

***Use only as directed* Campaign Follow-up Public Opinion
Survey: May 2009**

Introduction

Vanguard Media Group, in conjunction with the Utah Department of Health's Prescription Pain Medication Program and various work groups, developed a telephone public opinion survey as a means of evaluating and evaluating the *Use only as directed* public awareness campaign and obtaining additional information to direct future efforts. This report presents the results of the survey.

Project Overview

The main objective of this research project was to evaluate the changes in Awareness, Opinions and Use/Misuse of prescription pain medications in Utah, as well as identify the effectiveness of the media campaign on these changes, making comparisons between this survey and the survey conducted in February 2008.

Survey Population

To achieve this objective, the telephone surveys consisted of 410 completed telephone interviews with Utah residents, and sought to represent the state of Utah as a whole, meaning based on population. The survey questioned respondents from 20 of the 29 Utah counties (a complete list of the counties is found in the appendix).

Specific objectives for this project include:

- Identify the changes in level of awareness Utah residents have about the dangers, risks and prevalence of misuse/abuse of prescription pain medications among Utah residents since the initial public opinion survey conducted in February 2008.
- Evaluate what caused changes in opinion about prescription pain medications.
- Establish an understanding of the use of prescription pain medications in Utah, where people store and dispose of their medications, and sharing of prescription pain medications for use in future efforts.
- Identify the recall ability of Utah residents in relation to elements of the public awareness campaign.

Research Methodology

The research methods used to complete this project are outlined below.

Survey Design and Development

Vanguard Media Group and representatives from the Utah Department of health review the questions from the initial public opinion survey (February 2008) and drafted the questions for this public opinion survey accordingly. Once the initial survey draft was completed, it was sent to the members of the Team and discussed in the Education Workgroup, who then provided feedback and concerns, which were then addressed and changes made. The survey was then finalized and programmed for data collection.

Sampling Procedures

A comprehensive database of Utah residents was used to develop a random sample of the primary target audience for the research. The primary target audience consisted of male and female residents of Utah, age 18 and older. The completion of the 410 interviews allowed for an accurate extrapolation of responses to the entire population of the state, resulting in a 95% confidence level with a +/- 4.84% margin of error. The number of respondents surveyed represents the population distribution across the state of Utah.

Data Collection

Data collection was conducted by an experienced team of telephone interviewers at a research facility in Riverton, Utah. All field staff members were thoroughly briefed on the questionnaire prior to proceeding with the data collection. Calling hours for the survey were between 9:00 a.m. and 9:00 p.m. on weekdays and between 9:00 a.m. and 4:00 p.m. on Saturdays.

The survey was programmed in Computer-Assisted Telephone Interviewing (CATI) format. Using the CATI system, survey responses were directly entered into the database by the interviewer as the interview was in progress. Interviews were automatically given a numeric code upon entry into the system to aid in the data analysis.

All data was collected between Thursday, May 28 and Saturday, June 6, 2009. The pretest to determine any necessary changes in the survey questions was conducted the night of Thursday, May 28, 2009.

The research company returned to 100 respondents to clarify data collected in two of the open ended questions in the survey. This was due to truncated data in the records. This was completed over a three-day time period – June 8, 9 and 10.

Data Analysis

The data analysis provides the following statistics upon which the written interpretative report is based:

- The frequency and valid percent of responses to the alternatives to each of the survey questions.
- Verbatim responses to open ended questions, categorized for all occurrences of five or more mentions.

The results section of the report includes a copy of the survey questionnaire with the frequency of responses, the verbatim responses to the open ended questions and responses that did not fit any of the response options for that question and were therefore placed in the 'other' category.

FOLLOW UP PAIN MANAGEMENT SURVEY RESULTS
Final Results

Hello. I'm _____ from a local research firm. We are conducting an opinion survey on behalf of the Utah Department of Health regarding some important health-related issues. Please be assured that this is not a sales call. May I speak with someone in the household age 18 or older? May I ask you some questions?

1. In which county do you reside?

County	N	%	County	N	%
Beaver County	0	0%	Piute County	0	0%
Box Elder County	8	2%	Rich County	0	0%
Cache County	18	4%	Salt Lake County	160	39%
Carbon County	8	2%	San Juan County	2	1%
Daggett County	0	0%	Sanpete County	6	2%
Davis County	43	11%	Sevier County	3	1%
Duchesne County	4	1%	Summit County	6	2%
Emery County	0	0%	Tooele County	8	2%
Garfield County	0	0%	Uintah County	4	1%
Grand County	2	1%	Utah County	69	17%
Iron County	4	1%	Wasatch County	2	1%
Juab County	1	0%	Washington County	21	5%
Kane County	3	1%	Wayne County	0	0%
Millard County	0	0%	Weber County	37	9%
Morgan County	0	0%			

2. Which of the following categories best describes your age?

	N	%
18 to 29	49	12%
30 to 39	76	19%
40 to 49	102	25%
50 to 59	89	22%
60 to 69	53	13%
70 and over	40	10%
<i>Average Mean</i>	3.34	
<i>Median</i>	3.00	

3. (Record Gender By Observation)

	N	%
Male	176	43%
Female	233	57%

Many of the following questions refer to prescription pain medications; these include medications prescribed by your doctor for pain such as Lortab, Oxycontin, Percocet, Vicodin, and others.

4. On a scale from one to five, with one being “very dangerous” and five being “very safe,” how do you rank prescription medications?

	N	%
1 – Very Dangerous	59	15%
2	51	13%
3	129	32%
4	68	17%
5 – Very Safe	72	18%
Don't Know	22	6%
<i>Average Mean</i>	<i>3.11</i>	
<i>Median</i>	<i>3.00</i>	

5. In what ways do you think prescription pain medications are dangerous?

For a list of categorized verbatim responses to this question, please see Appendix A.

6. Do you consider pain medications prescribed by a doctor to be safe?

	N	%
Yes	323	80%
No	67	17%
Don't Know	16	4%

7. Do you feel that most Utahns take their prescription pain medications EXACTLY as prescribed by a doctor?

	N	%
Yes	107	26%
No	250	61%
Don't Know	52	13%

8. Do you feel that most doctors prescribe appropriate amounts of pain medications?

	N	%
Yes	268	65%
No	100	24%
Don't Know	41	10%

9. On a scale from one to five, with one being “way too little” and five being “way too much,” how do you think doctors prescribe prescription pain medications?

	N	%
1 – Way too Little	4	4%
2	1	1%
3	20	20%
4	34	34%
5 – Way too Much	40	40%
Don't Know	1	1%
<i>Average Mean</i>	<i>4.06</i>	
<i>Median</i>	<i>4.00</i>	

10. Have you ever taken a prescription pain medication that was originally prescribed to you, and provided it to a friend, family member, or loved one?

	N	%
Yes	51	13%
No	358	87%
Don't Know	0	0%

11. If you had prescription pain medications available, would you share them with a family member or friend who needed them?

	N	%
Yes	77	19%
No	326	80%
Don't Know	5	1%

12. Have you ever taken a prescription pain medication that was not prescribed to you?

	N	%
Yes	51	13%
No	357	87%
Don't Know	1	0%

13. Would you accept a prescription pain medication from a friend or family member?

	N	%
Yes	75	18%
No	327	80%
Don't Know	6	2%

14. Are there foods, drinks, or medications that you should avoid while you are taking a prescription pain medication?

	N	%
Yes	333	82%

No	32	8%
Don't Know	43	11%

15. What are the foods, drinks or medications you should avoid while taking prescription pain medication?

For a list of categorized verbatim responses to this question, please see Appendix B.

16. Do you feel it is dangerous to mix alcohol, sleep aids, or anti-anxiety medications with prescription pain medications?

	N	%
Yes	399	98%
No	3	1%
Don't Know	7	2%

17. What are the dangers of mixing alcohol, sleep aids, or anti-anxiety medications with prescription pain medications?

For a list of categorized verbatim responses to this question, please see Appendix C.

18. On a scale from one to five, with one being “very dangerous” and five being “very safe,” how do you rank sharing prescription pain medications among family, friends or loved ones?

	N	%
1 – Very Dangerous	246	60%
2	73	18%
3	43	11%
4	20	5%
5 – Very Safe	20	5%
Don't Know	5	1%
<i>Average Mean</i>	<i>1.74</i>	
<i>Median</i>	<i>1.00</i>	

19. Do you feel that prescription pain medications are safer than:

Marijuana

	N	%
Yes	201	50%
No	140	35%
Don't Know	59	15%

Heroin

	N	%
Yes	286	72%
No	77	19%
Don't Know	37	9%

Methamphetamine

	N	%
Yes	277	69%
No	72	18%
Don't Know	52	13%

Cocaine

	N	%
Yes	276	69%
No	86	22%
Don't Know	37	9%

20. Do you feel that prescription pain medications are misused?

	N	%
Yes	385	95%
No	9	2%
Don't Know	11	3%

21. Do you know someone who has misused or abused a prescription pain medication?

	N	%
Yes	267	65%
No	139	34%
Don't Know	2	1%

22. Where do you keep you prescription pain medications?
(UNAIDED - Do NOT read responses, Select ALL that apply)

	N	%
Medicine Cabinet	113	28%
Drawer	16	4%
Locked Cupboard	29	7%
Bedroom	26	6%
Kitchen	36	9%
Bathroom	40	10%
Purse/Handbag	8	2%
In a Safe	12	3%
Out of Reach/Safe Place/High Up	58	14%
Disposed of Them	2	1%
Other	8	2%
Don't Have Prescription Pain Medications	106	26%
Don't Know	1	0%

Other Responses:

- Closet
- Garage
- In a closet
- In the pantry
- Medicine bag
- On the table
- Refrigerator
- Shaving bag

23. Using a scale from one to five, with one being “not likely” and five being “very likely,” how likely are you to keep your medications locked in a safe place?

	N	%
1 – Not Likely	170	42%
2	30	7%
3	39	10%
4	32	8%
5 – Very Likely	130	32%
Don't Know	2	1%
<i>Average Mean</i>	<i>2.81</i>	
<i>Median</i>	<i>3.00</i>	

24. Do you think you currently have expired prescription pain medications in you home?

	N	%
Yes	81	20%
No	324	79%
Don't Know	3	1%

25. Have you ever kept leftover prescription medication?

	N	%
Yes	205	50%
No, I've never had leftover prescription pain medication	125	31%
No, I have had leftover prescription pain medication but I didn't keep it	75	18%
Don't Know	2	1%

26. What was the reason you kept your leftover prescription medication?
(UNAIDED - Do NOT read responses, Select All that apply)

	N	%
Money, Save on Future Cost, Valuable	12	6%
In Case of an Emergency	31	15%
Future Need	64	31%
Simply Didn't Bother Disposing of It	65	32%
Didn't See Need of Disposing	15	7%
Didn't Know How to Dispose of Them	7	3%
Other	10	5%
Don't Know	1	1%

Other Responses:

- Forgot about them.
- I didn't take them all.
- I didn't want it to get into the system.
- I just didn't use them all.
- In case we need to go to court because they were filed as dangerous. To prove we've been on it. Told by pharmacist.
- It didn't expire for a year.
- It hadn't expired.
- More of a time thing.
- The doctor changed the prescription after it was prescribed.
- To keep out of other peoples' hands.

