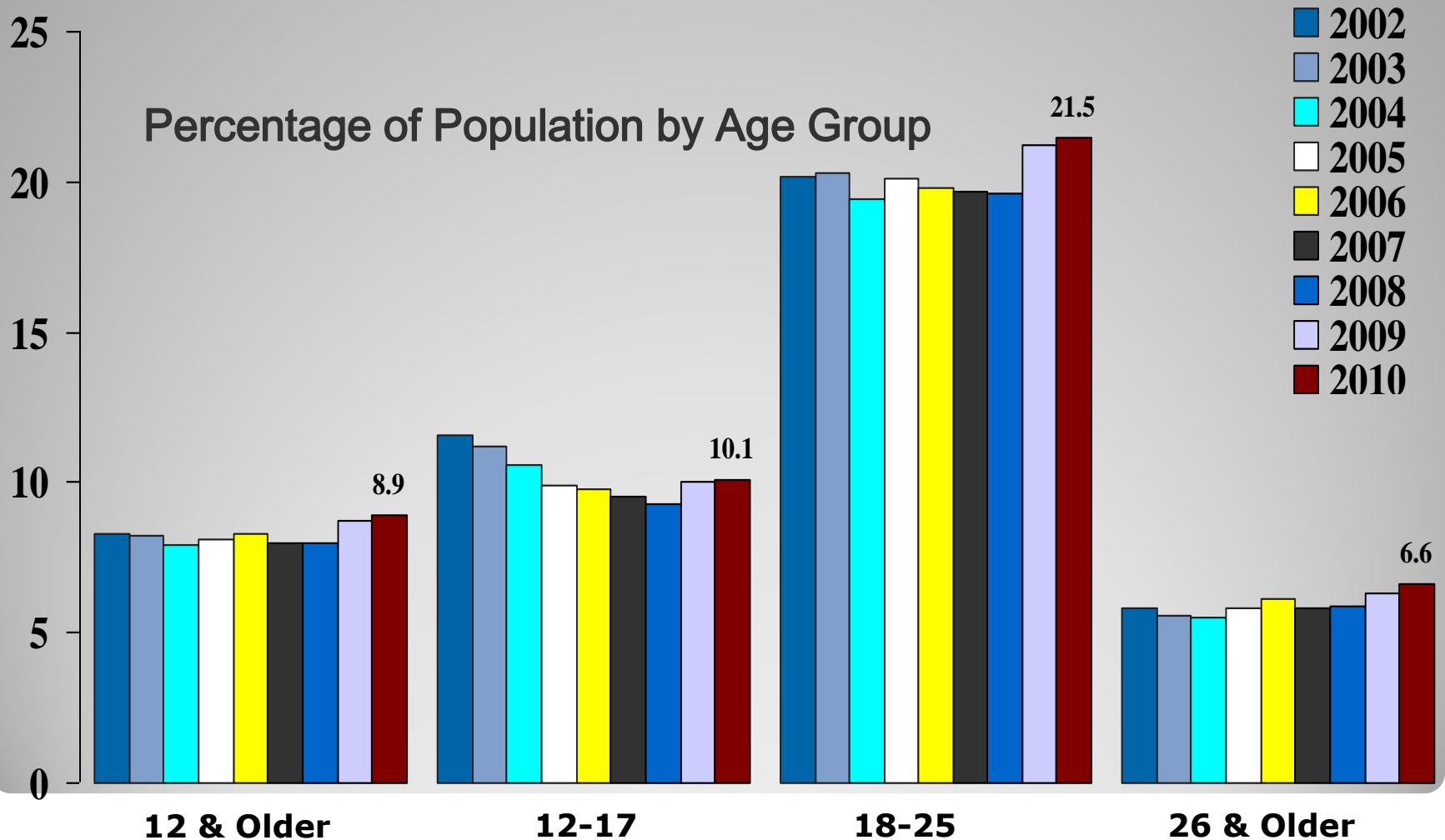
METHAMPHETAMINE: 353,000

HEROIN: 239,000

Current Drug Users Age 12 & Older

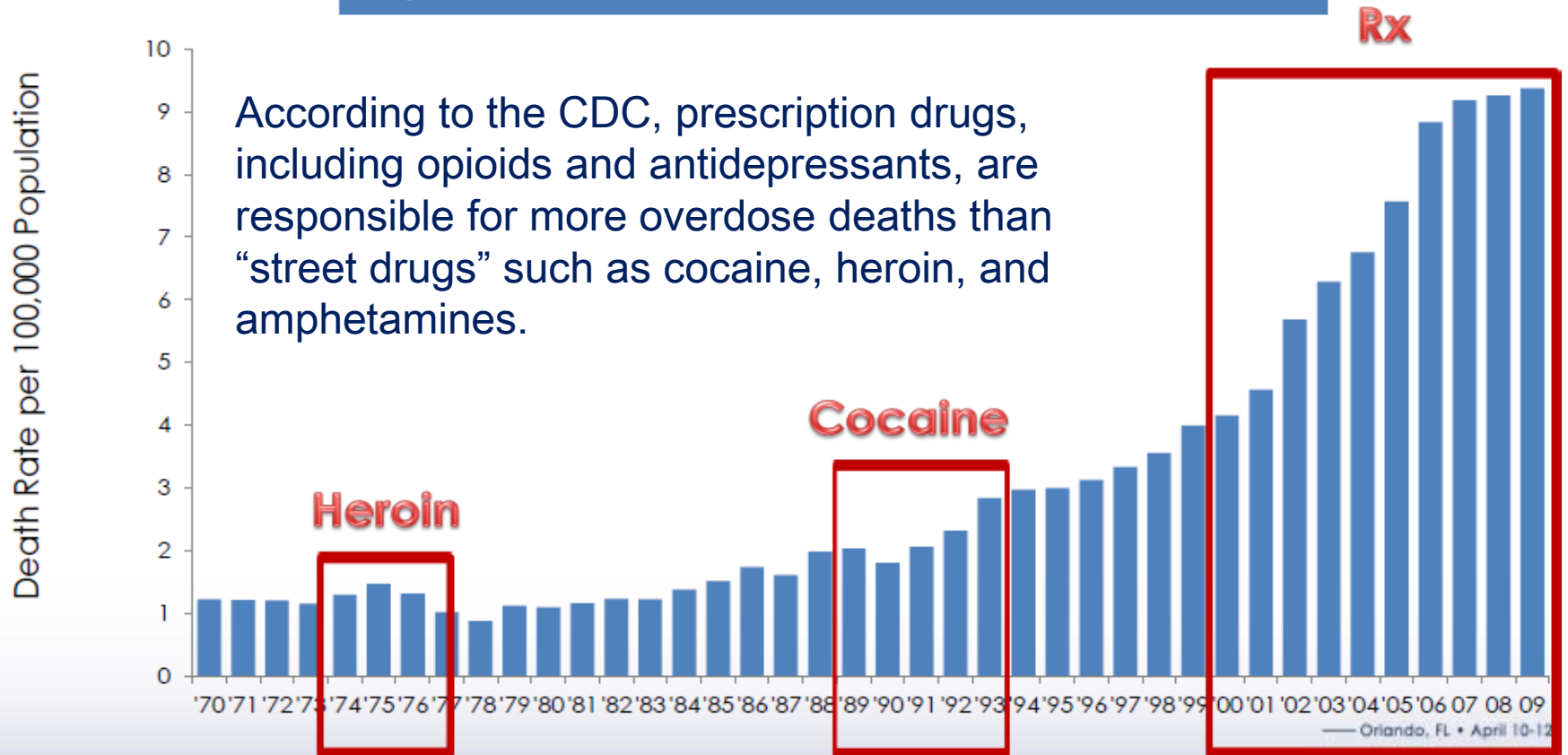


Past Month Illicit Drug Use among