

Vanguard Media Group

Prescription Pain Medication Management & Education
Public Opinion Survey Research Report

February 2008

Introduction

Vanguard Media Group developed a telephone public opinion survey as a means of evaluating and planning the Utah Department of Health-Prescription Pain Medication Management & Education public awareness campaign. This report presents the data that was collected in the implementation of the survey among Utah residents.

Project Overview

The main objective of this research project was to evaluate the Awareness, Opinions and Use/Misuse of prescription pain medications in Utah, as well as identify sources of information utilized by the general public.

To achieve this objective, the telephone surveys consisted of 413 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 23 of the 29 Utah counties.

Specific objectives for this project include:

- Identify the level of awareness Utahns have about the dangers, risks and prevalence of misuse/abuse of prescription pain medications among Utahns.
- Evaluate opinions 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.
- Identify the methods in which Utahns gather information from the media, as well as other sources.

Research Methodology

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

Survey Design and Development

Vanguard Media Group drafted the questions for the public opinion survey by researching existing information about prescription pain medications, as well as discussions with various work groups, staff and team members associated with the Prescription Pain Medication Management & Education Team (Team). Once the initial survey draft was completed, it was sent to the members of the Team, 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 413 interviews allowed for an accurate extrapolation of responses to the entire population of the state, resulting in a 95% confidence level with a +/- 4.77% 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, February 7, 2008 and Wednesday, February 20, 2008. The pretest to determine any necessary changes in the survey questions was conducted the night of Wednesday, February 6, 2008

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.

Organization of the Report

The remainder of the report is organized under the following areas: Executive Summary, Detailed Results and Appendices.

The Executive Summary provides a summary of the survey's key findings. The Detailed Results includes tables, charts and a written description of the results by topic area. The Appendices 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.

Executive Summary/Key Findings

The information gathered and analyzed as part of this public opinion survey has established a baseline of understanding on a variety of issues relating to prescription pain medication management & education. The established baseline will be utilized in planning various messages and elements of the campaign, developing questions for additional qualitative research (focus groups) and the development of key messages. Each of the areas outlined below explore the results of one area that relates to the campaign and provide the survey results, as well as the implications and key findings as they relate to the future campaign.

Awareness of Prescription Pain Medications

The majority of respondents would not be able to explain what an opioid is if they were asked to do so. The word opioid, while important in distinguishing the types of prescription pain medications that are the focus of this campaign, is not something the general public is familiar with. This lends itself to one of two options – explain what an opioid is or select other verbiage to identify the pain medications that are the focus of this program.

Prescription pain medications are seen as dangerous among the general public, with the largest danger being possibilities of addiction, abuse/misuse and overdose ranking as the top three. Those same three dangers are also reflected in the responses of those asked what risks they associate with prescription pain medications. Additionally, overdose and dangerous driving are the top three, while references are made to misuse in their verbatim responses.

The final area of understanding that was established in this survey was the average age the respondents feel has the most numbers of deaths due to overdose of prescription pain medications. While the State of Utah indicates the average age to be close to 40, the majority of respondents indicated the age of 20-34, which is slightly younger than what actual numbers show. There was also a high level of respondents who indicated the 0-19 age group, with the 35-49 age group registering third on the list.

Overall, the level of awareness as it relates to the dangers of prescription pain medications is fairly high. Generally speaking, Utahns understand the dangers and risks associated with taking, abusing or misusing prescription pain medications, though they may not be as clear on the age group that has the most deaths due to overdose by non-illicit prescription pain medications.

Opinions about Prescription Pain Medications

While the first part of this survey established the idea that people understand the dangers and risks of taking prescription pain medications, the following section sought to understand the level of dangers Utahns associate with prescription pain medications. When asked to rank prescription pain medications from VERY SAFE to VERY DANGEROUS, the majority of respondents felt they were right in between, but there was a slight skew to the dangerous portion of the spectrum. However, 2 percent of respondents identified them as generally safe.

There was no significant discrepancy in the number of respondents who felt that pain medications prescribed by a doctor are safe and the number of respondents who feel that most doctors prescribe the appropriate amount of prescription pain medications. The general public appears to not identify a major problem as being over-prescribing of prescription pain medications by doctors, and the majority of them feel that the medications are safe, since they were prescribed by a doctor. This second portion may lead to an area of focus in helping people understand that just because a prescription pain medication was prescribed by a doctor, doesn't mean it can't hurt you or even kill you.

As we described in the first section about the dangers and risks associated with prescription pain medications, respondents indicated abuse and misuse as a problem. Respondents were then asked if they feel Utahns take their medications exactly as prescribed, and there was a fairly close split in the

difference between Yes and No. However, when those same respondents were asked if they feel prescription pain medications are misused, an overwhelming majority reported Yes (93%). This indicates that Utahns may not fully understand that not taking a medication EXACTLY as prescribed by your physician is misusing the prescription pain medication.

Another form of misusing of prescription pain medications is in sharing them with others. Utahns feel that sharing prescription pain medications is very dangerous and they consider it wrong to share prescription pain medications with family, friends or loved ones. When combined with the information presented in the previous paragraph, the information lends itself to indicate that Utahns may not understand all the ways in which prescription pain medications can be misused, which includes sharing.

Use/Misuse of Prescription Pain Medications

One of the most informative responses from the survey was achieved when respondents were asked if they had ever been prescribed a prescription pain medication, which then listed a variety of medications that contained opioids. Sixty-to percent of respondents had been prescribed Lortab. While it would be difficult to identify who had been prescribed only Lortab, or Lortab in conjunction with other opioid drugs using the survey data collected, it can still be inferred that 62 percent of Utahns have been prescribed a prescription opioid medication. This highlights the prevalence of prescription pain medications in Utah.

The disposal of prescription pain medications, as with many other drugs, is interesting, as there is no clear method of disposing of prescription pain medications that is considered safe. When respondents were asked to identify how they dispose of their prescription pain medications, the majority of respondents said they flush them down the toilet (48%) and more than 30 percent throw them in the garbage can. Since many Utahns aren't really sure what the proper way to dispose of prescription pain medications is, it is assumed that many of them do not dispose of them, leaving them in their cabinet and posing a danger for misuse, abuse or theft in the future.

Information Sources

There are a variety of methods utilized by Utahns in obtaining information. A set of questions sought to understand where respondents obtained information as it related to prescription pain medications. The largest resource for information on prescription pain medications was their doctor, with the pharmacy in second place. However, more than half of respondents don't recall seeing information at either venue. This may indicate an opportunity to place materials at doctor's offices and pharmacies in order to catch people when they are in a position to ask additional questions to their doctor or pharmacist, or make them aware of what misusing a prescription pain medication entails.

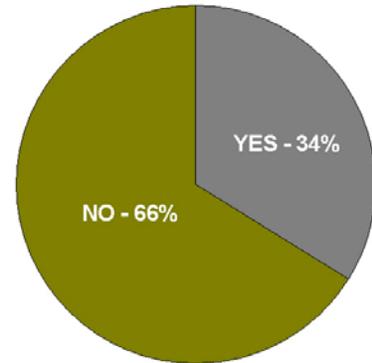
Another source of information is the media, which may include television, radio, newspaper, magazines or the Internet. When asked which form of media respondents use for obtaining their information, the top two answers, but far, were television and the internet, differing by only one percentage point, making them statistically equal. As the campaign is developed, these two forms of information distribution are recommended vehicles that can be used to convey the message to the right public.

Detailed Results

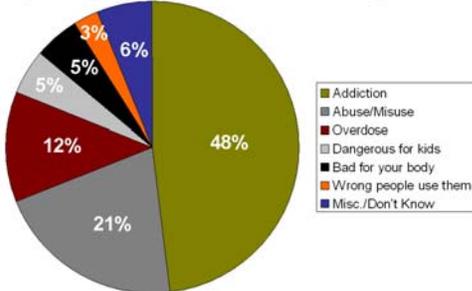
Awareness of Prescription Pain Medications

When respondents were asked if they could identify what a prescription opiate was, two-thirds (66%) of respondents reported 'No.' As follow up to that question, and in order to try and identify what people consider a prescription pain medication, respondents were asked to name any prescription pain medications they could think of. As a result, a variety of answers were generated (see Appendix C for a full list of responses), including prescription pain medications and some that do not fall into that category.

If you were asked to describe what a prescription opioid is, would you be able to?



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

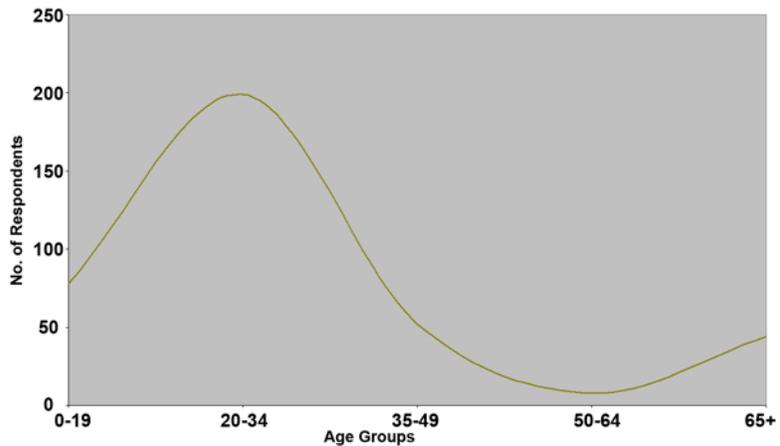


In order to evaluate the levels of danger associated with prescription pain medications, respondents were asked, "In what ways do you feel prescription pain medications are dangerous?"

A total of eight different categories or groupings of responses were identified. The top three categories, accounting for 81 percent of responses, includes: Addiction (48%), Abuse/Misuse (21%), and Overdose (12%).

The research compiled by the State of Utah shows the average age of decedents who have overdosed on prescription pain medications as around age 40. However, when respondents were asked "Which of the following age groups do you think has the most deaths due to overdose of prescription pain medications?", the age grouping of 20-34 had nearly half (49%) of respondents identifying with that group, with ages 0-19 coming in second place at 19 percent. The age group of 45-49, which contains the average age identified by the State of Utah (40), was third in line with 13 percent.

Which of the following age groups do you think has the most deaths due to overdose of prescription pain medications?



