

GenerationRx 

15TH



A N N I V E R S A R Y

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CO-FOUNDER'S REFLECTION

Dear Generation Rx friends,

It has been a sheer pleasure to have led this wonderful Generation Rx project for the past 15 years. I commonly joke that we have collectively raised a teenager, but it is actually quite fair to compare this experience to parenting a human! Let me share why....

Ken Hale and I started Generation Rx in 2007, just as we and the rest of the country were beginning to understand the troubling origins of the current opioid epidemic. We were both educators – he a seasoned academic pharmacist and I a fledgling pharmacologist – and we collectively identified the need and passion for building the project's teaching tools. Anyone who knows Ken knows how lucky I was to have him as a partner in this project's launch. In addition to sharing the same values and philosophy for what the project would become, we also truly enjoyed working with one another. Thank you, Ken.

As proud parents figuring out how to succeed in this new space, we watched this little project grow and evolve into spaces beyond our wildest dreams. Over one hundred thousand people have used the Generation Rx tools to reach millions – millions! – of people across the country and beyond. That kind of success most certainly takes a village, and we were so fortunate to be surrounded by the most knowledgeable and supportive network. Thank you to Deans Henry Mann and Bob Brueggemeier, our founding funding sponsor and friends at the Cardinal Health Foundation, our sage prevention coalition mentors, our dedicated pharmacy colleagues, and our fantastic community engagement partners. Importantly, a most special thank you goes to the tens of thousands of student pharmacists around the country who have invested so much time and effort into sharing Generation Rx programming in their own communities. You always inspire me.

That leaves me to finally thank the ultimate glue of the project: the small but mighty Generation Rx core team. I say without any exaggeration that these College of Pharmacy faculty and staff represent the most talented, collegial, and downright wonderful set of individuals whom I have ever had the pleasure of knowing. Their creative brilliance and unending energy towards this work is always a motivating bright light for me. Brittany Sandidge, Molly Downing, Katie Summers, Kelsey Schmuhl, Cynthia Canan, Ruth Emptage, Emily Keeler, Cynthia Sloan, Emily Baker, Chelsea Pekny, and others who have served the project - thank you so very much. I am so very proud of you and immensely grateful to have worked alongside you.

So here I am as that parent, stepping out of the way so that this wonderful teenager of a project can plan an exciting course for the future. There is much work to be done, but I am so very thrilled to watch the work unfold. Thank you, Generation Rx, for an unbelievable professional experience. You are in the best of hands.

Warm regards,



Nicole Kwiek, PhD
Co-Founder of Generation Rx
Clinical Professor



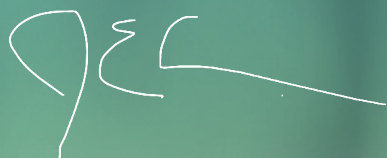
FOUNDING SPONSOR'S MESSAGE

Cardinal Health is a proud supporter of Generation Rx - a critical set of prevention education tools and resources to teach safe medication practices for life. We support Generation Rx because research shows that early prevention education is the only effective deterrence of substance use among teens. Simply put, implementing evidence-informed and evidence-based curricula in school will reduce the impact of prescription drug misuse in future generations.

The beauty of Generation Rx is that these evidence-informed tools are designed for use by anyone! Generation Rx has provided valuable volunteer opportunities for our employees, customers, and other community leaders who are interested in ensuring our communities use medications safely. Hundreds of Cardinal Health employees in every state in the country have presented Generation Rx in their communities in classrooms, senior centers, and other organizations. And, many of our pharmacy customers also lead Generation Rx sessions in schools.

Generation Rx was founded at The Ohio State University College of Pharmacy and has been powered through a partnership with the Cardinal Health Foundation since 2009. We're proud our support has facilitated the development of new toolkits for broader audiences, enhanced partnerships with schools of pharmacy around the country, and allowed the Generation Rx team to share tools and resources with many new partners and communities.

Congratulations to The Ohio State University College of Pharmacy and the Generation Rx team on an incredible 15 years positively impacting our communities. Keep up the great work!