Persons Aged 12+, by Age: 2002-2010

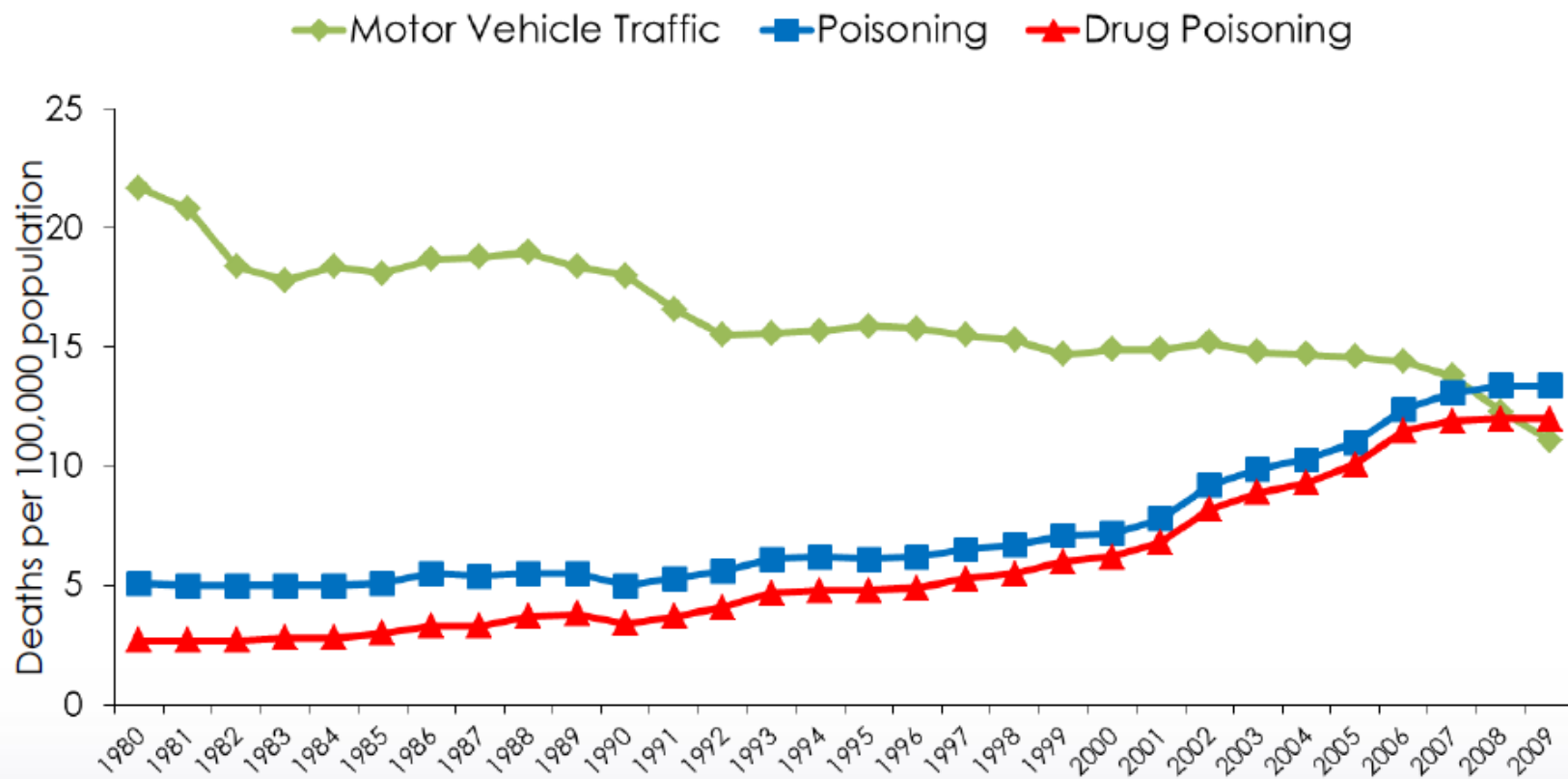


Unintentional Drug Overdose Deaths United States, 1970-2009

28,578 unintentional overdose deaths in 2009