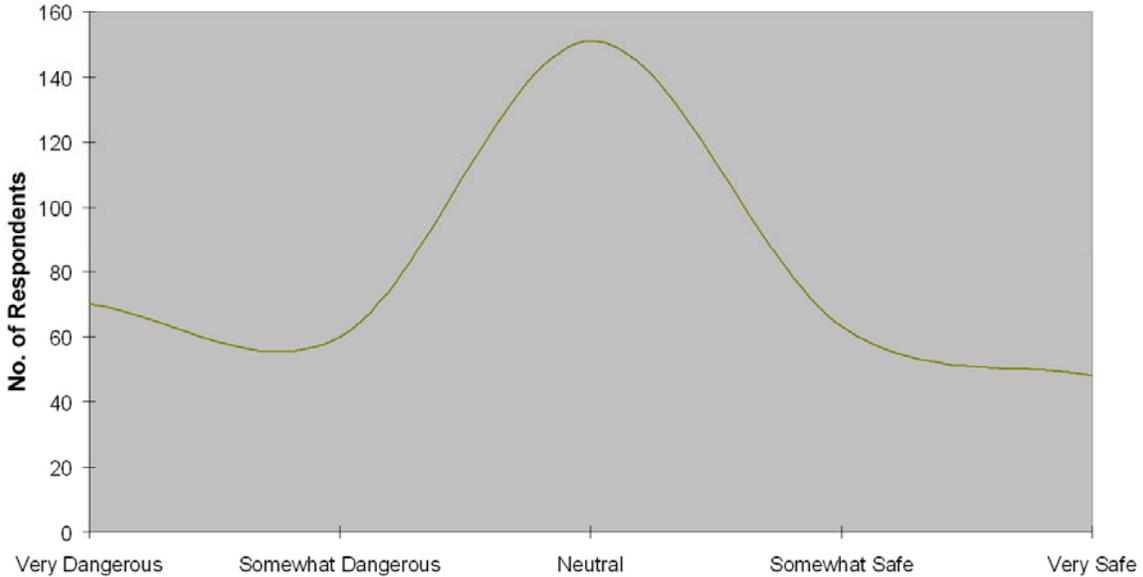
The final question utilized as a method for establishing levels of awareness asked, "What are the risks you associate with people taking prescription pain medications?" The open ended responses were then aggregated together into eleven categories.

The top three categories are similar to the three categories identified earlier, and include: Addiction (32%), Overdose (22%), Dangerous Driving (6%). The misuse category had responses similar to addiction, overdose and other misuse items and accounted for three percent of responses.

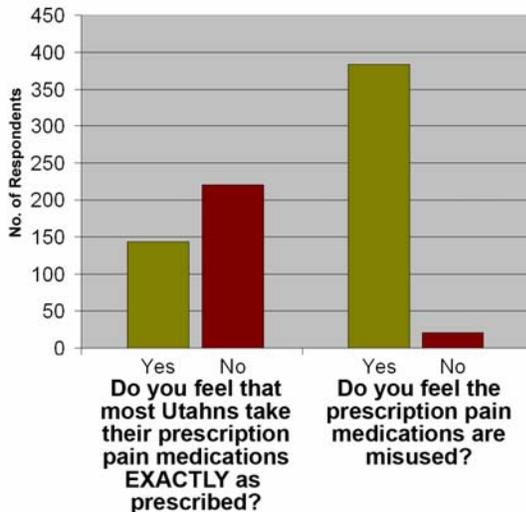
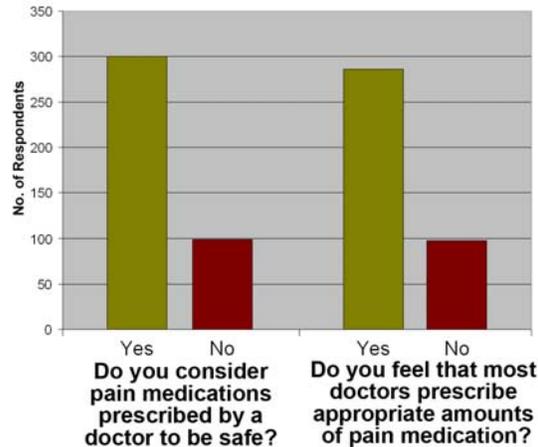
Opinions about Prescription Pain Medications

Respondents were asked, “On a scale from one to five, with one being VERY DANGEROUS and five being VERY SAFE, how do you rank prescription pain medications?” The majority of respondents reported a Neutral level (37%), meaning that they don’t consider them VERY DANGEROUS or VERY SAFE, but somewhere in between. Thirty-two percent of respondents listed their response in the DANGEROUS side, with 27 percent ranking it on the SAFE side.

On a scale from one to five, with one being VERY DANGEROUS and five being VERY SAFE, how do you rank prescription pain medications?



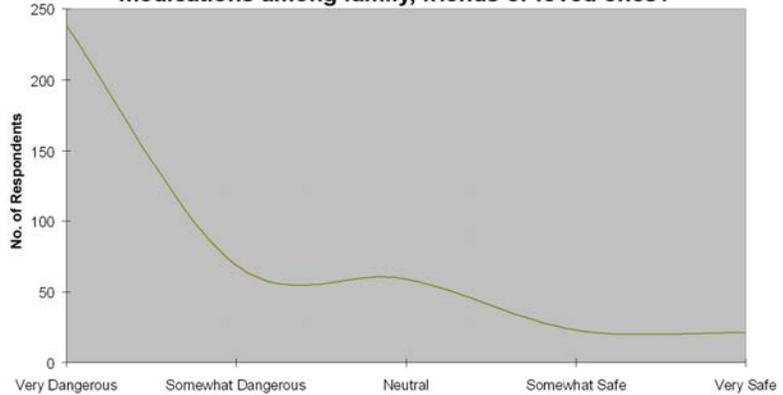
When asked if they feel that prescription pain medications prescribed by a doctor are considered safe, nearly three-quarters of respondents (73%) felt they were, with only 24 percent claiming No, they are not safe. As follow up to this question, respondents were asked if they feel that doctor’s prescribe appropriate amounts of pain medications, and the numbers were very similar to the previous question, with 69 percent reporting Yes, 24 percent reporting No, and 7 percent reporting Don’t Know.



In order to evaluate opinions as they relate to the misuse of prescription pain medications, respondents were asked, “Do you feel that most Utahns take their prescription pain medications exactly as prescribed?” The majority of respondents (53%) reported No, with only 35 percent claiming Yes. The other 12 percent reported Don’t Know. The follow up question achieved very different results, when respondents were asked “Do you feel the prescription pain medications are misused?” Ninety-three percent reported Yes, with only five percent reporting No and two percent claiming Don’t Know.

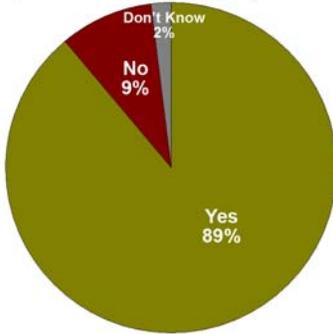
Respondents seem to understand the dangers associate with sharing drugs. They were asked, “On a scale from one to five, with five being VERY SAFE and one being VERY DANGEROUS, how do you rank sharing prescription pain medications among family, friends or loved ones?” The majority of respondents (58%) identified it as VERY DANGEROUS, with another 17 percent reporting SOMEWHAT DANGEROUS. Eleven percent ranked it as either SOMEWHAT SAFE (6%) or VERY SAFE (5%) on the spectrum, with one percent claiming Don’t Know. As a follow

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?



up question, respondents were asked “Do you feel it is wrong to take prescription pain medications that were not prescribed to you by a physician?” Eighty-nine percent reported Yes, it is dangerous, with nine percent reporting No and two percent reporting Don’t Know.

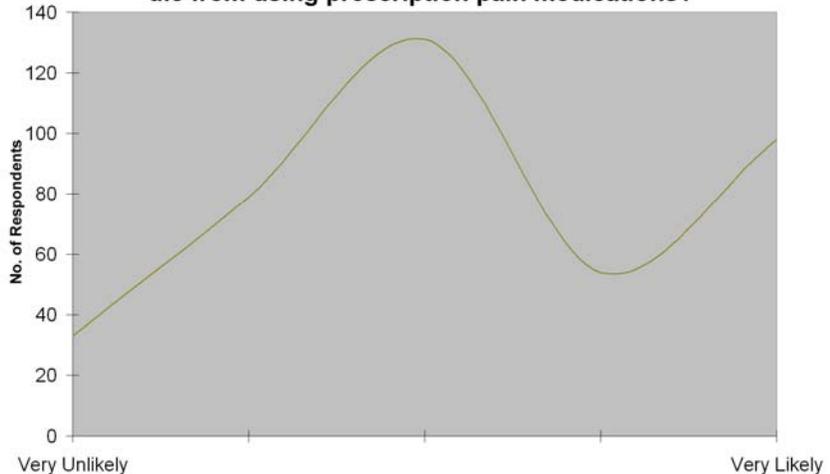
Do you feel that it is wrong to take prescription pain medications that were not prescribed to you by a physician?



The second to last question asked respondents, “Do you feel that prescription pain medications are safer than...” and listed some illicit drugs. Fifty-one percent said prescription pain medications are safer than Marijuana, and more than two-thirds of respondents reported that prescription pain medications are safer than Heroin (69%), Methamphetamine (68%) and Cocaine (69%). Around eight percent reported Don’t Know in each of the categories (illicit drugs) listed.

The final question for this portion of the survey asked, “Using a scale from one to five, with five being VERY LIKELY and one being NOT LIKELY, how likely do you think it is that people die from using prescription pain medications?” The majority of respondents (32%) reported a THREE, with 27 percent leaning toward UNLIKELY and 37 percent toward likely.

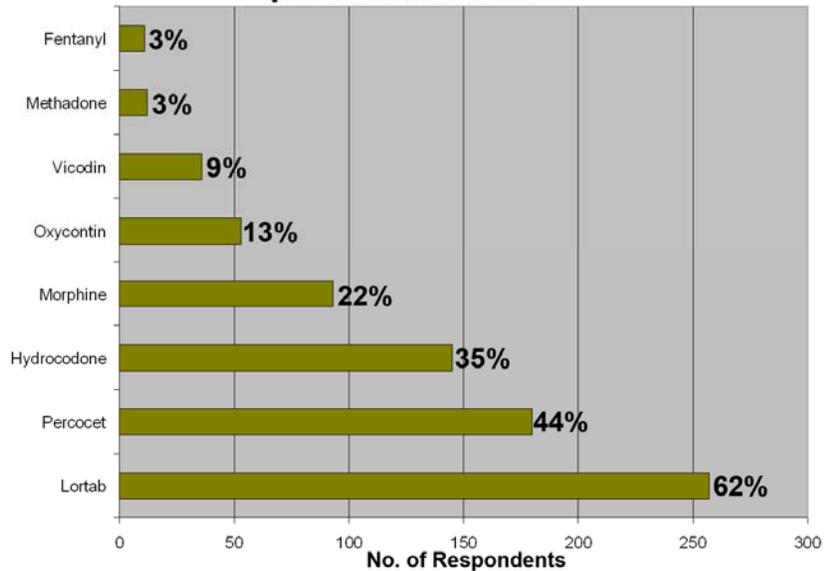
Using a scale from one to five, with one being VERY UNLIKELY and five being VERY LIKELY, how likely do you think it is that people die from using prescription pain medications?



