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COALITION LAUNCHES FREE CAMPAIGN TOOLKIT

To help prevent ADHD medication misuse, abuse and diversion on college campuses

(MARCH 2019) – The [Coalition to Prevent ADHD Medication Misuse](#) (CPAMM) today announced the launch of a student-focused campaign toolkit for college and university students and leaders to help prevent ADHD prescription stimulant medication misuse, abuse, and diversion on campuses across the country. The toolkit and all of its resources are available to download for free at www.cpamm.org/resources.

The campaign, dubbed “Students Stick Together,” and the toolkit were informed by a research survey conducted by the [University of Washington Center for the Study of Health & Risk Behaviors \(CSHRB\)](#), on behalf of [NASPA – Student Affairs Administrators in Higher Education](#) for CPAMM, which 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%.

“Dispelling the myth that ‘all students’ are using prescription stimulants non-medically is critically important when it comes to helping prevent students from considering non-medical use in the future,” says [David Arnold](#), Director, [BACCHUS Initiatives of NASPA](#), a CPAMM partner. “Through social norming messaging, the ‘Students Stick Together’ campaign also reinforces the positive behaviors that most students are already engaging in and focuses on the powerful role peer influence plays in student decision-making, which we know are effective methods in collegiate prevention efforts. CPAMM is proud to offer the campaign toolkit to increase campus efficiency to help prevent students from misusing stimulants.”

The campaign toolkit includes downloadable posters, “live read” radio scripts, social media content, digital banner ads and other resources that can be easily deployed across campuses. All of the campaign toolkit resources highlight compelling data and positive alternatives to misusing prescription stimulants, with each also providing tips for helping manage stress, including exercise, healthy snacks, listening to music or taking a nap, as well as seeking professional help if needed.

“Over the last four years, we have been very deliberate and thoughtful in trying to understand college student mindsets and motivations for considering the non-medical use of prescription stimulants,” said [Kevin Kruger](#), President, [NASPA](#), a CPAMM partner. “We have made progress in providing [resources](#) to those who have a significant influence in students’ lives—like physicians, college administrators, athletic trainers and coaches, and parents and caregivers—and we are pleased to now be delivering resources that reach students directly. It’s been our goal since CPAMM’s inception.”

For more information regarding CPAMM, or to access resources to help prevent prescription stimulant medication misuse, abuse and diversion, please visit www.CPAMM.org. Join the conversation online using #CPAMMorg.

About the Coalition to Prevent ADHD Medication Misuse (CPAMM)

Founded in 2014, The Coalition to Prevent ADHD Medication Misuse (CPAMM) strives to be a trusted source of information on the issue of ADHD prescription medication misuse, abuse and diversion –with a primary focus on college students. CPAMM will also use its knowledge to make a difference and prevent the nonmedical use of these medications. [Shire](#), now part of Takeda, is the sole funder of CPAMM, which includes the following partners: [American Academy of Family Physicians \(AAFP\)](#), [NASPA – Student Affairs Administrators in Higher Education](#), [BACCHUS Initiatives of NASPA](#), [Children and Adults with Attention-Deficit/Hyperactivity Disorder or CHADD](#) and [The Jed Foundation \(JED\)](#). Other partner organizations do not provide financial contributions to CPAMM. On a case-by-case basis, partners may be compensated to execute research and programming proposals for expenses incurred, as approved by the Coalition. All partners, including Shire, now part of Takeda, voluntarily contribute to the Coalition through their areas of expertise. For more information, visit www.CPAMM.org.

University of Washington Research Methodology

During the 2015-2016 academic year, the research team at the University of Washington’s Center for the Study of Health & Risk Behaviors (CSHRB) conducted research on behalf of NASPA for CPAMM documenting the nonmedical use of prescription stimulant medication, as well as potential medical misuse, diversion, and attitudes. A sample of 2,989 undergraduates, including 217 with a reported past or current diagnoses of ADHD, between the ages of 18-25 (average age = 20.34 years) was collected.

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