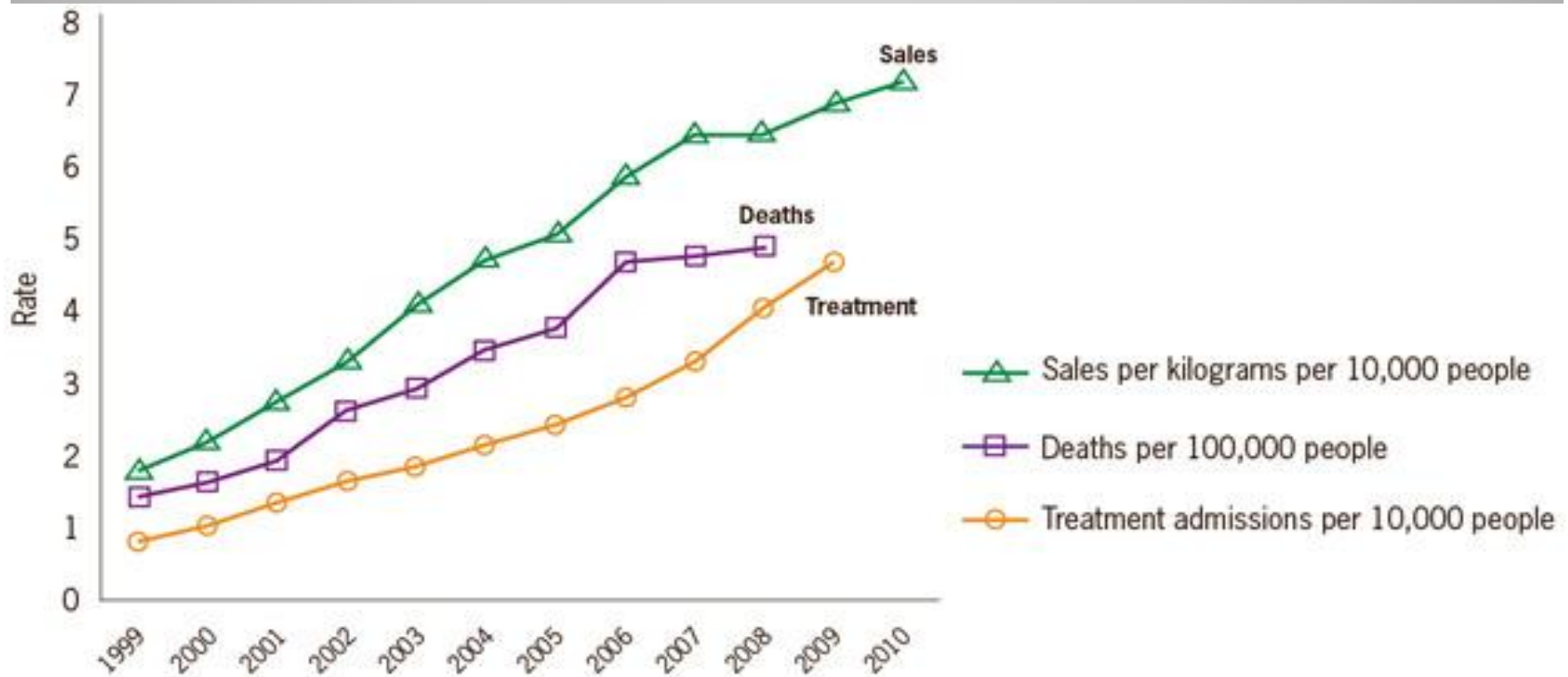
Motor Vehicle Traffic, Poisoning, and Drug Overdose Death Rates: United States, 1980-2009



(Centers for Disease Control)

Centers for Disease Control

- In 2010, enough Rx painkillers were prescribed to medicate every adult in the US around the clock for a month.
- Rx painkiller overdoses killed nearly 15,000 people in 2008. More than 3 times the number from 1999.