Use/Misuse of Prescription Pain Medications

As was noted earlier in the survey, many respondents associated prescription pain medications with a variety of other types of medications. In order to identify about how many Utahns have been prescribed a prescription pain medication, respondents were provided a list of eight prescription pain medications with opiates, and asked if they have ever been prescribed any of those medications. Sixty-two percent of respondents said Yes to have been prescribed Lortab, which is the largest percentage of respondents. Forty-four percent reported

Have you ever been prescribed the following pain medications?

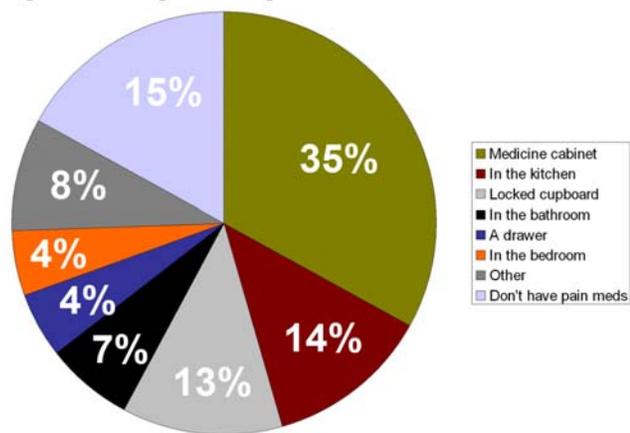


having been prescribed Percocet, 35 percent Hydrocodone, 22 percent Morphine, 13 percent Oxycontin, nine percent Vicodin, and both Fentanyl and Methadone at three percent. Although it is unclear how many respondents had been prescribed one, but not the others, or a combination of these non-illicit drugs, 62 percent had been prescribed Lortab.

Earlier in the survey, respondents associated the dangers of sharing drugs, but the following question asked, "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?" Eighty-three percent reported No, they have not shared their medications. The question that immediately followed asked, "Have you ever taken a prescription pain medication that was not prescribed to you?" The total count only varied by two percent, with 81 percent reporting No.

Respondents were then asked if they knew someone who has misused or abused prescription pain medications, and 55 percent said Yes. The remaining 45 percent said No and one percent reported Don't Know.

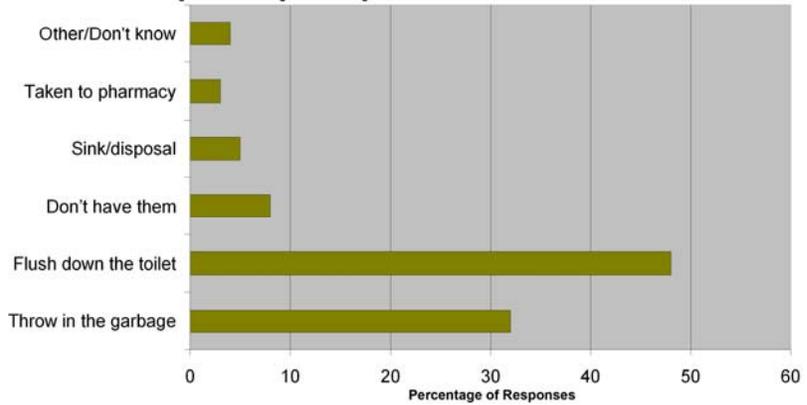
Where do you keep your prescription pain medications?



In order to understand the locations in which most people place their prescription pain medications, respondents were asked, "Where do you keep you prescription pain medications?" The open ended question lead to a variety of responses, but there was a clear primary location: in the medicine cabinet (35%). Other locations included in the kitchen (14%), in a locked cupboard (13%) and other common venues – purse, bathroom, a drawer, etc.

Respondents were asked, “Are you familiar with how to dispose of expired prescription pain medications?” Only 43 percent said Yes, with 55 percent reporting No. As a follow up to that question, respondents were asked how they disposed of their medications. There were two primary responses to this question: Throw them in the garbage (34%) and flush them down the toilet (48%). Other possibilities included down the sink (5%), take them to the pharmacy (4%) and one percent report that they burn them. The other respondents either didn’t have prescription pain medications to dispose of or don’t know how they dispose of them.

How do you currently dispose of your expired prescription pain medications?

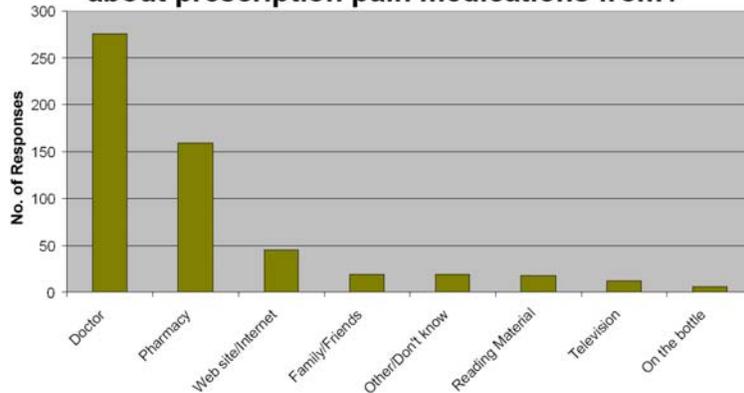


Another question related to disposal of prescription pain medications asked, “Do you currently have expired prescription pain medications in your home?” Seventy-nine percent of respondents said they do not have expired prescription pain medications in their home, with only 20 percent claiming Yes. As follow up to this question, respondents were asked if they check the expiration date of prescription pain medications in their home before they take them, and 80 percent said Yes, with only 19 percent saying No, they do not check the expiration date.

Information Sources

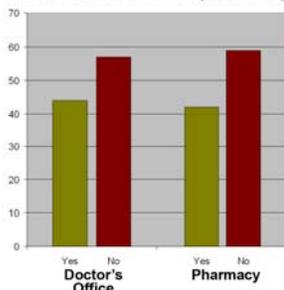
Respondents were asked where they usually receive information about prescription pain medications. Two-thirds (67%) of respondents answered Doctor, with 39 percent responding with Pharmacy. Eleven percent reported the Internet as their source of information about prescription pain medications. It should be noted that this question was open ended. There were two follow up questions, each one relating to the pharmacy and doctor response from the previously identified question.

Where do you usually obtain information or advice about prescription pain medications from?



First, respondents were asked if they have seen information about the dangers of prescription pain medications at their doctor’s office. Fifty-five percent said they had not seen any information, with 44 percent reporting that they had seen information. When asked the same question with regards to their pharmacy, 57 percent responded No, with 42 percent answering Yes.

Have you seen information about the dangers of prescription pain medications at your doctor’s office or pharmacy?

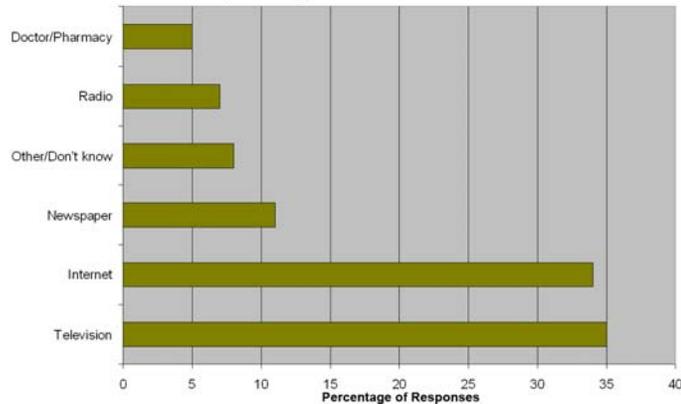


In an effort to determine other ads that may already exist in relation to prescription pain medications, respondents were asked “Do you recall hearing, seeing or reading any advertisement about safely using prescription pain medications?” Sixty-four percent of respondents reported that they had not heard, seen or read any such advertisement. Among the respondents who had heard, seen or read information about prescription pain medications, respondents

were then asked if they had done so through a list of sources. The majority of responses included television ads (78% - Yes) and television news stories (89% - Yes), newspaper articles (60% - Yes), magazines (55%), newspaper ads (43% - Yes), radio news (52% - Yes) and Internet (37% - Yes).

In an open ended question, respondents were asked, "Which form of MEDIA do you use most frequently to obtain information." The majority of respondents claimed Television (35%), but Internet was a very close second at 34%. The next highest score was newspaper (11%), then radio (7%) and other.

Which form of media do you use most frequently to obtain information?

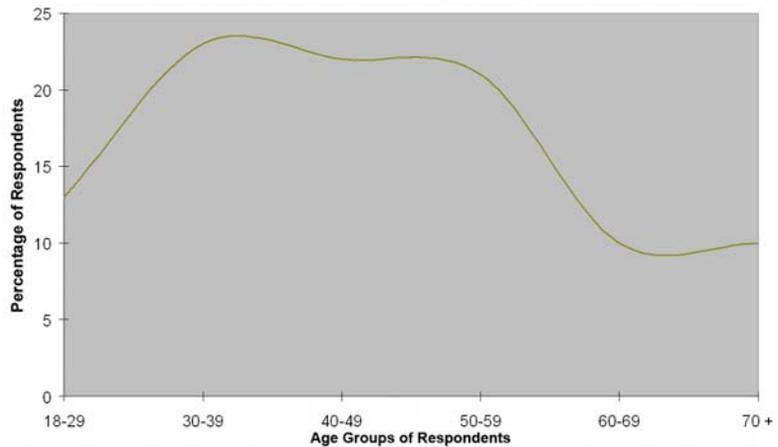


The final question of the survey was an open ended question that asked respondents, "Please describe what 'Prescription Pain Medication Management' means to you." Following an aggregation of responses into themes or topics, 38 percent said it meant to take the medication as prescribed or directed by a Doctor. Another 10 percent said it means to control or manage your medications, with eight percent reporting it means to simply manage your pain. Six percent mentioned it means to use medication only when needed, or don't use it unless it is necessary. Another six percent of the responses related to being responsible when taking or using prescription pain medications, and the remaining responses relating to a variety of topics.

