



CPAMM Launches National Campaign

The Coalition to Prevent ADHD Medication Misuse (CPAMM) recently launched its “Say Something” campaign, a national effort meant to encourage physicians, college administrators and athletic coaches and trainers to help prevent ADHD prescription stimulant medication misuse, abuse, and diversion. The campaign urges those influencer groups to speak to their college-aged patients or students about the potential risks of misusing ADHD prescription stimulants and empower them to make healthy choices.

A 2014 Harris Poll¹ survey, conducted on behalf of CPAMM and administered to college students nationwide, found that 27 percent of college students diagnosed with ADHD believe that sharing medication with a friend is acceptable. This campaign provides college administrators, physicians and athletic coaches and trainers with resources to get the conversation started now, which will help them do their part in preventing misuse, abuse, and diversion.

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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 to 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.