27. Are you familiar with how to dispose of expired prescription pain medications?

	N	%
Yes	173	43%
No	219	54%
Don't Know	13	3%

28. How do you currently dispose of your expired prescription pain medications?
(UNAIDED - Do NOT read responses, Select ALL that apply)

	N	%
Throw Them in the Garbage	140	34%
Flush Them Down the Toilet	137	34%
Down the Sink/Disposal	22	5%
Drop Them Off in a Disposal Box	14	3%
Collection Event	8	2%
Take Them to a Pharmacy, Doctor, or Hospital	16	4%
Other	14	3%
Never Had to Dispose of Them/Don't Have Them	71	17%
Don't Know	11	3%

Other Responses:

- Burn it
- Cat litter
- Destroy it somehow.
- I burn them in the winter.
- I burn them.
- I dissolve them.
- I grind them up and mix with cat litter.
- I put them into coffee grounds, kitty litter, or take them to the police station.
- I stick them in a bucket of oil.
- I take off the paper and recycle the plastic bottle.
- I usually take them all.
- My company takes it and disposes of it.
- My wife disposes of them.
- Others take them.

29. In the past year, have you disposed of any leftover prescription or over-the-counter medications?

	N	%
Yes	153	38%
No	252	62%
Don't Know	3	1%

30. Do you feel that it is wrong to take prescription pain medications that were not prescribed to you by a physician?

	N	%
Yes	363	89%
No	37	9%
Don't Know	6	2%

31. Using a scale from one to five, with one being “not likely” and five being “very likely,” how likely do you think it is that people die from using prescription pain medications?

	N	%
1 – Not Likely	33	8%
2	63	15%
3	117	29%
4	60	15%
5 – Very Likely	100	25%
Don't Know	35	9%
<i>Average Mean</i>	3.35	
<i>Median</i>	3.00	

32. Which of the following age groups do you think has the most deaths due to overdose of prescription pain medications?
(AIDED - Read responses)

	N	%
0 to 19	92	23%
20 to 34	182	45%
35 to 49	50	12%
50 to 64	11	3%
65+	39	10%
Don't Know	31	8%
<i>Average Mean</i>	2.26	
<i>Median</i>	2.00	

33. What are the risks you usually associate with people taking prescription pain medications?

For a list of categorized verbatim responses to this question, please see Appendix D.

34. Within the past year, did your understanding of the dangers of prescription pain medications change?

	N	%
Yes	119	29%
No	285	70%
Don't Know	4	1%

35. In what ways has your understanding about prescription pain medications changed in the past year?

36. What influenced the change?

For a list of categorized verbatim responses to these questions, please see Appendix E.

37. Did you hear, see, or read information about safely using prescription pain medication from the following sources?

Television Ads

	N	%
Yes	241	59%
No	163	40%
Don't Know	3	1%

Television News Stories

	N	%
Yes	251	62%
No	154	38%
Don't Know	2	1%

Magazines

	N	%
Yes	106	26%
No	299	74%
Don't Know	2	1%

Newspaper Ads

	N	%
Yes	87	21%
No	314	77%
Don't Know	6	2%

Newspaper Articles

	N	%
Yes	136	33%
No	266	65%
Don't Know	5	1%

Radio News

	N	%
Yes	124	31%
No	281	69%
Don't Know	2	1%

Internet

	N	%
Yes	99	24%
No	306	75%
Don't Know	2	1%

38. On a scale from one to five, with one being “not at all” and five being “a great deal,” did the media messages make you more aware of the risks of prescription drug misuse?

	N	%
1 – Not at All	56	17%
2	27	8%
3	68	21%
4	64	19%
5 – A Great Deal	113	34%
Don't Know	4	1%
<i>Average Mean</i>	<i>3.46</i>	
<i>Median</i>	<i>4.00</i>	

39. As a result of the media messages, have you disposed of leftover prescriptions?

	N	%
Yes	60	18%
No, I've never had leftover prescription pain medications	186	56%
No, I have had leftover prescription pain medications but I kept it	83	25%
Don't Know	4	1%

40. Did the media messages make you less likely to take prescription pain medications not prescribed to you?

	N	%
Yes	168	51%
No	161	48%
Don't Know	4	1%

41. Did the media messages make you less likely to share a prescription with someone else?

	N	%
Yes	173	52%
No	155	47%
Don't Know	5	2%

42. On a scale from one to five, with one being “not at all” and five being “a great deal,” do you feel the media messages exaggerated the dangers of prescription drug misuse?

	N	%
1 – Not at All	181	55%
2	44	13%
3	51	15%
4	17	5%
5 – A Great Deal	32	10%
Don't Know	7	2%
<i>Average Mean</i>	2.00	
<i>Median</i>	1.00	

43. Have you seen the television commercial with the man who takes extra pain medication, falls asleep on the couch, and never wakes up?

	N	%
Yes	195	48%
No	208	51%
Don't Know	1	0%

44. How many times have you seen this commercial?
(INTERVIEWER - Probe to get a number from the respondent)

	N	%
1	14	7%
2	18	9%
3	20	10%
4	17	9%
5	25	13%
6 to 9	25	13%
10 to 19	45	23%
20 to 29	13	7%
30 to 50	6	3%
Over 50	5	3%
Don't Know	5	3%
<i>Average Mean</i>	<i>11.00</i>	
<i>Median</i>	<i>6.00</i>	

45. Have you seen information about the dangers of prescription pain medication at your doctor's office?

	N	%
Yes	142	35%
No	246	61%
Don't Know	16	4%

46. Have you seen information about the dangers of prescription pain medication at your pharmacy?

	N	%
Yes	129	32%
No	260	64%
Don't Know	15	4%

47. There are a number of campaigns out that educate people about prescription pain medications. Are you familiar with the following campaigns or websites related to prescription pain medications?

Clean Out the Cabinet.org

	N	%
Yes	51	13%
No	352	87%
Don't Know	0	0%

Medication Disposal.utah.gov

	N	%
Yes	48	12%
No	352	87%
Don't Know	3	1%

Zero Deaths.org

	N	%
Yes	36	9%
No	363	90%
Don't Know	4	1%

Wake up Utah.org

	N	%
Yes	54	13%
No	344	85%
Don't Know	5	1%

Use Only as Directed.org

	N	%
Yes	63	15%
No	336	83%
Don't Know	4	1%

48. Do you remember where you learned about the “Use Only as Directed” campaign?
(UNAIDED - Do NOT read responses, Select ALL that apply)

	N	%
TV Commercial	15	24%
Radio	3	5%
News	2	3%
Internet/Online	3	5%
Doctor’s Office	4	6%
Other	14	22%
Don’t Know	22	35%

Other Responses:

- Billboard
- Family member
- It’s everywhere
- Mother (2)
- My daughter
- Nurse
- Pharmacy (2)
- School
- The label on the prescription bottle (3)
- Work

49. Which, if any, of the above websites did you visit in the past year?
(UNAIDED - Do NOT read responses, Select ALL that apply)

	N	%
Clean Out the Cabinet.org	7	2%
Medication Disposal.utah.gov	3	1%
Zero Deaths.org	2	1%
Use Only As Directed.org	6	2%
I didn't visit any of the sites listed above	376	92%
Don't Know	9	2%

50. Who do feel is responsible for managing prescription pain medications?
(UNAIDED - Do NOT read responses, Select ALL that apply)

	N	%
Person to Whom the Medication is Prescribed	282	69%
Doctors	198	48%
Pharmacists	48	12%
Government / FDA	12	3%
Parents / Responsible Adult	13	3%
Other	9	2%
Don't Know	8	2%

Other Responses:

- All of us
- DEA needs to regulate and be responsible.
- Drug companies
- Law enforcement
- Manufacturers (2)
- Medical company
- Medical science
- The manufacturer to the user

51. The last time you were prescribed pain medication, did the DOCTOR explain any of the following risks to you:

Dangers of taking more than the prescribed dose

	N	%
Yes	183	52%
No	139	39%
I Have Not Had a Prescription for Pain Medication	11	3%
Don't Know	20	6%

Dangers of taking a dose earlier than scheduled

	N	%
Yes	147	41%
No	178	49%
I Have Not Had a Prescription for Pain Medication	19	5%
Don't Know	16	4%

Dangers of mixing the drug with other prescription or over the counter drugs

	N	%
Yes	174	49%
No	153	43%
I Have Not Had a Prescription for Pain Medication	15	4%
Don't Know	14	4%

Dangers of mixing the drug with alcohol or illegal drugs

	N	%
Yes	185	51%
No	144	40%
I Have Not Had a Prescription for Pain Medication	18	5%
Don't Know	13	4%

52. The last time you were prescribed pain medication, did the PHARMACIST explain any of the following risks to you:

Dangers of taking more than the prescribed dose

	N	%
Yes	186	55%
No	133	39%
I Have Not Had a Prescription for Pain Medication	1	0%
Don't Know	18	5%

Dangers of taking a dose earlier than scheduled

	N	%
Yes	154	46%
No	162	48%
I Have Not Had a Prescription for Pain Medication	0	0%
Don't Know	21	6%

Dangers of mixing the drug with other prescription or over the counter drugs

	N	%
Yes	188	56%
No	132	39%
I Have Not Had a Prescription for Pain Medication	2	1%
Don't Know	17	5%

Dangers of mixing the drug with alcohol or illegal drugs

	N	%
Yes	185	55%
No	134	40%
I Have Not Had a Prescription for Pain Medication	1	0%
Don't Know	18	5%

53. In the last 12 months, how many times have you consumed alcohol in addition to taking a prescribed pain pill?

	N	%
None. I didn't consume alcohol in addition to taking a prescribed pain medication (includes those who don't drink alcohol)	331	82%
None, I have not been prescribed a pain medication in the last 12 months	61	15%
1-3 times	6	2%
3-5 times	3	1%
5 or more times	2	1%
Don't Know	1	0%

54. Which of the following methods would you be willing to use to dispose of or safeguard your leftover prescription medication?