Demographics of Survey Respondents

The first question of the survey asked respondents to identify which county they lived in. While the majority of respondents lived in the main counties, namely Weber, Davis, Salt Lake, Tooele, Utah and Washington County, the survey accounted respondents in 23 of the 29 Utah Counties. The respondents were statistically equal in gender, with 50 percent male and 50 percent female.

Average age of survey respondents



Respondent's ages ranged from the 18-29 age group through to the 70 and over group, with the largest majority of respondents between the ages of 30 and 59.

The largest individual age group was 30-39 with 23 percent, and 40-49 close behind with 22 percent and 50-59 percent with 21%. The last two age groups, ages 60-69 and 70 and over had 10 percent each, and the 18-29 age group accounted for 13 percent of respondents.

The majority of respondents work full time (53%), with 19 percent retired. Sixteen percent of respondents identified themselves as Not Employed and 12 percent work part time.

The final question of demographics related to household income. Fourteen percent of respondents make less than \$25,000 per year before taxes. The largest income grouping was 29 percent making between \$25,000 and \$49,999. Twenty-seven percent make \$50,000 to \$75,000 and 26 percent make more than \$75,000 per year.

APPENDIX A: SURVEY RESULTS BY QUESTION

Hello. I'm _____ from [Research company name here]. 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? (ONCE CORRECT PERSON IS SECURED): May I ask you some questions?

1. Please indicate the county in which you reside?

County	N	%	County	N	%
Beaver County	1	0%	Piute County	0	0%
Box Elder County	9	2%	Rich County	0	0%
Cache County	6	2%	Salt Lake County	151	37%
Carbon County	14	4%	San Juan County	4	1%
Daggett County	0	0%	Sanpete County	6	2%
Davis County	44	11%	Sevier County	3	1%
Duchesne County	4	1%	Summit County	4	1%
Emery County	0	0%	Tooele County	9	2%
Garfield County	0	0%	Uintah County	5	1%
Grand County	2	1%	Utah County	69	17%
Iron County	7	2%	Wasatch County	6	2%
Juab County	1	0%	Washington County	17	4%
Kane County	2	1%	Wayne County	0	0%
Millard County	2	1%	Weber County	38	9%
Morgan County	1	0%			

2. If you were asked to describe what a **prescription opioid is**, would you be able to?

	N	%
Yes	140	34%
No	271	66%

3. Which prescription pain medications can you name? (Open ended)

4. On a scale from one to five, with one being VERY DANGEROUS and five being VERY SAFE, how do you rank prescription pain medications?

	N	%
1 – Very Dangerous	70	17%
2 – Somewhat Dangerous	60	15%
3 – Neutral	151	37%
4 – Somewhat Safe	63	15%
5 – Very Safe	48	12%
Don't know	18	4%
Average Mean	2.90	
Median	3.00	

5. In what ways do you think prescription pain medications are dangerous? (Open ended)
6. Do you consider pain medications prescribed by a doctor to be safe?

	N	%
Yes	300	73
No	99	24
Don't know	13	3

7. Have you ever been prescribed the following pain medications?

Percocet	N	%
Yes	180	44%
No	227	55%
Don't Know	6	2%

Lortab	N	%
Yes	257	62%
No	154	37%
Don't know	2	1%

Oxycontin	N	%
Yes	53	13%
No	359	87%
Don't know	1	0%

Hydrocodone	N	%
Yes	145	35%
No	264	64%
Don't know	4	1%

Morphine	N	%
Yes	93	22%
No	317	77%
Don't know	3	1%

Methadone	N	%
Yes	12	3%
No	399	97%
Don't know	2	0%

Vicodin	N	%
Yes	36	9%
No	375	91%
Don't know	2	0%

Fentanyl	N	%
Yes	11	3%
No	399	97%
Don't know	3	1%

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

	N	%
Yes	143	35%
No	220	53%
Don't know	50	12%

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

	N	%
Yes	286	69%
No	98	24%
Don't know	29	7%

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	70	17%
No	342	83%
Don't know	0	0%

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

	N	%
Yes	78	19%
No	334	81%
Don't know	0	0%

12. On a scale from one to five, with five being VERY SAFE and one being VERY DANGEROUS, how do you rank sharing prescription pain medications among family, friends or loved ones?

	N	%
1 – Very Dangerous	238	58%
2 – Somewhat Dangerous	69	17%
3 – Neutral	59	14%
4 – Somewhat Safe	23	6%
5 – Very Safe	21	5%
Don't know	3	1%
Average Mean	1.83	
Median	1.00	

13. Do you feel the prescription pain medications are safer than:

Marijuana	N	%
Yes	209	51%
No	163	40%
Don't know	40	10%

Heroin	N	%
Yes	285	69%
No	101	25%
Don't know	26	6%

Methamphetamine	N	%
Yes	280	68%
No	96	23%
Don't know	35	9%

Cocaine	N	%
Yes	283	69%
No	106	26%
Don't know	24	6%

14. Do you feel the prescription pain medications are misused?

	N	%
Yes	384	93%
No	21	5%
Don't know	8	2%

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

	N	%
Yes	226	55%
No	184	45%
Don't know	3	1%

16. Where do you keep your prescription pain medications (don't prompt, just select what they say)

	N	%
A medicine cabinet	146	35%
A drawer	22	5%
A locked cupboard	54	13%
In the bedroom	22	5%
In the kitchen	56	14%
In the bathroom	30	7%
Purse/handbag	6	2%
In a safe	7	2%
Out of reach/Safe place/High up	13	3%
Other	9	2%
Don't know	3	1%
Don't have prescription pain medications	75	18%

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

	N	%
Yes	82	20%
No	325	79%
Don't know	6	2%

18. Do you check the expiration date of prescription pain medications in your home before you take them?

	N	%
Yes	331	80%
No	79	19%
Don't know	2	1%

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

	N	%
Yes	178	43%
No	229	55%
Don't know	6	2%

20. How do you currently dispose of your expired prescription pain medications? (don't prompt, just select what they say)

	N	%
Throw them in the garbage	139	34%
Flush them down the toilet	199	48%
Never had to dispose of them / Don't have them	35	9%
Down the sink / Disposal	21	5%
Take them to the pharmacy	15	4%
Burn them	5	1%
Don't know	14	3%
Other	10	2%

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

	N	%
Yes	368	89%
No	39	9%
Don't know	6	2%

22. Using a scale from one to five, with five being VERY LIKELY and one being NOT LIKELY, how likely do you think it is that people die from using prescription pain medications?

	N	%
1 – Very unlikely	33	8%
2	79	19%
3	131	32%
4	54	13%
5 – Very likely	98	24%
Don't know	18	4%
Average Mean	3.27	
Median	3.00	

23. Which of the following age groups do you think has the most deaths due to overdose of prescription pain medications?

	N	%
0-19	78	19%
20-34	199	49%
35-49	52	13%
50-64	8	2%
65+	44	11%
Don't know	29	7%
Average Mean	3.32	
Median	3.00	

24. What are the risks you usually associate with people taking prescription pain medications? (Open ended)

25. Where do you usually obtain information or advice about prescription pain medications from? (don't prompt, just select what they say)

	N	%
Pharmacy	159	39%
Doctor	276	67%
Web site/Internet	45	11%
Television	12	3%
Friend/Family	19	5%
Reading Marerial (Magazines, Books, Newspaper)	18	4%
On the medication bottle	6	2%
I don't get information	5	1%
Other	9	2%
Don't know	5	1%

26. Do you recall hearing, seeing or reading any advertisements about safely using prescription pain medications?

	N	%
Yes	146	35%
No	263	64%
Don't know	4	1%

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

Television Ads	N	%
Yes	114	78%
No	32	22%

Television News Stories	N	%
Yes	130	89%
No	16	11%

Magazines	N	%
Yes	80	55%
No	66	45%

Newspaper Ads	N	%
Yes	63	43%
No	83	57%

Newspaper Articles	N	%
Yes	87	60%
No	59	40%

Radio News	N	%
Yes	76	52%
No	70	48%

Internet	N	%
Yes	54	37%
No	92	63%

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

	N	%
Yes	180	44%
No	225	55%
Don't know	8	2%

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

	N	%
Yes	172	42%
No	234	57%
Don't know	7	2%

30. Which form of **MEDIA** do you use most frequently to obtain information? (don't prompt, just select what they say)

	N	%
Television	145	35%
Radio	28	7%
Newspaper	46	11%
Internet	140	34%
Doctor / Pharmacy	21	5%
Other	23	6%
Don't know	10	2%

31. Please describe what "prescription pain medication management" means to you. (Open ended)

32. Gender

	N	%
Male	208	50%
Female	205	50%

33. Age:

	N	%
18-29	54	13%
30-39	94	23%
40-49	91	22%
50-59	88	21%
60-69	43	10%
70 and over	43	10%
Average Mean	3.24	
Median	3.00	

34. Are you employed...

	N	%
Full Time	217	53%
Part Time	51	12%
Not Employed	64	16%
Retired	80	19%
Don't know	1	0%

35. What is your annual household income before taxes?

	N	%
Less than \$25,000	53	14%
\$25,000-\$49,999	109	29%
\$50,000-\$75,000	104	27%
Over \$75,000	100	26%
Don't know	14	4%
Average Mean	2.69	
Median	3.00	

APPENDIX B: PRESCRIPTION PAIN MEDICATIONS NAMED BY RESPONDENTS

Which prescription pain medications can you name?