Why the Increase in Rx Drug Abuse?

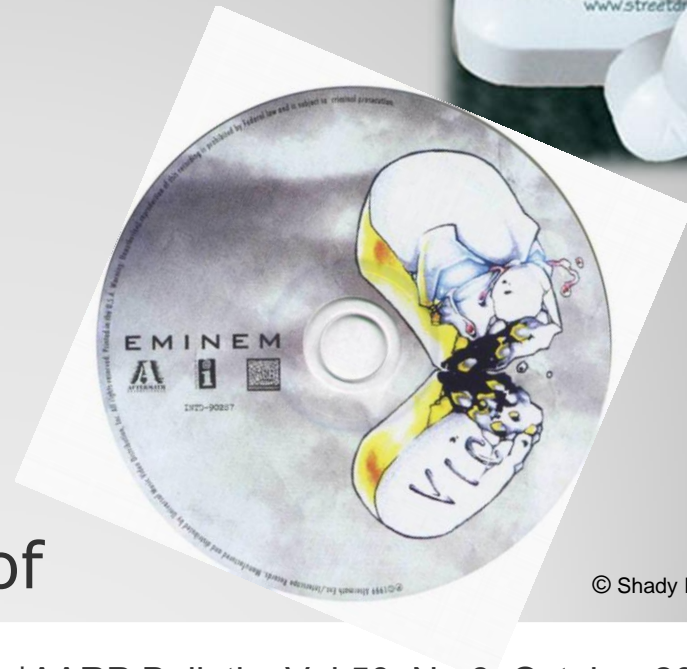
A confluence of factors...

- Significant Increases in the volume of Rx's Issued
- Increases in availability
- **Aggressive Marketing by Industry**
- Proliferation of Internet Pharmacies
- Greater Social Acceptability for medicating a growing number of conditions

Source: Testimony of NIDA, July 2006
www.drugabuse.gov/testimony/7-26-06testimony.html

Hydrocodone

- Vicodin® , Lortab® , Lorcet®
- **#1 Most Prescribed Drug in US***
- Most commonly abused and diverted pharmaceutical
- Structurally related to codeine and approximately equal to morphine in producing opiate-like effects
- Rap star Eminem has a Vicodin® tattoo on his arm and a picture of a Vicodin® tablet on one of his CDs



© Shady Records

*AARP Bulletin; Vol 50, No 6; October 2009

OxyContin®

- Controlled Release formulation of C2 Oxycodone
- Similar to morphine in its effects and abuse / dependence potential
- 'Hillbilly Heroin' - addiction, crime and fatal overdoses have all been reported as a result of OxyContin® abuse
- AKA OC's, Killers, Oxycoffins, Oxycotton
- The controlled release method of delivery allows for a longer duration of drug action so it contains much larger doses of oxycodone
- Abusers easily compromise the controlled release formulation by crushing the tablets for a powerful morphine-like high