Drop box at your local police station

	N	%
Yes	209	52%
No	194	48%
Don't Know	0	0%

Drop box at your local pharmacy

	N	%
Yes	325	81%
No	78	19%
Don't Know	0	0%

Collection event at your local supermarket

	N	%
Yes	216	54%
No	185	46%
Don't Know	0	0%

Pre-paid, pre-addressed envelope given to you when you pick up your prescription you would then need to put leftover medication in it and put it in the mail

	N	%
Yes	171	42%
No	232	58%
Don't Know	0	0%

Lock up medications in a lock box in your home

	N	%
Yes	226	56%
No	176s	44%
Don't Know	0	0%

55. Have you ever driven while under the influence of prescription pain medication?

	N	%
Yes	63	16%
No	338	84%
Don't Know	2	1%

56. Are you employed...

	N	%
Full time	182	45%

Part time	56	14%
Not employed	86	21%
Retired	80	20%
Don't Know	0	0%

57. What is your annual household income before taxes?

	N	%
Less than \$25,000	63	17%
\$25,000 to \$49,999	113	30%
\$50,000 to \$75,000	87	23%
Over \$75,000	102	27%
Don't Know	12	3%
<i>Average Mean</i>	2.62	
<i>Median</i>	3.00	

This concludes our survey. Thanks you for your time and opinions.

APPENDIX A: WAYS PRESCRIPTION PAIN MEDICATIONS ARE DANGEROUS

In what ways do you think prescription pain medications are dangerous?

Addiction (135) - 32%

- Addicted to them, and you take too many.
- Addicting (2)
- Addicting, life-altering, ruins families
- Addiction (14)
- Addiction and recreational use
- Addiction is the number one reason.
- Addiction or falling into the wrong hands.
- Addiction, kids getting a hold of it, selling it, giving it away, and sharing it.
- Addiction, overdose
- Addiction, overdose themselves, not doing what your doctor says
- Addiction, overdosing
- Addiction, unsafe to drive
- Addictive (7)
- Addictive qualities
- Addictive use and hazard to children
- Addictive; they are sold on the streets.
- Addictive; you could injure yourself and not know it.
- Addictiveness, reactions, overdose, misuse
- Addicts
- Easily addictive
- Habit forming (4)
- Habit forming; they're given out way too easily here in Utah.
- Highly addictive, side effects, potential for abuse
- I don't think people use them wisely and could become dependent on them.
- I feel that sometimes they can become addictive. They don't clear the problem. They just mask the pain.
- I hear of addiction, and people steal Oxycontin.
- I think people can be addicted to them, and some side effects, and the dependency to them.
- I think they are very addictive and it's easy to overdose.
- I think they're pretty addictive.
- I think you can be on them too long, get hooked on them, or do a lot of damage to your body.
- If they are not for the right people, I'm sure they can get hooked on them.
- If you are addicted to them.
- If you stay on them too long
- If you use them long-term, you could probably get hooked on them.
- If your system gets used to it.

- It is a medicine and can be addicting.
- It's too easy to get hooked and overuse.
- It's easy to become addicted to it and probably Utah is the highest usage state in the union.
- Just the fact that they are addictive
- Mainly because they're addictive
- People become addicted.
- People can get addicted and overdose, and people can buy them on the street, which is not safe.
- People get addicted to prescriptions that have bad side-effects, and there are things that they could do health-wise so they don't have to take prescriptions.
- People get addicted to them.
- People get addicted to them. People are hooked on them and find them where they shouldn't.
- People get addicted to them. It will kill them.
- People get hooked on them and take too many and can't function without them.
- People use those to treat pain. Then they don't use any other methods, and they become dependent on them. They become addictive.
- Some of them are addictive, some are overused and over prescribed, and if you take too much, you're gone.
- Some people get hooked on them and go from one doctor to the other.
- The addiction factor.
- The addictive properties.
- Their addictive nature, and they need to be better regulated.
- They're highly addictive.
- There is a chance of becoming addicted.
- They are addicting. (2)
- They are addicting—well, most of them are, and people have the mistaken impression that you can take more than the doctor prescribed and also alternate medications.
- They are addictive and if you take too much, there are other health problems you can get.
- They are addictive and they are abused.
- They are addictive and they are over prescribed and overused.
- They are addictive. (13)
- They are addictive; they have different reactions for different people.
- They are easy for people to take too much and get addicted.
- They are habit forming and addictive.
- They are habit forming and they also can put you out of touch with your surroundings.
- They are possibly addictive.
- They are really addictive and alter your personality.
- They are too addictive.
- They are very bad if they are taken to get the feeling from it, and people could get addicted.
- They are very, extremely addictive.
- They can be addicting if abused.
- They can be addictive and too easy to get.

- They can be addictive, and if taken too often, it can harm the body.
- They can be addictive. (2)
- They can be habit forming. (3)
- They can be highly addictive, and the side effects of when you're trying to get off of them are bad. They can make you sick.
- They can be very dangerous because they can be addictive.
- They can become addictive or used in an overdose.
- They can become addictive. (3)
- They can get you addicted, lose your quality of life, and make you depressed.
- They could get addicting, I guess.
- They seem to be addictive.
- They're addictive. (4)
- Too habit forming.
- When prescribed over a long period of time.
- You can be addicted to them.
- You can get addicted or you could overdose on them, and they are not natural to your body.
- You can get addicted to it.
- You can get addicted to them very easily.
- You can get addicted to them.
- You kind of are dependent on them. Your body can become immune.

Substance Abuse/Misuse (107) - 26%

- A lot of kids out there are getting them to get high.
- A lot of people abuse them.
- Abuse (4)
- Abuse and not taken as prescribed
- Abuse, taking them when you don't need them, taking them with on other medications
- Abused
- Abusing them
- I think they are if you use them wrong, or if you didn't understand them and you used them wrong, or your child gets a hold of them. If somebody throws them in the garbage, then someone else can pick them up and misuse them.
- I think they are misused.
- If people abuse it.
- If people are not educated about taking it
- If people don't read the directions and follow the doctor's orders
- If people don't take them correctly.
- If people mistreat them.
- If the people don't know what they are taking and misuse it.
- If they are abused and they can be addicting
- If they are abused like any other drug
- If they are abused, they can be dangerous.
- If they are abused
- If they are misused (2)

- If they are not matched up right
- If they are not used by the directions, or consumed by someone who they were not prescribed for
- If they are used in the wrong way
- If they misuse them
- If they're abused or overused
- If they're not taken as directed
- If they're taken for recreation
- If they're taken in a way that they're not supposed to be taken
- If they're used improperly
- If they're used improperly or abused
- If you abuse it
- If you abuse or mix different meds
- If you don't take them the right way, or you take too many
- If you misuse them, they can be harmful.
- If you take them when you shouldn't be
- If you take them wrong
- If you use them to drug yourself
- Kids use it as bad as drugs
- Mainly because people abuse them
- Misuse (6)
- Misuse and misdiagnosis
- Misuse by the patient
- Misuse, death
- Misuse, not taking as prescribed, they don't interact well
- Misuse, overdose
- Misuse, they don't use them all, and then they are not locked up.
- Misused
- Misused, overused, and addiction
- Not taken correctly
- Only if they are abused
- Over abusing them
- Overuse
- Overuse of them
- Overused
- Overused and addiction
- People abuse the amount, sell them, or give them to other people. People who keep shop at pharmacies could be watched more. Dishonest doctors prescribe too much, and others get addicted for minor things like sun burns.
- People abuse them and little kids can get a hold of them if they're not watched.
- People abuse them. (2)
- People misuse and become addicted.
- People misuse, sell them, or take more than prescribed.
- People take them too often and mix them, or take them with alcohol.
- People that shouldn't take them and addiction
- People that take too much and sell them to other people
- Taking more than prescribed on the bottle
- The people take what they think they need and they over do it.

- The people taking it if they abuse it
- The possibility of abuse and overdose
- There is always the opportunity for misuse. So the addictive properties and side effects can be dangerous. They should be better monitored. Among the elderly, I don't think it is as prevalent as the younger people.
- They are abused a lot of times.
- They are being abused more than they are for regular uses.
- They are dangerous if used inappropriately. If they get addicted, they can get into worse drugs, but if they use them when needed, they are great.
- They are misused. (3)
- They are used incorrectly.
- They can always be abused and they can always be addictive.
- They can be dangerous if they're not taken as prescribed.
- They can be overused and people can abuse them.
- They overuse them.
- They're used incorrectly or used without a prescription from a doctor.
- When it's not used as directed
- When not monitored by healthcare professional
- When not used the right way
- When taken incorrectly
- When the directions are not followed
- When they are abused and they are over prescribed
- When they are abused or used by someone whom it is not their prescription.
- When they are misused or when there is dependence or side effects
- When they are overused
- When they get in the wrong hands and people abuse them, and if they don't do enough research and kill people
- When they're abused (3)
- When they're misused
- When used improperly
- When you're taking them for the something rather than trying to cure something.
- You have to take them the way they're prescribed.

Overdose (60) - 14%

- Any drug just has a lot of dangers. If you take an excessive amount, you could have an allergic reaction.
- I think overdose, or if they're not controlled and kids get them. They are not properly disposed of.
- I would say if you over do it.
- If it's too young of a kid, or too much, it could kill you.
- If it's used improperly, it leads to overdose. Drugs are chemicals, and if you use them wrong, they could mess things up
- If take too many, they are bad for you.
- If you happen to overdose, or you're selling them to people who aren't prescribed for them.
- If you miscount
- If you over-do or continue taking them.
- If you overdose
- If you over take them
- If you overdose, or you drink alcohol with them
- If you overdose, then it's very bad.
- If you overtake them
- If you take more then you are suppose to
- If you take too many of them, it can kill you.
- If you take too many of them, you're in trouble.
- If you take too many, so take them the way they tell you to.
- If you take too many, then they are an issue and dangerous.
- If you use more than the right amount
- Like on television, the guy that takes too many.
- My brother overdosed and died. I think they're quite addictive. My mom is also into them and she is very dependent. I also had a friend who had a baby die, and she took Percocet and was very dependent on that.
- Over medicating yourself and drinking alcohol
- Overdose (10)
- Overdose and addictive
- Overdose and side effects
- Overdose and side effects of others medications
- Overdose or children getting them
- Overdosing (2)
- Overdosing and selling
- Overdosing, habit forming
- Overuse
- Overuse, addiction
- People can overdose or get addicted and become immune.
- People overdose on them too much.
- Possibility of overdose, or improper use, such as mixing it with alcohol
- Some people take more than what they are supposed to take.
- Taking too many
- Taking too many and abusing them.
- The risk of overdose

- There can be overdoses.
- They are overused and over prescribed.
- They can overdose and addiction
- Too much can hurt
- When people overdose on them or take them too often, they become dependent on them.
- When you take too much
- You can overdose, and it has a bad effect on your liver and lungs.
- You can overdose.
- You can take too much of it.
- You could overdose real easy.