Common Pain Medications

- Lortab – 39%
- Oxycontin – 28%
- Percocet – 28%
- Ibuprofen – 12%
- Morphine – 11%
- Codeine – 7%
- Tylenol – 7%
- Hydrocodone – 6%
- Aspirin – 5%
- Oxycodone – 5%
- Demerol – 3%
- Tylenol 3 – 3%
- Vicodin – 3%
- Percodan – 2%
- Valium – 2%
- Advil – 1%

Miscellaneous (92)

- A few
- A lot
- Actonel, Venexiam, Lotrel
- Acuplus, Vitorlian, Diac, Prolosac
- Adarol
- Adavin
- Aleve (2)
- All the over the counter drugs.
- Amanex, Zopimed, Chanex
- Amoxicillin
- Amoxicillin. Penicillin.
- Anacin
- Approxin
- Arversed
- Avenax, Nixoltrate
- Benicar
- Blood pressure medicine
- Blood pressure pills
- Bodine
- Caranol 4
- Carbacet (2)
- Celebrex, Ploradol
- Celebrex, Viox
- Cocaine
- Cold medicine

Miscellaneous (continued)

- Cumidin, Macardia
- Cylebrex, Symbolta, Hydrochloride, Phyaside
- Darvocet (3)
- Darvocet, Toradol, Rhelafen
- Darvon (2)
- Depacote, Prozac
- Diloted, Darvocet
- Dramamine
- Duragesic, Cymbalta, Lyrica
- Dyantin
- Emerol
- Fentanyl (2)
- Filibrex
- Gabapentin
- Heroine
- Hizard, Lipitore, Folic Acid
- Insorn, Premador, Lipitor
- It is a narcotic. Isn't it a pain pill of some kind?
- It would be a controlled drug.
- Lexapro, Tricor
- Libidon, Methadone
- Lipitor, Diovan, Celebrex
- Lycodan, Palamal 3
- Metformin, Vitorn, Humanin M&R
- Methadone
- Methotrexate
- Motrin (4)
- Naproxen (3)
- Naproxen, Motrin
- Neuragen
- Norcal
- Norco
- Nyropex, Nitrin
- Opiod
- Pain Medication
- Penicillin (3)
- Penicillin, Amoxicillin, Dathanex
- Plilox
- Prilosec
- Prozac, Methadone
- Relafen
- Rydamal, Insulin, Lipitor, Noxin, Avandamet, Amryl
- Semdack
- Solod, Paxil, Insulin
- Toynonalcodine
- Ultram (2)
- Victron
- Vidox
- Xanax
- Zetia, Lasics, Zimolda
- Zoloft
- Zoloft, Viagra
- Zorbide, Quantity

Don't Know / Can't Remember (65)

- I can't name them right off.
- I can't remember any.
- I can't remember.
- I can't think of any right now. (2)
- I can't think of any.
- I can't think of anything at the moment.
- I can't.
- I don't know. (4)
- I don't know any at all.
- I don't know any. (2)
- I don't know of any really.
- I don't know. I don't take any for pain. I don't have pain.
- I don't know. I don't take prescription pain medications.
- I don't take any pain medications so I don't pay attention.
- I don't take any.
- I don't take them.
- I have no idea.
- I'm not really familiar with their names. I don't use them.
- N/A (3)
- No clue
- None (33)
- None come to mind.
- None off hand.
- None off the top of my head.
- None, I don't take any medicine.
- Not any probably.

APPENDIX C: WAYS RESPONDENTS THINK PRESCRIPTION PAIN MEDICATIONS ARE DANGEROUS

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

Addiction (63) – 48%

- Addicting (3)
- Addiction for all ages; mostly younger kids.
- Addiction is a risk.
- Addiction (4)
- Addictive and bad for your body.
- Addictive and harmful to most organs.
- Addictive and people are doing horrible things to get them.
- Addictive (7)
- Addictive. Old very easily.
- Addictive. People drive unsafely when using them.
- Addictive. They put chemicals in your body that cause other problems and cloud people's judgment.
- Danger of addiction.
- Getting addicted and pain.
- Habit forming and it probably has side affects.
- Habit forming or addicting. Easy to abuse.
- Habit forming (2)
- Habit forming. Cause dependency.
- Highly addictive.
- I understand they are highly addictive. People like the way they make you feel.
- It's habit forming and has side effects.
- On the educational level, people don't realize how dangerous they are so they get addicted.
- People become addicted, it kills your kidneys, your brain, and you period. It's a crutch.
- People get addicted to them (2)
- People get addicted.
- People get hooked on them.
- People take too much and get addicted to them.
- The addiction factor. A lot of times they're synthetic products and there are too many unknowns.
- The addictive part is the worst to me.
- The fact that they are addictive, overused, and easily accessible.
- The mental fog and addictive.
- The way of creating an addiction and the body becomes dependant.
- They are addictive (5)
- They are addictive. Things like Oxycontin result in violent activity because they are addictive.
- They are highly addictive.
- They are too addictive.
- They become habit forming, and addiction. It's like alcohol. Some people can take it and be fine, but others can take it and be in trouble.
- They can be addictive.
- They have very addicting characteristics.
- They're addictive and they can have side effects; physical side effects. Some of them can cause people to create crimes to get them.

Addiction (Continued)

- They're addictive first and foremost, and they're abused and deadly with a risk of overdose.
- They're addictive. Probably not very safe for everyday functions like driving.
- They're addictive. They alter your thinking and brain waves.
- Too habit forming.
- Watch Dr. Phil. They're so addicting and easy to get.
- You can get addicted and die.
- You can get addicted to them and they can cause other health problems.

Abuse/Misuse (27) – 21%

- Abuse and habit forming.
- Abuse by people.
- Abused.
- How people use them.
- I don't think they're dangerous unless you take too many and not as prescribed.
- I think they become misused and abused.
- If they are abused and not taken properly they can cause addictions and even death. They can even be sold to the wrong people.
- If they're not taken right, it can cause a lot of damage or people overdose.
- If you don't use them right.
- If you overuse them you're going to get into trouble.
- Misuse.
- Most the time they are not used correctly, and they are easily attainable.
- Not knowing how to take them and overdose.
- Not used properly.
- People abuse them.
- People don't go by what the prescriptions says, and leave them out so someone else can take them.
- People have a tendency to abuse them and misuse them.
- Sometimes people take one thing and then they take something else. The two combine and it isn't good for you.
- The abuse of them.
- The way they are abused.
- They are greatly abused such that people take them too much, get addicted to them, and give them to people. There is also a problem with having them stolen.
- They are too easily abused. They can be used with alcohol and mixed with different medications.
- They can be abused and be used around mechanics and cause harm.
- They can be so easily misused. I know that one time when I was younger I had a toothache, so they gave me Codine. The pain was so severe that I accidentally took too much, and I slept for 2-3 days. That was an overdose. You can overdose
- They get in the wrong hands and are misused. They're sold on the streets and become addictive.
- When they're not used appropriately, when they're overdosed, and not prescribed to them.
- When you abuse them.

Overdose (15) – 12%

- A lot of people take too much of it.
- By taking more then you need.
- If you take too much of them it could be dangerous.
- Overdose and addictive.
- Overdose, side effects.
- Overdose (2)
- People overuse them or overdo them.

Overdose (continued)

- Potential overdose and addiction.
- Quantity prescribed vs. addictiveness. Overuse. The fact that people think that they can drive after using them.
- Take them with alcohol, overdose.
- They are overused and used for the wrong things.
- They can be overused.
- They're over prescribed. Easy to overdose and get addicted to.
- You can overdose on them.

Dangerous for Children (6) – 5%

- A six-year-old kid can die from getting the Oxycontin.
- I see the kids that are getting into it illegally and getting hooked on them.
- Kids are getting a hold of them, and they aren't using them like they should.
- Kids get to it. It's addicting.
- They are around little kids and teens who don't know what they are doing.
- They get into the hands of kids, and people misuse them.

Bad for Your Body (6) – 5%

- It might be doing good for you, but what about how it affects the rest of your body.
- Not good for the body.
- They are damaging to your body.
- They attack your liver and you look around and see a bunch of weird people.
- They hurt your organs. They don't address the problem.
- They're dangerous to your heart and can cause heart problems.

Wrong people use them (4) – 3%

- Everyone can get them.
- Falling into the wrong hands.
- If they fall into the wrong hands, they are dangerous.
- Over prescribed and they get into the wrong hands.

Miscellaneous (8) – 6%

- Any drug is dangerous.
- Doctors don't look at how they mix them and they mess people up.
- I don't think they are necessary and don't do any good anyway.
- It alters your reality.
- Oxycontin.
- Side effects.
- Take too many different kinds.
- They are not being addressed like they should be.

Don't Know (1) – 1%

- I don't know.

APPENDIX D: THE RISKS RESPONDENTS USUALLY ASSOCIATE WITH PEOPLE TAKING PRESCRIPTION PAIN MEDICATION

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

Addiction (132) – 32%

- Addicted
- Addicted, being a totally different person when taking them
- Addicted, lifestyle that comes after when you become addicted
- Addicting
- Addicting themselves and mixing them with another medication that could interfere.
- Addiction (36)
- Addiction and overdose (2)
- Addiction health problems
- Addiction is the biggest thing
- Addiction is the main one.
- Addiction or overdose
- Addiction to them, over use
- Addiction, a risk in every way
- Addiction, allergic reaction
- Addiction, and a second would be becoming immune to the medication
- Addiction, and going on to higher drugs
- Addiction, and overdosing
- Addiction, and they are desperate and steal and cause harm to other people.
- Addiction, death
- Addiction, death can happen
- Addiction, death, not being alert all the time, job safety, health risks, illegal behaviors, stealing, overdose
- Addiction, destroying your organs
- Addiction, if they abuse it
- Addiction, judgment becomes impaired
- Addiction, not aware of themselves
- Addiction, not in control of self, abuse
- Addiction, overdose (4)
- Addiction, overdose, and death
- Addiction, overdose, chemical dependence
- Addiction, overdose, criminal activity
- Addiction, overdose, death
- Addiction, overdose, dependence
- Addiction, overdose, teens getting high off their parents prescriptions
- Addiction, overdose, that is about it
- Addiction, overdosing
- Addiction, problems with organs flushing, and overdose
- Addiction, taking more than they need and becoming dependent on the drug and then overdose
- Addiction, they become drug addicts
- Addiction, you can misuse them way easy
- Addiction/dependence
- Addictive

Addiction (Continued)

- Basically that you would get either physically or mentally dependent on them. Then, you're getting symptoms because you're overdosing on them. Also, there could be something you're allergic to. Sometimes if you take something that isn't prescribed to you, that could be dangerous.
- Becoming addicted (2)
- Becoming addicted to it, some long term side affects depending on how long the person is using it, and some people don't have as much pain tolerance
- Becoming addicted to them
- Becoming addicted, and taking too much, that is basically it
- Becoming addicted, impaired judgment
- Becoming dependent on it and going out and operating a motor vehicle, putting people at risk
- Becoming dependent on them
- Becoming dependent upon them
- Being hooked on it
- Dependence (2)
- Dependence, overdose
- Dependency (4)
- Dependency and death
- Don't get addicted
- Getting addicted (3)
- Getting addicted to it
- Getting addicted, overdose, death
- Getting hooked on it
- Getting hooked on them
- Habit
- Habit forming
- Habit, addiction, work issues, money issues, friend issues
- I don't know, just becoming addicted
- I feel like if they are not careful, they can become addicted and then they keep taking it even after they don't need it anymore.
- I know that they get so dependent on it. Then it's hard for them to get off from it, I found that with ones that I've known with my family.
- Just getting addicted to them, and taking too much
- Just that they'll get addicted.
- Main risk is addiction. That's all I can come up with. I've seen very logical people take it and go down with it.
- Number one is addiction. That's a risk. I don't know of any others.
- People can probably get addicted and it's probably taken too often than other health risks. Like heart attacks that obviously result in other health problems.
- Really just addiction, death, severely suppressed breathing
- Risk of addiction, and the risk of medication interaction
- Someone becoming addicted to it
- They are addictive.
- They are going to get hooked on them.
- They become addicts, if they abuse it.
- They can become addicted, they can overdose, they can hallucinate, they can die, and it can make them really sick.
- They could get addicted to it.
- They get addicted to it. It can make them sick and they can take too much and die.
- They get addicted to the prescription.
- They get addicted. Addiction and driving. They don't realize how they have slowed their reaction and their thinking with certain medications, they don't think before they get behind the wheel. Overdose is also an issue. It's very plain on their prescriptions there is no recommended dose good enough to keep everyone safe.