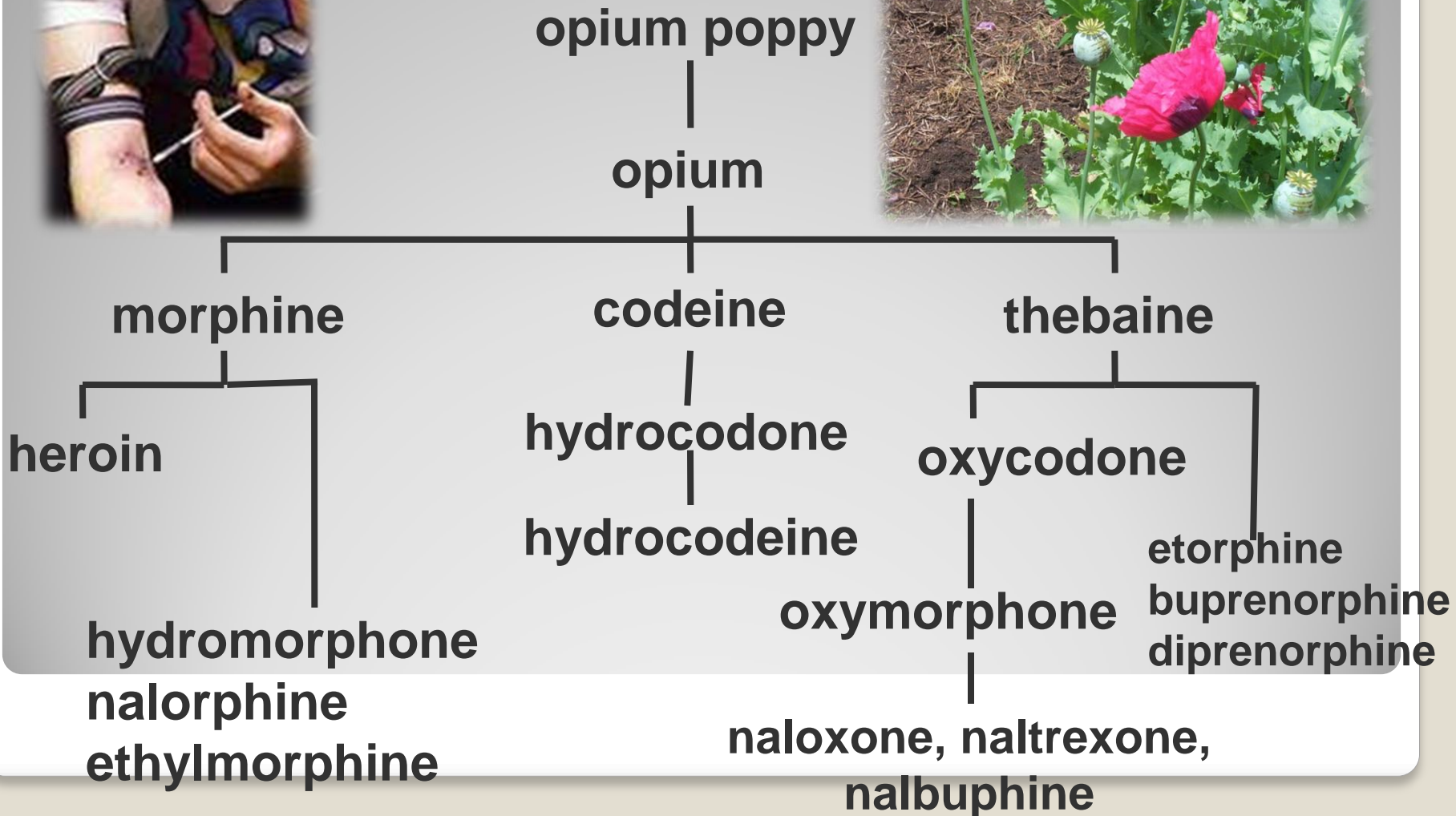


- **Soma (carisoprodol) – Muscle relaxant**
- **Xanax (alprazolam) – anti-anxiety**
- **Vicodin (hydrocodone) – narcotic**

These three drugs, when taken in combination, are known as the “holy trinity” by abusers. This combination gives abusers a feeling of euphoria, similar to that of heroin.

The “Holy Trinity”

Narcotics or Opioids



Heroin Resurgent

- Suburbuban/Rural Teens
 - Transitioning from Rx Narcotics such as OxyContin & Vicodin to heroin
- More Refined
 - Smoke or snort
 - Less stigma than needle
- Undercutting Rx Prices
 - Pills up to \$1/mg
 - Heroin \$10-\$20