When Used by Persons Other Than They Are Prescribed For (23) - 6%

- Access to children mostly
- Doctors prescribe too many, they are left lying around and kids get them
- First of all, if they are not prescribed and people get them with it not being prescribed, to them that is dangerous.
- For people using them the way they shouldn't be using them if they don't have pain and they become addicting.
- Getting in the hands of the wrong people
- Having your kids get into them and take them
- If children get a hold of them and take them
- If the wrong person takes them, or if you get addicted to them
- If they get put in the wrong hands
- If they're not actually taken by the prescribed person, and not taking the right dose
- It gets in the wrong hands of someone who it is not being prescribed to.
- They can get in the hands of people they are not prescribed for, or people can overdose.
- Well, if they get into the wrong hands, that could create a problem, and if they mixed them with other drugs, that could be a problem.
- When a person doesn't have a prescription but takes another's medication, and also the addictive properties
- When kids get a hold of them
- When not given by a doctor or taking someone else's medications
- When in the wrong hands
- When they are taken by someone they're not prescribed to
- When they are used by someone else they're not prescribed to, and they take too much, more than what is needed.
- When they get into the wrong hands and they take too many
- When they get stolen by drug addicts and get eaten or sold
- When they're in the wrong hands (2)

Over- or Mis-Prescribed (13) - 3%

- Doctors prescribe it to us with not a lot of reasons why.

- Getting wrong prescriptions
- I don't think doctors are involved enough to keep from over prescribing.
- I'm an ER nurse, so I see them as being over prescribed or abused or when there are problems.
- Over prescribed and overused
- Over prescribed and used illegally
- Over prescribed and over abused
- Some doctors don't realize what they are prescribing, and then the pharmacist has to catch it before it's given out.
- Sometimes they are refilled by physicians, without managing the pain.
- They are given out too much.
- They are given out too freely, and the child-proof caps aren't that good.
- They are over prescribed.
- They're usually over prescribed.

Physical, Mental, and Behavioral Problems (13) - 3%

- Affects your health
- I have seen people have to detox off them in rehab; also, I've seen people in the ER on an overdose.
- It hurts the liver, overdose
- It makes people dizzy and tired.
- People can commit suicide with them.
- People do weird things. I think if people that are addicted to it, their kids could get into it.
- People that take them have lots of side effects; their metabolism is down, their immune system makes them incompetent to run machinery, and they become incapable of understanding things clearly.
- They are not good for you. They are very toxic.
- They slow the heartbeat.
- From a first-time user to someone who has to take them for cancer, you have to be very, very aware of what these medicines are and what they can do in the long run. They are destroying the inner-workings of the United States.
- Well, if you take too many, they are going to destroy your kidneys and liver.
- When you take prescription pain medications, you take away your sense of knowing what's going on around you.
- You don't understand.

Side Effects (General) (11) - 3%

- If it's supposed to be so good for you, why does it cause all these side effects?
- Just the side effects and stuff like that
- Side effects (3)
- Side effects, overdose, illegal use
- The effects it can have
- The side effects on some of them
- They have side effects, and they can't be taken with different substances. Some people are taking more than one, which is extremely dangerous.
- They usually have side effects that you have to have other medications to combat them.
- You have a drug reaction to a pain medication.

Prescription Drugs are Inherently Dangerous (9) - 2%

- Every way possible (2)
- I don't believe in medications. A doctor told me once, whatever you take, your body pays for it.
- My son is a doctor and he explained that there are some that are very dangerous.
- Only if you take them
- The doctors tell me that they are.
- There are just chemicals in them that can be dangerous.
- They are because they have all kinds of ingredients in them that are not necessarily safe for human consumption. They also have side effects.
- Very dangerous

Death (5) - 1%

- A friend of mine passed away.
- I think overtaking and not going by doctors orders, you could lose your life or have medical problems.
- People can die from them.
- Well if you take an overdose, it could kill you.
- You hear on the news about how people die from them.

They Are Safe if Used As Prescribed (5) - 1%

- I don't think they are if someone needs them, only if they are misused.
- I think it depends on the person taking them. If taken as prescribed, it's safe, but if abused, then it's dangerous.
- If used as prescribed, it is safe.
- If you receive a prescription from your doctor, it would be safe.
- It depends on what's wrong with you. If you had your teeth pulled, then you need that medication.

Impairment (Driving, Functioning, etc) (4) - 1%

- People take them and drive too much.
- People who take really strong pain medications and they still drive.
- They impair people's driving, and people can overdose.
- They make it so you can't think well.

Miscellaneous/Other (11) - 3%

- I don't know because I don't take medicine at all.
- It all depends on if you're responsible or not.
- Just in regards to the user itself.
- Lack of education of them
- Lack of knowledge by the person taking them
- Mixing them with other prescriptions
- Price of them and the side effects of them
- They're safer than medications from outside of the U.S.
- Too strong and don't do the job
- Uninformed individuals
- When you mix it, it is dangerous.

Don't Know (15) - 4%

- I don't know. (13)
- I have no idea.
- I never had any, so I don't know.

Nothing/None (5) - 1%

- I don't think they are dangerous.
- I don't think they are.
- I don't think they're dangerous at all.
- None
- Well, not really.

APPENDIX B: FOODS, DRINKS, OR MEDICATIONS THAT SHOULD BE AVOIDED WHILE TAKING PRESCRIPTION PAIN MEDICATION

What are the foods, drinks or medications you should avoid while taking prescription pain medication?

Alcohol (262) - 78%

- Alcohol (159)
- Alcohol and a lot of things; some have reaction issues with some foods.
- Alcohol and any other pain medication
- Alcohol and anything with smoking drugs, like marijuana
- Alcohol and caffeinated drinks (2)
- Alcohol and caffeine (2)
- Alcohol and caffeine products
- Alcohol and certain medication you can't take with others
- Alcohol and drugs
- Alcohol and I don't know about the foods
- Alcohol and I think milk interferes with some things
- Alcohol and marijuana
- Alcohol and mixing them with other drugs
- Alcohol and other drugs
- Alcohol and other medication like sedatives and anti-depressants
- Alcohol and other medications in combination
- Alcohol and other meds
- Alcohol and over the counter pain medications
- Alcohol and some say "only with food" or "no dairy"
- Alcohol and sometimes milk (3)
- Alcohol and stimulants. I don't know of foods really. I should probably look that up.
- Alcohol and sunlight (2)
- Alcohol and there might be foods that interact with some drugs.
- Alcohol and whatever it says on the label
- Alcohol, for sure, but most pain prescriptions notify you of which they may be.
- Alcohol in particular, and others that interact with other drugs
- Alcohol is dangerous.
- Alcohol is one, and I don't know about food.
- Alcohol is the biggest.
- Alcohol of any kind is the main thing. It exacerbates the drug.
- Alcohol or other drugs
- Alcohol should always be avoided when taking those.
- Alcohol would be one, and certain meds if they have dual components
- Alcohol, additional pain medications
- Alcohol, also you have to pay attention to what your medications say.
- Alcohol, and with some medications, you need to avoid grapefruit.

- Alcohol and anti-depressants could cause possible heart attacks.
- Alcohol and antihistamines for the most part
- Alcohol, any alcohol, Tylenol, or Nyquil
- Alcohol, any that would contradict the medication you were taking.
- Alcohol, caffeine, a lot of stimulants, depending on the medications such as depressant. You run the risk of running your heart into overload.
- Alcohol, contradicting meds, certain foods
- Alcohol, foods that inflate the medication
- Alcohol. I don't know; it depends on who, and what the medication is.
- Alcohol. I don't know what they are, but I'm sure there are some you shouldn't mix together.
- Alcohol, milk, and other prescriptions don't mix well. Some foods will stop the drug from working or alter the effects of the drug. For instance, if you take an antibiotic and a woman is taking a contraceptive, it will stop the contraceptive.
- Alcohol, only what your doctor tells you to take
- Alcohol, other drugs
- Alcohol, other drugs that are out there, and sometimes your regular allergy medications like Nyquil with it
- Alcohol, other types of drugs
- Alcohol, sedatives
- Alcohol, sleep aids, over the counter medications
- Alcohol, sleeping pills
- Alcohol, smoking
- Alcohol, sodas, and the foods I'm not sure about.
- Alcohol, usually you read the instructions and they tell you what to take it with.
- Alcohol, you shouldn't mix pain meds.
- Alcohol. All medications have some food or drink that makes them less effective.
- Alcohol. Another specific over-the-counter medication like Ibuprofen.
- Alcohol. Probably you just need to know not to take other pain relievers while you are taking them.
- Alcoholic beverages
- Alcoholic drinks (4)
- Alcohols, narcotics, mind-altering drugs and sedatives.
- Any alcohol, some grapefruit juices.
- Avoid alcohol.
- Avoid any alcoholic drinks.
- Booze
- Don't drink alcohol. (2)
- Don't take alcohol.
- I assume alcohol, and I'm not aware of any foods.
- I can't have alcohol.
- I know alcohol, but other than that, it would depend on the prescriptions.
- I know alcohol; you should avoid it.
- I think you should avoid alcohol.
- It's alcohol or any kind of medication unless I talked to a doctor.
- It's alcohol and something that might irritate your stomach, such as coffee, soda, or chili.
- Liquor, any kind of alcohol, and cheese

- Liquor, scotch, or beer; anything heavy like that could be dangerous.
- Mainly just alcohol
- No alcohol
- One is alcohol, and then certain antibiotics, such as citrus
- One should avoid alcoholic beverages and high fatty foods.
- Primarily, alcohol
- Probably alcohol
- Probably alcohol and other drugs
- Shouldn't drink alcohol
- They shouldn't take alcohol and they should eat food with them.
- Usually alcohol and probably heavy foods like meat and stuff like that. You have to be careful how they interact with each other.
- Well, obviously alcohol.
- Well, you can't drink any alcohol, and it depends with the drug as to what to take and what not to take.
- You shouldn't double pain medications, and no alcohol.
- You shouldn't drink alcohol when you are on pain medication.
- You shouldn't drink.
- Your not suppose to drink.
- You're not supposed to have alcohol and some of them aren't good with dairy.