Addiction (Continued)

- They get addictive and they move on to bigger and better stuff.
- They get hooked on them and can't get off.
- Total addiction and not being able to get off them.

Overdose (92) – 22%

- Accidentally overdosing
- Aspirin is supposed to be a blood thinner, so if you take too much of it, you could bleed too much and die that way.
- I usually think of overdosing.
- Major overdose leading to hospitalization or death
- Overdose (16)
- Overdose and addiction
- Overdose and becoming addicted
- Overdose and driving
- Overdose and getting addicted
- Overdose and loss of control of their actions, I guess.
- Overdose and misuse can cause a stroke
- Overdose and other problems because of the use of pain meds
- Overdose and/or death
- Overdose on any kind of medicine. You have to watch exactly what you take. You get hooked on it really easily.
- Overdose or mixing with other meds that are fatal
- Overdose, addiction (6)
- Overdose, allergic reaction
- Overdose, contraindication with other medication
- Overdose, driving
- Overdose, general abuse of taking them to get high
- Overdose, kids getting them
- Overdose, misuse (2)
- Overdose, misuse, addiction
- Overdose, not knowing how to take them right
- Overdose, reaction
- Overdose, seizures, heart attacks
- Overdosing (8)
- Overdosing and becoming addicted
- Overdosing and death
- Overdosing and reaction
- Overdosing is a primary one
- Overdosing, dependency
- Overdosing, getting addicted
- Overdosing, I don't know, I'm not a good one to ask cause I don't know.
- Overdosing, I guess
- Overdosing, impaired judgment
- Overdosing, not knowing how
- Overdosing, take with alcohol
- Overdosing, taking it incorrectly, having a reaction to it
- Overdosing, taking medications that aren't compatible
- Overdosing, taking more than prescribed, allowing them to get into the hands of others. Doctors prescribing them for too long, causing addiction.
- Overmedicating
- Overuse
- Overuse of it
- Overuse them

Overdose (Continued)

- People taking too much. Overmedicating. Not follow the directions.
- Probably overdose, heart failure, stop breathing, allergic reactions
- Risk of overdose, addiction, allergic reaction
- Sometimes people overdose
- Take too many of them and not following the directions
- Take too much of them
- Taking too many in a short period of time
- Taking too much (3)
- Taking too much and overdosing, or getting addicted to it
- They can overdose, become addicted, and be uneducated enough to take it wrongly.
- They just take too much.
- They over take them.
- They overdose on it.
- They overdose themselves.
- They take one too many to feel better.
- They take too many and too many different kinds.
- You have overdose and manslaughter.

Dangerous Driving (25) – 6%

- Driving (2)
- Driving and crash
- Driving and not focusing
- Driving badly
- Driving cars are not safe
- Driving impaired
- Driving under the influence and operating equipment
- Driving when under the influence of the drug and anything it says on the bottle
- Driving while taking the prescription
- Driving would be a risk
- Driving, falling and hurting themselves, could lead to a stroke
- Driving, health problems, addiction
- Driving, it causes drowsiness
- Driving, machinery
- Driving, overdosing
- Drowsy driving
- Having to drive
- I don't like how she drives, she is not coherent, and she is paranoid. This is the person I know who takes over the counter drugs.
- Impaired driving
- It could cause an accident, or go out and drive and kill somebody.
- Operate a car, drive
- People driving while on the prescription drugs, they put others at risk.
- They shouldn't be driving; they shouldn't be doing anything that they would have to think. And overdose.
- Using them and then driving or trying to do things they shouldn't be while under the influence of it.

Limited Ability to Function (23) – 6%

- Anytime you abuse a drug or alcohol you limit your ability to function everyday. You wont be able to cope with day-to-day things.
- Are impaired or disoriented, drive unsafely while taking drugs, overdosing
- Cause drowsiness, driving, or operating equipment
- Could effect everyday activities

Limited Ability to Function (continued)

- Disillusion, possible death, lack of function, happy high
- Dizziness, coma
- Dizziness, sleepiness, vomiting, or raise your heart rate, those are the most common
- Drowsiness, incoherence
- Drowsiness, lack of dexterity
- Drowsiness, not able to think clearly
- Drowsy, becoming dependent from them
- Fatigue and I don't know what, being tired
- Hallucinate, or something bad can happen to them
- Hard to focus on other things, losing your family from addiction, loss of dependability
- Impaired anything (speech, thoughts)
- Impaired judgment, coordination, irrational thinking, drowsiness, dizziness, possible reactions between medications
- Impairment, unable to function, heart problems and alter breathing
- Inability to think clearly
- Loopy, feeling of being high
- Not able to do your job properly and get addicted
- Not being able to control their behavior or emotions, not being able to drive
- Slurring your voice and stealing from everyone around them
- They get really stupid, neglect kids, and hurt other people and drive dangerous.

Hurt the Body, Cause Disease (15) – 4%

- Blood disorders, kidney problems, kidney failures, heart problems
- Damage all your insides, mental and physical effects
- Heart attack
- Heart failure, symptoms, organ failure, organ damage, cardiac arrest
- Heart risks, overdose is a risk, hangover, complications, and blood disorders
- If not prescribed you can injure other organs, driving hazards, addiction
- Increase heart rate, stroke
- Kidney, heart, and liver diseases
- Lead to health problems hospitalization and death, jail time maybe
- Liver failure and overdose
- Liver, kidney damage

Hurt the Body, Cause Disease (Continued)

- Lower blood pressure
- Not very good for your heart
- What they do to others parts of you body
- You don't know how your body will react to it.

Death (15) – 4%

- Deadly/Death (4)
- Death or jail
- Death, mixing of drugs
- Death, other illness
- Death, over do it, go out of mind
- Death, overdose
- Death, risking other people by driving while under the influence of it.
- Death, vomiting, faintness
- Dying I guess, getting hooked on them
- I don't know, death, overdose
- Possibly death; it's kind of dangerous if you don't take them the right way.
- Worst risk is death.

Misuse/Abuse (13) – 3%

- Abuse, overdosing
- Abusing it
- Don't take it the way they are ordered
- Don't take them if not prescribed to you
- Misuse, blood level extremely high, massive heart attacks.
- Misusing them, overdose, damages your organs
- Not using as doctor has prescribed
- People keep taking it when they are not suppose to.
- Taking it the wrong way and not using it properly
- Taking them out side of parameters
- Taking when not needed
- They don't follow the doctor's recommended dose.
- They don't know the quantity of how much to take. They don't know the limit, and mixing it with alcohol.

Mixing with Other Substances (13) – 3%

- Don't take into account that there are reactions with mixing them
- Get mixed because they have more than one doctor. Younger kids taking too much. Older people forget that they took them.
- Interaction with other medications, taking too much
- Mixing pills
- Mixing them with other prescriptions you shouldn't and overdosing.
- Not knowing how they will react, then overdosing
- Reaction, addiction
- Severe reaction
- Taking alcohol with it
- Taking it with alcohol
- Taking them with alcohol or other pain medicine and there's a reaction
- They have a reaction to the narcotics, taking too much and causing bad results.
- When it would interact with other medication.

Side Effects (8) – 2%

- Side effects (4)
- Side effects and not taking them properly
- Side effects get addicted and modify behavior
- Side effects if misused
- Unfortunate side effects, allergic

Allergic Reaction (5) – 1%

- Allergic reaction
- Allergic reaction, not being good for them
- Allergic reactions
- Allergic reactions, addictions, not reading the side effects before use
- Allergic reactions, over dosing, that's all I can think of.

None (15) – 4%

- I don't feel like there are any.
- I don't really think there is too much risk if it is prescription.
- I don't think there is any danger in it.
- I say as long as you do it as the doctor says, you are fine.
- If you are taking them properly, it's fine.
- It's a pain killer, they prescribe them to everyone, so who cares.
- It's not risky if it got prescribed to them by a doctor.

None (Continued)

- No major problems
- No, not that I can itemize.
- None (4)
- Not very risky at all
- Nothing in my knowledge

Miscellaneous (27) – 7%

- Any drug has risks
- Better not take it if it doesn't apply to you because it will do you some damage
- Depression, loss of mental, addiction, and death
- Drugs mixed up on the doctors writing
- Have other health issues if they can't take that
- Hospitalized mainly
- Hospitalized, death, addiction
- I am totally against pain pills.
- I don't associate with people like that.
- I guess you would get in trouble.
- I know there are some things you're not supposed to take, so I'm not saying anything.
- I think it leads to more dangerous stuff. Dangerous drugs, more dangerous than what they are taking.
- If they expire or they overdose
- If you need them, you need them.
- It totally depends on the competency of the doctor, if the patient is faking, the doctor needs to see that he is. Patients can take advantage of doctors and so doctors need to be more observant.
- It's high.
- Just makes it hard for those who need them to get them.
- Mixing it with alcohol
- My daughter was prescribed birth control and ended up with a liver disease.
- Not good to take a lot of prescription drugs
- Not knowing how to control what they are taking
- Pretty much everything
- Problems with pain
- Safeness when prescribed by a doctor
- They're unaware of what they're taking. People don't realize the risks. Like when they take other prescription drugs, they don't realize how potent they might be.
- Too much pain
- Well, I think we need medications because pain is sometimes really bad. It is sometimes is a necessity.

Don't Know (30) – 7%

- Don't know any one with prescriptions
- Don't know what people are going to do
- I cannot think of any (2)
- I don't know about side effects.
- I don't know (19)
- I really don't know.
- I really wouldn't know, because I don't take them.
- I'm not sure.
- Never thought about it
- No idea
- Not sure

APPENDIX E: RESPONDENTS DESCRIPTION OF WHAT “PRESCRIPTION PAIN MEDICATION MANAGEMENT” MEANS TO THEM

Please describe what “prescription pain medication management” means to you.

