

Generation Rx

HUCOP APhA-ASP

TARYN EUBANK

VICE PRESIDENT OF PATIENT PROJECTS



Generation Rx: What is it?

- APhA-ASP National → APhA-ASP Student Chapters → Vice President of Patient Projects → Generation Rx
- Collaboration with the Cardinal Health Foundation, The Ohio State University College of Pharmacy, and the APhA Foundation
- Educational program that increases public awareness of prescription medication abuse
- Challenges every APhA-ASP Chapter to collaborate with pharmacists, educators, community outreach programs, and local organizations in your area to make a difference



Generation Rx: Red Ribbon Week

October 2015 – 1st annual Red Ribbon Week: Medication Safety

Shelbie Stickels

Schools reached (Elementary – High school)

Students reached → ~8,000 students



Generation Rx: Red Ribbon Week

2016 – 2nd annual

Directed focus to elementary aged students

My role

APPE Health and Wellness: Adina Wong



Generation Rx: Red Ribbon Week

HUCOP APhA-ASP Goal:

To reach out to youth in the surrounding area to educate about prescription medication abuse and to educate about the role of pharmacists in patient-centered health care and resources pharmacists can provide.



Generation Rx: Red Ribbon Week

Educated on the dangers of abusing prescription medication.

What to do with prescriptions found?

Where to properly store prescriptions?

Who it is appropriate to take medication from?

Candy vs Medicine?

Who is a pharmacist and their role in prescription medication?



Generation Rx: Red Ribbon Week

Medicine Storage: Safe or Unsafe?

1. Bathroom counter: Unsafe
2. Bathroom closet: Safe
3. Nightstand: Unsafe
4. Kitchen cabinet: Safe
5. Medicine cabinet: Safe
6. Kitchen counter: Unsafe



Generation Rx: Red Ribbon Week

Who should you take medicine from?

- When it is given by a trusted adult
 - Mom or dad
 - Grandma or grandpa
 - School Nurse
 - Doctor

Who else??



Generation Rx: Red Ribbon Week

Candy or Medicine?



Generation Rx: Red Ribbon Week

15 elementary schools within the surrounding area of Searcy, AR

Reached **5,760 students** (Kindergarten – 6th grade)

Other locations:

- McGehee, AR
- Tillar, AR
- ASU – Beebe
- Harding University
- Lyon College
- Pulaski Tech
- UCA
- Hamburg, AR
- Portland, AR
- Missouri
- Lake Village



Generation Rx: Red Ribbon Week

Future goals:

- Continue outreach
- Expand through possible partnerships with other APhA-ASP chapters



Questions?

TARYN EUBANK

TEUBANK@HARDING.EDU



Source

<http://www.generationrx.org/>