Jessie Cannon
Vice President, Community Relations
Cardinal Health

DEAN'S MESSAGE

This year marks the 15th anniversary of Generation Rx —an impressive milestone for any academic outreach initiative. This remarkable program, launched and operated by The Ohio State University College of Pharmacy faculty, staff, and students, educates millions of Americans of all ages on important medication safety measures and the dangers of misusing prescription medications. In its first 10 years, under the leadership of Ken Hale and Nicole Kwiek, Generation Rx emerged as an exceptional example of how the pharmacy community can positively impact on America's opioid epidemic. Since that time, new partnerships within the health science and community spaces have taken this work to new heights.

Generation Rx demonstrates the power of public-private partnerships and what can happen when the two come together to address health care challenges. With the incredible support of organizations such as the Cardinal Health Foundation, our faculty and students were able to take an idea and turn it into a program that has reached millions of people across

the country. Other entities like Kroger and the State of Ohio have supported educational efforts toward "safe medication practices for life." These organizations have literally and figuratively given wings to this work.

Though the program was created in response to the ongoing opioid crisis, Generation Rx's mission has endured and evolved in many ways. The organizational model that has emerged continues to strengthen and will undoubtedly be utilized to address myriad medication-related problems that confront our healthcare system. Their work is vital, and I look forward to seeing how the program continues to grow and educate in innovative ways for the next 15 years.

Best wishes and O-H...



Henry J. Mann, PharmD, FCCP, FCCM, FASHP
Dean and professor
The Ohio State University College of Pharmacy

BUCKEYE SPIRIT

We are proud to celebrate the incredible people that have helped Generation Rx expand across Buckeye Nation!

STEAMM RISING

The College of Pharmacy was a participant in the 2022 STEAMM Rising Institute. The inaugural collaboration between Columbus City Schools and The Ohio State University brought together 80 Columbus City School teachers. The Summer Institute is part of a five-year initiative to increase teacher awareness of STEAMM (Science, Technology, Engineering, Arts/Advocacy, Math & Medicine)-based careers, engage collaboratively in design, challenge thinking around a pedagogical area of focus, and demonstrate the possibilities for collaboration across partnerships.

PHARMATHON

This event - a 3.1- or 1.0-mile run/walk to promote health, wellness, and provide education on prescription drug misuse and prevention - was established in 2015 through a collaborative effort among the Pharmacy Alumni Society Governing Board and College of Pharmacy students. Funds raised are used to promote awareness and education on safe medication-taking practices through the Pharmacy Alumni Society Governing Board and the College of Pharmacy Generation Rx program.


GENERATION RX COLLABORATIVE

Students have been at the heart of Generation Rx from the beginning. The promotion of safe medication use has been a collaborative effort amongst undergraduate, graduate, and professional students and has been embraced by student organizations across Ohio State. Our Buckeye students have extended the reach of Generation Rx into Central Ohio and beyond through events at local schools and health fairs. Students have even played a role in the design of some of our popular resources, such as the University Toolkit. Generation Rx recognizes and appreciates Buckeye Nation’s dedication to our mission!


PARTNERING WITH OSU EXTENSION TO REACH YOUTH AND OLDER ADULTS

Generation Rx first partnered with OSU Extension in 2010 to begin piloting its first train-the-trainer program aimed at youth programming. Today in 2022, our teams are working together to expand education to older adults living in Ohio, supported by funding from the Ohio Department of Mental Health & Addiction Services. OSU Extension is the community-based outreach arm of the College of Food, Agricultural, and Environmental Sciences (CFAES), with offices in every county of the state. In the early days of the COVID-19 shut-down, Extension educators were among the first to deliver Generation Rx virtually.


FOSTERING SAFE MEDICATION PRACTICES ACROSS THE LIFESPAN




ELEMENTARY




TEEN



UNIVERSITY



ADULT



OLDER ADULT

Over the past fifteen years, Generation Rx’s mission has been to educate people of all ages about safe medication practices and to help prevent medication misuse. We have strived to fulfill this mission partly through developing free, evidence-informed resources that empower communities to engage in prevention education.

Designed by an interdisciplinary team of pharmacists, health educators, professional students, and community stakeholders, the Generation Rx resources utilize best practices in prevention and education sciences.

With the first community toolkit launching in 2009, the suite of Generation Rx toolkits now targets universal audiences that include children, teens, college students, adults, and older adults.