Take as Prescribed or as Directed by a Doctor (156) – 38%

- A doctor prescribes a certain medication and you take it as directed and not anymore.
- Abiding by the dosage.
- Any surgery or any thing like that, that they would use a prescription for and follow the instructions.
- Being able to have a pain medication given to you and properly using it. Having knowledge when and how to take it.
- Being able to know when you are supposed to take the prescription and when you are not supposed to.
- Being able to monitor and use prescriptions in the correct manner, as it was applied.
- Do what my doctor tells me.
- Do what the doctor tells you to.
- Doctor’s directions.
- Doing it exactly as the doctor tells you.
- Doing what the prescription and what the doctor says.
- Follow directions closely.
- Follow doctor’s orders.
- Follow the directions from the doctor and the bottle.
- Follow the directions of the prescription.
- Follow the instructions from a doctor.
- Following directions given by the drug manufacturer.
- Following directions of medication from the doctor or the label.
- Following doctor’s orders correctly and watching the rest of the family. Being involved in their habits.
- Following doctors orders.
- Following exact dosage, and not taking it if you don't need it.
- Following instructions that your doctor has prescribed to you.
- Following instructions, and discarding the leftovers.
- Following the directions.
- Following the doctor’s orders, and not taking more then prescribed.
- Following the doctor’s orders. (2)
- Following the doctors prescribed regiments of the medicine. Also taking it as needed.
- Following the exact doses.
- Following the instructions as prescribed until the course is finished.
- Following the instructions by the doctor.
- Following the parameters on your prescription.
- Following the physician’s orders.
- Following the prescription, but using your own brain also.
- Following what the doctor says on the prescription.
- Given in a controlled way.
- Going by the express directions of a doctor. Being sensitive to side affects and getting that input into responsible people in time.

Take as Prescribed or as Directed by a Doctor (Continued)

- Guide lines of how to use medication correctly. Information that you get from your doctor and pharmacist.
- How to take and use the medication.
- How to take them and the recommended amount.
- How to use the right amount.
- How you take it, when you take it, and what you take it with.
- How you take your pain medication.
- It's important that you follow it and not abuse them
- Make sure the patient is reading the directions, and set limits on how much to take.
- Make sure they are used properly.
- Making sure it's done right and making people take them how they're suppose to.
- Making sure you take the right amount.
- Making sure you take the right dose as prescribed by your doctor.
- Making sure you take your medicine right.
- Only taking what is prescribed.
- Only taking what's prescribed to you.
- Properly prescribed by a doctor and the patient follows.
- Read the directions.
- Should use recommended doses and drugs.
- Supervised by a physician.
- Take as needed.
- Take as prescribed to you only.
- Take as prescribed.
- Take it as directed and the time that it's needed.
- Take it as directed, and if there are any side effects call your pharmacist. Not to take more then necessary.
- Take it as prescribed and don't abuse it.
- Take it as prescribed by the doctor. Don't take more than you should.
- Take it as prescribed. (3)
- Take it if you need it. Don't if you don't.
- Take it like the doctor prescribes.
- Take it when it is prescribed, and do what the doctor tells you.
- Take it when you need it.
- Take only what the doctor prescribes and throw away expired medications.
- Take the medication as prescribed to you.
- Take them how your doctor recommends..
- Take what the doctor says.
- Take what they prescribe, and don't give it to anyone else. Dispose of it properly.
- Take what you're supposed to.
- Take your medication as you're supposed to.
- Take your prescription as directed.
- Taken as prescribed by the doctor.
- Taking as directed or taking it if you need it. If you don't need it, don't take it.
- Taking as directed.
- Taking it accordingly.
- Taking it as directed and when needed.
- Taking it as it was prescribed.
- Taking it as it's diagnosed or prescribed.
- Taking it as it's prescribed.
- Taking it as prescribed. (2)
- Taking it as the doctor prescribes.

Take as Prescribed or as Directed by a Doctor (Continued)

- Taking it exactly as directed.
- Taking it properly as prescribed.
- Taking it the right way.
- Taking it when you're supposed to. (2)
- Taking medication based on the doctor's advice.
- Taking medication only as prescribed.
- Taking medication when you're supposed to and the amount that you're supposed to.
- Taking the medication as prescribed.
- Taking the medicine that's prescribed to you.
- Taking the prescribed amount and when the doctor tells you to do so.
- Taking the prescribed dose and taking it as long as you need it, and then getting rid of it once you don't.
- Taking the prescribed dose that is prescribed to you.
- Taking the proper amount of the medication.
- Taking the proper amount that is suggested by the doctor.
- Taking the right amount of doses.
- Taking the right dosage.
- Taking them as directed by a physician.
- Taking them as prescribed. Don't overuse or under use them, and follow the instructions of a physician. To obtain adequate pain reliever.
- Taking them as your doctor says. Do whatever your doctor says to you.
- Taking things the right way and the way it's prescribed
- Taking what is prescribed by a doctor.
- Taking what it says to take and that's it.
- Taking what the doctor prescribes you, and throwing away what's left.
- Taking what the prescription is for the right amount at the correct time and for the right amount of days. Disposing of it when I'm done if there is any extra.
- Taking your medication properly.
- Taking your prescription pain medication as directed and following up with your doctor.
- Talking with your doctor and getting direction on how to use it.
- Telling how to take medication. Like when and how much.
- That you follow what's on the label, and when you're done get rid of all the leftovers.
- That you know how often to take it, and not to take it more than prescribed. That you're aware of how your body feels when you do take it.
- That you take the right amount of medication that your doctor prescribed.
- The doctor needs to prescribe it correctly.
- The person that is prescribing them to you is knowledgeable and knows your needs, and that if I have any questions I can contact my pharmacist.
- The proper use of pain medication as prescribed by a doctor.
- The proper use of the drug.
- Those that have authority to prescribe it or give it have regulations. Follow the guidelines and read them as directed.
- To follow the directions that the doctor gives to you directly!
- To only use it as prescribed by a doctor.
- To take as needed.
- To take the prescription as directed.
- To take what you're supposed to when you're supposed to and don't over exceed.
- To use it properly and in the right way, as it says in the prescription.
- To use only what's prescribed. Don't take anymore than you have to.
- Use every 'X' hours as told.
- Use it the way it is prescribed to you.
- Use your prescription as directed.
- Use your prescriptions as directed and not any other way.
- Using as prescribed and only when prescribed by a doctor.

Take as Prescribed or as Directed by a Doctor (Continued)

- Using every other option there is in pain management before going to a doctor, and following the directions.
- Using it as it is directed to be used.
- Using it as prescribed.
- Using it the way it was intended.
- Using it the way you are told to.
- Using prescription drugs as prescribed.
- Using prescription pain medication the way the doctor prescribed it.
- Using the dosage that is recommended.
- Using the right dosage.
- Using your medication exactly as your doctor says to.
- When the doctor gives you a prescription and tells you to take it every 4 hours, you should do it.
- Working with the doctor in using medication the correct way.
- You make sure to take the right amount. We need to be very careful. Doctors tell you what you can take and don't do otherwise.
- You only take it for the actual problem it was prescribed for by your doctor.
- You should take it appropriately with what it says on the bottle.
- You should take it like you're supposed to until your pain goes away.
- You take it how your doctor says to, no more or less.
- You take medication how they are prescribed to you only.

Pain Management is a System Used to Control or Manage Medications (43) – 10%

- Be in control of the drugs you are prescribed. If you have any questions you should talk to a doctor, or even go online and look it up.
- Being able to keep medicine maintained and controlled.
- Being careful with what you take.
- Control how you take it.
- Control of legal use.
- Control prescriptions.
- Controlling it.
- Controlling medication. People that shouldn't have it don't.
- Correct dosage for the amount of pain you have for what you are prescribed.
- How often you take the prescription that was prescribed to you.
- If you can't manage the pain, you have to go in to learn how to control the pain. A pain modification program. Sometimes it's mind over matter.
- I'm not taking more than one pill. The same doctor prescribed all my medication so I ask him questions.
- I'm not taking too many pills.
- Keeping it under control.
- Learning how to use it properly then doing it.
- Making sure that when you use it that you control what you take.
- Manage pain prescription properly.
- Management of prescription taking is important to me, and I take it seriously.
- Management of your pills. Taking the appropriate amount of medication daily.
- Management with taking it properly as prescribed by your doctor, and making sure no one takes it by themselves.
- Managing my own pills. What I am taking and what I am supposed to take.
- Managing prescription medication.
- Managing the frequency of use to fit the prescription.
- Managing the medicine that is given to you for your pain.
- Managing your pills.
- Only taking it when you need it.

Pain Management is a System Used to Control or Manage Medications (Continued)

- Only taking the pain medication that you need as prescribed.
- Proper medication, at the proper time, and proper amount.
- Someone administering the drug to you, and someone to manage it.
- Strongly managing your medication, and closely monitoring it.
- Taking it just for a certain amount of time, but trying to do it without the medication.
- That the doctor is sitting down and reviewing to see what you really need. They need to take more time and really evaluate. Two older people I know have died from the prescriptions that the doctor prescribed. The doctors are too busy and over scheduled. They don't take the time to review. It would save a lot of lives.
- That you manage the doses that you take.
- They need help to get rid of it.
- To control the dosages that are given to you.
- To watch over who is taking it and for what reasons. Make sure it gets disposed of and used properly. You have to take the right medicine and the right amount.
- Watching what you take.
- When your doctor is managing your prescription pain medication on a regular basis.
- When you're on pain medication, you don't get them from your doctor. You are getting them through a pain medication clinic.
- Working with your doctor and coming up with an appropriate pain level with the right amount and sticking to it.
- You manage the medication you are using.
- You only take it when you need to. If it is expired get rid of it. If you are a doctor, make sure your patient is taking the correct amount.
- You only use enough to take care of the pain, and you don't ever exceed your dosage.

Manage Pain (31) – 8%

- A system you set up with the doctor to take the right prescriptions to manage your pain.
- Being able to cope with your pain.
- Being able to take the edge off of the discomfort.
- Every time I have gone in with a problem, they give me a scale of one to ten. You want to go for medication that mutes the level of pain you are in.
- Get rid of the pain and then stop using it.
- Giving the least amount of medication to control their pain.
- How to stop the pain safely.
- If the pain gets too bad, then you take a pill as prescribed.
- If you are managing your pain as prescribed by your doctor.
- If you have a toothache or if you had a baby and couldn't take ibuprofen, then something is needed.
- If you're in pain you have a right to be medicated and not be in pain. Managing it would be using it in a good way and not abusing it by following directions.
- It means controlling the amount of pain you are in.
- Keep your pain under control.
- Keeping the pain tolerable.
- Manage your pain and take medication according to your pain level.
- Managing a pain as prescribed by a doctor.
- Managing pain at a tolerable level.
- Managing pain you have with prescribed medication, and taking it as directed without overdoing your limit.
- Pain relief.
- Taking enough medication to control your pain but not overdosing.
- Taking enough to ease the pain.
- That I stay on top of the pain, and keep it under control.
- That is a doctor direct method of keeping pain levels low.