Depends on the Medication (16) - 5%

- Depending on the medication; with some, you wouldn't want to take aspirin.
- Depends on the medication information the doctor or the pharmacist gives you, but alcohol is always the bad one.
- Depends on the meds. Stay away from alcohol and check the label.
- Depends on which medication you are taking. Alcohol.
- I know my dad is diabetic, so when he takes Coumadin, he can't eat broccoli.
- I think it depends on the prescription you get.
- It depends on the medication and the alcohol.
- It depends on the medication. (3)
- It depends on the medication. If there is, it's written on the bottle.
- It depends on the pills.
- It depends on what is recommended to avoid.
- It depends on what pills I'm taking.
- It depends on what you are taking.
- Some drugs cannot be taken because of how they interact.

Grapefruit/Orange (7) - 2%

- Grapefruit
- Grapefruit if you're taking medication
- Grapefruit juice and alcohol (2)
- Grapefruit, but you need to check it.
- Grapefruit, grapefruit juice, and alcoholic drinks

- Orange juice and alcohol

Whatever You Are Instructed by Doctor or Pharmacist (6) - 2%

- Druggists will tell you.
- If the doctor says
- It's whatever you're told to do
- The doctor lets you know if there are. Caffeine sometimes reacts, and also alcohol.
- Whatever the doctor says
- Whatever they tell you to avoid

On an Empty Stomach (5) - 1%

- Don't eat a couple hours before you take your meds.
- Empty stomach, alcohol or illegal drugs, and sometimes dairy products
- I just know that you're not supposed to take them on an empty stomach, and you should only eat soft foods. I know that.
- Some of them you don't take without food and some of them you're not suppose to take with food. It depends on the medication you are taking.
- Some say take with food, others without, and don't take milk with some of them.

Indicated on the Prescription Bottle (5) - 1%

- It's listed on the bottles.
- They are usually listed on there and the doctor will tell you, and also avoid alcohol.
- They tell you on the medication.
- They usually disclose that on the bottle. Don't mix alcohol.
- Whatever it says on the bottle.

Miscellaneous/Other (15) - 4%

- Antibiotics and you shouldn't drink milk.
- Caffeine
- Cereals would help stomach
- Certain vitamins, Motrin, ibuprofen, Tylenol, aspirin, antacids, and sleeping medication
- Coffee, alcohol
- Current pain medication, alcohol, certain kidney, liver, and heart medication and anti-depressants
- Drugs and I don't think caffeine would be necessary.
- Extra-strength Tylenol, some vitamins, cold medicine, alcohol, energy drinks, coffee
- I have been told not to take Aleve if you have high blood pressure. My prescription drug and not anything to do with pain prescription medication.
- I would think any other over-the-counter medications and probably alcohol.
- I wouldn't take any over-the-counter drugs with any prescription pain medications. Don't drink alcohol.
- Other medications, aspirin, food with high vitamin content
- Pop, protein, and potassium
- Some you only can take with water
- Sometimes milk

Don't Know (22) - 7%

- I am not sure.
- I can't recall right now what they are.
- I don't have any idea what they would do.
- I don't know any. (2)
- I don't know; I can't remember.
- I don't know. (12)
- I don't remember; it's been too long ago.
- I don't remember.
- None come to mind
- Not that I know of

***APPENDIX C: DANGERS OF MIXING ALCOHOL, SLEEP AIDS, OR
ANTI-ANXIETY MEDICATIONS WITH PRESCRIPTION PAIN
MEDICATIONS***

What are the dangers of mixing alcohol, sleep aids, or anti-anxiety medications with prescription pain medications?

Death (119) - 29%

- Could cause death and more personal injuries
- Death (31)
- Death is caused by mixing those things.
- Death or heart attack
- Death or overdose
- Death, coma, overdose
- Death, if you take your prescribed amount, then anti depression and sleep aids can do a great amount of good, however, if I have trouble sleeping and take my anxiety and sleep pill together, then I am wiped out for 12 hours. Add alcohol, which I've never done, but I know people who have and who are now dead.
- Death, it makes you really sick, and increases your addiction.
- Death, overdosing yourself with mixing alcohol
- Death, overdosing and taking alcohol
- Death, sterilize yourself, or something that would be harmful to your body
- Death, stop breathing
- Fatal reaction
- Go to sleep and die
- I don't know. My doctor says that could be unsafe and you could stop breathing.
- I really don't know; I know they just don't mix, and you might die.
- I think that you could die from it.
- I think you can kill yourself, so death and very bad things, even fry your entire brain.
- If you mix them together, they can kill you.
- If you take too many or you mix them too much, there's a risk of death.
- I'm sure it would kill you.
- It can be fatal; it's hard on your heart.
- It can kill you. (4)
- It could kill you or cause hallucinations.
- It could kill you, also heart attack or a stroke.
- It could kill you. (6)
- It could mix and kill you.
- It could probably kill you.
- It probably could kill you or you could overdose.
- It will kill you. (2)
- People could die and it could be lethal.
- People have died from doing that.

- Potentially fatal consequences
- Probably death
- Probably go to sleep and never wake up.
- Result in death or become violently ill.
- That is a good way to kill yourself.
- The only thing I know is that people can fall asleep and never wake up.
- The possibility of death
- They can cause your death or something really bad.
- They can kill people.
- They can kill you. (2)
- They cause death or you could lose your primary organs and they're a very deadly combination.
- They could be lethal.
- They could kill you.
- They don't mix well and it can cause you to die.
- They will kill you. (2)
- They would kill you.
- Up to death, heart rate, breathing, loss of consciousness.
- Well, it could result in death.
- Well, the worst one being you end up dead and the others, you don't know how you will end up.
- Well, you can have a reaction and death.
- Well, you might not wake up.
- You are in trouble; it can cause death or someone else's death.
- You can get a bad reaction and you could die.
- You can kill yourself.
- You can pass out, and taking sleep aids with them can cause you to fall asleep and not wake up.
- You can stop breathing and die.
- You could die and could lose your mind.
- You could die from taking them.
- You could die or overdose.
- You could die. (6)
- You could fall a sleep and die or walk out in traffic and die.
- You could have reactions and die.
- You could overdose and die.
- You could pass out and never wake up.
- You might go to sleep and not wake up.
- You most likely won't wake up.
- You never know whether you'll end up dead or not.
- You probably couldn't wake up, it would just kill you.
- You probably would kill yourself. (3)

Overdose (52) - 13%

- Accidental overdose and they can be mind changing.
- An overdose

- Dangers of an overdose and the combination of the chemicals in your system and how they might react
- Getting too much in your system and harming your body.
- I guess overdose.
- It helps in overdosing and two different chemicals mixing in the system and the stupidity of men doing stuff they shouldn't.
- Over medication of people
- Over medication, coma and things like that.
- Overdose (14)
- Overdose and death (3)
- Overdose and it's dangerous to other people if you're driving or if you have children, also you're not as aware.
- Overdose, I think.
- Overdose causes problems and can kill you.
- Overdose, impairs your judgment, and enhances the drug's effect or the alcohol's effect.
- Overdose, mental capacity
- Overdosing
- Overdosing and dying
- Overdosing and it increases the affect of the medication.
- Overdosing, over medication, and reaction
- Overdosing; you can kill a lot of brain cells or loose some functions.
- People take too much.
- Possible overdose or reaction
- Probably an overdose
- Risks for overdose
- There can be overdose and there can also be abuse.
- They can overdose on them or get addicted.
- Too much for you to take.
- Well, alcohol has effects on your body; it's just like overdosing.
- Well, probably overdose just like the guy on the commercial.
- Well, the drink or the food could cause you to overdose.
- Well, overdose, and the long-term side effects of throwing up and ulcers in your stomach.
- You can overdose and die.
- You could overdose and get really sleepy if you are driving.
- You could overdose, or it could cause a bad chemical reaction and that could harm internal organs.
- You could overdose.
- You could overdose, have heart issues or kidney or liver failure.
- You would overdose.

Physical Health Problems, Injury/Illness (37) – 9%

- Because the alcohol occupies the liver and you can overdose
- Brain failure, heart attack, stroke, seizures
- Certain drugs mixed with alcohol could cause you to be in the hospital. There could be a lot of different symptoms.

- Dizziness, faintness, passing out, overly anxious, excited, or a coma
- Heart attack
- Heart attack or death
- I don't know; I would assume it would hurt your stomach and make you delirious.
- I think it is dangerous because they can go into a coma, damage their bodies, and they don't know what they are doing.
- I think there is a possibility of illness and poor judgment.
- I think they can affect the heart, your breathing, and eventually cause death.
- It can cause dangerous side effects that can be dangerous to your health.
- It can cause respiratory problems, effect mental cognition, and cause drowsiness.
- It can have a toxic affect.
- It can lower or accelerate your heart rate, and you can pass out.
- It could cause you a heart attack.
- It isn't healthy.
- It messes with your heart.
- It's dangerous for your well being.
- It's going to mess with your heart and with your brain.
- Personal injury, death, and injury to others
- Possible heart attack
- Sick to stomach, vomiting, headache, and a fast heartbeat
- Something could shut down
- Something to do with thinning the blood, and it makes you drowsier.
- Stop your heart
- The fact that you don't know what the effects might be.
- They might mess with your heart.
- Toxic: it affects your liver, it impairs your judgment, and it takes away effectiveness.
- You can get in serious trouble.
- You can go into a coma or it can have an anti effect or increase the effect.
- You can have a heart attack, pass out, overdose, or have an allergic reaction.
- You could get very sick or die.
- You could probably have a heart attack.
- You might screw up your health.
- You never know when it will knock you out.
- You will get hurt or sick.
- You will get sick.

Impairment (Driving, Functioning, etc) (33) - 8%

- Accidents, overdose, and addiction
- Cause of mixture can impair your judgment and can kill.
- Can make you dizzy, and it's not safe to drive
- I think you put yourself in a position to hurt others if you are driving and you could over medicate.
- I think your responses would be lowered or your ability to communicate to others.
- I'm sure that you're not as coherent. Don't operate vehicles or equipment.
- If you are driving, you can get dizzy and endanger your own health.