Through delivery of our key messages using age-appropriate activities and delivery techniques, the Generation Rx resources help strengthen protective factors by teaching safe medication practices, highlighting positive relationships with trusted adults and peers, and encouraging positive alternatives and resiliency skills.

As of 2022, Generation Rx has reached millions of people directly through educational programming and indirectly through its environmental impact. Early evaluation outcomes demonstrate that most audience participants indicate increased knowledge and intentions to engage in safe medication practices.




“Generation Rx helps communities teach medication safety to people of all ages – it’s important to reach people where they live and work and to discuss topics that are relevant to their stage of life.”

—Nicole Kwiek, PhD
Co - Founder of Generation Rx




50 STATES

Generation Rx resources have been used in all 50 states.




120 COLLEGES

Over 120 colleges of pharmacy nationwide have used Generation Rx.



3 MILLION


More than 3 million people have been reached with Generation Rx prevention education messages.




70 RESOURCES

Generation Rx has developed over 70 resources that support a range of community needs.

EDUCATIONAL OUTCOMES




TEENS




87%

Of teens reported they are more knowledgeable about the dangers of misusing prescription medications because of Generation Rx.


16% to 84%



The intention of college students to safely store medications increased from 16% to 84% after receiving Generation Rx education.




COLLEGE STUDENTS




91%

Of teens reported understanding that using someone else’s prescription medications may be harmful to their health.


60% to 95%



The intention of college students to safely dispose of medications increased from 60% to 95% after receiving Generation Rx education.




OLDER ADULTS



75%


Of teens indicated they will talk with their family members about safe medication storage and disposal options because of Generation Rx.

79% to 97%




Only 79% of older adults reported keeping an updated, complete record of prescription and non-prescription medication at pre-test, while 97% reported intention to do so after receiving Generation Rx education.

11% to 87%



Only 11% of older adults reported storing medication in a locked location at pre-test, while 87% reported intention to do so after receiving Generation Rx education.

49% to 92%



Only 49% of older adults reported asking their pharmacist about possible drug interactions at pre-test, while 92% reported intention to do so after receiving Generation Rx education.

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PROJECT TIMELINE



2007

The Generation Rx Initiative was founded by Drs. Nicole Kwiek and Ken Hale.

2009

An official partnership between The Ohio State University and Cardinal Health is cemented, greatly increasing the reach of Generation Rx.

2010

Generation Rx partners with APhA-ASP to help drive student pharmacists to educate their communities on safe medication practices, taking the program nationwide.

Generation Rx receives a \$25K OSU Cares Award to develop the first train-the-trainer approach with OSU Extension.

The Generation Rx Champion Award was launched to recognize pharmacists who have worked to raise awareness of prescription drug misuse in their communities.

2012

The Generation Rx Lab opens at COSI and launches a suite of special programs, including national interactive video conferences and local field trips for K-12 schools.

2013

Dr. Kwiek offers “Generation Rx: The Science Behind Prescription Drug Abuse”.

2014

Establishment of a new student organization, the Generation Rx Collaborative.

Generation Rx partners with Origo Branding company to create a new, consolidated brand and website, GenerationRx.org.

2016

The Ohio Governor’s office, the Ohio Department of Education, and the Ohio Attorney General’s office contact the Generation Rx team to request assistance with the rollout of House Bill 367 (which mandated prescription opioid misuse awareness in K-12 schools).



2017

Generation Rx outreach efforts are recognized as The Ohio State University College of Pharmacy receives the AACP Lawrence C. Weaver Transformative Community Service Award.

Generation Rx partners with Girl Scouts of Ohio’s Heartland to develop a medication safety patch program.

2018

Generation Rx receives the national Excellence in Community Partner Engagement Award from the Engagement Scholarship Consortium.

Generation Rx resources reach over 116,000 through the Cardinal Health Foundation’s Generation Rx Prescription Drug Misuse Prevention Education for Youth grant program.

2019

Generation Rx receives the Distinguished Community Engagement Award from The Ohio State University.

2020

Generation Rx develops and launches the pilot offering of “Generation Rx Ambassadors,” an online training platform for student pharmacists.

