



CPAMM FAQs

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 influencer 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.
- Shire: Shire is fast-becoming the leading global biotechnology company focused on rare disease and specialty conditions. The company cares deeply about patients and is motivated by its purpose of enabling them to lead better lives.

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?

The Coalition to Prevent ADHD Medication Misuse (CPAMM) aims to help prevent the misuse, abuse and diversion of prescription stimulant medication among college students, specifically. Recognizing the prevalence of the issue, CPAMM stands as a leader by raising awareness of misuse and taking action through the development of programs, tools, and tactics. CPAMM's mission is grounded in evidence-based strategies, therefore, all of CPAMM's programs, tools, and tactics will be informed by research.

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 prevent nonmedical use. In 2015, CPAMM partners launched research among physicians, college administrators and students, which will ultimately inform CPAMM-sponsored educational programming and intervention strategies in 2016. Also in 2015, CPAMM hosted a National Summit in Washington D.C., during which attendees – including top researchers, government leaders, students, and industry experts – participated in insightful presentations, panel discussions, and work groups that developed recommendations for helping to prevent prescription stimulant misuse, abuse and diversion among college students.

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

Recognizing the prevalence of 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 2016, CPAMM's partners will work to:

- Launch its first national campaign to raise awareness about misuse among influencers who impact the lives of college students (i.e., college administrators, physicians, athletic coaches and trainers).
- Inform student messaging and peer-to-peer programming through on-campus research.
- Develop actionable tools and programming for physicians through research.
- Disseminate influencer messaging through administrator and provider outreach.

We hope to assess, and reevaluate as needed, our educational programs on college campuses. In addition, we continue to monitor visits to our website and examine how the information we provide is shared through traditional and social media.

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

Yes, CPAMM's initial focus will be 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.

College students primarily misuse for academic gain, but as the issue persists, the reasons for misuse have expanded to include misusing prescription stimulants to party, and even lose weight.¹

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 (as compared to non-college peers). For example, although reported rates of nonmedical use vary, a 2014 national study indicated that 9.6 percent of college students reported nonmedical use of prescription stimulant medication in the past year.² 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? Why now?

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 quarterly updates on the Coalition's programs and initiatives. To sign up, visit www.cpamm.org/email-signup/.

1. Harris Poll conducted a survey on behalf of the Coalition to Prevent ADHD Medication Misuse (CPAMM). The survey was administered online within the United States between May 15 and June 11, 2014, among 2,056 US college students (full-time, 91%, or part-time, 9%) aged 18-24 enrolled and seeking a degree at a 4-year college or university, including 164 who were diagnosed with ADHD. Data are weighted where necessary by age within gender, race/ethnicity, region, and propensity to be online to bring them in line with their actual proportions in the population.

2. Johnston, L.D., O'Malley, P.M., Bachman, J.G., Schulenberg, J.E. & Miech, R.A. Monitoring the future national survey results on drug use, 1975-2014: Volume 2, college students and adults ages 19-55. Ann Arbor: Institute for Social Research, The University of Michigan. 2014.