

## Q: Who are the Coalition partners?

- American Academy of Family Physicians (AAFP): AAFP aims to improve the health of patients, families, and communities by serving the needs of its members.
- The BACCHUS Initiatives of NASPA: Through extensive peer-to-peer programming, The BACCHUS Initiatives of NASPA is a leader in developing on-campus health campaigns.
- Children and Adults with ADHD (CHADD): CHADD is the leading voice of those impacted by ADHD, including patients, parents, and other influence groups.
- The JED Foundation: The primary mission of The JED Foundation is to protect the emotional health of America's college students.
- NASPA - Student Affairs Administrators in Higher Education: NASPA is the leading association of college administrators.
- Takeda: Takeda is a global, values-based, R&D-driven biopharmaceutical leader headquartered in Japan, committed to bringing Better Health and a Brighter Future to patients by translating science into highly-innovative medicines.

## Q: What is the Coalition's mission?

The Coalition to Prevent ADHD Medication Misuse (CPAMM) aims to help prevent the misuse of prescription stimulant medication for any reason.

## Q: There are a variety of groups that work to prevent medication misuse, so what is different about this particular Coalition?

CPAMM aims to raise awareness of the issue and take action through the development of educational programs and initiatives to help prevent misuse. CPAMM also aims to serve as a primary resource of information by leading relevant research to better understand drivers of misuse, abuse and diversion.

In 2014, CPAMM conducted market research to examine the perception and attitudes of college students with regard to ADHD prescription stimulant misuse, abuse and diversion to help inform educational campaigns designed to help prevent nonmedical use.

In 2016, CPAMM completed additional research through its partner, AAFP, among healthcare professionals who are members of AAFP and among physicians who are members of the American College Health Association (ACHA). This research found that physicians feel responsible to educate patients with ADHD, but they feel somewhat unprepared regarding misuse prevention strategies.

In 2016, CPAMM also published the results of additional research done in collaboration with NASPA and the University of Washington conducted in the 2015-2016 academic year. This research revealed a gap in perception and reality when it comes to prescription stimulant misuse, abuse and diversion on U.S. college campuses: most college students (83%) who participated in the survey reported abstaining from non-medical use of prescription stimulant medication. However, students estimate that nearly 30% of their peers are engaging in non-medical use of prescription stimulant medication when the actual reported rate of non-medical use of prescription stimulants is 17%.<sup>1</sup>

CPAMM launched its first paid media campaign in 2016 directed at key influencers in an effort to reach physicians, college administrators and athletic trainers and coaches, compelling them to speak up and do their part in preventing the misuse of stimulant medication.

CPAMM launched the "College Student Campus Campaign Kit" in 2018 to highlight simple ways to cope with issues on campus that may cause students to misuse prescription stimulant medications. CPAMM also piloted the peer-to-peer programming through BACCHUS at ten schools with plans to extend to its 600 chapters across the U.S. to address normative misperceptions in focus groups. The goal of both of these programs is for CPAMM to address the major social misperceptions of misuse, abuse and diversion.

## Q: What are the short- and long-term goals of the Coalition, and how will it measure impact?

Recognizing the risk for ADHD prescription stimulant medication misuse, abuse and diversion among college students, CPAMM aims to raise awareness of the issue and take action through the development of educational programs and initiatives to help prevent misuse. CPAMM also aims to serve as a primary resource of information by leading relevant research to better understand drivers of misuse, abuse and diversion. In terms of measuring impact, CPAMM continues to evaluate site traffic, downloads and deployment of data-informed messaging and tools, and any overall shifts in the perception or prevalence of the misuse issue as a result of CPAMM related efforts.

## Q: Will the Coalition focus on educating a particular population?

Yes, CPAMM's initial focus is to educate college students and the influencers who impact the lives of college students, such as college administrators, physicians, athletic coaches and trainers, college health and counseling professionals, and parents.

## Q: Why are you initially focusing on college campuses? Isn't that too late to influence a behavior? Why not focus on elementary or high school students?

The research and media reports published to date demonstrate that the misuse, abuse and diversion of prescription stimulant medications occur most frequently among college students. For example, although reported rates of nonmedical use vary, a 2017 national study indicated that 9.4% of college students reported nonmedical use of prescription stimulant medication in the past year.<sup>2</sup> Research also shows that college students primarily misuse for academic gain, but as the issue persists, the reasons have expanded to include misusing prescription stimulants to party, and even lose weight.<sup>3</sup> Recognizing that misuse, abuse and diversion of prescription stimulant medication is an issue among college students, CPAMM has aligned on two strategic initiatives: research and educational programs.

## Q: What research and facts will the Coalition use to develop its strategy?

The Coalition has reviewed a variety of data and research on the misuse, abuse and diversion of prescription stimulant medication including, but not limited to, The National Survey on Drug Use and Health and a number of academic research studies that have been conducted nationally and on individual college campuses. Additionally, the Coalition is composed of leaders from medical, mental health, higher education, student, and pharmaceutical organizations because we recognize the value each perspective brings. Each partner's recommendations and resources will outline how the different communities – whether medical, student, higher education – are observing and experiencing the issue of misuse, abuse and diversion of prescription stimulant medications for any reason.

## Q: Why was the Coalition formed?

We recognize there is concern and discussion regarding the misuse, abuse and diversion of prescription stimulant medication. We also recognize that the issue is a complex one that requires a collaborative approach and representation from key stakeholder groups, such as the medical community, higher education, student population, and more. We believe that a successful Coalition will serve as a trusted source of information and help to address the issue.

## Q: How can I learn more about the Coalition and its efforts?

We encourage individuals and organizations that are interested in learning more to sign up for CPAMM's e-newsletter, which provides timely updates on the Coalition's programs and initiatives. To sign up, visit [www.cpamm.org/email-signup/](http://www.cpamm.org/email-signup/).

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1. Kilmer JR, Fossos-Wong N, Geisner IM, Yeh J, Larimer ME. Preliminary data report: Non-medical use of prescription stimulant medication. University of Washington's Center for the Study of Health & Risk Behaviors. Conducted by the University of Washington on behalf of NASPA for CPAMM. 2017.

2. Schulenberg, J. E., Johnston, L. D., O'Malley, P. M., Bachman, J. G., Miech, R. A. & Patrick, M. E. (2018). Monitoring the Future national survey results on drug use, 1975–2017: Volume II, College students and adults ages 19–55. Ann Arbor: Institute for Social Research, The University of Michigan.

3. The Coalition to Prevent ADHD Medication Misuse conducted by Harris Poll. College students and the misuse, abuse and diversion of ADHD prescription stimulant medications. May 15-June 11, 2014. Published December 2014.