Generation Rx receives State Opioid Response (S.O.R.) funding from the Ohio Department of Mental Health & Addiction Services to support safe medication practices among vulnerable older adults.

2021

Generation Rx and 4-H partner to develop and launch the project book, “Medication Science and Safety” which passes 4-H national peer review later that year.

Six fraternal organizations partner with Generation Rx to develop and launch a special version of the Generation Rx University Toolkit for F/S Life audiences.

2022

Generation Rx partners with AACP to promote the Ambassadors training to colleges of pharmacy nationwide.

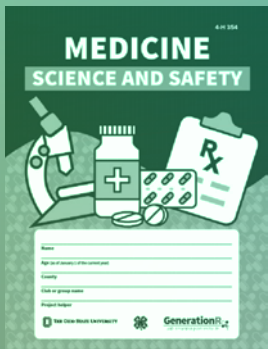
REACH ACHIEVED THROUGH NATIONAL PARTNERSHIPS

K-12 YOUTH

As a partner-driven initiative, Generation Rx remains committed to collaborating with outside organizations to bring medication safety to a diverse group of audiences. Our partnerships with Ohio 4-H and Girl Scouts of Ohio's Heartland Council reflect this commitment.

In 4-H, youth learn by doing projects that are designed to fit their needs at different ages. Generation Rx's latest partnership with Ohio 4-H involved creating a new project book that helps teach older elementary students about the science and safety of medications in a fun and age-appropriate manner. This project book, "Medicine Science and Safety," passed National 4-H Peer Review in 2021, allowing it to be readily available to 4-H members across the U.S. To date, Ohio 4-H has distributed 816 total copies of the project book, with over 200 shared outside of Ohio.

Generation Rx also partnered with Girl Scouts of Ohio's Heartland Council to incorporate medication safety education into their mission. This unique partnership led to the creation of a patch program consisting of three guides split by Girl Scout grade levels. Each program guide includes age-appropriate activities across Girl Scout's three key areas – Discover, Connect, and Take Action. By completing the guide's requirements, girls discover how to safely use medication, connect with local pharmacists and doctors, and take action to ensure their community is equipped with medication safety education.



“ This new resource fits nicely into the existing 4-H material. By completing the activities in ‘Medicine Science and Safety,’ children are learning life skills that will help them today and always as they keep themselves and their families safe when using medication.”

—Theresa Ferrari, PhD
Ohio 4-H Healthy Living Program Leader

SUPPORTING NATIONAL COLLEGIATE PREVENTION

Our partnership with the Higher Education Center of Alcohol and Drug Misuse Prevention and Recovery (HECAOD) has provided several opportunities to support the prescription drug misuse prevention efforts of campus communities.

Starting in 2015, OSU's Center for the Study of Student Life launched the first College Prescription Drug Study (CPDS), a multi-institutional study that examines the non-medical use of prescription drugs by college students nationwide. Both Drs. Hale and Kwiek provided consulting support on the 2015 and 2018 administrations, with Generation Rx faculty and staff administering the 2022 study. This study has helped over forty unique campuses complete needs assessments to inform their prescription drug misuse prevention efforts. Study findings report that most college students do not misuse medication but remain a population vulnerable for first misuse. Recognizing the need for prevention education, in 2017, the Zeta Tau Alpha (ZTA) foundation sought a partnership with HECAOD and Generation Rx to fund a 5-year mini-grant program to support campuses nationwide in implementing Generation Rx. This program has helped nineteen campuses reach over 8,000 college students with Generation Rx education.



CPDS findings have also helped identify populations possibly at higher risk for misusing medications, such as first-year students, student athletes, and students engaged in fraternity/sorority life (F/S Life). Recognizing this elevated risk, six inter/national fraternal organizations (Zeta Tau Alpha, Alpha Chi Omega, PIKE, Kappa Kappa Gamma, Sigma Nu Fraternity, and Pi Kappa Phi) collaborated with Generation Rx to develop a unique version of the University Toolkit for the F/S Life community. Pilot evaluation outcomes indicate knowledge gains related to safely securing medication and accurate social norms, shifted attitudes toward perceiving medication misuse behaviors as higher risk, and positive intentions to engage in safe medication practices.

We remain grateful to all our partners for helping us raise awareness and create campus environments for the safe use of medications.