- I'm pretty sure it alters your judgment and your mind, also the side effects.
- Impaired ability, deaths, seizures, side effects
- Impairs your judgment
- Impairs your thought process; you don't think clearly.
- It can make them so they don't know what they are doing and can do more if too much alcohol is taken with it, and it can kill you.
- It could impair your driving and makes you dizzy.
- It impairs you, especially with driving, and it numbs your senses.
- It would be different for every person, I guess. React differently than you're supposed to.
- It's not smart; don't drive.
- Loss of control
- Loss of memory and inhibition
- You may not think clearly and take more than prescribed.
- Could mess you up and make you do weird things that wouldn't make you safe.
- Some bring you up, and alcohol brings you down, so it messes up your body and alters your mind.
- State of mind, and being unloved
- The body won't react the way it's supposed to, and has hazardous side effects.
- They all affect your judgment and your heart rate would be too high or low.
- They all dull the senses of the brain, and make you drowsy.
- They are working on your brain.
- When someone is driving, they can hurt someone else and themselves, and also working with machinery.
- You are not coherent.
- You can't drive very well.
- You don't have a mind set of what you're taking.
- You wouldn't be able to concentrate.
- You'll be very drugged.
- Your body would not know what to do.

Side Effects (General) (28) - 7%

- Additive or cumulative effects on the person
- Because of the side effects
- Depending on the medication, it could cause a bad effect.
- Each one has its own side effect and if you mix them, it's like an explosive. You get a bad reflex action. They tend to make you more depressed or you can't sleep.
- Effects
- Harmful side effects or overdose
- Have a reaction that was not anticipated.
- I think everybody has a different chemical balance, so some it could be good, and some it could be bad.
- It can cause reactions.
- It can react to the medication and cause serious side effects. People can die.
- It causes problems.
- It causes unexpected results.
- It could counteract a bad reaction.
- Probable side effects that you wouldn't be aware of.
- Probably some kind of side effects and the chemicals mixed is doing something.
- Side effects or death
- Side-effects, overdose
- They are not good and can cause all sorts of trouble.
- They can cause a really bad reaction.
- They can cause problems; one can make the medication not to work.
- They probably get a reaction to it.
- You can get dangerous reactions.
- You could get bad side effects.
- You don't know how to react with them mixed.
- You don't know the reactions that could happen.
- You don't know what would happen.
- You're more relaxed and unconscious about things.
- You're never sure what the results will be.

Drug Interactions (26) - 6%

- A lot of things; you could mix the wrong things together.
- Changes the way your body absorbs them and how it reacts to them. Your judgment is also impaired.
- Chemical reactions
- Chemicals will have bad effects with other chemicals so you never know what you're going to get when you start mixing. You could die.
- Drug interaction
- I don't know, make a reaction.
- Interaction effect; you don't know how it will amplify.
- It affects the way the medicine works and you can get more addicted.
- It can make the medication less effective; it can also have poor interactions together.

- It kills the medication itself.
- Possibly the combination could be very harmful.
- Risk of the chemical reaction that could take place or could cause a lot of drowsiness and things like that
- The alcohol can counter react and cause something bad happen.
- The prescription could act differently than how it's supposed to.
- They can have a reverse reaction to each other.
- They can interact and cause comas or death.
- They could either shut the medication down or make it so it doesn't work effectively.
- They have bad reactions.
- They interact with one another unfavorably.
- They react to different things.
- We don't know what kind of reaction their body will have, but chances are, there will be some problem with them.
- When taking alcohol, you might not be taking your medication appropriately and could alter the pain medication, but with anti-depressants, it may not be a problem if it was a short time.
- You are canceling out the prescription.
- You can mix a deadly cocktail.
- You're putting too things together; that make things twice as bad.
- You're mixing two dangerous items together and both can cause problems.

Drowsiness/Loss of Consciousness (22) - 5%

- Causes you to be light headed.
- Drowsiness
- Drowsiness and death
- Drowsiness and lapse into a coma
- Drowsiness or interference with the effectiveness of the medication.
- Enhanced drowsiness of the particular drug
- Falling asleep when you're trying to drive, can't operate machinery, and addiction
- I think they make you drowsier.
- It can make you sleepy and you can overdose and not be alert.
- It could cause drowsiness.
- It could cause some ill effects such as drowsiness or death.
- It makes people drowsier and less alert.
- Light headed and not able to function or drive.
- Passing out and overdosing.
- Sleepiness, driving in your car you can be dangerous to other people, drowsiness, or being unaware of what's going on,
- They can send you the wrong way. Sleep medications can put you too far into sleep.
- They make you drowsier.
- Unconsciousness
- You can black out, pass out, overdose, or vomit.
- You could pass out or die.

- You get very sleepy and you become a different person.
- You might take too much and put you to sleep or die.

Exacerbates the Effects of the Drug (21) - 5%

- Alcohol enhances the effect of them.
- Alcohol has a tendency of absorbing into the tissues and the prescription gets into the body a lot faster. Alcohol also has its own medication results.
- Compound effects
- Could make it more dangerous or the drug not do what it was supposed to and react differently to your body.
- Effects are multiplied and your ability to reason and think cognitively is reduced dramatically, as well as your heart rate and adrenaline is affected.
- Exaggerates the drug
- Exacerbation of the medication, which means that it enhances the effects
- Extenuates the effects, sleepiness, tiredness and unable to think clearly.
- I think the reactions would be greater than they were supposed to be.
- Intensify the affects.
- Interaction or having the effects of the drug or alcohol intensified.
- It affects the potency and you get drowsy.
- It could make the effect worse.
- It tends to amplify the drug and it says it right on the label, so I don't know why people do it.
- It will increase the potency of the drug.
- It would exaggerate the effect of another drug.
- It would make it more dangerous.
- The reaction would be bad.
- They enhance both sides and can be lethal.
- They increase the effect or potential of the side effects, and if you take enough, you go to sleep and never wake up.
- Well, it can alter the effect of the pain medication, probably making it too strong. You can have bad reactions that make you sick.

I Just Know it is Dangerous (19) - 5%

- Alcohol is always a danger.
- All I know is it wouldn't be good.
- Don't know, but it sounds dangerous.
- I am not sure, I just know you shouldn't.
- I am not sure. I just know you are not supposed to.
- I don't know, but from what I have read, it sounds extremely dangerous.
- I don't drink, so I don't know; I just know they say to not do it.
- I don't know, but it wouldn't be a wise thing to do.
- I don't know exactly, just that it's bad.
- I don't know; I just know you are not supposed to.
- I don't know; I just think they would be bad for you. You might be allergic to them.
- I just know it's dangerous.
- I just read you shouldn't do that. They can cause you to pass out or become incoherent. It may even be fatal.
- I know it is dangerous, but I don't know.
- It is not good.
- It says it's dangerous.
- It's bad for you if you take same pills.
- No; I don't know any. I just think it's common sense not to.
- Well, for alcohol, it's bad with any medication. I don't really know, but it has to be something bad. You will overreact like acting drunk.

Mental/Behavioral Problems (11) - 3%

- Depression, mental and physical
- Hallucinations and passing out
- I would imagine that it would cause hallucinations and stuff.
- Mood changes, sleep changes, inward effects
- The tendency to not be yourself, high blood pressure, and you could hurt others around you.
- They are all depressants and cause more depression and death.
- They are all depressants, so they are not good together.
- They make you really stupid and do things that you wouldn't normally do.
- They would mess with your head.
- Well, they affect people with different mood swings.
- Well, alcohol is a depressant, and so with the medication, you kind of lose track of yourself and take more than you meant to.

Miscellaneous/Other (7) - 2%

- Have about the same thing in them.
- It conflicts with my idea of prescriptions and what doctors prescribe.
- It's bad, from what I hear.
- Multiply your problems.
- They're not prescribed.
- To steer clear
- What aren't the dangers? There are just so many.

Don't Know (30) - 7%

- Don't know; I can't think of anything.
- I couldn't tell you.
- I don't know any.
- I don't know for sure.
- I don't know. (22)
- I'm not real sure.
- I'm not sure.
- I've never tried it.
- No idea

APPENDIX D: RISKS USUALLY ASSOCIATED WITH PEOPLE TAKING PRESCRIPTION PAIN MEDICATIONS

What are the risks you usually associate with people taking prescription pain medications?

Addiction (106) - 26%

- A need for more
- Addiction (13)
- Addiction and damage to their bodies
- Addiction and dependency
- Addiction and general misuse
- Addiction, and if you take too much, you die.
- Addiction and losing many important things in their life
- Addiction and misuse.
- Addiction and overdose (9)
- Addiction and self-medicating, thinking “if one helps, two or three might be better”
- Addiction and the side effects
- Addiction is the number one risk; it affects the organs.
- Addiction leads to theft, crime, and more addiction.
- Addiction, mostly
- Addiction, of course, misuse and over medicating
- Addiction or death (2)
- Addiction, accidental overdose
- Addiction, death (3)
- Addiction, death, and over-dependence.
- Addiction, death, ruination of job, family, and self
- Addiction, driving under the influence, and shaving their pills
- Addiction, driving while under the influence, taking more than prescribed
- Addiction, drowsiness at work or on the road, and mixing two drugs together
- Addiction, heart attack, stroke, brain damage
- Addiction, impaired judgment, driving accidents, and suicidal tendencies
- Addiction, impaired thinking, being tired, poor judgment
- Addiction, overdose, and car accidents
- Addiction, overdose, and death
- Addiction, poor judgment, hurting others on the road, and overdose
- Addiction, selling the medication, and it can ruin lives.
- Addictive
- Aside from addiction, I don’t know.
- Becoming addicted (4)
- Becoming addicted, or mixing with other meds.
- Being addicted to them and other people using them that aren’t suppose to.
- Dependence
- Dependence, sleepiness

- Dependency
- Dependency leads them to do other drugs and can lead to drug addiction, and if you take them and mix them inappropriately, you could die.
- Dependency; it stops working, so then you take the pill again.
- Dependency, overdose (2)
- Dependency; they can get addicted to and maybe accidentally overdose.
- Get addicted and misuse them.
- Getting addicted (2)
- Getting addicted and overdosing
- Getting addicted to it
- Getting addicted to it or dependency
- Getting addicted to them
- Getting addicted to them, and the more you take, the more you need.
- Getting addicted, sexual and mind over matter
- Getting hooked on it
- Habit forming (2)
- I think it is because it's addicting.
- It's addictive.
- It's highly addictive; you get use to how it makes you feel, it numbs the pain, but numbs you from the world. They get pain pills and rationalize because it isn't illegal and they get addicted; the accessibility is really easy. Naive or innocent people will take the pill and realize what it does for them in the comfort of their own home, and it's not as looked down upon as heroin or meth.
- Taking more that you should.
- The addiction part or if they mix it with other different medications they, can get health risks.
- The get hooked on it and they can't get off.
- The main risk is if people don't take it the right way and they get hooked on it and it becomes like any other drug.
- There's the risk being addictive and being dependent on them and side effects to them.
- They become addicted.
- They become dependent on them.
- They become dependent and think they need them when they really don't. They take them and get hooked.
- They can become addicted or overdose.
- They can become addicted to them, could overdose, not take as prescribed, or take too many.
- They can become dependent on them
- They could get addicted and they could try to get their hands on more.
- They get addicted and the side effects.
- They get addicted.
- They get hooked on it. (2)
- They tell me they are addicted to it.
- They will get addicted.
- They will get hooked on them.
- Well, number one is the addiction, and it fouls up you and your life.
- You get addicted to them.

