



Taking ACTION to prevent & address PRESCRIPTION DRUG ABUSE



EDUCATE *before*
YOU MEDICATE

The NCPIC
Coalition-working
together to promote
safe medicine use

National Council on Patient Information and Education
www.talkaboutrx.org



A Resource Kit for America's College Campuses

How to Create a Facebook Page to Communicate with Students

As a school administrator or educator, you can help students deal with the pressures and stress that they face every day. Often, students are tempted to find ways to cope, including prescription medicine abuse. Although most college students do use prescription drugs properly, about 1 in 4 people aged 18 to 20 report non-medical use of prescription drugs at least once in their lives. The issue is real. By students' sophomore year in college, about half of their classmates will have been offered the opportunity to abuse a prescription drug.

To help promote responsible prescription medicine use on campus, communicate with students through the channels that they use every day. Students are using the Internet and social networking sites every single day, likely for consecutive hours, so the best way to reach them is where they *already* are. For example, Facebook is a social networking site where people create an online profile and "friend" people based on similar interests, location and other details. You can easily create a Facebook page for your campus that talks about smart, safe, responsible use of prescription medicines, and use it to start a positive conversation on campus. The following explains what to say on your page, how to use it and how to set one up if you've never done this before.

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Here's How You Can Use your Campus Facebook Page to Reach your Students:

- **Status updates.** Update your status, a short note sent to your followers and displayed on your page, and post relevant information so that you are feeding new content to people who "like" the page. For example, post a local or national news article related to young adult prescription drug abuse.



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- **Event pages.** If your campus is hosting an activity, create an event page with the web address for more information, location, time and date. Include a brief description of your event, and include any interesting or related links, such as links to [“You’re in Control—Using Prescription Medicines Safely” brochure](#) (PDF coming soon) and [poster](#) (PDF coming soon) and the National Council on Patient Information and Education (NCPPIE) campus online resource kit for college campuses. From there, post flyers, including the [“You’re in Control—Using Prescription Medicines Safely” poster](#)—around campus, make announcements in classes to spread the word about responsible prescription medicine use.
- **Comments.** Open a discussion by posting a question such as, *“How do you deal with everyday stresses, including peer pressure?”* Invite students to share positive tips with one another.

Sample Messages

Use your campus Facebook page to encourage students to seek help when they need it, or to help friends who may not know that they need help. Post positive messages and resources, including:

- **YOU** are in control of **YOUR** life and **YOUR** medications. If you, or a friend, need help—ask for it. You are not alone.
- You could be putting your friends at risk by sharing your medicine. Refer your friends to a doctor or guidance counselor if they need ways to cope with everyday stresses.
- Peer pressure is real, but don’t give in to the temptation to fit in. Your true friends will respect your decision to avoid abusing prescription drugs.

Follow These Simple Steps to Create a Campus Facebook Page

If your campus already has a Facebook page, you can just begin posting comments to the page to start the discussion. Otherwise, to create a new page:

1. Go to www.facebook.com to create a free page, which basically means a profile page for your cause or organization.
2. On the right-hand side of the page under the “sign up” feature, click on “Create a page for a celebrity, band or business.”



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3. Next, choose brand, product, or organization.

4. Then enter a name for the page, such as “University of [NAME] Supports Responsible Prescription Medicine Use” and click “Create Official Page.”

5. Now, to complete the creation of the page, check the option that says “I already have a Facebook account” and then log in with your e-mail and password and click on the “Login” button. If you don’t have an account, you can create one for free from this page. Don’t worry, the only personal information that you must reveal is your e-mail address—all other information is optional and secure.

6. Congratulations! Your page is now created and you are the administrator. Be the first to “like” your page and encourage colleagues and students to do the same.

7. Encourage page administrators to check the page often for inappropriate or inaccurate comments that might reduce the credibility or respectful intent of the page.