“ Zeta Tau Alpha congratulates Generation Rx on its 15th anniversary. We have been lucky to call you a valued partner for more than six years. Thank you for providing resources on safe medication practices to not only our members, but to college students across the country. Here's to many more years of advancing the health, safety, and well-being of all collegiate populations.”

— Dinah Laughery
National President of Zeta Tau Alpha



APhA – ASP AND PHARMACY ACADEMY

From 2010-2020 and with funding from the Cardinal Health Foundation (CAH), Generation Rx partnered with the American Pharmacists Association's Academy of Student Pharmacists (APhA-ASP) to promote safe medication-taking practices across the country. Early support was garnered among The Ohio State University College of Pharmacy, CAH, and APhA leadership - including in part, our college's alumni and colleagues, Marialice Bennett, Harold Godwin, and Anne Burns. Additionally, our Ohio State University College of Pharmacy students presented Generation Rx at what is now known as the APhA Institute on Substance Use Disorders – a transformative learning experience for the team.

The successful decade-long partnership capitalized on the impressive expertise and boundless energy of student pharmacists enrolled in over 120 colleges/schools of pharmacy nationwide. Additionally, student-driven delivery ensured that the Generation Rx program's core messages were being presented in both a sustainable and locally responsive fashion. Motivated by an award structure that recognized the school chapters' remarkable programming, the project engaged over 85,000 pharmacists and student pharmacists, while educating millions of people nationwide.

“ Have you ever seen or played a video game where there were different objects that unlocked a better, more capable version of a player? That's a lot like what Generation Rx means to me; it's a been a resource that's helped me get the next level of my life by helping others. The NOPE Candlelight Vigils are a core memory for me. Attending those have shaped a lot of how I view the world and try to show up in it.”

—Marie Latsa, PharmD

The Ohio State University College of Pharmacy Class of 2018

SUPPORTING STATE-LEVEL PREVENTION INITIATIVES

Since 2018, there has been an increasing focus on prevention education solutions to combat the opioid crisis. Federal and state-level funding mechanisms have given local communities access to the training and resources needed to prioritize prevention activities across the lifespan. The Generation Rx team is privileged to have served a small role in these comprehensive, national efforts! Our faculty and staff have briefed state and regional leaders across thirteen states on Generation Rx resources since 2019. The team has also provided formal training and/or consultant experiences to many of these leaders, including in Georgia, Illinois, Louisiana, and Montana.

PERSONAL REFLECTIONS



“Generation Rx had a huge impact on me, personally, at the conclusion of my career. It allowed me to use my training in pharmacy and education to address one of our society’s biggest dilemmas – the misuse of prescription medications. Gen Rx has primarily focused on the misuse of opioids to this point, but I can envision using this platform to address other medication issues in the future. For example, problems such as the misuse of antibiotics and high percentages of non-adherence to medication regimens could contribute to ‘safe medication practices for life’ as well.”

—Ken Hale, RPh, PhD
Retired Clinical Professor
The Ohio State University College of Pharmacy



“Without Generation Rx I would not have the level of satisfaction that I have as a community pharmacist. Generation Rx gave me the resources to take medication safety presentations to four elementary schools in Powell and Dublin, Ohio — reaching thousands of elementary school students.”

—Emlah Tubuo, PharmD
Owner, Powell Pharmacy
Powell, OH



“I got involved with Generation Rx as an undergraduate BSPS student, when the Generation Rx Lab at COSI first started. This is where I began to see how I could combine my loves of pharmacy and teaching into one career path. Working in the Generation Rx Lab is still one of my most treasured memories from college and pharmacy school.”

—Nira Kadakia, PharmD, BCACP
The Ohio State University College of Pharmacy
Class of 2017

“As a former student research assistant, I’m proud to say that Generation Rx was the defining professional experience of my collegiate life. The team was welcoming and endlessly supportive, allowing me to grow into my role and feel empowered to take a deeply personal stake in the impact of our work. I fondly remember collaborating with community extension partners; along with our own team, seeing their passion for the work they do in their corners of the state impressed me with the importance of caring deeply about who you help and how you help them, regardless of your role.”