- You get addicted; it's just like cocaine.

Overdose (99) - 24%

- A tendency to over medicate or self medicate. There is going to be a reaction with mixing, and they can be wide and varied. Once they are in the household, teenagers have a tendency to get a hold of them.
- Accidental overdose or addiction
- Forget they have taken it and they take it again or they drive when they are on it.
- I would assume overdose is probably a big risk.
- If they over took them, I wouldn't drive with them. People go off the deep end.
- If they overdose easily
- Like overdosing, impaired vision, or you don't know what you are doing when taking them.
- Over doing it and taking too much at once
- Over medicating
- Over usage and addiction
- Over use (2)
- Overdose (24)
- Overdose and addiction (2)
- Overdose and allergies to medication
- Overdose and becoming hooked on them
- Overdose and complications with whatever else they take
- Overdose and getting high
- Overdose and misuse
- Overdose and mixing it with something else
- Overdose and using with alcohol
- Overdose if used improperly
- Overdose or abuse
- Overdose or die
- Overdose or fall asleep
- Overdose or not being in control
- Overdose, also taking two drugs at the same time that don't go together, and suicide
- Overdose, an accident, and a bad reaction of the drug
- Overdose and not thinking clearly
- Overdose, bad driving, and could hurt someone
- Overdose, not understanding the side effects or using the instructions to be aware of the dangers. Also, in the elderly, there may be confusion regarding the taking of meds.
- Overdoses (2)
- Overdosing (7)
- Overdosing and addiction
- Overdosing and impaired vision for driving
- Overdosing and more than one reason
- Overdosing and using them while driving
- Overdosing and driving while taking them

- Overdosing, respiratory arrest, and driving while you have drugs on board
- Overdosing, using too much, and getting addicted
- Possible overdosing or allergic reaction
- Probably taking too many and becoming addicted
- Risk of taking too much and killing yourself
- Risks are you can overdose or have a reaction.
- Take too many and overdose
- Taking too many
- Taking too many or taking them without doctor's authorization; you don't know how it's going to react.
- Taking too much (2)
- Taking too much or overdosing
- Taking too much, giving out it or selling it.
- Taking too much, probably
- The amount of medication for your weight. Perhaps you got allergies and something could trigger yourself.
- They could overdose.
- They don't know how much is too much. People just don't know what their body can and cannot handle.
- They don't know when to say when.
- They forget or take more than they should.
- They over medicate themselves.
- They overdose.
- They take too much and harm themselves.
- They take too much. (2)
- They usually take too much.
- Usually overdosing, death, addiction, mental side effects
- Well, the risks are: they take too much, they try to get prescription from more than one physician, and they mix it with alcohol.
- Well, they probably take too many of them and go to sleep and never wake up.
- You can overdose and not be aware of what you are doing.
- You could overdose on them; some get behind the wheel and hurt someone else, and also, just the side effects.

Physical Health Problems, Injury/Illness (40) - 10%

- Causes bad health problems
- Chemical poisoning, overdosing, addictive behavior, and accidents while driving under the influence.
- Coma or death
- Damage to the liver or kidneys, and also use caution when driving.
- Dizziness and allergies
- Drowsiness and low blood pressure
- Headache and some take more and then can't stop taking them.
- Heart complications, it's down right stupid, and getting hurt.
- Heart problems and obviously brain issues, but the biggest damage you're not aware of is what you're doing and possibly getting into a serious accident.
- Heart, blood, and overdose problems
- High blood pressure, allergies
- I would say some risks are building a tolerance to the medication. It causes your respiration to increase. You can become addicted to it easily. Your children could find them and use them and become addicted.
- It depends on what you are taking, heart problems.
- It just knocks me out, but it alters their judgment, and they get a high.
- It risks health, family, and your job.
- It shuts down the system.
- It's not good for the health, and driving when they aren't supposed to be.
- Liver congestion, death, shock, heart attack, stop breathing
- Maybe a chemical imbalance and if it's not the correct prescription by a doctor it, it could mess up your body by overdosing.
- Not good if you take them over a short period of time.
- Not knowing what kind of effect it's going to have on them or anything else they're taking
- Organ failure, kidneys shut down, you poison yourself, and impairment that causes vehicle accidents.
- Passing out and reckless behavior
- Reaction with the meds, drowsy or high on them, you have a problem
- Reactions where you feel suicidal and some are really aggressive and can harm your body.
- Side effects, death, addiction, over prescribed or illegally used
- Side effects, incoherency, internal organ failure, dehydration
- Stomach problems, dependency
- The drowsiness
- The liver disease
- The medication could be expired and not be good for your body and could overdose.
- The risk is bad on the liver and shuts down the heart.
- The side effects
- Their heartbeat is faster, feel dizzy or almost out of breath.
- They are taking risks of the side effects.
- They could get really sick.

- They depress your system, make your heart slow down, and if you take too much, it will make your blood pressure go down and possibly make your heart stop all together.
- Tiredness
- Undiagnosed symptoms, addiction
- You're not in good health.

Substance Abuse/Misuse (32) - 8%

- Abuse
- Getting pain medications from other physicians and multiple dosing
- Hope they use them right and how the doctor said
- Incorrect use (2)
- Inexperienced with taking drugs and not knowing the dangers
- Misuse and abuse
- Misuse of them.
- My prescription is made to fit my weight etc., so if someone were to take my meds that was smaller.
- Not following the directions
- Not following the prescribed manner in which they're given
- Not taking it in the manner it was prescribed
- Not taking them correctly or by direction
- Not understanding the result of using them
- Not using them right
- Overuse
- Overuse and addiction
- Overuse or misuse
- Overuse, addiction, not using them as prescribed, crush pills and snort them, deadly
- Somebody else getting them and misusing them
- Sometimes they don't understand how to take it or sometimes they forget when they take it and then take an overdose.
- Taking the wrong prescription
- Taking them improperly or overdosing
- Taking them longer than needed, anxiety, and dependency
- Taking them when they're not supposed to or being allergic to them. Overuse or taking more than you should.
- The results of getting high when misusing them
- The risks are high. You need to be responsible in order to take them.
- There's only a risk if they take it incorrectly, or people could die.
- They don't realize what they are for.
- They get in trouble and they don't know how to neutralize it.
- They take meds not for them.
- They take them improperly or they become addicted.

Death (25) - 6%

- As long as they take it the right way, there are no risks. If they take too much, they overdose and kill themselves.
- Cause death or injury.
- Death (5)
- Death and not functioning properly
- Death and overdosing (2)
- Death by overdose
- Death, addicted
- Death, overdosing, brain damage
- Dying
- I guess the risk of dying.
- It's a situation where you risk death every time, but sometimes it's the only way to avoid pain. It's a catch-22 situation: at any time it could kill you.
- Possible death
- The risk is death.
- The ultimate is chance of death. You don't know how you're going to respond.
- They are risking their life. You could take something that could knock your heart out.
- They can die.
- They could get high and they could die.
- They die, overdose, or become addicted.
- You die, or if you drive, you can kill someone.
- Your heart can stop.

Impairment (Driving, Functioning, etc) (24) - 6%

- Car accidents
- Drivers on the road who are not with it.
- Driving
- Driving a car
- Driving accidents
- Driving and addiction
- Driving and getting hooked on them
- Driving under the influence
- Driving under the influence, and may become violent
- Driving under the influence, and operating equipment
- Driving under the influence, or operating machinery
- If you take too much, you shouldn't drive.
- I'm not really sure; side-effects or addiction.
- Impaired driving
- Impairment in judgment when driving, and taking too much and not waking up.
- Impairment, personal injury, and death
- It depends on the person, but it could affect their lives: driving, their family, jobs, overdose, etc.
- Lack of cognition, lack of good judgment, also cause psoriasis and other things, kidney failure, and rotten teeth
- Operating machinery and mixing with alcohol

- Other than people misusing them, they cause drowsiness, so you can hurt yourself when driving because you are not as alert.
- Probably driving under the influence
- Unable to function
- Well, maybe while they are driving and if they took too many, they would not be able to be responsible for their actions.
- You are impaired by drinking and driving and overdosing.

Allergic Reaction (14) - 3%

- A reaction or their breathing could stop.
- Allergic reaction, overdose
- Allergic reactions (2)
- Allergic reactions while taking prescription drugs
- Allergic to them, and the benefit could be counter-active to what you're already taking.
- Allergic, wrong thing for their body at the time and overdose due to size.
- Allergies
- If you have a reaction from it or side-effects.
- Reactions to the drug, allergies to the drug, addiction, they impair your ability to drive and perform physical acts, and they impair your thinking.
- Some people are allergic to it, but it's very small.
- The risk they are taking is that they are allergic to it.
- Well, you could have bad reactions to them. You could have an allergic reaction.
- You can always have an adverse reaction.

Drug Interactions (13) - 3%

- Drug interaction and addiction
- Drug interaction with other medications, addiction
- Getting them in connection with other drugs or alcohol
- I think misusing it with alcohol, driving and getting in a wreck.
- If you have a bad mix, or people who take someone else's meds.
- Interaction and taking something you shouldn't could cause stress.
- Mixing it with alcohol or other medications that have a reaction with it
- Mixing them with something they shouldn't mix with
- Some people just don't read the label or mix with other drugs.
- The unknowing interaction with other drugs
- They can mix things they shouldn't mix and addiction.
- They mix alcohol with them.
- You have a risk if you mix something with it that you don't know that will hurt you.

Mental/Behavioral Problems (9) - 2%

- Deep depression, suicidal thoughts, theft, paranoia, harm other people
- Depressed, and in a lot of pain.
- Loss of memory
- Mind altering and driving is dangerous as well.
- They are depressed.
- They're just not themselves. They hallucinate, they get very depressed, they tend not to eat properly, they don't go to work, they tend to isolate themselves from people and they become very paranoid.
- You could be unstable and confused, and your blood pressure could fall down.
- You kind of get distant from the people.
- Your behavioral problems

Miscellaneous/Other (16) - 4%

- Anybody who has chronic injury pain, they usually are the ones who get caught up in it. They have a reason to go to the doctor and also mental illness.
- Following their own diagnosis of what's causing the problem.
- Getting in trouble
- If the doctor prescribes it or not
- It really depends on what they have of complications.
- Long-term usage
- Peer pressure
- Seeing what they can do and stay alive. Thinking someone else did it, so they can too.
- The effects on the people who take them
- The benefits outweigh the risks.
- The doctors don't take enough time to listen to the patient. The diagnosis is made without even talking to the patient.
- They are in pain.
- They get into robbing and illegal things.
- They usually have major surgery.
- They would do well if they were prescribed. I don't know off the top of my head.
- What their doctors tell them.

