

San Diego Coalition's Logic Model

Goal

Reduce misuse and abuse of and addiction to prescription drugs in San Diego County

Objectives

Increase knowledge & awareness of RX issues

Reduce access to RX for purpose other than prescribed

Increase perception of harm related to RX misuse and abuse

Short Term Objective

Increase knowledge of misuse & ways to avoid misuse among parents
 Increase skills in home RX management

Reduce theft/robberies at pharmacies
 Increase accountability for "known docs"

Reduce doctor over-prescribing
 Increase supervision & accountability for pain meds
 Increase use of alternative methods of pain management for vets/athletes
 Prevent home burglaries, especially in senior communities

Increase knowledge about real harms associated with RX
 Increase peer disapproval of RX use
 Increase parent communication about disapproval of RX misuse

Action Steps to achieve change

- Medical training
- Parent & family education

- Education & training
- Enforcement
- Prosecution policy change

- Education
- Peer-to-peer intervention
- Media messaging,
- Pharmacy handouts