—Owen Myers
Former Generation Rx Research Assistant

“Generation Rx was really a springboard for me. While we did so many interesting and valuable programs, it gave me a lifelong interest in substance misuse disorder and the many things that could be done in a small town to help afflicted people. I am immediate past president and founding board member of the Pickaway Addiction Action Coalition (PAAC). We were recently awarded the Drug Free Communities Grant that is allowing us to do many more programs surrounding substance misuse, especially in children.”

—Larry Schieber, RPh
Owner, Schieber Family Medicine Shoppe
Circleville, OH



“To me, Generation Rx means empowerment. Through my time as a student intern with the Generation Rx project, I learned about the various ways in which the team empowers individuals of all ages to be stewards of medication safety for themselves, their loved ones, and their communities. This feeling of empowerment was not confined to just the Generation Rx toolkits, but rather, this empowerment expanded into each team member’s approach to their jobs and relationships with each other. I felt empowered by both the Generation Rx message and team members each day I came to work, and that feeling has stayed with me as I have begun my professional career post-graduation.”

—Tori Lyon
Former Generation Rx Student Assistant

“ Generation Rx is our college's hallmark outreach and engagement program. It is evidence-informed, driven with purpose, and evaluated for meaningful impact. Generation Rx has built partnerships that have sustained and continue to grow. I am continuously impressed and amazed with the quality of work driven by the Generation Rx team. This project is a shining star.”

—Jen Rodis
PharmD, FAPhA, Professor of Clinical Pharmacy, Associate Dean for Outreach and Engagement, The Ohio State University

“ Generation Rx has been a great tool in educating people regarding the use and misuse of prescription medication.”

—Rusty Fornea
Executive Director, ADAPT, Inc., Bogalusa, LA

“ Having a reputable, evidence-based, easy to implement program presented to professionals across Montana was very beneficial to our project's goal of providing technical assistance training.”

—Jennifer Munter
Program Manager, Montana State University Extension, Bozeman, MT

“ The Gen Rx curriculum and materials have provided me many opportunities to educate Pike County residents of all ages.”

—Tammy Jones
Family and Consumer Sciences Extension Educator, Jackson, OH

“ Generation Rx has helped me really understand how to talk to my future patients. Not only about how to safely use medications, but about why these medications work specifically for them while they may not work for someone else, etc. I think as healthcare providers it is easy for us to lecture a patient about what they should be doing based on guidelines and evidence because that is what we are taught in school. But I think what Generation Rx did well was expose me to a number of unique patient populations, some of which would not respond well to being lectured at. Generation Rx helped me understand that sometimes I have to listen to my patients first in order to really help them.”

—Kayla Chonko, PharmD
The Ohio State University College of Pharmacy Class of 2020



1. Powell Pharmacy partnered with volunteers from The Ohio State University College of Pharmacy, Nationwide Children’s Hospital, the Charitable Pharmacy of Central Ohio, and Ohio Healthy Pharmacy, to help spread the mission of Generation Rx by educating elementary students on the importance of medication safety using the Generation Rx Elementary Toolkit. The event reached approximately 1,200 elementary students in grades K-5 at both Indian Springs Elementary and Liberty Tree Elementary School.

2. Tammy Jones, a Family and Consumer Sciences Educator, out of Jackson, OH, hosts a Generation Rx event for Older Adults in Pike County, Ohio.

3. Dr. Kelsey Schmuhl, a Generation Rx faculty member instrumental in the creation of Generation Rx Ambassadors, being interviewed on camera for a video highlighting the Ambassadors program.

4. Shanee Patel, a student pharmacist and one of the first Generation Rx Ambassadors, being interviewed on camera for a video highlighting the Ambassadors program.

5. Dr. Missy Matusicky, Assistant Professor of Clinical Community Practice at The Ohio State University College of Veterinary Medicine, discusses how veterinary professionals can engage in conversation with their clients about medication safety for a video highlighting the Ambassadors program.