Don't Know/Wouldn't Say (25) - 6%

- I can't remember.
- I don't have an understanding to answer that.
- I don't know. (16)
- I don't know. I know they take it.
- I have no idea.
- I'm not so sure about that one. You just can't stop them.
- I'm not sure. (3)
- Wouldn't say

Nothing/None (9) - 2%

- I can't think of any risks.
- I don't associate risks with them.
- If done how it is intended, then there are no risks. If people are doing what they are suppose to, it should be fine.
- None (2)
- None; I really don't think about it.
- None really
- Not much.
- There shouldn't be a lot of risks.

***APPENDIX E: WAYS RESPONDENTS' UNDERSTANDING ABOUT
PRESCRIPTION PAIN MEDICATIONS CHANGED IN THE PAST YEAR
AND WHAT INFLUENCED THAT CHANGE***

In what ways has your understanding about prescription pain medications changed in the past year?

More Aware of the Dangers of Pain Meds (27) - 25%

- A first hand knowledge of the dangers.
- How dangerous they are.
- I believe they are more dangerous.
- I didn't realize it could be dangerous overdosing on pain medications.
- I had information on the medications that are very dangerous.
- I have a better understanding of the dangers.
- I have a brother who had heart surgery and he got worse and then he fell about three months ago. The doctor gave him Lortab and he slept for a whole week. It almost killed him. Then he got dehydrated, couldn't eat, couldn't get out of bed, and got really sick. He went back to the hospital and had an IV for three days. That was all from the pain medications and he died from it.
- I have a greater understanding about mixing different prescriptions.
- I have an increased knowledge about the dangers about sharing pain pills to people who may need them but the pills weren't prescribed to them. I have a better awareness of how people get addicted to the pills.
- I have enough experiences with friends to believe the dangers.
- I have more understanding of the dangers of abusing pain medication and how deadly it is.
- I realize they are more dangerous.
- I understand they are more dangerous and I'm more aware.
- I'm always aware of the dangers.
- I'm more aware of the dangers of sharing them.
- I'm more aware of the dangers.
- I've become more knowledgeable about the dangers and how often it happens.
- I've noticed more warning signs about problems with pain medications.
- I've seen the risks of overdosing.
- My understanding has increased about what a danger it is.
- That it is more dangerous than I thought it would be.
- The danger of overdosing and death.
- The danger of taking other people's medications.
- The dangerous situations you can get into.
- The dangers of mixing drugs and all the movie stars mixing drugs and dying.
- They are more dangerous than I thought.
- You hear all the time about the dangers. They are just dangerous.

Understand More About Prescription Pain Meds in General (16) – 15%

- As I'm getting older, my awareness is increasing.
- How much you are supposed to take.
- I am just more aware of those things.
- I just became more aware of it.
- I know more about the side effects.
- I know more about them.
- I simply found out more about them.
- I took an EMT class and learned about it.
- I was made more aware of the pain medications.
- If I had to take it, I would just be more aware of what I've seen.
- I'm more aware of the side effects and I am more careful.
- I've become more informed of them.
- I've just learned more about what kinds are out there.
- I've just read and seen more about it.
- My son had gone to the DARE program and I learned more about prescription medications.
- They made us more aware, through TV.

More Aware of the Abuse of Pain Meds (10) – 9%

- I am more aware about how people abuse prescription pain medication.
- I became more aware of the fact that they are widely abused.
- I don't realize there was a high rate of over dose.
- I didn't realize the extent to which they were being abused and people were dying from them.
- I had a sister who abused them and I was able to learn a lot that way.
- I realized a lot of people abuse pain medications.
- I was surprised how much it is over used and how many deaths come from it.
- Just my awareness of the abuse of prescription pain medications among family.
- That people don't use the pain medications as prescribed.
- You should not abuse them. Take them exactly the way you're supposed to

I Don't Want to Use Them / Should Get Rid of Them (8) – 7%

- An association called and told me about Oxicontin and how to get rid of it.
- Because I probably won't take them.
- I am less likely to use them.
- I don't use them.
- I try to not take them if I don't have to.
- I'm now not against taking pain medications.
- That if you keep them around it may tempt other people to take them.

- The fact that I want the drugs that I am not using out of my house.

People Dying / Suffering from Prescription Pain Meds (7) – 7%

- After Keith Ledger passed away this year.
- How many people are dying from them.
- I don't give them to kids anymore because they could make someone die.
- I have a cousin who had to go through rehab.
- I've seen the effects that it has had on a family member.
- Reading and hearing in the news about people dying. I don't want to be one of them.
- Just what I've seen on TV about people being hurt.

More Aware of the Addictive Nature (7) – 7%

- I already know they are addictive.
- I didn't realize kids are so addicted to prescription pain pills.
- I didn't realize people close to me could get addicted.
- I took pain medications and realized how addictive they could be.
- Just that people are hooked on them.
- Someone can get addicted to them and the detoxifying process is very painful.
- The only thing on the news is that people are getting addicted to them.

The Problem is Growing (6) – 6%

- I realized it was more of a problem than I previously thought.
- I think the problem is much greater than before.
- I'm more aware that it is an issue and growing.
- It's out in the media more; it's everywhere now.
- That it is a bigger illicit drug problem.
- That it is increasing and becoming more prevalent and widespread across all demographics.

Miscellaneous (11) – 10%

- How people rely on them so much.
- I am always reading about pain meds and how much it's prescribed to people.
- I have to be more aware when I take medication.
- I just know a lot of people that take prescription pain medications.
- I read an article in the Deseret News about the misconceptions of pain medications being no different than heroine.
- I was already aware of the problem with prescription pain medications.
- Just that they could be sold for money.
- There are more ways of knowing what prescription medications out there.
- They claim they have cheaper medications out there.
- They have machines, but I don't understand how to pay for meds except by cash.
- You can be using other people's prescriptions.

Don't Know (4) – 4%

Refused (11) – 10%

What influenced the change?

Knew Someone Who Had a Problem with Pain Meds (30) – 28%

- A family member and because I read about it.
- A family member who had a problem with it (2)
- A neighbor with a problem, as well as commercials I've seen.
- Extended family members with problems.
- Family intervention
- From talking to a lady.
- I had other experiences with other people in the past. Through my experience, I learned a lot about their medications and health problems.
- I have seen too many people take too many pills that have died.
- I have two family members who have issues with this.
- I just know about people who have had bad experiences with kids stealing them, and I have young kids in the house.
- I read some articles about it and saw some things on TV.
- I say it on TV in a special show.
- It was a friend I was just talking to and their son-in-law was the one detoxifying.
- I've seen a lot of people go down and take their own lives at a young age.
- Meeting and talking with people who are dealing with it.
- My brother has had several back problems and can't live without it.
- My family member overdosed and committed suicide.
- My friend
- My sister abused the medication.
- My son is going through the DARE program.
- Our son-in-law takes pain medication.
- People in my life, TV, and the media.
- Seeing a family member with a pain medication addiction.
- Some shared their experience of getting off the drug.
- Someone I knew didn't realize she was taking too many. It made me think that you need to pay attention and be really careful.
- The addictions of people I love.
- The death of my brother-in-law.
- The fact that people have been hurt by it.
- Word of mouth, ads, and things like that.

Television Commercials/News (17) – 16%

- Just watching news stories about mixing drugs. You should ask more questions about your medications at the pharmacy.
- Media, organizations, and I'm glad to see more TV commercials about it.
- Seeing information on TV and talking about it.
- Television (2)
- The advertising I've seen on TV. (2)
- The lady on TV that spoke of her son overdosing.
- The stories you hear and the ads on TV.
- The television, people I talk to, and conversing with others.
- The TV and news.
- The TV commercial we explained.
- The TV commercial, doctors, and by word of mouth.
- The TV, with kids getting pills from their parents.
- TV commercials (2)
- TV commercials and over the Internet.

Advertisements/News [in general] (13) – 12%

- Advertisements
- Hearing about it on the news.
- Hearing stories about overdosing. We need pamphlets to read.
- I have noticed it on the news a lot; that people are suing pharmaceutical companies for overdosing. Those companies do not force anyone to take meds.
- I heard it on the news.
- I've read a lot of articles. The media coverage is increasing about the awareness of prescription pain medication abuse.
- Media stories.
- News articles and reports.
- News stories, the radio, and billboards.
- The ads that I've seen.
- The commercials that are out there.
- The media advertisements.
- The story I heard about mixing medications.

Doctor/Physician Talked to Me (6) – 6%

- Doctor
- I have a doctor I can trust.
- My cardiologist and the Internet
- The doctor
- The EMT class and treating a person with symptoms.
- What my doctors says.

Personal Education (6) – 6%

- You realize what you're doing is a poisonous plague and you are hurting yourself.
- By receiving personal pain medications.
- Education.
- I just go buy what they claim is good.
- I'm a diabetic so I've learned more about my medicine.
- Just the understanding of medicine.

Guy Who Goes to Sleep and Dies Advertisement (4) – 4%

- From the media; a guy who goes to sleep and dies.
- The commercial about the kid who sees his dad asleep on the couch.
- The commercial with the guy who dies and the number of deaths listed.
- The one where the man falls asleep by taking too many pain medications. That definitely impressed me.

Read Article (Newspaper, Magazine, Internet) (4) – 4%

- I read articles all the time about people using prescriptions and what they have done to people on misusing of them.
- Newspaper and TV
- Newspaper, magazines, and other media.
- **The article in the Deseret News was so extensive. There were 3-4 pages of different families and their experiences. This really made an impact on me.**

Miscellaneous (8) – 8%

- Because I have teenagers.
- Because it is out of control and has been brought to the forefront.
- I don't need them. I have enough pills.
- Just working in health care.
- Realizing that there was a problem.
- Taking the medication for too long.
- The stuff going on with Oxycontin
- We know what our limitations are because we take medications.

Don't Know (6) – 6%

- I don't know (5)
- I don't know, but they should have programs to tell us more about the medications.

Refused (12) – 11%