Manage Pain (Continued)

- The control of pain in such a manner that the person can function.
- The control of pain. If you use it right it will control and manage the pain.
- The level of pain you have, and the way you manage the medication.
- The right amount of dosage for an injury.
- To be able to use medications to function and relieve the pain.
- To control the pain to the best of your ability, and to listen to the doctor.
- To manage your pain.
- To take care of the pain without causing addiction.

Use Medication Only When Needed and Don't Use Unless it is Necessary (26) – 6%

- Don't take prescriptions.
- Don't take anymore than you have to, and don't take anymore than the doctor prescribes.
- Don't take it unless you are in pain.
- Don't take medication unless you have to.
- Don't take them.
- Don't use them if you don't have to, and use it right.
- I don't know why anyone would take anything unless they were in dire pain
- I don't take any.
- I don't want to take any medications unless I absolutely have to, including pain medications. I've seen family members who are in a great deal of pain, and my personal view of them is a balance between making sure you have a quality of life and constant pain. Also, minimize the medication.
- I only take them when I have to.
- I think it's only good when you really need it.
- I would say if it was taken as needed, and only if it was the last resort, that should be the only reason you should need to take it.
- If you have an injury or operation, you should probably get Percodan. Use just enough until the pain is gone.
- I'm not getting any pain medication at all, I just deal with the pain.
- It's okay to take it if the doctor prescribes it for what he thinks you need. Don't keep taking something you don't need. That's the problem with the pills; they get hooked on them.
- Only taking them when you absolutely have to.
- Stay away if you can help it. I'm not saying morphine and stuff like that is bad, but just try not to use it. If you don't really need it then don't take it.
- Take prescriptions only when needed.
- Taking as little as needed to get through the pain.
- Taking as little as you can, and also making sure you let your doctor know that you want a small dosage.
- Taking as much as you need and no more. Only the doctors dosage recommendation. Dispose of it after it is expired.
- Taking the least amount of medicine to get the pain under control.
- Taking the least amount you need and getting off of it as soon as possible.
- Trying to not misuse prescription medications. Trying to manage something that can easily get out of control.
- We don't like to take it if we don't have to.
- You could be addicted, so you need to be cautious when taking them. Don't take more than what the doctor prescribes, and be informed of the dangers.

Be Responsible When Taking Medications (25) – 6%

- Being a responsible person and taking it like it's prescribed. If you have any questions, contact your physician.
- Being responsible and staying in control of your own life.
- Being responsible for your prescriptions.
- Do what is expected of you.

Be Responsible When Taking Medications (Continued)

- Doctors and patients being more responsible about what gets prescribed, and the instructions on how to use them. Taking the right amount.
- I don't misuse it, and use it as needed.
- If you take it with care.
- It means a lot to me. Medication can do a lot to you that you are not aware of.
- It means that we are more careful about the way it is prescribed and the way it is used. And on the doctor's half how much is being prescribed to the patient, what they need.
- Responsibly taking the medication. Making sure that you don't overdose.
- Taking an appropriate dose for a good reason.
- Taking care of it, and making sure you take the right amount.
- Taking it responsibly.
- Taking pills appropriately.
- Taking them safely.
- To use common sense.
- Use it appropriately.
- Use it right (2)
- Using it responsibly.
- Using it wisely (2)
- Using prescriptions the way they should be used.
- Using the prescriptions appropriately.
- Using things wisely for the intended purpose.

Need to be informed and knowledgeable about medications (17) – 4%

- Being educated on what's good and bad.
- Being smart with what you're using.
- Get smart. Take what is prescribed to you.
- Have better knowledge of what you're taking, and not giving out so many pills.
- Having an understanding of it.
- Having common sense.
- Having knowledge of how to take them correctly.
- It describes about the medicines.
- It means that we need to be educated on if we need to use it in the first place, and how to manage it if you do use it. How to dispose of it if you don't.
- Knowing all the risks.
- Learning about the medicine and trying to use it appropriately.
- More knowledge about pain medications. Of all the pain medications out there I would like to know about them.
- To know when, where, and how to take medication. Keep children away from it.
- To make sure what the medicine is, when to take it, and how to take it.
- To use common sense.
- Using good sense.
- You have to know exactly what you're taking and why.

Use medication under a doctor's supervision (12) – 3%

- A doctor's care, a paying clinic, people who know what they're doing to help manage that.
- A health professional helping you manage it, so you don't take something that counteracts something else.
- Being monitored by a doctor's supervision.
- Do what the doctor says.
- Doctor regulates to make sure you're not abusing them, and prescribing when necessary.
- Doctor's care.
- Doing what your doctor says.
- Listen to the doctor and follow their directions.
- Listens to the doctor and follows his advice.

Use medication under a doctor's supervision (continued)

- My doctors give me what I need and no more.
- Obey the doctor's instructions.
- To take pain medications under doctors care.

Take medications as needed (12) – 3%

- Take as required.
- Take exactly what you need, how much, the side effects.
- Take it as you need it and do not overuse.
- Take it if you need it. If you don't, get rid of it.
- Take it until it doesn't hurt any more.
- Take it when you need it (3)
- Take them until you don't need them anymore, and then throw them away.
- Taking medication as needed.
- Taking pills as you need them. Do as the doctor says, and that is the most important thing.
- Taking prescription medication as long as necessary; but after, stop taking them.

Know How to Use the Medications Safely (10) – 2%

- Basically make sure you know how to use them, and that there are no drug interaction problems. Also, that you dispose of them when finished.
- Knowing how to correctly take medicine and making sure it was something prescribed for you. You're taking it for the right reason.
- Safe usage of medication (2)
- Safety.
- To get rid of your illness and never use it again.
- To learn how to take them, how often to take them, and when to take them.
- Use your medication the right way for right reasons.
- Using pain medication in a safe and effective manner.
- You need to be aware of what you are taking and follow the instructions.

Keep Medications Secure (9) – 2%

- Always keep it in a secure safe place, and don't take more then is prescribed.
- Be careful to keep Meds out of reach of kids and teens.
- Keep it away from children, and take it as prescribed. Throw away expired medication.
- Keeping it in a safe place and following directions.
- Take it when you are in pain and not for fun.
- Take only enough to relieve the pain. Other times when his wife might need them, or if you're traveling to a foreign country.
- Take the amount you need to control the pain, but don't abuse it at all.
- Use safely
- You need to keep it safe, and keep it out of reach.

Tracking the Medications You Are Using (5) – 1%

- Being aware of what medicines you have.
- Coordinating multiple medications with a doctor.
- Dealing with prescribed medications.
- It is just keeping track of medication that is prescribed to you and not taking too much or too little.
- When you manage your pain medication, you keep track of when you take it.

Miscellaneous (32) – 8%

- As a former addict, it's either you take it or you don't. I think that prescription pain medication management is a total cop out.
- Being able to get off it, and not having to wean yourself off it.
- Celebrex.

Miscellaneous (Continued)

- Doctors should have what they need to meet their patients needs, and not what people try and sell them.
- I don't take pain medication, so I wouldn't know what to say to that.
- I have no opinion.
- I take Lortab three times a day.
- I think it's a joke.
- If you take pain medication for pain you're fine. When you take it without being in pain, then you're in trouble. I always try to be careful when taking them, by making sure I really need them. The doctor I spoke to about it, he said I wouldn't have anything to worry about if you were in pain, otherwise you're in trouble.
- Insuring your health.
- Involving enough pain medication along the road to rehab.
- It is a just a money making scam and I am totally against prescription pain management.
- It should be safe.
- It's a pill that is supposed to take care of your pain.
- It's hard for me to say because I don't use them, but I just read the directions.
- It's very important and extremely necessary.
- It's very important.
- It's very important.
- I've used prescription medication for five years.
- Making sure that you are not mixing prescription medications.
- Minimizing the use of pain medication.
- Need it in order to heal properly
- Not a whole lot. I like to stick to over the counter medication.
- Not much.
- Pain medication management doesn't really matter.
- Patient and doctor working together to ensure the medication is taken exactly as prescribed.
- Remove the pain that you have.
- Safely disposing of them when you're not using them.
- The doctor should check in with other doctors to see if some kid has gotten medication from some other doctor.
- They might have a chance to straighten some people out.
- They should be careful to whom they prescribe it and if it's necessary.
- You go to the doctor and they change the type of pain medication because it is not working on the lowest dose.

Don't know/Unsure (35) – 8%

- I can't think of anything.
- I don't have any idea.
- I don't know (19)
- I don't know. I don't have any.
- I don't know how they could manage it really.
- I don't know what you mean.
- I have no clue (2)
- I have no idea (4)
- I really don't know.
- I'm not exactly sure.
- It doesn't mean much. I don't really know because it is not an issue to me, but it is obviously to someone otherwise they wouldn't be asking this question.
- Nothing.
- Unsure.

APPENDIX F: OTHER RESPONSES

Where do you keep you prescription pain medications?

- An overnight kit
- Desk side
- In a closet
- In a pocket
- Special closet
- The hall closet
- Wherever I want.

How do you currently dispose of your expired prescription pain medications?

- Contamination things
- Dissolve them in water.
- Hazmat collection
- I let my wife do it.
- Plastic bag and I bury them.
- Put a hole in the back yard and put them in.
- Put them in first aid kit.
- Semi annual deal where they collect all those
- Take them
- We can crush them into powder and mix them with substances that we dissolve them.

Where do you usually obtain information or advice about prescription pain medications?

- From the streets
- I'm in the health care field so I know a little from that.
- Insurance company
- It is all my opinion.
- Media
- My own knowledge and street smarts
- Nursing school
- PDR
- PDR and nurses

Which form of media do you use most frequently to obtain information?

- AARP magazine, which has information about pain medication
- All of the above
- At work
- Books
- Books about medicine
- Both radio and television
- Friends and family
- I don't listen to the media.
- I don't really obtain information.
- In just reading magazines; AARP, News Week and Time
- Magazines (2)
- My mom
- News
- None (3)
- Nothing
- On pill bottles
- Wal-Mart (2)
- Word of mouth (2)