THE GENERATION RX LABORATORY AT COSI

When you hear children's science museum, you probably don't immediately think of Generation Rx. This learning environment, however, provides our team the perfect place to innovate new ways of teaching medication safety. The Generation Rx Laboratory, housed within the premier Center of Science and Industry (COSI) in downtown Columbus, is a one-of-a-kind pharmacology education outreach and research space that opened in 2012. Faculty and students have created a variety of activities over the years, including hands-on experiments, interactive shows with a patient simulator, teleconference simulations that can be broadcast around the country, and short, five-minute activities that are completed on carts found throughout COSI. Through this lab, Generation Rx has provided hands-on experiences to museum guests of all ages by utilizing both undergraduate and professional students to educate the public on medication-taking practices. Generation Rx has also participated in the COSI Science Festival, the largest STEM event in Ohio, since its inception in 2019. In its 10 years of existence, the lab has had more than 20,000 visitors, with guests ranging from 2 to 98 years old.

“For 10 years, Gen Rx has been an important and impactful partner at the Center of Science and Industry (COSI). With engaging, hands-on experiments for our guests around a myriad of topics, including drug and medication safety, Gen Rx is an invaluable resource for those who visit COSI. With their partnership, Gen Rx has offered guests the unique opportunity to meet and talk with real scientists from the College of Pharmacy at The Ohio State University, and they have hosted numerous field trips throughout their time with the museum. COSI is grateful for the partnership with Gen Rx and is excited for the future of the program as we engage and inspire young learners together.

— Kristy Williams
Director of Communications, COSI

“My favorite memory was working with Dr. Canan in the Generation Rx lab at COSI over the summer to design a new show and experiment for youth participants. During a show I led, I remember helping a young girl through the experiment visiting COSI with her grandparents. Her grandparents shared with me that she dreamed of being a scientist in the future, and that she told them that her time in the Generation Rx lab was her favorite part of the whole summer. It is extremely rewarding to use science and hands-on labs to teach medication safety while inspiring the next generation of scientists.”

— Riley Evans
The Ohio State University College of Pharmacy
Class of 2023

EMPOWERING A NEW GENERATION OF HEALTH PROFESSIONALS



Our reach has extended across the country and educated thousands of people of all ages. How do we ensure that everyone receives a consistent message and the education they need?

Thanks to technology and our expansion into the virtual education space, we've been able to build new tools to ensure fidelity of our programming. Drawing on best practices in virtual and adult-focused education, combined with 15 years of experience in the field, we developed

an asynchronous virtual training program, Generation Rx Ambassadors, to share with the broader Generation Rx community. This training program is a self-paced online course available to support health professional students toward serving as medication safety leaders.

Because medication misuse remains an interdisciplinary public health issue, we recognize that all healthcare professionals play a role as medication safety leaders. Through a partnership with OSU College of Nursing and College of Veterinary Medicine, we have also created and piloted discipline-specific versions of Generation Rx Ambassadors with cohorts of Ohio State nursing and veterinary medicine students. Extending our reach of Generation Rx education into these fields would not be possible without support from our sponsors Cardinal Health and Ohio Mental Health and Addiction Services, as well as guidance from Dr. Jennifer Dush and Dr. Turi Aarnes, faculty members within OSU's College of Nursing and College of Veterinary Medicine, respectively.

“The great thing about Generation Rx is that it provides nurses with all the tools they need to provide effective education to many different community audiences. Nurses can use Generation Rx to engage with audiences that reflect the populations of patients they care for, or the communities they work and live in. Generation Rx provides all the materials that nurses need to work with community partners to deliver effective prevention education on medication safety.”

—Jennifer Dush, PhD, APRN-CNP
Assistant Professor of Clinical Nursing,
The Ohio State University College of Nursing

“As a veterinarian my patients are my priority, and as an educator my focus is on teaching students about patient care and how veterinary medicine impacts public health and society as a whole. We need to educate students on the realities of veterinary practice, including medication diversion, as well as how to talk to owners about opioid misuse prevention, safe medication storage and disposal, and appropriate storage of medications. Generation Rx offers us a way to do this and has allowed us to partner with our colleagues in the Colleges of Pharmacy, Medicine, and Nursing.”

—Turi Aarnes, DVM, MS, DACVAA
Associate Professor, Veterinary Clinical Sciences
The Ohio State University College of Veterinary Medicine

STAY INVOLVED IN OUR MISSION

The most effective way to prevent prescription drug misuse is to use safe medication practices daily. We can each live out the mission of Generation Rx in our daily lives. Are you a member of the healthcare field? Consider how you can educate your patients about safe use and disposal practices. Are you a parent or caregiver to an older adult? Think about the ways you can improve the safety of your own home with safe storage practices. Are you passionate about medication safety and enjoy volunteering in your community? Consider becoming a Generation Rx Ambassador.

Here are some quick ways to get started:

MODEL SAFE MEDICATION USE

- ✓ Check your home for unused or expired medications and make a plan to dispose of them properly.
- ✓ Look up community disposal programs (drug disposal boxes or take-back events) in your area or contact your local health department to see if drug deactivation pouches are available.
- ✓ Secure medication in lockable places out of reach from children and pets.
- ✓ Create a personal medication record for yourself or others.
- ✓ Encourage your family, friends, and coworkers to use medications safely.

UTILIZE GENERATION RX IN YOUR EVERYDAY LIFE

- ✓ Visit [GenerationRx.org](https://www.generationrx.org) and print Generation Rx handouts (teen, university, and adult) to give to friends, family, and coworkers.
- ✓ Talk with friends, family, and coworkers about medication safety.
- ✓ Educate friends, family, and coworkers about safe medication storage.
- ✓ Challenge your family and friends to dispose of unused or expired medications properly.
- ✓ Share drug disposal box locations with friends, family, and coworkers.

TAKE THE NEXT STEP

- ✓ Volunteer or support a drug take-back event in your local community.
- ✓ Partner with someone in your community to host a Generation Rx program or informational booth during a community event.
- ✓ Follow and interact with Generation Rx on social media on Facebook, Instagram, LinkedIn, and Twitter @thegenrx
- ✓ **Become a Generation Rx Ambassador.** With unique tools for pharmacists, nurses, veterinarians, and prevention educators, Generation Rx can help you promote safe medication practices in a variety of ways. Visit [generationrx.org/ambassadors](https://www.generationrx.org/ambassadors) to learn more.

LOOKING TOWARD THE FUTURE

When I joined the Generation Rx team in 2018, I knew immediately that I was a part of something special. My background in coalition development and substance misuse prevention had found a home in the perfect place: a project that encouraged people of all ages, living everywhere, to take an active role in preventing prescription drug misuse.

Generation Rx strives to have a positive impact on the lives of the people who engage with us. Our project team provides the Generation Rx network with the resources and guidance needed to deliver effective, data-based education. When we launch a new toolkit, reassess a learning activity, or even begin a new collaboration, we consult the research and the voices of our partners. Our process unites good techniques with community engagement in the best way. So, when I say there is also an element of magic to Generation Rx —something intangible and that is inspiring to millions—please do not assume I have abandoned all common sense. The project is simply so much more than the sum of its parts.

In her reflection, Dr. Kwiek shared that the project emerged at a time when prescription drug misuse rates were on the rise. The need for this education has only grown since 2020, when the COVID-19 pandemic altered our lives and affected medication misuse behaviors. Nationally, we saw a rise in the diagnosis of mental health and co-occurring substance use disorders. Meanwhile, drug misuse and opioid related deaths began to rise. And school and community-based prevention education programs and educators faced new challenges. But I am optimistic.

Over the last 18 months, stakeholders from healthcare, K-12 education, and beyond launched plans to prioritize early prevention education and early intervention. With our OSU partners, we identified new educational training opportunities for healthcare providers and created new supportive digital tools.

And of course, Generation Rx is committed to keeping its toolkit resources free, available, and easy-to-use for any healthcare provider, community, or educator that needs them.

I am excited to come to work each and every day. The next chapter of Generation Rx will leverage all our innovative power with the strength of community-led volunteers and healthcare professionals. I am grateful to every colleague, volunteer, organization, and sponsor that I have had the privilege to work with thus far. Each of you provides insight that informs the project’s evolution, and a point of view that has shaped my own priorities for the coming year.

As we enter the next chapter, I invite you to celebrate with us! Reminisce with friends and colleagues about your shared Generation Rx past. Share your stories on social media. Consider taking the next step and becoming a Generation Rx Ambassador! But no matter what, continue to live our mission daily: model safe medication practices in your life and encourage others to do the same.

With kind regards and excitement for the future,



Brittany Sandidge
Program Director of Generation Rx

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